

Syed Shuva

Researcher and Educator in Information Systems

Bryan School of Business and Economics | University of North Carolina Greensboro

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RESEARCH INTEREST

Information consumption on digital platforms, ethical design of systems, impactful technology, digital transformation of media landscape, societal impacts of information systems, business analytics and intelligence, social media analytics, cybercrime behavior

EXPERIENCE

University of North Carolina

Greensboro, NC, USA

Assistant Professor

Fall,2025 - Present

Information Systems and Supply Chain Management

Bryan School of Business and Economics

University of North Carolina

Greensboro, NC, USA

Instructor

Fall,2024 - Summer, 2025

Information Systems and Supply Chain Management

Bryan School of Business and Economics

EDUCATION

University of Arkansas

Fayetteville, AR, USA

PhD in Information Systems

Fall,2020-Spring,2025

Dissertation: *Digitalization of News: Shaping News Consumption Behavior*

Committee: Dr. Varun Grover (Chair), Dr. Rajiv Sabherwal,

Dr. Amber Young and Dr. John Aloysius

Purdue University

Fort Wayne, IN, USA

Master of Business Administration

2018- 2020

Concentration: Business Analytics

National Institute of Technology

Durgapur, India

Bachelor of Technology

2010- 2014

Major: Mechanical Engineering

JOURNAL PUBLICATIONS

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- Mullins, J., Shuva, S., & Stewart, P. (2026). Content is King, Affect is Queen: An Affective Model of Social Media Content Propagation. *MIS Quarterly*. doi.org/10.25300/MISQ/2026/19171 (FT50, UTD24, IS Senior Scholar Journal)
 - Nikkhah, H. R., Sarabadani, J., Grover, V., & Shuva, S. (2026). A Review of Cybercrime Research: Synthesis and Future Directions. *Information & Management*, 104369. doi.org/10.1016/j.im.2026.104369 (IS Senior Scholar Journal, ABDC A*)
 - Young, A. G., Shuva, S., Roth, T., Zhu, Y., & Hevner, A. R. (2025). Ethical design through grounding and evaluation: The EDGE method for designing information systems for social impact. *Journal of Information Technology*, 40(2), 164-179. (IS Senior Scholar Journal, ABDC A*)
 - Davison, R. M., Dennis, A. R., Young, A. G., & Shuva, S. (2022). Anatomy of a Good Paper: Choosing Research Topics. *Communications of the Association for Information Systems*, 51(1), 4. (ABDC A)
 - Baddam, S., Bingi, P., & Shuva, S. (2019). Student Evaluation of Teaching in Business Education: Discovering Student Sentiments Using Text Mining Techniques. *e-Journal of Business Education and Scholarship of Teaching*, 13(3), 1-13.

CONFERENCE PRESENTATION

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- Young, A., Zhu, Y., & Shuva, S. (June 2022). Emancipatory Design Science: An Alternative to Value Sensitive Design: DESRIST 2022 research in progress proceedings. In *the 17th International Conference on Design Science Research in Information Systems and Technology*. St. Petersburg, USA. Jun 1- Jun 3. University of South Florida (USF).

- Shuva, S., De Lurgio, S., & Grover, V. (August 2022). Quantifying the Fakeness of Media Artifacts. *AMCIS 2022 TREOs*. 10. https://aisel.aisnet.org/treos_amcis2022/10
- Shuva, S., & Mullins, J. K. (December, 2021). LMAO, SMH, or WTF? The role of internet memes in mood, engagement, and persuasion. *ICIS 2021 TREOs*. https://aisel.aisnet.org/treos_icis2021/30
- Suntornpithug, N., Shuva, S. (July 2019). How Does Customer Decision Journey Through Social Media Influence Financial Performance in Feature Films? Paper presented at *the World Conference on e-Education e-Management and e-Business*, Da Nang, Vietnam. **(Received best conference presentation award)**
- Suntornpithug, N., Shuva, S. (April 2019). *The Influence of Consumer Decision Journey through Social Media on Gross Box Office Collection of Feature Films*. Poster presented at the Student Research and Creative Endeavour Symposium, Fort Wayne, IN
- Baddam S., Bingi P. & Shuva, S. (March 2019). *Qualitative Analysis of Student Evaluations of Teaching in Business Education*. Paper presented at the MBAA International Conference (Track: Operations Management and Entrepreneurship), Chicago, IL. **(Received recognition for excellence in research)**
- Suntornpithug, N. & Shuva, S. (March 2019). An Empirical Study Investigating the Influence of Social Media Dynamics in Feature Film on Gross Revenue and Profit. Paper presented at *the MBAA International Conference* (Track: Marketing Management Association), Chicago, IL

TEACHING EXPERIENCE

Course Instructor, University of North Carolina, Greensboro

- ISM 677: Information Systems Management
 - Asynchronous Online, Fall 2025
- ISM 301- Systems and Process Analysis
 - In-person and Asynchronous Online, Fall 2025, Fall 2024, Spring 2025
- ISM 280- Information Systems for Decision Making
 - In-Person, Spring 2025

Course Instructor, University of Arkansas, Fayetteville

- ISYS 4213- ERP Fundamentals
 - In-Person, Fall 2022, Spring 2023

Teaching Assistant, Purdue University, Fort Wayne

BUS M570- Operations & Supply Chain Management
 BUS P301-01 Operations Management
 BUS P490-01 Project Management
 BUS 32100 Management of Information Technology
 BUS 32700 Deterministic Models in Operations Research
 BUS 40100 Administrative Policy

GRANTS, ACHIEVEMENTS, and RECOGNITION

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- Research Grant (\$35,000): “*Empowering Gen Z Innovators: A Multi-Institutional Digital Learning Initiative for AI-Driven Smart Systems Research and Outreach.*” Co-PI
 - Undergraduate Student Choice Teaching Award, Department of Information Systems and Supply Chain Management, 2025.
 - Junior Faculty Consortium, ICIS, Nashville, 2025
 - Coverage about impactful technology research: [Link to Article](#)
 - Invited Guest Speaker at the Podcast “*From IS to Ought*”: [Spotify Episode](#)
 - Doctoral Consortium, ICIS, Hyderabad, 2023
 - Doctoral Consortium (Early), AMCIS, 2022
 - Distinguished Doctoral Fellow, University of Arkansas. Awarded \$88,000 in fellowship from 2020-2024
 - Research Presentation Grant (\$3200 received in three years) from the Graduate School and International Education, University of Arkansas (2021, 2022, and 2023)
 - MBA+ Student Leadership Award, Doerner School of Business, Purdue University, Fort Wayne. (2020)
 - Excellence in Research: Recognition from the Operations Management and Entrepreneurship Association (OMEA), MBAA International Conference, Chicago, USA (2019)

- Best conference presentation award at the World Conference on e-Education, e-Management and e-Business, Da Nang, Vietnam. (2019)
- Conference travel grant (\$1000) from the Office of Academic Affairs and the Institute for Research, Purdue University, Fort Wayne. (2019)
- Graduate Merit Scholarship, Purdue University, Fort Wayne. (2018)
- Selected to visit Morocco as a graduate student participant in the *Special Studies in International Business Administration* program by Doerner School of Business, Purdue University, Fort Wayne.
- Indian Council for Cultural Relations (ICCR) Scholarship Program: completed Bachelor of Technology degree under the ICCR Scholarship Program, A Govt. of India Scholarship. (2010-2014)

SERVICE

Invited Reviewer/Editorial Roles

Associate Editor

European Conference on Information Systems (ECIS), 2026

Invited Reviewer

Journal of the Association for Information Systems (JAIS)

Information & Management (I&M)

International Conference on Information Systems (ICIS)

Americas Conference on Information Systems (AMCIS)

Hawaii International Conference on System Sciences (HICSS)

European Conference on Information Systems (ECIS)

International Conference on Wirtschaftsinformatik

HUMOR: International Journal of Humor Research

University of North Carolina, Greensboro

Member, PhD Program Committee, 2024 - Present

Information Systems and Supply Chain Management

Volunteer

Americas Conference on Information Systems (AMCIS), 2022

International Conference on Information Systems (ICIS), 2021

RZRBLOCK Hackathon, Blockchain Center of Excellence, University of Arkansas, 2022

OTHER ACADEMIC AND INDUSTRY EXPERIENCE

University of Arkansas

Senior Graduate Assistant/Course Instructor

Fayetteville, AR, USA

2020-2024

Purdue University Fort Wayne

Graduate Assistant

Fort Wayne, IN, USA

2018- 2020

RFL Group

Assistant Manager, Product Development

Dhaka, Bangladesh

2015 –2017

Product concept design using CAD, commissioning product designs, and optimization techniques in injection molding process.

Central Mechanical Engineering Research Institute (CMERI), India

Undergraduate Research Assistant

Durgapur, India

2013- 2014

Project Name: Experimental investigation on biomass gasification in dual fluidized bed

SKILLS

- Data Analysis and Visualization: STATA, SPSS, HLM, R, SAS, MPlus, LIWC, NVivo, RapidMiner, Analytic Solver, Tableau, MS Power BI
- Design and Simulation: AutoCAD, SOLIDWORKS, ANSYS Fluent
- Languages: C/C++, Java