

Masoud Salehi

Ph.D. Candidate

Department of Information Systems and Business Analytics

Ivy College of Business, Iowa State University

3128 Gerdin Business Building

Cell: (515) 708-0230

Email: msalehi@iastate.edu

<https://www.ivybusiness.iastate.edu/directory/msalehi/>

EDUCATION

2019 – Present Iowa State University, Ivy College of Business, Ames, IA

Ph.D., Information Systems and Business Analytics, Expected Spring 2025

Committee: Dr. Drew Zhang (co-chair), Dr. Wenli Zhang (co-chair), Dr. Young Woong Park, Dr. Wei Zhang, Dr. Julie Dickerson

Dissertation Title: “Pixels that Pay: Analyzing the Impact of Images in Online Business Environments; Use Cases, Values, and Insights”

2016 - 2019 University of Tehran, Tehran, Iran

M.Sc., Management Information Systems

2010 - 2014 Amirkabir University of Technology (Tehran Polytechnic), Tehran, Iran

B.Sc., Electrical Engineering

RESEARCH

Research Interests

- **Topics:** Design Science, Affective Computing, Social Media, Recommendation Systems, Sharing Economy, Healthcare Analytics
- **Methods:** Image Processing, Natural Language Processing, Transfer Learning, Prompt Engineering, Optimization, Social Network Analysis, Econometric

Publications, Manuscripts Under Review, and Research in Progress

1. **Masoud Salehi**, Masek Ko, Drew Zhang “Emotional Ambiguity and User Engagement in Social Media: A Multi-Modal Content Analysis Approach” (targeted submission to *MIS Quarterly*).
 - Dissertation Essay One – *Job market paper*
2. Masek Ko, **Masoud Salehi**, Manjot Singh Bhussar, On-Ook Oh, Kevin P Scheibe “Toward A Two-Sided Joint Signaling Theory: Seller-Generated and Buyer-Generated Signals in A Sharing Platform”, (**under review** at *Information Systems Research*).
3. **Masoud Salehi**, Drew Zhang “Context-Adaptive Visual Emotion Analysis: Enhancing Robustness and Flexibility Across Diverse Data Distributions” (**under review** in *INFORMS Journal on Computing*).
 - Dissertation Essay Two

4. **Masoud Salehi**, Drew Zhang “Beyond the Green Veil: Unveiling Eco-Signaling and Environmental Commitment on Eco-Friendly Product Performance” (targeted submission to *Journal of Management Information Systems*).
 - Dissertation Essay three
5. **Masoud Salehi**, Amir Zahedi, Khashayar Afshar Bakeshloo "Salesperson's Online Profile Cues and Sales Performance," (targeted submission to *Journal of Marketing Research*, Status: designing studies and data collecting).
6. Masoud Salehi, Stephen B. Gilbert, Mohammadamin Sanaei “Virtual Reality Cybersickness Experience and Users Perception of Usefulness of VR Technology for Work,” (targeted submission to *Computers in Human Behavior*)
7. Hajiheydari, N., Talafidaryani, M., Khabiri, S., & **Salehi, M.** (2019). Business Model Analytics: A Technical Review of Business Model Research Domain. *Foresight*, 21(6), 654-679.
8. Zangeneh Nejad, N., Hajiheydari, N., & **Salehi, M.** (2018). Network Analysis of Relations between Information System Theories and Researches. *Iranian Journal of Information Management*, 3(2), 27-50.

CONFERENCE/SYMPOSIUM PRESENTATIONS

- *International Conference on Human-Computer Interaction*, Jun 2024
 - **Presented** the paper: “Cybersickness Detection through Head Movement Patterns: A Promising Approach,” co-authors: Nikoo Javadpour, Brietta Beisner, Mohammadamin Sanaei, Stephen B. Gilbert
- *INFORMS Annual Meeting*, October 2024
 - **Will Present** the Paper: “The Effects of Introduction of Electronic Health Record Systems Act on Patients Outcome; an Exploratory Analysis” in Healthcare Analytics and Decision Support Systems Track
- *Big XII MIS Symposium*, April 2022
 - **Presented** the paper: “Stylist: A Style Aware Fashion Recommender System,” coauthor: Dr. Drew Zhang
- *International Conference on Information Systems (ICIS)*, December 2020
 - **Presented** the paper: “An Exploratory Analysis of Electronic Intensive Care Unit (eICU) Collaborative Research Database,” in IS in Healthcare track, coauthors: Dr. Mehdi Moqri, Atefeh Rajabalizadeh, Javad Norouzi Nia, Nima Safaei
- *Annual Conference of Decision Sciences Institute (DSI)*, December 2020
 - **Presented** the paper: “Optimizing Influence-Based Advertising: Formulating Influencer Selection in the Social Networks”
- *IFIP Working Conference on Virtual Enterprises (PRO-VE)*, September 2018
 - **Presented** the paper: “Optimizing Humanitarian Aids: Formulating Influencer Advertisement in Social Networks,” In Collaborative Networks of Cognitive Systems, coauthors: Dr. Nastaran Hajiheydari, Arman Goudarzi

TEACHING INTERESTS

- Business Analytics, Management Information Systems, Responsible AI, Cyber Security Management, Machine Learning for Business, Health Care Analytics, Blockchain and Cryptocurrency, Programming Foundations, Data Management for Decision Makers, Big Data for Business

TEACHING EXPERIENCE

Iowa State University

- 2024 (Spring)** Instructor, **Business Analytics (MIS 436)** (Undergraduate Level)
- Rating: 4.4/5
- 2023 (Fall)** Instructor, **Management Information Systems** (Undergraduate)
- Rating: 3.9/5
- 2023 (Spring)** Instructor, **Management Information Systems** (Undergraduate)
- Rating: 4.1/5
- 2022 (Fall)** Instructor, **Management Information Systems** (Undergraduate)
- Rating: 4.3/5

University of Tehran

- Fall 2018** Teaching Assistant, **Electronic Commerce** (Graduate Level)

Programming Tutor

- 2017 - 2019** Programming Tutor, **Python and Machine Learning** (Intermediate Level, Online)

AWARDS and HONORS

- Awarded College of Business Research Grant, \$4000, Iowa State University, 2023
- Approved National Interest Waiver Recipient, Recognizing Exceptional Contributions in the Field of Business Strategies with Data Science and Machine Learning, USCIS, 2023
- Awarded research travel grant \$3000, Ivy College of Business, Iowa State University, 2023
- Awarded research travel grant \$3000, Ivy College of Business, Iowa State University, 2022
- Awarded research travel grant \$2000, Ivy College of Business, Iowa State University, 2021
- Awarded research data grant \$1200, Ivy College of Business, Iowa State University, 2020
- Awarded Graduate Research Assistantship, Iowa State University, 2019 – Present
- Certified for Teaching at the University Level, Iowa State University, 2021
- Ranked 1st in class for master's degree GPA (3.96/4.0), University of Tehran, Iran, 2019
- Awarded Full Scholarship for Master Program, University of Tehran, 2016-2018
- Ranked in top 1% of participants National University Entrance Exam for Graduate Studies, 2016
- Full Scholarship Recipient for Bachelor's Degree, Tehran Polytechnic, 2010-2014
- Ranked in top 1% of Participants in the National University Entrance Exam, Iran, 2010

ACADEMIC SERVICE AND PROFESSIONAL ASSOCIATIONS

Services

- *Informs Annual Meeting*
 - Session Chair: 2024
- *Information & Management Journal*
 - Reviewer: 2023
- *International Conference on Information Systems (ICIS)*
 - Reviewer: 2020, 2021, 2022, 2023, and 2024
- Reviewer, *Americas Conference on Information Systems (AMCIS)*
 - Reviewer: 2021
- Reviewer, *Pacific Asia Conference on Information Systems (PACIS)*
 - Reviewer: 2022
- Reviewer, *European Conference on Information Systems (ECIS)*
 - Reviewer: 2020
- *International Conference of Human-Computer Interaction (CHI)*
 - Reviewer: 2021

Affiliations

- Member, Association for Information Systems (AIS)
- Member, INFORMS
- Member, Decision Science Institution (DSI)
- Member, IEEE

SKILLS and DOCTORAL TRAINING

Computer and Programming Skills

- Python, HPC and Parallel Computing, R, MATLAB, STATA, RapidMiner, Tableau, Gephi, MySQL, C++, Java, HTML, PHP

Selected Doctoral Coursework

MIS Seminars

- Overview of MIS Research (Dr. Joey George)
- MIS Computational Research (Dr. Drew Zhang)
- Empirical Research in MIS (Dr. Mishra Abhay)
- Analytical Research in Information Systems (Dr. Sree Nilakanta and Dr. Young Woong Park)

Methods

- Business Research Methods (Dr. Drew Zhang, Dr. Ray Chen, Dr. Samantha Cross, and Dr. Arnie Cowan)
- Introduction to Machine Learning (Dr. Jin Tian)
- Natural Language Processing (Dr. Forrest Bao)
- Intermediate Econometrics (Dr. Desire Kedagni)
- Statistical Methods for Research (Dr. Jarad Niemi)
- Design and Analysis of Algorithms (Dr. Simanta Mitra)
- Advanced Topics in Database Systems (Dr. Qi Li)

SELECTED PROFESSIONAL EXPERIENCE

Vice President and Treasurer

Iranian Students and Scholars Association, Iowa State University, Ames, IA

- Planned and executed multiple social events with more than three hundred attendees; improvising in response to the COVID-19 pandemic by transitioning to engaging virtual events that successfully maintained high participant interaction.

Project Manager

Sigma Gostar Aria, Iran

- Led a design and implementation team with of 15 employees.

System Engineer

Sigma Gostar Aria, Iran

- Designed distributed control and monitoring systems for oil and gas industry. Designed database system architecture, and cybersecurity safety protocols.

REFERENCES

Drew (Zhu) Zhang (Committee Co-Chair)

Professor of Information Systems
Alfred J. Verrecchia Endowed Chair in AI and
Business Analytics
College of Business
University of Rhode Island
Email: zhuzhang@uri.edu
Tel: (520) 461-9146

Kevin Scheibe

Union Pacific Professor for Information Systems and
Business Analytics
Chair, Department of Information Systems and Business
Analytics
Iowa State University
Email: kscheibe@iastate.edu
Tel: (515) 294-0545

Wenli Zhang (Committee Co-Chair)

Assistant Professor of Information Systems
Ivy College of Business
Iowa State University
Email: wlzhang@iastate.edu
Tel: (515) 294-2469

Stephen B. Gilbert

Associate Professor of Industrial Engineering
Director, Human Computer Interaction
Associate Director, Virtual Reality Application Center
Iowa State University
Email: gilbert@iastate.edu
Tel: (515) 294-6782