

# Kambiz Saffari

Full Name: Kambiz Saffarizadeh

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## EDUCATION

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<b>Georgia State University, Atlanta, GA</b> Ph.D. in Computer Information Systems	2015-20
<b>Sharif University of Technology, Tehran, Iran</b> Master of Business Administration	2012-14
<b>Semnan University, Semnan, Iran</b> B.S.E. in Mechanical Engineering with a Major in Solid Mechanics	2004-09

## ACADEMIC APPOINTMENTS

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<b>University of Texas at Arlington, Arlington, TX</b> Assistant Professor	2024-
<b>Marquette University, Milwaukee, WI</b> Assistant Professor	2020-24

## RESEARCH INTERESTS

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- Human-AI Collaboration
- Ethics in AI
- AI and the Changing Nature of Work
- Algorithmic Decision Making

## JOURNAL PUBLICATIONS

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1. **Saffarizadeh, K.**, Keil, M., Alashoor, T., and Boodraj, M., (2024). My Name is Alexa. What's Your Name? The Impact of Reciprocal Self-Disclosure on Post-Interaction Trust in Conversational Agents. ***Journal of the Association for Information Systems***

## REFEREED CONFERENCE PROCEEDINGS

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2. **Saffarizadeh, K.**, Jabr, W., and Keil, M., (2018). Update Assimilation in App Markets: Is There Such a Thing as Too Many Updates?. in ***ICIS*** (Nominated for best paper award)
3. **Saffarizadeh, K.**, Boodraj, M., and Alashoor, T. (2017). Conversational Assistants: Investigating Privacy Concerns, Trust, and Self-Disclosure. In ***ICIS***.

## WORKING PAPERS

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4. Alashoor, T, Keil, M., Jiang, Z., and **Saffarizadeh, K.**, "Data donations for advancing medical research: Mitigating the negative effect of privacy concerns on data donation decisions," ***MIS Quarterly*** (Conditionally Accepted)

5. **Saffarizadeh, K.**, Keil, M., and Maruping, L., "Relationship Between Trust in AI Creator and Trust in AI Systems: The Crucial Role of AI Alignment and Steerability," **Journal of Management Information Systems** (Conditionally Accepted)
6. **Saffarizadeh, K.**, and Keil, M., "Conversational AI Agents: The Effect of Process and Outcome Variation on Anthropomorphism and Trust," in preparation for a 3rd round review at **Information Systems Journal** (Major Revision)
7. Miao, Y., He, Q., Kim, S., **Saffarizadeh, K.** "Unveiling Creative Potential: A Multi-Method Investigation of Generative AI's Dual Mechanisms of Exploration and Serendipity in Artwork Creation" under review at **Journal of Management Information Systems**
8. Arnold, C., Zhiming, X., **Saffarizadeh, K.**, Madiraju, P., "Generative AI as (Un)welcome Agents in Medical Crowdfunding: The Trust Dilemma and Moral Hazard" under review at **Behaviour & Information Technology** [NMDSI grant]

## RESEARCH IN PROGRESS

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1. Yang, A., **Saffarizadeh, K.**, Mozafari, S., "The Role of Message Framing in Users' Reliance on Health-Related AI Recommendations," Manuscript in final preparation for submission
2. Alashoor, T., **Saffarizadeh, K.**, and Berente, N., "Moral Judgment of Violation of Human Privacy in Human-AI Interaction," Advanced stage of development
3. **Saffarizadeh, K.**, "What is Anthropomorphism After All? A Synthesis of the Literature and Directions for Future Research" Advanced stage of development
4. **Saffarizadeh, K.**, "Mitigating Distrust in AI Artifacts via Deep Reinforcement Learning," Early stage of development
5. **Saffarizadeh, K.**, Choi, H., Keil, M., and Baird, A., "The Effect of AI-Based Diagnosis Uncertainty on Patient's Anxiety" Early stage of development

## CONFERENCE PRESENTATIONS

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1. "Do We Trust AI Agents as Much as We Trust Their Creators? Investigating the Crucial Role of AI Alignment" the invited session on Human-AI Interaction, INFORMS 2023, Phoenix, USA, October 15-18, 2023
2. "Morality and Responsibility of Robotic Violation of Human Privacy" the 43rd International Conference on Information Systems TREOs, ICIS 2022, Copenhagen, Denmark, December 9-14, 2022
3. "AI Indeterminacy In Conversational Agents: How Does The Probabilistic Nature Of Modern AI Influence Our Perception Of Humanness And Trust?" invited session on Conversational AI and Human Interaction, INFORMS 2020, Online, November 7-13, 2020

4. "Creator and Creature: The Role of Inheritability, Trainability, and Freewill in Shaping Distrust in Artificial Intelligence" AOM 2020, Online, August 7-11, 2020
5. "Update Assimilation in App Markets: Is There Such a Thing as Too Many Updates?" the 39th International Conference on Information Systems, ICIS 2018, San Francisco, CA, December 13-16, 2018
6. "Conversational Assistants: Investigating Privacy Concerns, Trust, and Self-Disclosure," the 38th International Conference on Information Systems, ICIS 2017, Seoul, South Korea, December 10-13, 2017
7. "Leveraging Customer Feedback Through App Reviews," invited session on Economics of IS in the Age of Big Data, INFORMS 2016, Nashville, TN, November 13-16, 2016

## MEDIA ATTENTION

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- Research described in *Internet Retailing*. "Voice assistants will have to build trust before we're comfortable with them tracking us," by Louise Kelly and Kate Letheren, March 13, 2018

## TEACHING INTERESTS

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- Machine Learning and Analytics
- Programming and App Development
- Database Management
- Systems Analysis and Design

## TEACHING EXPERIENCE

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### **Marquette University, Milwaukee, WI**

- **Advanced Business Analytics** (BUAN 4061, [see course overview](#))
  - *Spring 2023* - Instructor Effectiveness Score: 5.9/6 (enrollment: 12)
  - *Spring 2022* - Instructor Effectiveness Score: 5.9/6 (enrollment: 12)
- **Emerging Technologies** (INSY 4054, [see course overview](#))
  - *Spring 2024* - Instructor Effectiveness Score: 6.0/6 (enrollment: 34)
  - *Fall 2023* - Instructor Effectiveness Score: 5.9/6(enrollment: 34)
  - *Fall 2022* - Instructor Effectiveness Score: 6.0/6 (enrollment: 28)
  - *Fall 2021* - Instructor Effectiveness Score: 6.0/6 (enrollment: 12)
  - *Spring 2021* - Instructor Effectiveness Score: 5.8/6 (enrollment: 37)
- **Business Applications Development** (INSY 4051, [see course overview](#))
  - *Spring 2024 (1)* - Instructor Effectiveness Score: 5.7/6 (enrollment: 37)
  - *Fall 2023 (1)* - Instructor Effectiveness Score: 5.8/6 (enrollment: 23)
  - *Fall 2023 (2)* - Instructor Effectiveness Score: 5.9/6(enrollment: 21)
  - *Spring 2023* - Instructor Effectiveness Score: 5.9/6 (enrollment: 39)
  - *Fall 2022 (1)* - Instructor Effectiveness Score: 5.1/6 (enrollment: 25)
  - *Fall 2022 (2)* - Instructor Effectiveness Score: 5.7/6 (enrollment: 14)
  - *Spring 2022* - Instructor Effectiveness Score: 5.9/6 (enrollment: 38)
  - *Fall 2021 (1)* - Instructor Effectiveness Score: 5.7/6 (enrollment: 29)
  - *Fall 2021 (2)* - Instructor Effectiveness Score: 4.8/6 (enrollment: 18)

- *Spring 2021* - Instructor Effectiveness Score: 5.7/6 (enrollment: 18)
- *Fall 2020 (1)* - Instructor Effectiveness Score: 5.5/6 (enrollment: 18)
- *Fall 2020 (2)* - Instructor Effectiveness Score: 5.9/6 (enrollment: 14)

### Georgia State University, Atlanta, GA

- **Unstructured Data Management** (CIS 4730, [see course overview](#))
  - *Summer 2019* - Instructor Effectiveness Score: 5.0/5 (enrollment: 15)
- **Systems Analysis** (CIS 3300, [see course overview](#))
  - *Spring 2020 (1)* - Scores N/A due to COVID-19 (enrollment: 30)
  - *Spring 2020 (2)* - Scores N/A due to COVID-19 (enrollment: 35)
- **Database Management Systems** (CIS 3730, [see course overview](#))
  - *Spring 2018* - Instructor Effectiveness Score: 4.1/5 (enrollment: 30)
  - *Fall 2019 (1)* - Instructor Effectiveness Score: 4.1/5 (enrollment: 27)
  - *Fall 2019 (2)* - Instructor Effectiveness Score: 4.5 /5 (enrollment: 19)
- **Introduction to Programming** (CIS 3260, [see course overview](#))
  - *Spring 2017* - Instructor Effectiveness Score: 4.6/5 (enrollment: 32)

## ACADEMIC SERVICE

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### Iranian Scholars Chapter of the Association for Information Systems

*President and Co-Founder*

2021-23

*Conference Co-Chair at IRAIS 2023*

2023

### Marquette University

*Business Analytics Oversight Committee*

2021-24

*Academic Integrity Council*

2020-23

### Service as Reviewer

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|---|-------------------|
| ● <b>Total</b>  | <b>56 reviews</b> |
| ● <i>MIS Quarterly (MISQ)</i>   | 15 reviews        |
| ● <i>Information Systems Research (ISR)</i>                               | 5 reviews         |
| ● <i>Journal of Management Information Systems (JMIS)</i>                 | 2 reviews         |
| ● <i>Production and Operations Management (POMS)</i>                      | 2 reviews         |
| ● <i>Journal of Business Research (JBR)</i>                               | 1 review          |
| ● <i>Information Systems Frontiers (ISF)</i>                              | 1 review          |
| ● <i>Business and Information Systems Engineering (BISE)</i>              | 1 review          |
| ● <i>Communications of the Association for Information Systems (CAIS)</i> | 3 reviews         |
| ● <i>AIS Transactions on Human-Computer Interaction (THCI)</i>            | 1 review          |
| ● <i>International Conference on Information Systems (ICIS)</i>           | 10 reviews        |
| ● <i>The Americas Conference on Information Systems (AMCIS)</i>           | 2 reviews         |
| ● <i>European Conference on Information Systems (ECIS)</i>                | 7 reviews         |
| ● <i>Pacific Asia Conference on Information Systems (PACIS)</i>           | 1 review          |
| ● <i>Hawaii International Conference on System Sciences (HICSS)</i>       | 1 review          |
| ● <i>Conference on Information Systems &amp; Technology (CIST)</i>        | 1 review          |
| ● <i>IRAIS Annual Conference on Information Systems (IRAIS)</i>           | 3 reviews         |

## TECHNICAL SKILLS

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- **Programming Languages:** Python, Java, C#, JavaScript, PHP, R
- **Machine Learning:**
  - Natural Language Processing (scikit-learn, nltk, gensim, TensorFlow, LangChain)
  - Computer Vision (TensorFlow, PyTorch)
  - Deep Reinforcement Learning (TensorFlow)
- **App Development:** Android and iOS (C#, Java)
- **Web Development:** Full-Stack
- **Other Software:** Stata, MongoDB, MySQL, PostgreSQL, Linux OS, Apache Web Server, Docker

## SOFTWARE DEVELOPED

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1. **HelpAIGrow Android App** ([see source code](#))  
*HelpAIGrow is a conversational assistant designed to help researchers study human-AI interaction. The app is available on the Google Play Store.*
2. **HelpAIGrow Researcher Dashboard** ([see source code](#))  
*This dashboard is server-side software that communicates with the HelpAIGrow app. The dashboard enables the researchers to create several types of experiments for the app.*
3. **iTunes Crawler Package for Researchers** ([see source code](#))  
*The package is designed for collecting data from iTunes, extracting information from its semi-structured XML files, and applying easy-to-use text-mining methods such as LSA, LDA, and Doc2Vec.*
4. **Django Social Network Creator** ([see source code](#))  
*The software provides the basic functionalities of a scalable social network.*

## NON-ACADEMIC WORK EXPERIENCE

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<b>Bamilo.com, Tehran, Iran</b> <i>Senior Category Manager</i> Developed in-house analytics tools to automatically add, sort, and boost products to increase sales in the Electronics category	2015
<b>GERA, Tehran, Iran</b> <i>Chief Executive Officer (CEO) and Co-Founder</i> Created the first online retailer of home improvement products in Iran	2009-12
<b>Ghalamchi, Tehran, Iran</b> <i>Student Counselor (Part-Time)</i> Helped students from low-income families to succeed in the national entrance exam for Iranian universities	2009-10
<b>Teb-e-Kar Institute of Health IT, Tehran, Iran</b> <i>Data Analyst (Project-Based)</i> Generated management-level reports on large-scale health information	2009-11

## AWARDS AND HONORS

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- 2022 AMCIS Outstanding Reviewer Award
- 2020 Received the GTA Teaching Excellence Award from the J. Mack Robinson College of Business, Atlanta, GA
- 2019 Accepted to AOM OCIS Doctoral Consortium, Boston, MA
- 2018 Nominated for the best paper award at ICIS 2018, San Francisco, CA
- 2014 Recognized as the best student in the history of the Graduate School of Management and Economics at Sharif University of Technology (1999-2014)
- 2011 Ranked among the top 0.2% in the graduate national entrance exam for Iranian universities
- 2004 Ranked among the top 1% in the undergraduate national entrance exam for Iranian universities

## GRANTS

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- 2023 Northwestern Mutual Data Science Institute Grant: **\$50,000**
- 2023 Marquette College of Business Mini-Grant: **\$2,600**
- 2021 Marquette College of Business Mini-Grant: **\$700**

## PROFESSIONAL MEMBERSHIPS

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- Association of Information Systems (AIS)
- Institute for Operations Research and the Management Sciences (INFORMS)
- Academy of Management (AOM)

## COMMUNITY SERVICE

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- Created free online courses on web development in GNU/Linux environment to help provide equal learning opportunities for students with limited access to learning materials
- Contributed to several open-source projects such as django-social-auth