

Emaad Manzoor

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Employment

Cornell University, Ithaca, NY

Assistant Professor, Marketing Jan 2023 —
Graduate Field Member, Computer Science May 2023 —

University of Wisconsin Madison, Madison, WI

Assistant Professor, Operations and Information Management Jul 2021 — Dec 2022

Education

Carnegie Mellon University, USA, PhD in Information Systems and Management 2016 — 2021

Dissertation: Persuasion in Text-based Communication

Committee: Dokyun Lee, George H. Chen, Michael D. Smith

🏆 Winner, Psychology of Technology Institute Dissertation Award (1 of 3 worldwide), 2022

🏆 Runner-up, INFORMS ISS Nunamaker-Chen Dissertation Award, 2021

Stony Brook University, USA, PhD in Computer Science (transferred to CMU) 2015 — 2016

KAUST, Saudi Arabia, MS in Computer Science 2013 — 2015

BITS Pilani (Goa Campus), India, BE in Computer Science 2008 — 2012

Selected Awards

Cornell Center for Social Science Seed Grants for *Designing Homo Silicus* (\$10,392; as PI) and *Machine-Assisted Mitigation of Medical Practice Variation* (\$12,000; as co-PI, with PI Sachin Gupta) 2024

American Family Data Science Institute Grant (\$94,575; as PI, with co-PI Jordan Tong) 2022

Psychology of Technology Institute Dissertation Award, winner (1 of 3 worldwide) 2022

Outstanding Reviewer, International Conference on Machine Learning (ICML) 2021 & 2022

INFORMS ISS Nunamaker-Chen Dissertation Award, runner up 2021

Rising Stars in Data Science, University of Chicago (1 of 30 worldwide) 2021

Best Paper Award, AAAI Workshop on AI for Behavioral Change 2021

Other Employment

Pinterest Labs, San Francisco, Research Intern	2018
Max Planck Institute for Software Systems Kaiserslautern, Research Intern	2017
Yahoo!, Bangalore, Software Engineer	2012 — 2013
Yahoo!, Bangalore, Software Engineer Intern	2011

Research

Google Scholar: <https://scholar.google.com/citations?user=TcMyxM0AAAAAJ>.

Work in Progress

1. Bounding Human Effort in Augmented Intelligence Systems
Emaad Manzoor, Jordan Tong, Sriniketh Vijayaraghavan, Rui Li
2. Creative Marketplaces for Humans and Machines
Lijuan Luo, Emaad Manzoor, Nathan Yang
3. The Market for Prompts
Emaad Manzoor, Vrinda Kadiyali

Working Papers

1. Designing Effective Music Excerpts
Emaad Manzoor, Nikhil Malik
Revise and Resubmit at *Marketing Science*
Preprint: <https://arxiv.org/abs/2309.14475>
2. Does Machine Learning Amplify Pricing Errors in the Housing Market? —
The Economics of Machine Learning Feedback Loops
Nikhil Malik, Emaad Manzoor
Preprint: <https://arxiv.org/abs/2302.09438>

Journal Publications

1. Guided Diverse Concept Miner (GDCM): Uncovering Relevant Constructs for Managerial Insights from Text. Dokyun Lee, Zhaoqi Cheng, Chengfeng Mao, Emaad Manzoor. **Information Systems Research**, 2024.
2. Influence via Ethos: On the Persuasive Power of Reputation in Deliberation Online. Emaad Manzoor, George H. Chen, Dokyun Lee, Michael D. Smith. **Management Science**, 2023.
3. Causal Inference in NLP: Estimation, Prediction, Interpretation and Beyond. Amir Feder, Katherine A. Keith, Emaad Manzoor, Reid Pryzant, Dhanya Sridhar, Zach Wood-Doughty, Jacob Eisenstein, Justin Grimmer, Roi Reichart, Margaret E. Roberts, Brandon M. Stewart, Victor Veitch, Diyi Yang. *Transactions of the Association for Computational Linguistics (TACL)*, 2022.

Computer Science Conference Publications

1. Status Biases in Deliberation Online: Evidence from a Randomized Experiment on ChangeMyView. Emaad Manzoor, Yohan Jo, Alan M. Montgomery. Findings of the ACL (**EMNLP Findings**), 2022.
2. Uncovering Latent Biases in Text: Method and Application to Peer Review. Emaad Manzoor, Nihar B. Shah. AAAI Conference on Artificial Intelligence (**AAAI**), 2021.
3. Detecting Attackable Sentences in Arguments. Yohan Jo, Seojin Bang, Emaad Manzoor, Eduard Hovy, Chris Reed. Empirical Methods in Natural Language Processing (**EMNLP**), 2020.
4. Expanding Taxonomies with Implicit Edge Semantics. Emaad Manzoor, Dhananjay Shrouthy, Rui Li, Jure Leskovec. The Web Conference (**WWW**), 2020.
5. Outlier Detection in Feature-Evolving Data Streams. Emaad Manzoor, Hemank Lamba, Leman Akoglu. ACM SIGKDD Conference on Knowledge Discovery and Data Mining (**KDD**), 2018.
6. RUSH! Targeted Time-limited Coupons via Purchase Forecasts. Emaad Manzoor, Leman Akoglu. ACM SIGKDD Conference on Knowledge Discovery and Data Mining (**KDD**), 2017.
7. Fast Memory-Efficient Anomaly Detection in Streaming Heterogeneous Graphs. Emaad Manzoor, Sadegh M. Milajerdi, Leman Akoglu. ACM SIGKDD Conference on Knowledge Discovery and Data Mining (**KDD**), 2016.

Teaching

Cornell University, AI for Marketing Strategy (NBA 4920/6921). Spring 2024. Enrollment: ? + ? + ?
 Cornell University, AI for Marketing Strategy (NBA 4920/6921). Spring 2023. Enrollment: 29 + 43
 UW Madison, MSBA Data Technologies (GEN BUS 760). Fall 2022. Enrollment: 58 + 55
 UW Madison, Professional MBA Data Technologies (GEN BUS 760). Summer 2022. Enrollment: 49
 ICWSM 2022, Tutorial on Causal Inference and NLP. June 2022.
 University of Michigan, Tutorial on Causal Inference & NLP (NLP+CSS 201). November 2021.
 UW Madison, MSBA Data Technologies (GEN BUS 760). Fall 2021. Enrollment: 46 + 47

Service

Artificial Intelligence Strategy Committee (2023-2024), Cornell University
 Marketing Area PhD Committee, Cornell University (2023-2024)
 Steering Committee Chair, PMBA Data Storytelling Badge (2022), Wisconsin School of Business
 Member, Information Technology Committee (2022), University of Wisconsin Madison
 Member (designated alternate), Faculty Senate (Spring 2022), University of Wisconsin Madison
 Mentor, Undergraduate Research Scholar program (2021-2022), University of Wisconsin Madison
 Co-organizer, EMNLP Workshop on Causal Inference and NLP (CI+NLP), 2021
 Discussant, Workshop on Information Systems and Economics (WISE), 2021

Reviewer: Information Systems Research (2021-), Association for Computational Linguistics (2021-), Science Advances (2021), IEEE Transactions on Knowledge and Data Engineering (2018-2020), ACM Transactions on Knowledge Discovery from Data (2018-2020), Workshop on Platform Analytics (2022)

Program Committee Member: ICML (2021-2023), NeurIPS (2021-2023), ACL (2021-2023), ICLR (2021-2023), EMNLP (2021-2023), AAAI (2023-2023), Workshop on AI for Behavioral Change (2022), CIST (2022), ICIS (2022)

Talks & Conferences

2024: Carnegie Mellon University (Business Technologies / Information Systems), University of Wisconsin Madison Symposium on Artificial Intelligence in Marketing, Columbia University conference on Management, Analytics, and Data, USC conference on Artificial Intelligence in Management, Microsoft Research workshop on AI, Cognition, and the Economy

2023: Stanford (Marketing), USC (Marketing), Virtual Quant Marketing Seminar, Temple University, POMS Conference (Invited Panelist), University of Chicago Human+AI Lab (Computer Science), Conference on Artificial Intelligence in Management (AIM), INFORMS Annual Meeting

2022: Cornell Artificial Intelligence Seminar (Computer Science), Cornell Johnson (Marketing), Cornell Johnson (OTIM), INFORMS Annual Meeting

2021: Workshop on Information Systems and Economics (WISE, presentation with discussion), AAAI Conference on Artificial Intelligence, AAAI Workshop on AI for Behavioral Change, University of Wisconsin Madison (Information School), ETH Zurich NLP Group

2020: University of Wisconsin Madison (Operations and Information Management), Stanford Conference on Computational Sociology (1 of 12, oral presentation with discussion), Marketing Science Conference, Symposium on Statistical Challenges in e-Commerce Research (SCECR), Conference on Information Systems and Technology (CIST), The Web Conference (WWW), International Conference on Computational Social Science (IC2S2), INFORMS Workshop on Data Science

2019: Marketing Science Conference, Conference on Information Systems and Technology (CIST), INFORMS Workshop on Data Science, INFORMS Workshop on Data Mining and Decision Analytics, INFORMS Annual Meeting

2016 — 2018: ACM SIGKDD Conference (x3), Facebook AI Research, Symantec Research, RSA Labs, INFORMS Annual Meeting, Carnegie Mellon University Machine Learning Lunch