

# 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 (Advisor), 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 ( <i>transferred to CMU</i> )	2015 — 2016
KAUST, Saudi Arabia, MS in Computer Science	2013 — 2015
Thesis: Scheduling Broadcasts in a Network of Timelines	
Advisor: Panos Kalnis	
BITS Pilani (Goa Campus), India, BE in Computer Science	2008 — 2012

## Selected Awards

National Science Foundation Award #2435852 for <i>Efficient Collective Communication for Distributed Machine Learning</i> (\$525,000; as co-PI, with PI Rachee Singh)	2025
Cornell Atkinson Center for Sustainability Grant for <i>Energy-efficient Communication for AI Using Optical Network Fabrics</i> (\$25,000; as co-PI, with PI Rachee Singh)	2024
Cornell Center for Social Science Grant for <i>Designing Homo Silicus: Methods and Benchmarks for Rational LLMs</i> (\$10,392; as sole PI)	2024
Cornell Center for Social Science Grant for <i>Machine-Assisted Mitigation of Medical Practice Variation</i> (\$12,000; as co-PI, with PI Sachin Gupta)	2024
Johnson School Faculty Curriculum Development Award (\$11,000)	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
INFORMS Annual Meeting Best Paper (e-Business cluster), finalist	2019
NSF Student Travel Grant for ACM SIGKDD Conferences (\$3,050)	2016 — 2018

## 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=TcMyxMOAAAAJ>

\*Equal contribution    †Doctoral student under my supervision    ‡Undergraduate student under my supervision

### Work in Progress

1. Misaligned Artificial Intelligence: Evidence from a Market for Prompts  
Solomon Lee<sup>†</sup>, Julian Gasharov<sup>†</sup>, Emaad Manzoor
2. Artificially Intelligent, Yet Cognitively Dissonant?  
Gonzalo Diaz<sup>†</sup>, Leah S. Liu<sup>‡</sup>, Emaad Manzoor

### Working Papers

1. Learning When to Quit in Sales Conversations  
Emaad Manzoor, Eva Ascarza, Oded Netzer  
Preprint: <https://arxiv.org/abs/2511.01181>
2. Platform Design When Creators Train Their AI Substitutes  
Lijuan Luo<sup>†</sup>, Emaad Manzoor, Nathan Yang  
Preprint: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=5719862](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5719862)
3. Designing Effective Music Excerpts  
Emaad Manzoor, Nikhil Malik  
Major Revision at *Marketing Science*  
Preprint: <https://arxiv.org/abs/2309.14475>
4. Does Machine Learning Amplify Pricing Errors in the Housing Market?  
Nikhil Malik, Emaad Manzoor  
Major Revision at *Management Science*  
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.  
 ▷ Research Spotlight in *Information Systems Research*, Vol. 36, No. 1, March 2025
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.  
 ▷ Best paper award at the AAAI Workshop on AI for Behavioral Change, 2021  
 ▷ Featured on the *Diaries of Social Data Research* podcast
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.  
 ▷ Recommended reading in the CS-224C course at Stanford
4. Expanding Taxonomies with Implicit Edge Semantics. Emaad Manzoor, Dhananjay Shrouty, Rui Li, Jure Leskovec. **The Web Conference (WWW)**, 2020.  
 ▷ U.S. Patent 12,307,382 (expires in 2043) <https://patents.google.com/patent/US12307382B1/>
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.  
 ▷ Official C++ implementation at <https://cmuxstream.github.io/>  
 ▷ Community Python implementation in the StreamAD library at <https://streamad.readthedocs.io/>  
 ▷ Community Python implementation in the PySAD library at <https://pysad.readthedocs.io/>
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.  
 ▷ Official C++ implementation at <https://sbustreamspot.github.io/>  
 ▷ Community Python implementation at <https://gitlab.liris.cnrs.fr/aekiouche/leads>  
 ▷ Assigned reading in the CS-563 course at UIUC & the CS-598 course at UMich

## Teaching

Cornell University, <i>Advanced AI for Business Applications</i> (NBA 6925). Spring 2026.	Enrolled: ?
Cornell University, <i>AI for Business Applications</i> (NBAE 6921). Spring 2026.	Enrolled: ?
Cornell University, <i>AI for Business Applications</i> (NBA 4920/6921). Spring 2026.	Enrolled: ?
Cornell University, <i>AI for Business Applications</i> (NBA 4920/6921). Spring 2025.	Enrolled: 106
▷ Supported by a Johnson School Faculty Curriculum Development Award	
Cornell University, <i>AI for Marketing Strategy</i> (NBA 4920/6921). Spring 2024.	Enrolled: 92
▷ Johnson School Teaching Honor Roll	
Cornell University, <i>AI for Marketing Strategy</i> (NBA 4920/6921). Spring 2023.	Enrolled: 72
▷ Created and taught the first AI course at the Johnson School	
▷ Preapproved elective for the CS AI Minor and the CS M.Eng. program at Cornell	
UW Madison, Professional MBA Data Technologies (GEN BUS 760). Summer 2022.	Enrolled 49
UW Madison, MSBA Data Technologies (GEN BUS 760). Fall 2022.	Enrolled: 113
UW Madison, MSBA Data Technologies (GEN BUS 760). Fall 2021.	Enrolled: 93
ICWSM 2022, Tutorial on Causal Inference and NLP. June 2022.	
University of Michigan, Tutorial on Causal Inference & NLP (NLP+CSS 201). November 2021.	

## Service

Editorial Review Board, Marketing Science	
Co-organizer, Virtual Quant Marketing Seminar (VQMS)	
Artificial Intelligence Strategy Committee (2023-2024), Cornell University	
Marketing Area PhD Committee, Cornell University (2023 - )	
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)	

## Invited Talks

- 2025: Columbia University (Marketing), UT Austin (Marketing), Purdue Marketing Camp
- 2024: Carnegie Mellon University (Business Technologies)
- 2023: Stanford (Marketing), USC (Marketing), Temple University
- 2022: Cornell AI Seminar (Computer Science), Cornell Johnson (Marketing), Cornell Johnson (OTIM)
- 2021: University of Wisconsin Madison (Information School), ETH Zurich NLP Group
- 2020: University of Wisconsin Madison (Operations and Information Management)

## Conference Talks

- 2025: New Data for Consumer Insights Conference at the University of Chicago (with discussion), Stanford AI and Marketing Conference (with discussion)
- 2024: 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 (AICE)
- 2023: Virtual Quant Marketing Seminar, POMS Conference (Invited Panelist), Conference on Artificial Intelligence in Management (AIM), INFORMS Annual Meeting
- 2022: 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
- 2020: 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), INFORMS Annual Meeting, Carnegie Mellon University Machine Learning Lunch