Reza Alibakhshi

Assistant Professor at IE Business School
Department of Information Systems and Technology
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Academic Positions

- **Assistant Professor** *Sept. 2022 – Present*
  IE Business School, Madrid, Spain
  Department of Information Systems and Technology

Education

- **HEC Paris, France** *2017 –2022*
  Ph.D. in Information Systems and Operations Management
- **University of Tehran, Iran** *2013 –2017*
  MBA, Management Information Systems
- **Sharif University of Technology, Iran** *2008 –2013*
  B.Sc. in Chemical Engineering

Journal Publications[1]

- **Reza Alibakhshi** & Shirish C. Srivastava (2025), "How Sentiment Divergence in Influencers' Multimodal Social Media Posts Shapes Follower Engagement?", *Journal of the Association for Information Systems (JAIS), 26(4), 1081-1137.* [**link**]
  Presented at:
  - *ICIS 2021 Doctoral Consortium, Virtual, India*
  - *ICIS 2019, Munich, Germany*

- **Reza Alibakhshi** & Shirish C. Srivastava (2022), "Post-Story: Influence of Introducing Story Feature on Social Media Posts", *Journal of Management Information Systems (JMIS), 39(2), 573-601.* [**link**]
  Media Coverage:
  - *IE Insights – 2024* [One Story Doesn't Fit All for Platforms' Complementors]
  - *HEC@Knowledge – 2023* [Using Innovations on Social Media for More Engagement? Be Aware of The Cultural Differences]

Under Review Papers

- **Reza Alibakhshi** & Shirish C. Srivastava, "When the Past Matters: Examining the Impact of Temporal Emotional Variation in Social Media Posts on Follower Engagement in Influencer-Centered Communities"
  Preparing for Submission to Journal of Management Information Systems (JMIS)
  Presented at:
  - *Research Seminars at: Tilburg University, IESE Business School, IE Business School*
  - *ICIS 2021, Virtual, India*

- **Reza Alibakhshi**, Haris Krijestorac, & Shirish C. Srivastava, "From Attention to Action: The Role of Emotional Arcs in Short-Form Video Engagement"
  Invited for 2nd Round of Revisions (Major Revision)—Information Systems Research
  Presented at:
  - *SCECR 2023, Bogota, Colombia*
  - *WITS 2022, Copenhagen, Denmark*

[1] Authors listed by relative contribution for all research articles. Equal contributions indicated by †.

- **Reza Alibakhshi,** Shirish C. Srivastava, & Sunil Mithas, "Happiness in Flux: How Emotional Variability in Video Ads Enhances Viewership and User Engagement"
  Invited for 3rd Round of Revision (Major Revision)—MIS Quarterly
  Presented at:
    - *Academy of Management Annual Meeting 2023, Boston, USA (CTO Best Paper Proceedings)*

- **Reza Alibakhshi**, Shirish C. Srivastava, & Olivier Chatain, **"**When Money Comes to Town: Examining the Impact of Introducing Non-Fungible Tokens (NFTs) as a Direct Monetization Mechanism for Content Creation on Social Media Platforms"
  Under 1st Round Review – Journal of the Association for Information Systems (JAIS)
  Presented at:
    - *4th EuroIS Workshop, June 2025, Tilburg University, Netherlands*
    - *Strategic Management Society (SMS) 44th Annual Conference 2024, Istanbul, Turkey*
    - *Academy of Management Journal PDW 2023, ESADE, Barcelona, Spain*

- Anuragini Shirish, **Reza Alibakhshi**, & Shirish C. Srivastava, **"**Governing AI-Mediated Failures: Institutional Responses to AI Hallucinations in Legal Practice"
  Under 1st Round Review – MISQ Special Issue on Ethics, Regulation, and Policy

Working Papers

- Haris Krijestorac, **Reza Alibakhshi**, & Shirish C. Srivastava, "Virtual van Goghs? Delayed Rewards of Creativity in the NFT Market"
  Data Analysis Phase
  Presented at:
    - *22nd Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), 2026, Tokyo, Japan*

- **Reza Alibakhshi**, Dominik Gutt, "Artificial Creativity: How Visual Generative Ai Impacts The Valuation of Human Creative Work"
  Draft Preparation

Refereed Conference Proceedings

- **Reza Alibakhshi,** Shirish C. Srivastava, & Sunil Mithas (2023), "User Engagement with Social Media Videos: Theorizing the Role of Variability in Continuous Emotional Expressions", *Academy of Management Proceedings. Vol. 2023. No. 1* **[link]**
- **Reza Alibakhshi** & Shirish C. Srivastava (2021), "Why your Past Matters: Disentangling the Influence of "Static" and "Dynamic" Emotional Properties in Social Media Content on User Engagement", *Proceedings of the 42nd International Conference on Information Systems, Austin, USA* **[link]**
- **Reza Alibakhshi** & Shirish C. Srivastava (2021), "Is 'New' Always 'Nicer'? Examining the Influence of Innovation in Social Media", *Academy of Management Proceedings. Vol. 2021. No. 1.* **[link]**
- **Reza Alibakhshi** & Shirish C. Srivastava (2020), "Examining the Influence of Product Innovation on Social Media Platforms: Evidence from Instagram", *Proceedings of the ACM SIGMIS CPR Conference, Nuremberg, Germany* **[link]**
- **Reza Alibakhshi** & Shirish C. Srivastava (2019), "Should We Say What We Show? Examining the Influence of Image and Text Sentiments on Social Media Engagement", *Proceedings of the 40th International Conference on Information Systems, Munich, Germany* **[link]**

Teaching

- **Digital Transformation – IE Business School, Spain** *2022 - Present*
  Global Online MBA *(Avg. of Evaluations = 4.78/5)*
- **Business Driven Information Technology – IE Business School, Spain** *2022 - Present*
  Bachelor's in Business Analytics *(Avg. of Evaluations = 4.3s/5)*

- **Advanced Seminars – UGC in Social Media Platforms** *2023 - Present*
  Open Advanced Seminars *(Avg. of Evaluations = 4.96/5)*
- **Digital Management – HEC Paris, France** *2020 - 2021*
  Master in Management *(Avg. of Evaluations = 4.30)*

Honors and Awards

Research and Service

- **Editorial Awards**
  Best Associate Editor Awards at ICIS 2025, Nashville, US – *Data Analytics for Business* *Dec., 2025*
  Best Associate Editor Awards at ECIS 2025, Amman, Jordan – *Co-Creating Value for an Intelligent Digital Future* *June, 2025*
- **Best Paper Awards**
  Best Paper Proceedings, AoM Annual Meeting, CTO Division *Aug, 2023*
- **Best Reviewer Awards**
  European Journal of Information Systems (EJIS) *Dec. 2022*
  ICIS 2019, Munich, Germany - *Governance, Strategy, and Value of IS Track* *Dec. 2019*
  The 17th Workshop on e-Business (WeB), Santa Clara, California *Dec. 2018*

Teaching

- **IE Award for Excellence in Teaching** *Dec. 2026*
- **IE Award for Excellence in Teaching** *Dec. 2025*
- **Dean's Teaching Commendation**
  Global Online MBA, Digital Transformation, IE Business School *Dec. 2025*
  Global Online MBA, Digital Transformation, IE Business School *Dec. 2024*

Invited Seminars, Talks, and Presentations

- Presentation at **Symposium on Statistical Challenges SCECR** - Tokyo, Japan *June 2026*
- Presentation at **European IS Workshop (Tilburg University, TiSEM) -** Tilburg, Netherlands *June 2025*
- Presentation at **Strategic Management Society (SMS) 44th Annual Conference** - Istanbul, Turkey *Oct. 2024*
- Presentation at **Academy of Management Annual Meeting –** Virtually at Boston, USA *Aug. 2023*
- Presentation at **Symposium on Statistical Challenges SCECR** - Bogota, Colombia *June 2023*
- Presentation at **Warwick Business School (Digital Marketing Guest Lecture) -** Coventry, England *March 2023*
- Presentation at **Workshop on Information Technologies and Systems**– Copenhagen, Denmark *Dec. 2022*
- Presentation at **European IS Workshop (Warwick Business School) -** Coventry, England *Nov. 2022*
- Seminar at **Tilburg School of Economics and Management -** Tilburg, Netherlands *Jan. 2022*
- Seminar at **IE Business School -** Madrid, Spain *Jan. 2022*
- Seminar at **IESE Business School -** Barcelona, Spain *Jan. 2022*
- Presentation at **International Conference on Information Systems (ICIS)** - Austin, USA *Dec. 2021*
- Presentation at **Academy of Management Annual Meeting** - Virtual *Aug. 2021*
- Presentation at **Hi! PARIS Summer School** (Industry Panel Moderator) - Paris, France *July 2021*
- Presentation at **HEC S&O Research Day -** Paris, France *May 2020*
- Presentation at **ACM SIGMIS CPR Conference** - Nuremberg, Germany *June 2020*
- Presentation at **HEC Paris Data Day, Do Images Speak Louder than Words? -** Paris, France *Feb. 2020*
- Presentation at **International Conference on Information Systems (ICIS)** - Munich, Germany *Dec. 2019*

Conference/Workshop Services

Associate Editor

- ECIS 2027, Luxembourg, Luxembourg – *General Track*
- ECIS 2026, Milan, Italy – *IS Innovation, Adoption and Diffusion*
- ICIS 2025, Nashville, USA – *Data Analytics for Business*
- ECIS 2025, Amman, Jordan – *Co-Creating Value for an Intelligent Digital Future*
- ICIS 2024, Bangkok, Thailand – *Social Media and Digital Collaboration*

Program Committee Member

- ACM SIGMIS CPR
- Pre-ICIS Workshop on e-Business

Session Chair/Moderator

- ICIS 2024 - *Social Media and Digital Collaboration*
- AOM 2023 CTO Division – *Customer Satisfaction and Engagement*
- AOM 2021 OCIS Division – *The Present and Future of Social Media Platforms*

Review Services

Journals:

- MIS Quarterly (MISQ)
- Information Systems Research (ISR)
- Journal of Management Information Systems (JMIS)
- Journal of the Association for Information Systems (JAIS)
- European Journal of Information Systems (EJIS)
- International Journal of Electronic Commerce (IJEC)
- Journal of Electronic Commerce Research (JECR)

Conferences:

ICIS, PACIS, AMCIS, ECIS, AOM, Pre-ICIS Workshop on e-Business, ACM SIGMIS CPR

Industry Experience

- **Business Analyst - Information System Specialist, Tehran, Iran** *2015 – 2017*
  Kheili Sabz Publishing Group
  Responsible for Databases, ETL packages, Data Warehouses, and Dashboards for Business Intelligence projects. Back-end designer and developer of the nationwide exam system of AzmoonKheiliSabz.com.

- **Consultant, Tehran, Iran** *May 2016 – July 2016*
  Ministry of Information Technology and Communication - Information Technology Organization of Iran
  Project: Development of the eGovernment Enterprise Architecture.

- **Consultant, Tehran, Iran** *2013 – 2014*
  Maskan Bank
  Enterprise Architecture Project.

Languages

Farsi (Native) – English (Fluent) – French (B2)