

Emaad Manzoor

Cornell University
SC Johnson Graduate School of Management
403 Sage Hall, Ithaca, NY 14853

☎ (631) 538-9269
✉ emaadmanzoor@cornell.edu
🏠 emaadmanzoor.com

Employment

Cornell University, Ithaca, NY

Assistant Professor of Marketing, SC Johnson Graduate School of Management, Jan 2023 —

University of Wisconsin Madison, Wisconsin School of Business, Madison, WI

Assistant Professor of 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

Awards

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

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

INFORMS Annual Meeting Best Paper (e-Business cluster), finalist, 2019

Snap Inc. Research Fellowship, finalist, 2019

Jane Street Depth First Learning Fellowship, finalist, 2019

NSF Student Travel Grant for ACM SIGKDD Conferences (\$3,050), 2016 — 2018

Institute of Advanced Computational Science Young Writer's Award (\$500)

Grants

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

Marketing Science Institute (as additional researcher, with PI Dokyun Lee), \$10,000, 2018

Other Employment

Pinterest Labs, San Francisco, Research Intern, 2018
Max Planck Institute for Software Systems, Kaiserslautern, Research Intern, 2017
Quantitative Engineering Design, Remote, Research Intern, 2015
Oregon State University, Remote, Google Summer of Code Intern, 2014
Yahoo!, Bangalore, Software Engineer, 2012 — 2013
Tachyon Technologies, Bangalore, Research Intern, 2012
Yahoo!, Bangalore, Software Engineer Intern, 2011

Research

Google Scholar: <https://scholar.google.com/citations?user=TcMyxM0AAAAJ>

Working Papers

1. Expanding Knowledge Graphs with Humans in the Loop
Emaad Manzoor, Jordan Tong, Sriniketh Vijayaraghavan, Rui Li
Preprint: <https://arxiv.org/abs/2212.05189>
2. Influence via Ethos: On the Persuasive Power of Reputation in Deliberation Online
Emaad Manzoor, George H. Chen, Dokyun Lee, Michael D. Smith
Accepted at *Management Science*
Preprint: <https://arxiv.org/abs/2006.00707>
🏆 *Best Paper, AAAI Workshop on AI for Behavioral Change, 2021*
3. Focused Concept Miner: Interpretable Deep Learning for Text Exploration
Dokyun Lee, Emaad Manzoor, Zhaoqi Cheng (all authors contributed equally)
Revise and Resubmit at *Information Systems Research*
Preprint: https://papers.ssrn.com/abstract_id=3304756

Journal Publications

1. 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 (all authors contributed equally). *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 Association for Computational Linguistics (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. Conference on 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. xStream: 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.

Impact

Arborist (WWW 2020) deployed at Pinterest ([link](#)), press coverage at VentureBeat ([link](#))
 xStream (KDD 2018) assigned reading in the Data Mining course at York University ([link](#))
 StreamSpot (KDD 2016) assigned reading in the Advanced Computer Security course at UIUC ([link](#))
 StreamSpot (KDD 2016) assigned reading in the Advanced Data Mining course at UMich ([link](#))

Students

Yang Gao, PhD in Marketing, Cornell University, (2021 —)
 Steven (Shuhan) Zhang, Undergraduate in Computer Science, UW Madison (2021-2022)

Teaching

Cornell University, AI for Marketing Strategy (NBA 4920/6921). Spring 2023. Enrollment: 26 + 37
 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

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

Talks

2023

University of Southern California (Marketing)

Conference on Artificial Intelligence in Management (AIM)

2022

Cornell AI Seminar

INFORMS Annual Meeting

Cornell Marketing

Cornell Operations, Technology, and Information Management

2021

Workshop on Information Systems and Economics (WISE, oral 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, hosted by Mrinmaya Sachin)

2020

ISMS Marketing Science Conference

Symposium on Statistical Challenges in e-Commerce Research (SCECR)

Conference on Information Systems and Technology (CIST)

Stanford Conference on Computational Sociology (1 of 12, oral presentation with discussion)

The Web Conference (WWW)

International Conference on Computational Social Science (IC2S2)

INFORMS Workshop on Data Science

University of Wisconsin Madison (OIM)

2019

ISMS 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

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