

EHSAN NOURI

Postdoctoral Research Fellow, University of Virginia

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PROFESSIONAL SUMMARY

Ehsan is a computational social scientist whose work bridges Information Systems and complexity theory in the study of collective behavior and its bottom-up mechanisms, from emergent coordination and emotional contagion to the formation of conventions and conflict on social media. He works across a wide range of computational and quantitative methods, including agent-based modeling, online group-level experiments, and applied AI, with equal emphasis on theory. He is experienced in teaching quantitative and computational courses in undergraduate and MBA levels and enjoys training students as independent problem-solvers, with a pedagogy centered on developmental self-efficacy, active learning, fairness, and equal opportunity. He has contributed to two successful grant applications, including a \$90,000 SSHRC award built on his dissertation proposal. In the next stage of his career, he aims to start a computational collective behavior lab to advance AI social simulation as a robust methodology.

ACADEMIC APPOINTMENTS

Postdoctoral Research Fellow

2025 – Present

Digital Technology for Democracy Lab, Karsh Institute of Democracy, University of Virginia

Advisor: Steven L. Johnson

EDUCATION

Ph.D., Business Administration, Management Information Systems

2020 – 2025

Beedie School of Business, Simon Fraser University, Vancouver, BC Canada

Thesis: From sensing to self-organization: collaboration technologies for emergent groups engaged in physical work

Supervisory Committee: Terri Griffith, Nilesh Saraf

M.Sc., Information Technology Management

2017 – 2020

School of Management, University of Tehran, Tehran, Iran

B.Sc., Electrical Engineering, Digital Systems

2012 - 2017

School of Electrical and Computer Engineering, University of Tehran, Tehran, Iran

RESEARCH INTERESTS

Theoretical Orientation

- Complexity and Emergence in Sociotechnical Systems
- Collective Behavior in Digital Environments
- Social Influence and Cultural Evolution
- AI Social Simulation

Methodological Orientation

- Computational Modeling and Simulation
- Online Experiments
- Applied AI and Computational Measurement
- Econometrics and Statistical Modeling

MANUSCRIPTS UNDER REVIEW / WORKING PAPERS

Manuscripts available upon request

Ehsan Nouri, Brent Kitchens, Steven L. Johnson. “Imitation of Signature Elements of Short Video Microgenres: An AI-Enabled Research Exploration of TikTok.”

- Under Review at *Information Systems Research*
- Accepted for presentation at the *Conference on Generative AI in Research Methods (GAIM 2026, Atlanta)*
- Accepted at the *Hawaii International Conference on Systems Science (HICSS)*
- Synopsis: Developing a computational method using vision language models (VLMs) for video similarity analysis, exemplified by a study of short video microgenres on TikTok, tracing the imitation patterns of visual and narrative elements.

Ehsan Nouri, Terri Griffith, Niles Saraf, “Digital Traces in Physical Open Collaboration: Experimental Evidence on Association Mapping and Emergent Cognitive Alignment.”

- Under review at *Journal of the Association for Information Systems*
- Presented at the *Academy of Management (AOM) Annual Meeting 2026, Virginia Research Seminar in IS (VRSS 2026)*
- Synopsis: Conducted an online group-level experiment on a purpose-built platform to examine the role of association mapping in physical open collaboration, enabling voluntary groups to coordinate physical tasks from the bottom up.

Ehsan Nouri, Jason Ho, Charles Weinberg, “Effects of Negative Word-of-Mouth and Joint Consumption on the Box Office Performance of Movies: An Agent-Based Modeling Approach.”

- Preparing for submission to the *Journal of Marketing Research*
- Best PhD Paper Award Winner, October 2024, SFU Beedie School of Business
- Synopsis: Modeling movie consumption as a group decision-making process, analyzing the compound effects of advertisement and negative word-of-mouth in a novel group-level process, conducted by a market-calibrated agent-based model

Ehsan Nouri, Niles Saraf, Terri Griffith, Roman Lukyanenko, “Aligning Crowds on the Ground: Information Systems for Physical Emergent Collaboration.”

- Preparing for submission to *Information Systems Research*
- Presented at *AOM 2024, ICIS 2024 Doctoral Consortium*
- Synopsis: A comprehensive theoretical model of technology support for crowd coordination in physical interdependent work, bridging research on online open collaboration and crowdsourcing, to sensing and embedded computing for material work

PEER-REVIEWED PUBLICATIONS

Ehsan Nouri, Niles Saraf, J.M. Goh, Srabana Dasgupta, Dianne Cyr. (2025). “Online Propagation of Emotions: A Study of Resharing Dynamics on Social Media Following Celebrity Suicides.” *PLOS One*. 20(12): e0336134

- Synopsis: Analyzing the temporal and structural propagation of discrete emotions (anger, fear, sadness, joy, disgust, surprise) on Twitter, using a BERT-based emotion detection method on over one million posts and 90,000 cascades of resharing

REFEREED CONFERENCE PROCEEDINGS

Nouri, E., Griffith, T., Saraf, N. (2026). Awareness by Association: Technology for Crowd Coordination in Interdependent Physical Tasks. 86th Academy of Management Annual Meeting, Philadelphia, PA.

Nouri, E., Saraf, N., Griffith, T. (2024). Collaboration technologies for emergent groups engaged in physical work. 84th Academy of Management Annual Meeting, Chicago, IL.

Nouri, E., Saraf, N., Goh, J. M., Dasgupta, S., & Cyr, D. (2023). How negative emotions spread on social media: The case of celebrity suicides. Americas Conference on Information Systems (AMCIS), Panama City, Panama.

Nouri, E., Saraf, N., Goh, J. M., Dasgupta, S., & Cyr, D. (2022). The contagion process of online negative discourse: Case of celebrity suicides. Pre-ICIS SIGDSA Symposium, Copenhagen, Denmark.

TEACHING EXPERIENCE

Instructor of Record (*Full Course Responsibility*)

Business Analytics – BUS462 (Spring 2024), Undergraduate Program, Beedie School of Business, Simon Fraser University

- **Synopsis:** Applied machine learning and analytics skills, including regression, classification trees, clustering, association rules, and randomized experimentation, with hands-on predictive modeling in R and Python.
- **Course Design and Innovation:** Developed a comprehensive, developmental course built on hands-on training and peer learning, anchored by a scaffolding project on a new Spotify dataset, with all assignments designed from scratch.
- **Student Review:** “I appreciate how open Ehsan was with us. He was willing to stay after class to help us and alter the day’s lesson plan to help us with assignments. I found him to be very caring about our learning and wanting us to succeed in his class, while also ensuring that we were learning. He also showed how much he wanted to help us and always offered us help through available office hours and quick email replies.”

Teaching Assistant

- Managing Technological Innovation (MBA), Simon Fraser University, 2022–2023
- Information Technology and Organizational Transformation (Executive MBA), Simon Fraser University, 2022–2024
- Business Analytics (MBA), Simon Fraser University, 2024
- Managing Information (MBA), Simon Fraser University, 2024
- Business Process Analysis (Undergraduate), Simon Fraser University, 2022–2024
- Introduction to Business Technology Management (Undergraduate), Simon Fraser University, 2021–2022

- E-Business Technologies (MSc), University of Tehran, 2020
- Strategic Management of Information Systems (MSc), University of Tehran, 2019
- IT Basics and Infrastructure (MSc), University of Tehran, 2018

Teaching Certifications

- Certificate Program in University Teaching and Learning, Centre for Educational Excellence, Simon Fraser University (2023). 120 hours of training with mandatory modules in active and engaged learning, learning outcomes and assessment, course design, and session planning, with peer feedback.
- Instructional Skills Workshop Certificate, Centre for Educational Excellence, Simon Fraser University (2022). Lesson design using the BOPPPS model, active learning techniques, and building respectful and inclusive classroom environments, with peer feedback on microteaching.

AWARDS AND HONORS

SSHRC Insight Grant (\$89,630) “Digital Collaboration Platforms for Emergent Groups doing Physical Work” (Collaborator)	2025
SSHRC-funded Fellowship (\$20,000) “Shifting to Large-scale Methods for Studying Bottom-up Work Crafting”	2024
Best PhD Paper Award, Beedie School of Business, Simon Fraser University	2024
Dean Fellowship, Beedie School of Business, Simon Fraser University	2021 - 2023
Graduate Dean’s Entrance Scholarship (\$84,000), Simon Fraser University	2020 - 2024
Outstanding Volunteer Member of IEEE Iran Section (5-year recognition)	2018
Admitted to the National Organization for Development of Exceptional Talents (NODET), Iran	2008 - 2012

SERVICE AND VOLUNTEERING

Peer Review and Editorial Service

- Associate Editor: AOM Annual Meeting – CTO Division, ECIS
- Ad hoc Journal Reviewer: MIS Quarterly, Information Systems Research, Journal of Simulation, Affective Science
- Ad hoc Conference Reviewer: ICIS, ECIS, AMCIS, AOM CTO, AOM TIM, HICSS

Institutional Service

- Brown Bag Organizing Committee, Theoretical Organizational Models (TOM) Society (2025 – Present)
- Student Representative, IEEE Iran Section Executive Committee (2019 – 2020)
- Chairman, IEEE University of Tehran Student Branch (2015 – 2016)

Business Case Writing

- Application development for natural disaster response in the city of Vancouver. Business Analytics Hackathon 2024. Beedie School of Business (Undergraduate Program), Simon Fraser University

PUBLIC TALKS AND RESEARCH PRESENTATIONS

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| 2026 | <ul style="list-style-type: none"> ▪ Responsible AI in Varying Environments (RAVE) Lab, School of Data Science, University of Virginia (July 2026), “Identifying Short-form Video Micro-Genres via Common Signature Elements”, Charlottesville, VA ▪ Costello College of Business, George Mason University (March 2026), “How Real-time Associative Cues Foster Shared Cognition and Physical Crowd Coordination,” Virginia Research Seminar Series: VRSS 2026, Arlington, VA. ▪ Digital Technology for Democracy Lab, University of Virginia (March 2026), “The Emergence of Dominant Interpretive Conventions on Short-Video Platforms,” Charlottesville, VA ▪ Persian Cultural Society, University of Virginia (February 2026), “Iran’s Quest for Freedom: A Tale of Hope, Courage, and Sacrifice,” Charlottesville, VA. ▪ McIntire School of Commerce, University of Virginia (February 2026), “Iran: A Tale of Unrealized Opportunities,” Guest Lecture, Multicultural Commerce (COMM 5559), Charlottesville, VA. ▪ McIntire School of Commerce, University of Virginia (January 2026), “Awareness by Association: Technology for Crowd Coordination in Interdependent Physical Tasks,” Charlottesville, VA. ▪ Digital Technology for Democracy Lab, University of Virginia (January 2026), “From Screens to Streets: How Digital Media Is Shaping Iran’s Uprising,” Charlottesville, VA. |
| 2025 | <ul style="list-style-type: none"> ▪ Biocomplexity Institute and Digital Democracy Lab, University of Virginia (November 2025), “Decentralized Physical Coordination under Uncertainty: A Simulation of Communication and Shared Awareness,” Charlottesville, VA. ▪ Beedie School of Business, Simon Fraser University (August 2025), “From Sensing to Self-Organization: Collaboration Technologies for Emergent Groups Engaged in Physical Work,” Dissertation Defense, Vancouver, Canada. |

- Beedie School of Business, Simon Fraser University (June 2025), "Physical Awareness in Collaborative Platforms and the Formation of Shared Cognition," Research Colloquium, Vancouver, Canada.
 - Theoretical Organizational Models (TOM) Society Brownbag (March 2025), "Decentralized Coordination of Physical Group Work through Collaboration Technology: A Simulation Approach," Research Seminar.
 - Faculty of Business Administration, Université Laval (February 2025), "Collaboration Technologies for Emergent Groups Engaged in Physical Work," Research Seminar, Quebec City, Canada.
- 2024
- International Conference on Information Systems (ICIS, December 2024), "Collaboration Technologies for Emergent Groups Engaged in Physical Work," Doctoral Consortium, Bangkok, Thailand.
 - Beedie School of Business, Simon Fraser University (October 2024), "Negative Word-of-Mouth and Joint Consumption in the Motion Pictures Market: An Agent-Based Model Approach," Research Colloquium, Vancouver, Canada.

PROFESSIONAL DEVELOPMENT

- Junior Faculty Consortium, CTO Division, AOM Annual Meeting 2026, Philadelphia, PA
- Doctoral Consortium, ICIS 2024, Bangkok, Thailand
- Doctoral Consortium, CTO Division, AOM Annual Meeting 2024, Chicago, IL
- Doctoral Consortium, AMCIS 2023, Panama City, Panama
- IEEE Region 8 Student and Young Professionals Congress 2018, Porto, Portugal

PROFESSIONAL ORGANIZATION MEMBERSHIP

Academy of Management (AOM)	2023 – Present
Association for Information Systems (AIS)	2021 – Present
Institute of Electrical and Electronics Engineers (IEEE)	2014 - 2020

TECHNICAL SKILLS

- Programming and Statistical Computing: R, Python, SQL, MATLAB, SPSS
- Computational Modeling and Simulation: Agent-based modeling; NetLogo, Mesa
- Machine Learning: Supervised and unsupervised learning, predictive modeling in R and Python
- Applied AI and Computational Measurement: Vision-language models, embedding models
- Experimental Design: Online and behavioral experiments; oTree, JavaScript
- High-Performance Computing: Bash, SLURM, parallel processing
- Data Management and Visualization: SQL, MS Access, Power BI