

EHSAN NOURI

Postdoctoral Fellow, University of Virginia

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ACADEMIC APPOINTMENTS

Postdoctoral Research Fellow

2025 – Present

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

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: Nilesh Saraf, Terri Griffith

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
- Technology-mediated Collective Behavior
- Social Influence and Cultural Evolution
- Complex Adaptive Systems

Methodological Orientation

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

PEER-REVIEWED PUBLICATIONS

Ehsan Nouri, Nilesh Saraf, JM 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

MANUSCRIPTS UNDER REVIEW / WORKING PAPERS

Manuscripts available upon request

Ehsan Nouri, Terri Griffith, Nilesh Saraf, “Making Physical Work Visible: Associative Cues and Shared Situational Awareness in Crowd Coordination.”

- Under review at *Journal of Management Information Systems*
- Accepted to the *Academy of Management (AOM) Annual Meeting 2026, CTO Division*
- Presented at *Virginia Research Seminar Series in Information Systems (VRSS 2026)*
- Synopsis: Examining how digital platforms can support crowds to coordinate physical work, through developing a purpose-built multiplayer experimental environment and conducting a synchronous online experiment

Ehsan Nouri, Brent Kitchens, Steven L. Johnson. “The Emergence of Interpretive Conventions on Short-Video Platforms.”

- Preparing for submission
- Under Review at *Hawaii International Conference on Systems Science (HICSS)*
- Synopsis: Using vision language models (VLMs) to identify the emergence of conventional visuals and narratives on TikTok

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

- Preparing for submission
- Best PhD Paper Award Winner, October 2024, SFU Beedie School of Business
- Synopsis: Modeling movie consumption as a group decision-making process, incorporating the compound effects of advertisement and word-of-mouth in a novel group-level process, conducted by a large-scale agent-based model

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

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

Ehsan Nouri, “Decentralized Physical Coordination under Uncertainty: A Simulation of Communication and Shared Awareness.”

- Work-in-progress
- Synopsis: A computational model of shared cognition formation through digital communication, under uncertainty and heterogeneous information sharing preferences in crowd coordination

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: Syllabus adapted from recent courses in Columbia, NYU, and Michigan, refined for hands-on training and alignment with course goals, novel assignments designed from scratch, on a large Spotify dataset.
- Student Comment: “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, Issued by the Center for Educational Excellence, Simon Fraser University (2023), full semester (120 hrs.) educational training
- Instructional Skills Workshop Certificate, Issued by the Center for Educational Excellence, Simon Fraser University, 2022

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

PUBLIC TALKS AND RESEARCH PRESENTATIONS

- 2026
 - 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: VRSS2026, 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
 - 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

SERVICE AND VOLUNTEERING

Peer Review and Editorial Service

- Associate Editor: AOM CTO (2026 - Present), ECIS (2026 - Present)
- Journal Reviewer: MIS Quarterly (2025 – Present), Information Systems Research (2025 – Present), Journal of Simulation (2024 - Present), Affective Science (2024)
- 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, Vancouver, Canada

AWARDS AND HONORS

SSHRC Insight Grant (\$89K) “Digital Collaboration Platforms for Emergent Groups doing Physical Work” (PI: Nilesh Saraf)	2025
Best PhD Paper Award, Beedie School of Business, SFU	2024
Dean Fellowship, Beedie School of Business, SFU	2021 - 2023
Graduate Dean’s Entrance Scholarship, SFU	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

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