

Education

- 2011–2017 **Ph.D. Business Administration (Information & Decision Sciences)**, *University of Minnesota, Carlson School of Management*
Thesis: Bidder Behavior in Complex Trading Environments: Modeling, Simulations, and Agent-Enabled Experiments
- 2008–2010 **M.Sc. Information Technology**, *University of Technology Malaysia*
- 2003–2007 **B.Sc. Electrical Engineering**, *Semnan University*

Professional Experience

- 9/2017–present **University of Memphis**, *Assistant Professor*, Fogelman College of Business & Economics (FCBE), Department of Business Information & Technology
- 2012-2017 **University of Minnesota**, *Graduate Assistant, Instructor*, Carlson School of Management

Research

Areas of Expertise: Causal Inference, Data Analytics, Information technology mediated markets, Agent-based modeling and simulation, Econometrics, Machine Learning

Papers

- Journal The Effects of Online Social Identity Signals on Retailer Demand, *with Yash Babar and Gordon Burtch*, forthcoming at *Management Science*, accepted Apr 2023
[SSRN](#)
- Journal Spy it before you try it: Intrinsic Cues and Open Data App Adoption, *with Deepti Agawal, Chen Zhang and Bill Kettinger*, 2022, *Communications of the Association for Information Systems*, [DOI](#)
- R&R Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation, *with Yash Babar and Brad N Greenwood*, Invited for resubmission at *Management Science*, resubmit by Aug 2023, [SSRN](#)
- Conference Proceeding Toward Understanding the Dynamics of Bidder Behavior in Continuous Combinatorial Auctions: Agent-Based Simulation Approach, *with G. Adomavicius and A. Gupta*, *Hawaii International Conference on System Sciences (HICSS) 2017*, Computer Society Press, [DOI](#)
- Working paper Future Growth or Mitigating Cyber Risk? How Data Breaches Affect the Reallocation of IT Capital, *with Chengxin Cao, Zhaoxin Lin, and Jacquelyn Ulmer*
- Working paper Bidder behavior in complex trading environments: understanding the impact of competition via a novel agent-based simulation approach, *with Gediminas Adomavicius, Alok Gupta, and Shawn Curley*

Select Presentations

- Talk How Do Online Signals Of Social Identity Affect Businesses in the Restaurant Industry?, *INFORMS Annual Meeting 2022, AOM 2023*
- Talk Cooking or Clicking: The Impact of Online Food Delivery Platforms on Domestic Food Preparation, *Yash Babar, Ali M Adeli, Brad N Greenwood*, *CHITA 2020, AOM annual meeting 2021*
- Conference Data Breaches and Firm IT Investment, *Chengxin Cao, Ali Adeli, Jacquelyn Ulmer*, *INFORMS Annual Meeting, Nov 2020*

- Conference paper How would you react? the relationship between cybersecurity breaches and IT investment, *with Chengxin Cao and Jacquelyn Ulmer*, WITS 2019
- Research Talk Cybersecurity breaches and Firm IT investment, *presented at BIT Colloquium and FIT DataScience cluster*, University of Memphis, Nov 2019
- Industry Talk Understanding Data & Analytics, *Data and Technology fair, April 29, 2018*, St. Jude ALSAC, Memphis, TN
- Industry Presentation What can Business Analytics do for you?, *IP Analytics Gallery*, International Paper, Memphis, TN, Sep 2018
- Research Talk Impact of competition on market outcomes and bidder behavior in complex market environments, *BIT Colloquium*, University of Memphis, Apr 2018
- Conference talk Toward Understanding the Dynamics of Bidder Behavior in Continuous Combinatorial Auctions: Agent-Based Simulation Approach, *HICSS 2017*, Hawaii, USA
- Poster Presentation Understanding, Replicating, and Leveraging Dynamics of Bidder Behavior in Continuous Combinatorial Auctions, *CIST 2016*, Nashville, USA

Teaching

University of Memphis

- Graduate MIS7720 - Artificial Intelligence for Business *designed and developed course*
 - Spring 2023 - Evaluation: 4.8/5.0 (74 responses/90 enrolled)
 - Fall 2022 - Evaluation: 4.8/5.0 (67 responses/81 enrolled)
 - Spring 2021 - Evaluation: 4.7/5.0 (72 responses/90 enrolled)
 - Spring 2020 - Evaluation: 4.1/5.0 (37 responses/43 enrolled)
 - Spring 2019 - Evaluation: 4.4/5.0 (18 responses/22 enrolled)
- BA7503 - Business Analytics for Managers
 - Fall 2022 - Evaluation: 4.2/5.0 (40 responses/68 enrolled)
 - Spring 2021 - Evaluation: 4.3/5.0 (71 responses/93 enrolled)
 - Fall 2021 - Evaluation: 4.73/5.0 (11 responses/15 enrolled)
 - Fall 2021 (online section) - Evaluation: 4.2/5.0 (66 responses/81 enrolled)
- Undergrad MIS 3210 - Critical Thinking using Analytics
 - Spring 2021 (Honors section) - Evaluation: 4.53/5.0 (20 responses/29 enrolled)
 - Fall 2020 - Evaluation: 4.6/5.0 (50 responses/91 enrolled) across 2 sections
 - Spring 2020 - Evaluation: 4.62/5.0 (21 responses/32 enrolled)
 - Spring 2020 (Honors section) - Evaluation: 4.71/5.0 (7 responses/10 enrolled)
 - Fall 2019 - Evaluation: 4.3/5.0 across 2 sections
 - Spring 2019 - Evaluation: 4.31/5.0
 - Fall 2018 - Evaluation: 4.4/5.0 across 2 sections
 - Spring 2018 - Evaluation: 4.7/5.0 across 2 sections
 - Fall 2017 - Evaluation: 4.5/5.0 across 2 sections
- Internship Faculty Advisor for graduate students internships (BA7800)
 - Spring 2023 - 20 students
 - Summer 2022 - 28 students
 - Fall 2022 - 26 students
 - Spring 2022 - 1 student

University of Minnesota, Instructor

- Undergrad IDSC 3103 - Data Modeling and Databases *Spring 2014 and 2015*

Honors & Awards

Nov 2022	2nd tier CoRS (interdisciplinary) research award, with Alex Hadley, Mohd Hasan Ali, and Daniel Vincent Foti
Summer2022	Competitive FCBE Summer Faculty Research Grant
Nov 2021	1st tier CoRS (interdisciplinary) research award, with Alex Hadley and Mohd Hasan Ali
April 2021	FedEx FRONTIERS award
Summer2020	FCBE Summer Faculty Research Grant
April 2019	FedEx Institute of Technology DataScience cluster award
2015–16	CSOM Doctoral Dissertation Fellowship
2012–15	PhD Summer Research Fellowship
Spring 2016	PhD Travel Fellowship
Fall 2016	Alan Eliason PhD Fellowship

Professional Service

Memberships	INFORMS, Association of Information Systems (AIS), FIT DataScience research cluster
	University of Memphis
Member	FCBE Virtual Learning & Technology committee <i>2021–</i>
Judge	Annual Student Research Forum <i>2019–2021</i>
Outreach	Dept. representative at recruitment event targeted at high school students <i>Fall 2020</i>
Member	BIT PhD comprehensive exam Committee (Business Analytics) <i>2020–present</i>
Member	FCBE Continuous Improvement Committee <i>2018–2020</i>
Member	Memphis DATA conference organizing committee <i>March 2020</i>
Affiliate	FIT Data Science Research Cluster <i>2019-present</i>
Member	PhD Dissertation Committee (He Li) <i>Graduated Summer 2019</i>
Member	BIT tenure track faculty hiring Committee <i>Fall 2018</i>

Ad-hoc Reviewer

Management Information Systems Quarterly (MISQ)	<i>2021–</i>
Information Systems Research (ISR)	<i>2018–</i>
Information & Management	<i>2020–</i>
Information Technology & Management (ITEM)	<i>2020</i>
Information Systems Management (journal)	<i>2019</i>
Journal of Organizational Computing and Electronic Commerce (JOCEC)	<i>2018</i>
International Conference on Information Systems (ICIS)	<i>2012, 2018–2021</i>
Workshop on Information Technology and Systems (WITS)	<i>2013</i>

Skills

Programming	Phyton, R, Stata, PHP, C++, ASP.NET, VB, HTML, JavaScript
Databases	MySQL, SQLserver, Hadoop (Apache Hive, Spark SQL)
Other	LaTeX, Computer Hardware and Networks
Languages	English, German, Farsi