

# Masoud Salehi

Ph.D. Candidate

Department of Information Systems and Business Analytics

Ivy College of Business, Iowa State University

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## EDUCATION

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<b>2019 – Present</b>	Ph.D. Candidate in Information Systems and Business Analytics, Ivy College of Business, Iowa State University, USA
<b>2016 - 2019</b>	MBA – Management Information Systems, University of Tehran, Tehran, Iran
<b>2010 - 2014</b>	B.Sc., Electrical Engineering, Amirkabir University of Technology (Tehran Polytechnic), Tehran, Iran

## RESEARCH INTERESTS

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**Substantive:** Design Science, Sharing Economy, Recommender Systems, Healthcare Analytics

**Methods:** Image Processing, Natural Language Processing, Transfer Learning, Prompt Engineering, Optimization, Social Network Analysis, Econometric

## RESEARCH EXPERIENCE

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<b>2019 - Present</b>	Graduate Research Assistant, Ivy College of Business, Iowa State University, USA
<b>2018 - 2019</b>	Research Assistant, Department of Management, University of Tehran

## DISSERTATION

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

- (1) A Picture is Worth a Thousand Clicks: Visual Content Analysis Beyond Aesthetics
- (2) Beyond the Green Veil: Unveiling Eco-Signaling and Environmental Commitment Impact on Eco-Friendly Product Performance

## PUBLICATIONS

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<b>2024</b>	<b>Salehi, M.,</b> Javadpour, N., Beisner, B., Sanaei, M., & Gilbert, S. (2024). “Cybersickness Detection through Head Movement Patterns: A Promising Approach”, in “ <i>26th International Conference on Human-Computer Interaction</i> ”
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- 2020** Mahdi Moqri et al. (including **Masoud Salehi** and others) (2020), “An Exploratory Analysis of Electronic Intensive Care Unit (eICU) Collaborative Research Database”, *International Conference on Information Systems (ICIS), India (Virtual), December 13 – 16*.
- 2019** Hajiheydari, N., Talafidaryani, M., Khabiri, S., & **Salehi, M.** (all authors made the same contribution) (2019). Business model analytics: Technically review business model research domain. *foresight*, 21(6), 654-679.
- 2018** Hajiheydari, N. (co-first author), **Salehi, M.** (co-first author), & Goudarzi, A. (2018). Optimizing humanitarian aids: formulating influencer advertisement in social networks. In *Collaborative Networks of Cognitive Systems: 19th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2018, Cardiff, UK, September 17-19, 2018, Proceedings 19* (pp. 101-110). Springer International Publishing.
- 2018** 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.

## MANUSCRIPTS UNDER REVISION

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- Minsek Ko, **Masoud Salehi**, Manjot Singh Bhussar, On-Ook Oh, Kevin P Scheibe “Toward A Two-Sided Joint Signaling Logic: UGC- and SGC-Based Signals in A Sharing Platform”, *MIS Quarterly*.

## RESEARCH IN PROGRESS

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- **Masoud Salehi**, Masek Ko, Drew Zhang, “Emotional Ambiguity and User Engagement in Social Media: A Multi-Modal Content Analysis Approach” (Target Journal: “Information Systems Research”)
- **Masoud Salehi**, Drew Zhang, “Beyond the Green Veil: Unveiling Eco-Signaling and Environmental Commitment on Eco-Friendly Product Performance” (Target Journal: JMIS)
- **Masoud Salehi**, Kash Afshar, Amirhossein Zahedi, “Sales Person Online Profile Cues and Performance” (Target Journal: Journal of Academy of Marketing Science)

## CONFERENCE PARTICIPATION

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- 2024** **Masoud Salehi**, Nikoo Javadpour, Brietta Beisner, Mohammadamin Sanaei, Stephen B. Gilbert (2024), “Cybersickness Detection through Head Movement Patterns: A Promising Approach” in “26th International Conference on Human-Computer Interaction”
- 2022** **Masoud Salehi**, Drew Zhang (2022), “Stylist: A Style Aware Fashion Recommender System”, In *18th Big XII MIS Symposium, Huston, April 2 – 3*.

- 2020** Mahdi Moqri et al. (including **Masoud Salehi** and others) (2020), “An Exploratory Analysis of Electronic Intensive Care Unit (eICU) Collaborative Research Database”, *International Conference on Information Systems (ICIS), India (Virtual), December 13 – 16*.
- 2020** **Masoud Salehi** (2020) “Optimizing Influence-Based Advertising: Formulating Influencer Selection in the Social Networks”, In *51<sup>st</sup> Annual Conference of Decision Sciences Institute (DSI), San Francisco (Virtual), November 21 – 23*.
- 2019** **Salehi, M.** (co-first author), Hajiheydari, N. (co-first author), & Goudarzi, A. (2018). “Optimizing humanitarian aids: formulating influencer advertisement in social networks”, In *Collaborative Networks of Cognitive Systems: 19th IFIP WG 5.5 Working Conference on Virtual Enterprises, PRO-VE 2018, Cardiff, UK, September 17 – 19*.

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## TEACHING INTERESTS

Business Analytics	Management Information Systems
Health Care Analytics	Blockchain and Cryptocurrency
Programming Foundations	Networks and Information Security Management
Data Management for Decision Makers	Big Data for Business

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## TEACHING EXPERIENCE

### *Iowa State University*

<b>2024 (Spring)</b>	Instructor, <b>Business Analytics</b> (Graduate and Undergraduate Level, In-Person)
<b>2023 (Fall)</b>	Instructor, <b>Management Information Systems</b> (Undergraduate Level, In-Person)
<b>2023 (Spring)</b>	Instructor, <b>Management Information Systems</b> (Undergraduate Level, In-Person)
<b>2022 (Fall)</b>	Instructor, <b>Management Information Systems</b> (Undergraduate Level, In-Person)
<b>2022 (Spring)</b>	Instructor, <b>Management Information Systems</b> (Undergraduate Level, In-Person)

### *University of Tehran*

<b>Fall 2018</b>	Teaching Assistant, <b>Electronic Commerce</b> (Graduate Level)
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### *Programming Tutor*

<b>2017 - 2019</b>	Programming Tutor, <b>Python and Machine Learning</b> (Intermediate Level, Hybrid)
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## SERVICE

<b>2023</b>	Reviewer, Information & Management Journal
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<b>2023</b>	Reviewer, International Conference on Information Systems (ICIS)
<b>2022</b>	Reviewer, International Conference on Information Systems (ICIS)
<b>2022</b>	Reviewer, Pacific Asia Conference on Information Systems (PACIS)
<b>2021</b>	Reviewer, International Conference on Information Systems (ICIS)
<b>2021</b>	Reviewer, Americas Conference on Information Systems (AMCIS)
<b>2021</b>	Reviewer, International Conference of Human-Computer Interaction (CHI)
<b>2020</b>	Reviewer, International Conference on Information Systems (ICIS)
<b>2020</b>	Reviewer, European Conference on Information Systems (ECIS)

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## **ACHIEVEMENTS AND AWARDS**

<b>2023</b>	Awarded College of Business Research Grant, \$4000, Iowa State University
<b>2023</b>	Approved National Interest Waiver Recipient, Recognizing Exceptional Contributions in the Field of Business Strategies with Data Science and Machine Learning, USCIS
<b>2019 – Present</b>	Awarded Graduate Research Assistantship, Iowa State University
<b>2021</b>	Certified for Teaching at the University Level, Iowa State University
<b>2016 - 2018</b>	Awarded Full Scholarship for Master Program, University of Tehran
<b>2016</b>	Ranked in top 1% of participants National University Entrance Exam for MBA
<b>2010 – 2014</b>	Full Scholarship Recipient for Bachelor's Degree, Tehran Polytechnic
<b>2010</b>	Ranked in top 1% of Participants in the National University Entrance Exam, Iran

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## **RELATED PROFESSIONAL SKILLS**

Python, R, MATLAB, STATA, RapidMiner, Tableau, Gephi, and Microsoft Office

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## **RELEVANT COURSE WORK**

<b><i>MIS Seminars</i></b>	<b><i>Methods</i></b>
Overview of MIS Research	Machine Learning
MIS Computational Research	Econometrics
Empirical Research in MIS	Statistical Methods for Research
Analytical Research in Information Systems	Design and Analysis of Algorithms
	Advanced Topics in Database Systems

## REFERENCES

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**Zhu (Drew) 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  
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**Julie Dickerson**

Professor of Electrical and Computer Engineering  
Iowa State University  
Email: julied@iastate.edu  
Tel: (515) 294-7705

**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 & Manufacturing  
Systems Engineering  
Director, Human Computer Interaction  
Associate Director, Virtual Reality Application Center  
Iowa State University  
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Tel: (515) 294-6782