

Tengteng Ma

School of Information Systems and Management, University of South Florida

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RESEARCH INTERESTS

Focus: Develop innovative and interpretable artificial intelligence solutions and employ empirical analyses rooted in machine learning, deep learning, and econometrics to address complex business problems and societal issues from large-scale user behavior data.

Methodologies: Machine Learning, Deep Learning, Natural Language Processing, Econometrics.

Applications: Consumer Behavior, Online Marketing, Social Network, Explainable Machine Learning.

ACADEMIC POSITIONS

Assistant Professor	2023 - Present
- School of Information Systems and Management, University of South Florida	

EDUCATION

Ph.D in Management Information Systems	2023
- University of Illinois at Chicago	
- Exchange student at Booth School of Business, University of Chicago	
M.Sc in Information Science	2017
- Nanjing University	
- Exchange student at Department of Information Technology, Uppsala University	
B.Sc in Information Management and System	2014
- Shaanxi Normal University	

PUBLICATION

- **Tengteng Ma**, Yuheng Hu, Yingda Lu, Siddhartha Bhattacharyya (2024) Customer Engagement Prediction on Social Media: A Graph Neural Network Method. Information Systems Research 36(3):1887-1897.
🏆 Best Paper Award, WITS 2020
🏆 Best Paper Nominee, HICSS 2021
- Keran Zhao, Yili Hong, **Tengteng Ma**, Yingda Lu, Yuheng Hu (2025) Lost in the Crowd: How Group Size and Content Moderation Shape User Engagement in Live Streaming. Information Systems Research 36(4):2076-2095.
🏆 Best Paper Nominee, ICIS 2021

- **Tengteng Ma**, Hasti Sharifi, Debaleena Chattopadhyay. “Virtual Humans in Health-Related Interventions: A Meta-Analysis.” Extended Abstracts of the 2019 CHI Conference on Human Factors in Computing Systems (CHI). ACM, 2019.
- Debaleena Chattopadhyay, **Tengteng Ma**, Hasti Sharifi, and Pamela Martyn-Nemeth. “Computer-Controlled Virtual Humans in Patient-Facing Systems: Systematic Review and Meta-Analysis.” Journal of Medical Internet Research 22, no. 7 (2020): e18839.

TEACHING

Instructor

<i>ISM 6251</i>	Deep Learning for Business Analytics	2023 Fall - present, USF
<i>IDS 400</i>	Python Programming for Data Science in Business	2021 - 2023, UIC

Teaching Assistant

<i>IDS 576</i>	Deep Learning and Applications	2021 Spring, UIC
<i>IDS 594</i>	Operationalizing Machine Learning (MLOps)	2020 Fall - 2021 Spring, UIC
<i>IDS 561</i>	Analytics for Big Data	2019 Fall – 2021 Spring, UIC
<i>IDS 566</i>	Advanced Text Analytics for Business	2019 Fall – 2020 Fall, UIC
<i>IDS 371</i>	Business Statistics II	2019 Summer, UIC
<i>IDS 571</i>	Statistics for Management	2018 Summer, UIC
<i>IDS 520</i>	Enterprise Information Infrastructure Planning & Security	2018 Fall, UIC
<i>IDS 517</i>	Enterprise Application Development	2018 Fall, UIC

HONORS

Paper Awards

- 2025: DESRIST Best Paper Award
- 2021: ICIS Best Paper Nominee
- 2021: HICSS Best Paper Nominee
- 2020: WITS Best Paper Award

Honors

- 2025: Electronic Commerce Research Journal Editorial Contribution Award
- 2025: Electronic Commerce Research Journal Author Service Award
- 2024: INFORMS Journal on Computing Meritorious Reviewer Award
- 2021: Grace Hopper Celebration (GHC) Scholarship
- 2021: Graduate College Doctoral Fellowship, University of Illinois at Chicago

- 2018 - 2022: Doctoral Scholarship, University of Illinois at Chicago
- 2017: Outstanding Graduate Student, Nanjing University
- 2014: Outstanding Undergraduate Student, Shaanxi Normal University

PROFESSIONAL SERVICE

IS Conference Committee

- ICIS 2024 2025 (Associate Editor)
- WITS 2023 2024 (Committee Member)
- Summer Workshop on AI for Business 2025 (Committee Member)

Editor or Reviewer

- Electronic Commerce Research (Associate Editor)
 - o Editorial Contribution Award 2025
 - o Author Service Award 2025
- Information Systems Research (Reviewer)
- MIS Quarterly (Reviewer)
- INFORMS Journal on Computing (Reviewer)
 - o Meritorious Reviewer Award 2025
- Product and Operations Management (Reviewer)
- IEEE Transactions on Consumer Electronics (Reviewer)

CS Conference Reviewer

- Conference on Human Factors in Computing Systems (CHI). 2020
- ACM International Conference on Web Search and Data Mining (WSDM). 2020 & 2021
- International World Wide Web Conference (WWW). 2020 & 2021
- ACM International Conference on Knowledge Discovery and Data Mining (SIGKDD). 2021

Session Chair

- INFORMS Annual Meeting 2021, Computational Social Science Session