REZA MOUSAVI

Assistant Professor

McIntire School of Commerce, University of Virginia

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PROFESSIONAL EXPERIENCE

University of Virginia, McIntire School of Commerce

Assistant Professor of Commerce

05/2020 - Present

University of North Carolina at Charlotte, Belk College of Business 07/2016 – 05/2020

Assistant Professor of Business Information Systems Assistant Professor of Data Science and Business Analytics

State Farm Insurance Co., Bloomington, IL 09/2015 – 08/2016

Lead Data Scientist

EDUCATION

Arizona State University 2016

PhD in Business Administration, Computer Information Systems Concentration

University of Tehran 2011

MBA, Operations Management Concentration

Sharif University of Technology 2007

BSc, Engineering

RESEARCH EXPERIENCE

Journal Articles:

Mousavi, R., Gu, B. The Effect of Governors' Resilience Tweeting on Community Compliance during Natural Disasters. *Information Systems Research*. (forthcoming)

Alavi, M., Leidner, D., **Mousavi, R.** (2024). Knowledge Management Perspective of Generative Artificial Intelligence, *Journal of the Association for Information Systems*, 25(1), 1-12.

Atkinson, M., **Mousavi, R.,** Windett, J. (2022). Detecting diverse perspectives: using text analytics to reveal sex differences in Congressional debate about defense. *Political Research Quarterly*, 76(1), 75-89.

Mousavi, R., & Zhao, K. (2022). Examining the Impacts of Airbnb's Review Policy Change on Listing Reviews. *Journal of the Association for Information Systems*, 23(1), 303-328.

Mousavi, R., Raghu T. S., and Frey. K. (2020). Harnessing Artificial Intelligence to Improve the Quality of Answers in Online Question-answering Health Forums. *Journal of Management Information Systems*, 37(4), 1073-1098.

Mousavi, R., Johar, M., Mookerjee, V. (2020). The Voice of the Customer: Managing Customer Care in Twitter. *Information Systems Research*, 31(2), 340-360.

Mousavi, R., Gu, B. (2019). The Impact of Twitter Adoption on Lawmakers' Voting Orientations. *Information Systems Research*, 30(1), 133-153.

Under Revision/ Review Articles:

Mittal, C., **Mousavi, R.**, Hoss, K. "Healthy Relationships and Healthy Eating: How Stressful Events and Social Support Influence Food Consumption and Obesity," Revise and Resubmit, Second Round, *Journal of Marketing*.

Fowler, SL., Stylianou, AC., Zhang, D., Lowry, PB., **Mousavi, R.**, Reid, SE. "Words Matter When Gangs Cyberbang: Predicting Imminent Urban Violence from Gang Members' Social Media Posts," Revise and Resubmit, Second Round, *Journal of Management Information Systems*.

Mousavi, R., Kitchens, B., Abbasi, A., Oliver, A. "From Lexicons to Large Language Models: A Holistic Evaluation of Psychometric Text Analysis in Business Research," First Round, *Information Systems Research*.

Wagner, G., Prester, J., **Mousavi, R.,** Lukyanenko, R., Pare, G. "Generative Artificial Intelligence and the Future of Literature Reviews and Scientific Inquiry," First round, *Journal of Information Technology*.

Completed Drafts:

Mousavi, R., Gray, P., Lehman, D. "Tuning the Mind: The Impact of GenAI Temperature on Psycholinguistic Perceptions," Rejected from PNAS, under preparation for submission to *ISR*.

Li, J., Montgomery, N., **Mousavi, R.** "How a Brand's Social Media Response to Social Justice Activism Impacts Consumer Perceptions: The Role of Brand Relationship Norms," Under preparation for submission to *MISQ*.

Conference Proceedings & Presentations:

Mousavi, R., Kitchens, B., Abbasi, A., Oliver, A. (March 2024). From Lexicons to Large Language Models: A Holistic Evaluation of Psychometric Text Analysis in Business Research, *BizAI Conference*. Dallas, TX.

Mousavi, R., & Gu, B. (August 2022). The Effect of Governors' Resilience Tweeting on Community Compliance during COVID-19 Pandemic, 82nd Annual Meeting of the Academy of Management. Seattle, WA.

Mousavi, R., & Gu, B. (December 2021). The Effect of Resilience Messaging on Community Conformity to Government Healthcare Guidelines: An Empirical Analysis of Governors' Twitter Use During COVID-19 Pandemic, *International Conference on Information Systems (ICIS)*. Austin, TX.

Li, J., Montgomery, N., **Mousavi, R.** (November 2021) Brands' Social Media Strategies During Social Activism. *Conference on Information Systems and Technology*. Newport Beach, CA.

Wang, X., Mousavi, R., Hong, Y. (November 2020) The Unintended Consequences of Stay-at-Home Policies on Work Outcomes: The Impacts of Lockdown Orders on Content Creation. *Conference on Information Systems and Technology*. Virtual. NOMINATED FOR BEST PAPER AWARD.

Fowler, S., Stylianou, A., **Mousavi, R.**, Shannon, R., Zhang, D. (December 2019) Predicting Violent Crime with Gang Social Media Postings. *International Conference on Information Systems (ICIS)*. Munich, Germany.

Atkinson, M., Mousavi, R., Windett, J. (April 2019). Women at War: How Gender Shapes Congressional Debate on Defense and Foreign Affairs. *Midwest Political Science Association Conference*. Chicago, IL.

Mousavi, R., Subramaniam, C., Stylianou, A., Santanam, R. (December 2018). The Impacts of Participation in Health Information Exchanges on Patient Outcomes during Hurricane Sandy. *2018 HITS- Health Information Technology Symposium*. San Francisco, CA.

Chen, V., **Mousavi, R.**, Wlodek, Z. (November, 2018). Knowledge mining in scientific literature for complex social problems: An example using multi-stakeholder performance management. *INFORMS Annual Meeting*. Pheonix, AZ.

Mousavi, R., Johar, M. (May, 2017). The Voice of the Customer: Managing Customer Care in Twitter. *Production and Operations Management Annual Conference*. Houston, TX.

Mousavi, R., Johar, M., Mookerjee, V. (December, 2017). A Stochastic Control Model for Developing a Response Strategy to Customer Sentiment in Twitter. *Workshop on Information Technologies and Systems (WITS)*. Seoul, S Korea.

Mousavi, R., Santanam, R. (February, 2015). Assessing Order Effects in Online Community-based Health Forums. *2015 International Conference on Information Systems (ICIS)*. Fort Worth, TX.

Mousavi, R., Gu, B. (February, 2015). The Impact of Twitter Adoption on Decision Making in Politics. *48th Hawaii International Conference on System Sciences (HICSS)*. Kauai, HI. (Nominated for the Best Paper Award at HICSS, Invited for presentation at the annual meeting of American Political Science Association in 2014, Presented at WISE and CIST 2014).

Mousavi, R., Gu, B., Vinze, A. (October, 2014). The Role of Online Social Networks in Political Polarization. *20th Americas Conference on Information Systems (AMCIS)*. Savanah, GA.

Mousavi, R., Balthazard, P. (February, 2013). Neurophysiologic Patterns of Learning in Decision Groups. *46th Hawaii International Conference on System Sciences (HICSS)*. Maui, HI.

Mousavi, R., Demirkan, H. (February, 2013). The Key to Social Media Implementation: Bridging Customer Relationship Management to Social Media. *46th Hawaii International Conference on System Sciences (HICSS)*. Maui, HI.

Mousavi, R., Demirkan, H. (November, 2012). Quality of Service Modeling for Internet Service Providers. *INFORMS Annual Meeting*. Phoenix, AZ.

GRANTS & HONORS

- Jefferson Trust Grant, University of Virginia, \$112,800, Spring 2024, Co-PI.
- CTE Grant, University of Virginia, \$10,000, Spring 2024, Co-PI.
- Nominated for Best Paper Award, WITS 2022.
- Best Associate Editor, AI in Business & Society, ICIS 2021.
- 3Cavaliers, University of Virginia, \$65,000, May 2021, Co-PI.
- Research Grant, Amazon Web Services, Spring 2021, (\$4,000), PI.
- Research Grant, Google Cloud Platform, Spring 2021, (\$16,500), PI.
- Fellow at ICIS Doctoral Consortium, December 2015.
- Nominated for Graduate and Professional Student Association Teaching Excellence Award, Arizona State University, Fall 2015.
- Nominated for Best Paper Award, Hawaii International Conference on System Sciences, Kauai, HI, January 2015.
- Best Paper Award (Research in Progress), AMCIS, August 2014.

• Fellow and recipient of funding at Columbia-Duke-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, August and September 2013.

TEACHING EXPERIENCE

- Data Analytics 2 & 3, Graduate program (Master of Science in Business Analytics), University of Virginia, Spring 2021 to present, Charlottesville, VA.
- Programming for Data Science, Graduate program (Master of Science in Commerce), University of Virginia, Spring 2021 to present, Charlottesville, VA.
- Business Analytics with Python, Undergraduate program (Bachelor of Science in Business Analytics), University of Virginia, Spring 2021 to present, Charlottesville, VA.
- Advanced Business Analytics, Graduate programs (MBA, Data Science and Business Analytics, Computer science, Mathematical finance), University of North Carolina at Charlotte, Spring 2017 to present, Charlotte, NC.
- Advanced Business Analytics, Undergraduate program, University of North Carolina at Charlotte, Fall 2017 to present, Charlotte, NC.
- Business Data Mining, Business Analytics Program, W. P. Carey School of Business, Arizona State University, Spring and Summer 2015, Tempe, AZ.
- Project Management, Computer Information Systems Program, W. P. Carey School of Business, Arizona State University, Spring 2014, Tempe, AZ.

SKILLS

- Data Science Skills: Proficient in machine learning, deep learning, and natural language processing, working with big data platforms, employing machine learning techniques, econometrics, and statistics.
- Software Skills: Python, Transformers, PyTorch, TensorFlow, R, MATLAB, SQL/ NoSQL, STATA, SAS.

SERVICE

- Member of INFORMS' AI Roadmap Committee (AIR-COM), Spring 2024. Appointed by committee chair, Radhika Kulkarni (former president of INFORMS).
- Member of University of Virginia's Generative AI Advisory Committee for Faculty Training, Fall 2023 & Spring 2024, Appointed by the Vice Provost.
- Member of McIntire School's AI Advisory Committee, Spring 2024, Appointed by the Senior Associate Dean.
- Member of University of Virginia's Task Force on Generative AI, Spring & Summer 2023, Appointed by the Provost.
- Co-founder, Future MIS Scholars Grant, December 2022- Current.
- Program Chair, 8th INFORMS' Workshop on Data Science, October 2024.
- Associate Editor, International Conference on Information Systems (ICIS), December 2024/ 2023/2022/2021.
- Program Committee Member, Workshop on Information Technologies and Systems, December 2024/2023/2022/2021.
- Minitrack co-chair, Americas Conference on Information Systems (AMCIS), August 2023.
- Dissertation Committee Member, Hossein Hematialam, Ph.D. in Computer Science, University of North Carolina at Charlotte, "Knowledge Extraction and Analysis of Medical Text with Particular Emphasis on Medical Guidelines," Graduation: May 2021. *Currently principal data scientist at PMCC*.

- Dissertation Committee Member, Maryam Tavakoli Hosseinabadi, Ph.D. in Computer Science, University of North Carolina at Charlotte, "Heterogeneous Feature Integration for Regression in Multimodal Healthcare Applications," Graduation: September 2020. Post-doc at Harvard Medical School, currently data & applied scientist at Microsoft.
- Session Chair.
 - o International Conference on Information Systems (ICIS), December 2021
 - o INFORMS Annual Meeting, October 2021.
- Ad hoc reviewer for MS, ISR, MISQ, JMIS, JAIS, ISF, DSS, ICIS, HICSS, WITS, and AMCIS

APPLICATIONS & MODELS

APPLICATIONS:

- Course Exposure to GenAI GPT: https://chat.openai.com/g/g-We8jTDwrN-course-exposure-to-genai
- Concrete Text Generator GPT: https://chat.openai.com/g/g-skCV0HQse-rewrite-text-to-make-it-concrete
- ResTweet: https://mousavi-gradio.pods.uvarc.io
- ResText: https://huggingface.co/spaces/paragon-analytics/ResText
- Other applications/ models: https://huggingface.co/paragon-analytics

LANGUAGE MODELS:

- Fine-tuned T5 Paraphrasing Model: https://huggingface.co/paragon-analytics/t5 para
- Fine-tuned RoBERTa Model: https://huggingface.co/paragon-analytics/bert_resil