

Kimia Keshanian

CONTACT INFORMATION kimiak@usf.edu

LAST UPDATE June 24, 2021

RESIDENCY STATUS Permanent Resident of the USA

CURRENT POSITION Tenure-track Assistant Professor
Information and Technology Management
[University of Tampa](#), Tampa, Florida
Start date: Aug 2021

RESEARCH INTERESTS Management Information Systems, Marketing, Data Science, Data Analytics, Data Mining, Machine Learning, Big Data, Optimization

EDUCATION **Ph.D Candidate, Information Systems and Decision Sciences, [The University of South Florida](#)**, Florida, USA, Aug 2017-June 2021.

- Dissertation Topic: *Designing Targeted Mobile Advertising Campaigns*
- Advisor: [Dr. Kaushik Dutta](#)

M.Sc., Business Administration with a Concentration in Management Information Systems, [The University of Tehran](#), Tehran, Iran, Jan 2014 -Nov 2016.

- Thesis Topic: *Marketing Segmentation Using Mathematical Optimization*
- Advisor: [Dr. Amir Khanlari](#)

B.Sc., Industrial Engineering, PNU, Tehran, Iran, Sep 2007-Jul 2011.

AWARDS Ranked 100 out of about 20,000 participants of the Iranian national entrance exam for entering the MBA course. Sep 2013

WORKING PAPERS

1. Keshanian, K., Dutta, K., and Ramasubbu, N. "Targeted Advertisements and In-Store Visits: Optimal Design of Mobile Advertising Campaigns" *Major revision to be submitted: Production and Operation Management* (2019)
2. Keshanian, K., Zantedeschi, D., and Dutta, K. "Selecting the Best Subset of Features Using a Game-theoretic Approach: Applications in Online Advertising and Information Systems" *Major revision to be submitted: INFORMS Journal on Computing* (2020)
3. Chari, K., Farokhnia, M., Keshanian, K. "Information Market Based Augmented Intelligence" Targeted: *Management Science* (2020)
4. Ray, A., Jank, W., Dutta, K., Keshanian, K., and Mullarkey, M. "Epidemic, COVID-19, LSTM, Forecasting, Hospital Demand Management, Population Mobility, Social Vulnerability" *revision to be submitted: INFORMS Journal on Computing* (2021)

5. Charkhgard, H., Keshanian, K., Esmaeilbeigi, R. Charkhgard, P.”The Magic of Nash Social Welfare in Optimization: Do Not Sum, Just Multiply!” *Under review: ANZIAM journal* (2021)

CONFERENCE
PUBLICATIONS

1. Keshanian, K. and Dutta, K. “Increasing In-store Visits by Identifying Key Attributes in Mobile Advertising Through the Lens of Optimization and Machine Learning” , Conference on Design Science Research in Information Systems and Technology (DESRIST 2019)
2. Keshanian, K. and Dutta, K. “Selecting the Best Subset of Features Using a Game-theoretic Approach: Applications in Information Systems” , Americas Conference on Information Systems (AMCIS 2020); Online due to COVID-19.
3. Ray, A., Keshanian, K, Jank, W, Dutta, K., and Mullarkey, M. “Data-Driven Hospital Capacity Management for Pandemics: Forecasting COVID-19 Admissions based on Population Mobility” , INFORMS Workshop on Data Science (2020).
4. Ray, A., Keshanian, K, Jank, W, Dutta, K., and Mullarkey, M. Towards a Long Short-Term Memory Network Model for Forecasting COVID-19 Hospital Admissions” , Workshop on Information Technologies and Systems (WITS 2020).

TEACHING
EXPERIENCE

List of courses:

1. Data Analytics with R

Instructor

Spring 2021

University of South Florida

Information Systems and decision Sciences

Description: The course is designed to teach students how to program in R and how to use R and RStudio for effective data analysis. (Undergraduate Level course)

2. System Analysis and Design

Instructor

Fall 2019-Fall 2020

University of South Florida

Information Systems and decision Sciences

Description: The course presents concepts, procedures, and tools needed to build computer-based information systems. The objective is to develop project management, data collection, analysis, design, testing and documentation skills. (Undergraduate Level course)

3. Three-day *Python* Bootcamp for MS Business Analytics and Information Systems (BAIS) program admits

Instructor

Summer 2020

University of South Florida

Information Systems and decision Sciences

Description: The Bootcamp covers the basics of programming in Python.

4. One-day *Python* Bootcamp for the Weekend Executive Master's of Science in Business Analytics and Information Systems (EBAIS) program admits

Instructor

Summer 2020

University of South Florida
Information Systems and decision Sciences
Description: The Bootcamp covers the basics of programming in Python.

TEACHING RATES

- **Spring 2021:** 5/5 (Data Analytics with R; hybrid class)
- **Fall 2020:** 4.73/5 (System Analysis and Design; online class)
- **Spring 2020:** 4.47/5 (System Analysis and Design; both in-class and online due to COVID-19)
- **Fall 2019:** 4.3/5 (System Analysis and Design; in-class)

LANGUAGES

- Persian (native)
- English (fluent)
- Turkish (Competent user)

SOFTWARE SKILLS

- Programming Languages: C/C++, R, Python, C sharp.
- Optimization Solvers: CPLEX, Gurobi.
- MIS softwares: SQL, TeamViewer, BPMS, CRM, SharePoint, Microsoft BI, Microsoft ERP, Outlook, MSP, OpenRefine
- Operating Systems: Linux and Windows
- Others: SAS, SPSS, LaTeX.

OTHER

QUALIFICATIONS

- Autumn 2009: Certification of Box of Management Tools.
- Winter 2009: Certification of Six Sigma..
- Winter 2010: Certification of The European Foundation for Quality Management (EFQM).
- Mar 2011: Certification of Basics, Structure and Documentation of Quality Management System in accordance with ISO 9000:2008 Series.
- July 2013: C++ Core, score: 93 out of 100.
- August 2013: C++ Expert, score: 93 out of 100.

REFERENCES

Dr. Kaushik Dutta Information Systems and decision Sciences The University of South Florida	Phone: +1 (813) 974-6338 duttak@usf.edu
Dr. Narayan Ramasubbu Joseph M. Katz Graduate School of Business University of Pittsburgh	Phone: +1 (412) 648-1237 narayanr@pitt.edu
Dr. He Zhang Information Systems and decision Sciences The University of South Florida	Phone: +1 (813) 974-6930 hezhang@usf.edu
Dr. Daniel Zantedeschi Information Systems and decision Sciences The University of South Florida	Phone: +1 (813) 974-5524 danielz@usf.edu