

# Kimia Keshanian

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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-June2021.  
^ 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](#)

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., Esmailbeigi, 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.

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