

# Nimrod (Nim) Dvir

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• <https://www.albany.edu/business/faculty/nim-dvir>

## Education

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- **Ph.D. in Computer and Information Science**, The State University of New York at Albany, NY, USA (Nov 2022)
  - Specializations in Human-Computer Interaction (HCI) and Management Information Systems (MIS).
  - Dissertation: "Sticky Words: A Computational Linguistics Approach"
  - Awarded *Distinguished Dissertation* and *Excellence in Research*.
- **M.B.A. in Marketing & Information Systems**, Baruch College-The City University of New York (CUNY), NY, USA (Dec 2014)
  - Graduated summa cum laude.
- **B.A. in Political Science & Journalism**, New York University (NYU), NY, USA (Dec 2011)
  - Graduated summa cum laude, Presidential Honor Program.
- **B.A. in Social Sciences & Humanities**, Open University of Israel (Dec 2009).

## Academic Appointments

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- **Lecturer**, Department of Information Systems and Business Analytics, The Business School, State University of New York at Albany, NY, US (Starting 8/2025).
- **Visiting Assistant Professor**, Department of Information Systems and Business Analytics, The Business School, State University of New York at Albany, NY, US (8/2021 – 8/2025).
- **Adjunct Faculty**, College of Emergency Preparedness, Homeland Security, and Cybersecurity (CEHC), State University of New York at Albany, NY, US (8/2016 – present).
- **Adjunct Instructor**, SUNY Online (1/2019 – 8/2021).
- **Visiting Assistant Professor**, Pratt Institute, NYC, US (7/2019 – 2/2020).
- **Research and Teaching Assistant**, The State University of New York at Albany, NY, US (8/2015 – 5/2019).
- **Visiting Lecturer**, The Academic College of Tel-Aviv, TLV, IL (5/2017 – 9/2017).
- **Graduate Research Assistant**, Zicklin School of Business, Baruch College, CUNY (8/2012 – 11/2014).

## Professional Experience

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- **Mixed Methods Researcher**, SUNY Albany, NY, US (8/2015-present)
  - Lead research in human-computer interaction, user experience, and AI-driven predictive modeling, boosting user engagement by 40%.

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- Spearhead collaborations with industry leaders (Costco, Goldman Sachs Ayco, Con Edison, Pearson, Dexcom) to design and test innovative information systems and prototypes.
  - Conduct large-scale studies (10,000+ participants), combining qualitative and quantitative methods with advanced analytics (Python, NLP, SQL).
  - Mentor diverse teams and deliver graduate and undergraduate courses in Information Systems, Business Analytics, and Informatics.
  - Advance AI research with expertise in large language models (LLMs), fine-tuning, reinforcement learning, and evaluation frameworks.
- **UX Researcher & Development Manager**, ClaimFame, NY, US (11/2014 – 7/2015)
    - Instrumental in launching a specialized online learning platform for entertainment industry professionals.
    - Played a pivotal role in enhancing UX, marketing, and product development, leading to a 70% increase in user retention for a venture-backed e-commerce startup.
  - **UX Researcher & Product Manager**, WZO, NYC (Jan 2012 - Nov 2014)
    - Managed the data-driven development and optimization of CRM systems and digital services, significantly improving operational efficiency.
    - Coordinated the "Israel Tech Challenge," promoting career development in computer science.
  - **Chief Digital Content Strategist**, Ma'ariv Media Group, Tel-Aviv, Israel (Jan 2009 - Dec 2011)
    - Led a team of over 50 media professionals in developing innovative content products and strategies, leveraging data analysis to enhance user experience across multiple platforms.

## Skills & Expertise

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- **Programming & Data Management** – Proficient in Python, JavaScript, SQL, R, and data management/scripting, with applications in behavioral science and cognitive psychology.
- **Data Science & Analytics** – Skilled in machine learning and statistical analysis (Stata, SPSS, JASP, MATLAB), including T-Tests, Regressions, and ANOVA.
- **AI, NLP & LLMs** – Expertise in NLP, large language models, supervised fine-tuning, RLHF, and frameworks such as NLTK, spaCy, and TensorFlow.
- **Human-Computer Interaction (HCI)** – Extensive experience in study design, surveys, experiments, usability testing, and UX research, including tools like Qualtrics and Google Forms.

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- **Prototyping & Design** – Strong background in UI/UX prototyping with Figma and Adobe XD.
- **Emerging Technologies** – Applied tools such as ChatGPT, Claude, Co-Pilot, and Gemini in research and development to drive innovation.
- **Collaboration & Communication** – Proven record of leading teams, mentoring, and working effectively across academic, industry, and interdisciplinary settings.

## Research

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Google scholar: <https://bit.ly/ndvirgscholar>

### Research interests

My primary research agenda aims to enhance business performance through innovative applications of information technologies, with an emphasis on efficiently and productively managing these technologies. This agenda focuses on three key objectives: 1) solving business problems through the use of analytics and artificial intelligence; 2) studying information systems design and use in applied environments; and 3) advancing research and pedagogy in artificial intelligence and machine learning.

### Manuscripts in preparation (advanced stages)

#### **Business Problem-Solving and User Experience Research (UXR) with Analytics and AI**

1. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., & Romano, J. (Under review). The ways of words: The impact of word choice on information engagement and decision making. *Decision Support Systems*. <https://doi.org/10.48550/arXiv.2305.09798>
2. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., & Romano, J. (Under review). Words that stick: Predicting decision making and synonym engagement using cognitive biases and computational linguistics. *The Journal of Computational Creativity*. <https://doi.org/10.48550/arXiv.2307.14511>
3. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., & Romano, J. (Under review). A predictive model of digital information engagement: Forecasting user engagement with English words by incorporating cognitive biases, computational linguistics, and natural language processing. *Cognitive Computation*. <https://doi.org/10.48550/arXiv.2307.14500>
4. **Dvir, N.** (Under review). Trust, credibility, or complexity? The effect of transparency in online marketing. *Journal of Interactive Marketing*. <http://dx.doi.org/10.13140/RG.2.2.14206.56642>
5. **Dvir, N.**, Friedman, E., Commuri, S., Yang, F., & Romano, J. (Final editing, target submission: Information Systems Research [ISR], [special issue on Analytical Creativity](#)). Phrasing for success: Optimizing information engagement using artificial intelligence and computational linguistics.

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6. **Dvir, N.** (Final editing, target submission: Journal of the Association for Information Science and Technology [JASIST]). Towards a unified understanding of information engagement: A literature review of information engagement in the context of user engagement and information behavior theories.
7. **Dvir, N., & O'Brien, H.** (Final editing. Target submission: ASIST). Sticky words: How phrasing stimulates the different dimensions of information engagement.
8. **Dvir, N., & O'Brien, H.** (Analyzing data. Target submission: ASIST). Short version of the user engagement scale.
9. **Dvir, N., Friedman, E., Commuri, S., Yang, F., & Romano, J.** Development of the READ Model: Representativeness, Ease-of-Use, Affect, and Distribution as predictors of information engagement. (Collecting data. Target submission: MIS Quarterly).
10. **Dvir, N.** (Data analysis, target journal: New Media & Society). Artificial intelligence in journalism: Predicting article popularity in The New York Times through computational linguistics.

### Information Systems Design and Use

1. Heslin, M. R., & **Dvir, N.** (Under review). The double-edged screen: Balancing benefits and risks of social media in digital citizenship. *Computers in Human Behavior*.  
<https://doi.org/10.2139/ssrn.4701695>
2. Auby, C., Jones, C., Haraish, I., Chellappan, V., Zhu, B., & **Dvir, N.** (In preparation, target journal: Sport Technology Journal). From concept to course: A digital product design case study on developing GOLF BUDDY, an innovative golf application.  
<https://www.nimdvir.com/portfolio/projects/golf-buddy>
3. Bowley, S., Foley, H., Jahn, A., Krokos, J., Whelan, J., Rieth, B., & **Dvir, N.** (In preparation, target journal: Journal of Consumer Research). Enhancing consumer engagement at Costco: The role of mobile technology in streamlining checkout and encouraging in-store activity. <https://www.nimdvir.com/portfolio/projects/costco>
4. Dunn, M., Hickok, J., Kondak, T., Moisidis, N., Neumann, C., & **Dvir, N.** (In preparation, target journal: Journal of Medical Internet Research [JMIR]). Optimizing diabetes management: UX research findings and innovations for the Dexcom G7+ application.  
<https://www.nimdvir.com/portfolio/projects/dexcom>
5. Ou Yang, K., & **Dvir, N.** (Final editing, target journal: The Journal of Nonprofit & Public Sector Marketing). Enhancing user experience for social impact: A content strategy case study at Barrier Free Living.  
<https://www.nimdvir.com/portfolio/projects/barrier-free-living>
6. Zhang, T., & **Dvir, N.** (Final editing, target journal: Museum Management and Curatorship). Sculpting digital engagement: A UX strategy case study for enhancing online revenue at the Nasher Sculpture Center.  
<https://www.nimdvir.com/portfolio/projects/nasher-sculpture-center>

### AI and Machine Research and Pedagogy

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1. **Dvir, N.** (In preparation, target journal: Journal of Management Education). Teaching information technology and product design and development in MBA programs: A qualitative exploration of faculty and students' perspectives.
2. **Dvir, N.** (In preparation, target journal: Studies in Higher Education). Effective strategies for engaging and motivating students in large STEM courses.
3. **Dvir, N., & Gafni, R.** (In preparation, target journal: Computers & Education). The Impact of ChatGPT-Assisted Summarization on Student Learning Outcomes.
4. **Dvir, N.** (In preparation, target journal: Machine Learning Journal). Student Perceptions of AI-Enabled Academic Advising: A Comprehensive Study.

### Refereed articles and proceedings

1. **Dvir, N.** (2023). Promoting Ethical Digital Engagement: Educators' Insights on Using Case Studies in Digital Citizenship Pedagogy. *Educational Technology, Media & Library Science eJournal*, 7(6). <https://doi.org/10.2139/ssrn.4532611>
2. **Dvir, N.** (2022). Sticky Words: A Computational Linguistics Approach to Assessment and Manipulation of Information Engagement - ProQuest [Doctoral dissertation, State University of New York at Albany]. <https://www.proquest.com/docview/2753692156>
3. **Dvir, N.** (2020). Process of information engagement: Integrating information behavior and user engagement. *Proceedings of the Association for Information Science and Technology*, 57(1). <https://doi.org/10.1002/pr2.407>
4. **Dvir, N., & Gafni, R.** (2019). Systematic improvement of user engagement with academic titles using computational linguistics. *Proceedings of The Informing Science and Information Technology Education Conference*, 501–512. <https://doi.org/10/ggjhjw>
5. **Dvir, N.** (2018). Sticky words: Evaluation and optimization of information interactions based on linguistic analysis. *Proceedings of the Association for Information Science and Technology*, 55(1), 797–798. <https://doi.org/10.1002/pr2.2018.14505501121>
6. **Dvir, N., & Gafni, R.** (2018). When less is more: Empirical study of the relation between consumer behavior and information sharing on commercial landing pages. *Informing Science: The International Journal of an Emerging Transdiscipline*, 21, 019–039. <https://doi.org/10.28945/4015>
7. Gafni, R., & **Dvir, N.** (2018). How content volume on landing pages influences consumer behavior: Empirical evidence. *Proceedings of the Informing Science and Information Technology Education Conference, La Verne, California*, 035–053. <https://doi.org/10.28945/4016>
8. **Dvir, N.** (2018). What is user engagement? An interdisciplinary perspective on users' interactions with information technology. <https://doi.org/10.13140/RG.2.2.26789.81122>
9. **Dvir, N.** (2017). Mitigating challenges of open government data. *Informatics*. <https://doi.org/10.20944/preprints201712.0182.v1>

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## Conference presentations and invited talks (\* presenter)

1. **Dvir, N.\***, Commuri, S., Chengalur-Smith, S., Yang, F., Romano, J., Friedman, E. (2023, July). Does phrasing matter? *Using generative text to improve information engagement and user experience*. The 17th annual Israel Association for Information Systems (ILAIS) conference. Academic College of Tel Aviv- Yaffo, Israel
2. **Dvir, N.\***, Commuri, S., Chengalur-Smith, S., Yang, F., Romano, J. (2021, July). *What do users read? A predictive model of information engagement*. The 15th annual Israel Association for Information Systems (ILAIS) conference. The Open University of Israel.
3. **Dvir, N.\*** (2019, May). *Using text analysis and computational linguistics to systematically evaluate and improve information interactions, user experience (UX), knowledge acquisition and decision making*. The annual Informing Science and information technology education conference. Jerusalem, Israel.
4. **Dvir, N.\*** (2019, May). *What is user engagement? A suggested model for successful user interaction with digital information*. The annual Informing Science and information technology education conference. Jerusalem, Israel.
5. **Dvir, N.\*** (2019, December). *Interactive content experience—A framework to define, measure and develop user engagement with digital content*. The International Conference on Information Systems (ICIS), Munich, Germany.  
<https://doi.org/10.13140/RG.2.2.24272.89606>
6. **Dvir, N.\*** (2018, December). *Mark my words: Using linguistic analysis to evaluate and optimize information behavior and user experience*. The International Conference on Information Systems (ICIS), San Francisco, CA
7. **Dvir, N.\*** (2018, November). *Sticky words: Evaluation and optimization of information interactions based on linguistic analysis*. The annual meeting of the Association for Information Science & Technology (ASIS&T), Vancouver, Canada
8. **Dvir, N.\*** (2018, August). *Conceiving a model for user engagement using linguistic analysis*. The annual Americas Conference on Information Systems (AMCIS), New Orleans, LA
9. **Dvir, N.\*** (2018, July). *The engaged user: From participation to involvement*. The University of Haifa, Israel
10. **Dvir, N.\*** (2018, June). *Less is more: An empirical investigation of the relationship between amount of digital content and user engagement*. In User Experience Professionals Association (UXPA) International Conference. Rio Mar, Puerto Rico
11. Gafni, R. & **Dvir, N.\*** (2018). *How content volume on landing pages influences consumer behavior: empirical evidence*. The annual Informing Science and information technology education conference, la Verne, California
12. **Dvir, N.\*** (2018). Automatic development of engaging content using natural language processing techniques. New Trends in Information Studies conference (NTIR). Albany, NY

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13. **Dvir, N.\*** (2018, May). *Teaching E-commerce to STEM students: Leveraging evidence from a large-scale survey*. Presented at the Conference on Instruction & Technology (CIT), Cortland, New York.
14. **Dvir, N.\*** (2017). *Rules of engagement: A framework for online user engagement based on content strategy*. The annual conference of the Israeli Association for Information Systems, Bar-Ilan University, Israel
15. **Dvir, N.\*** and Buchan, K. (2016). *Language-based method for systematic development of engaging content*. New Trends in Information Studies conference (NTIR), Albany, NY
16. **Dvir, N.\*** (2015). Suggested model for user engagement and online interactions with textual information. New Trends in Information Studies conference (NTIR), Albany, NY

### Awards and honors

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1. **Service award**, State University of New York at Albany (USA), 2025
2. **Excellence in Research Project Award**, State University of New York at Albany (USA), 2023
3. **Distinguished Dissertation Award**, State University of New York at Albany (USA), 2023
4. **Full Academic Scholarship**, State University of New York at Albany (USA), 2016-2022
5. **Doctoral Research Assistantship**, State University of New York at Albany (USA), 2015-2018
6. **Paper-athon Participant**, The International Conference on Information Systems (ICIS), 2018
7. **Doctoral Consortium Award**, Americas Conference on Information Systems (AMCIS), 2018
8. **Professional Development Grant**, State University of New York at Albany (USA), 2017-2018
9. **Superior Reviewer Award**, Informing Science Institute (ISI), 2017
10. **Graduate Assistantship**, Baruch College, City University of New York – CUNY (USA), 2012-2014
11. **Presidential Honor Scholarship**, New York University (USA), 2011

### Teaching Experience

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#### Instructor

##### Graduate Level Courses:

- **BITM 522 - Managing Information Technology**. University at Albany. Taught in Spring '22, Spring '23, Spring '24 (online).  [Syllabus](#)



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- **INF 501 - Case Studies in Digital Citizenship.** University at Albany. Taught in Fall '22, Fall '23. [Syllabus](#)
- **BITM 534 - Field Study in Information Systems and Business Analytics** (course development). University at Albany. Taught in Fall '22. [Syllabus](#)
- **INFO 646 - Digital Product Design (Advanced User Experience Design)** (course development). Pratt Institute, New York, NY. Taught in Fall '19. [Syllabus](#)
- **INFO 642 - Content Strategy** (course development). Pratt Institute, New York, NY. Taught in Fall '19. [Syllabus](#)

### Undergraduate Level Courses:

- **BITM 330 - Improving Business Performance with Information Technologies** (large class, 150+ students). University at Albany. Taught in Fall '21, Spring '22, Fall '22, Spring '23, Summer '23 (online), Fall '23, Spring '24, Fall '24. [Syllabus](#)
- **INF 401 - Case Studies in Digital Citizenship** (online). University at Albany. Taught in Fall '21, Fall '22, Fall '23, Fall '24. [Syllabus](#)
- **ISBA 434 - Business Analytics Practicum** (course development). University at Albany. Taught in Fall '21, Fall '22, Spring '24. [Syllabus](#)
- **INF 495 - Special Topics in Research, Applied and Experiential Learning** (course development). University at Albany. Taught in Spring '21, Summer '21 (online). [Syllabus](#)
- **INF 462/562 - Current Technologies in Web Design** (course development). SUNY online. Taught in Spring '20 (online).
- **INF 108 - Programming for Problem Solving: Introduction to Python** (course development). SUNY online; University at Albany. Taught in Fall '20 (online), Fall '17, Winter '18, Spring '19, Fall '19, Spring '20, Fall '20, Spring '21, Winter '22, Winter '23 (online). [Syllabus](#)
- **INF 308 - Programming for Informatics: Advanced Python** (course development). University at Albany. Taught in Spring '17, Winter '18, Spring '19, Fall '20, Spring '20, Fall '21 (online). [Syllabus](#)
- **INF 496 - User Experience (UX) in E-Commerce: Principles, Methods, and Technologies** (course development). Academic College of Tel Aviv-Yaffo; University at Albany. Taught in Summer '17, Summer '18, Summer '19, Summer '20 (online). [Syllabus](#)
- **INF 200 - Research Methods for Information Studies** (course development). University at Albany. Taught in Spring '18 (in person), Fall '18, Spring '19 (online). [Syllabus](#)
- **INF 100 - Information in the 21st Century.** University at Albany. Taught in Summer '19, Winter '19. [Syllabus](#).
- **Database Management and Programming** (course development). Academic College of Tel Aviv-Yaffo. Taught in Summer '17 (in person).

### Teaching Assistant / Co-Instructor



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- **BITM 522 - Managing Information Technology** (graduate level, B.A. course). University at Albany. Taught in Fall '18 (online).
- **INF 1018 - Programming for Problem Solving: Introduction to Python**. University at Albany. Taught in Fall '15, Spring '16, Fall '16, Spring '17, Fall '17 (in person).
- **INF 308 - Programming for Informatics: Advanced Python**. University at Albany. Taught in Fall '15, Spring '16, Fall '16, Spring '17, Fall '17 (in person).

### Media coverage

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1. **Dvir, N.** (2019, April 11). Enemies, A Love Story: An interview with Sandra Oh and Jodie Comer. *Israel Hayom*. <https://www.israelhayom.co.il/magazine/shishabat/article/9324631>
2. **Dvir, N.** (2019, March 29). I returned: An interview with Julia Louis-Dreyfus. *Israel Hayom*. <https://www.israelhayom.co.il/article/645081>
3. **Dvir, N.** (2017, November 7). An interview with Gila Gamliel, the Israeli Minister of Intelligence: "I'm afraid of the day when 'The Handmaid's Tale' will become a reality in Israel." *AT Magazine*. <https://bit.ly/ndvirgilagamliel>
4. **Dvir, N.** (2017, April 20). Karim Rashid's Utopia: An interview with Egyptian industrial designer, Karim Rashid. *AT Magazine*. <https://bit.ly/ndvirrashid>
5. Dvir, N. on Donald Trump's behavior. (2016, September 26). *Profile*. The Israeli Educational Television (IETV). <https://youtu.be/0cPdG0gx3fM>
6. **Dvir, N.** (Reporter). (2012, May 8). The Dictator Press Conference: Sacha Baron Cohen, "The Dictator", meets Israeli journalist Nim Dvir. <https://youtu.be/-ZLoYBUchml>
7. Abraham, D. (2011, August 21). **Nim Dvir** leaves [nrg.co.il](http://nrg.co.il) to study abroad. <https://bit.ly/ndvirnrg>

### Service

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#### University

- All are for The State University of New York at Albany

#### Research Collaboration

- **Internal Collaboration (2022-2025)**: Initiated and conducted research for internal university bodies including the Office of Planned Giving, Office of Institutional Research and Program Evaluation, Center of Excellence in Weather and Climate Analytics, Office of Strategic Initiatives, Data, Assessment, and Technology, and Office of General Studies and Summer Sessions. The projects aimed to develop business and managerial insights

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using a variety of data analytic techniques and tools, supporting business and organizational decision-making.

- **ISBA Pre-Tenure Faculty Brown-Bag Meetings Organizer (2023-2024)**: Established a series of meetings to aid pre-tenure faculty in research publications and tenure attainment, creating a collaborative environment for sharing ideas and strategies in research funding, teaching, and service responsibilities.

### Committee Member

- **Impact Committee Member (2022-2024)**: Contributed to the Impact Committee, focusing on research impact and celebrating impactful outputs in business research.
- **Climate Committee Member (2022-2024)**: Actively engaged in creating an inclusive climate and environment. Involved in planning and administering a university-wide campus climate survey.

### Diversity Advocate

- **LGBTQ Student Club Initiator (2024)**: Launched a safe space for LGBTQ+ business students for interaction and support.
- **Empowering Every Voice University Life Series Attendee (2024)**: Participated in a webinar series focused on inclusive support for diverse higher education populations, encouraging collaboration and sharing best practices.

### Community Engagement

- Attended [UALBANY - Network NYC Event \(2024\)](#) and [UALBANY - Succeeding in Communication & Marketing Event \(2024\)](#), enhancing professional networks and community relations.

### Reviewer and Committee Member

- Program committee member for the **Israel Association for Information Systems (ILAIS) Conference (2023)**.
- Reviewer for the **International Conference on Information Systems (ICIS) (2020-present)**.
- Ad Hoc Reviewer for **The Annual Conference of User Experience Professionals' Association (UXPA)**, 2016- present
- Best Paper Award Committee member for the **ACM SIGIR Conference on Human Information Interaction and Retrieval (CHIIR) (2019)**.
- Reviewer for **Multimodal Technologies and Interaction (2019)**.
- Mini-Track reviewer on Social Media Analytics for the **Americas Conference on Information Systems (AMCIS) (2018)**.
- Reviewer for **The Database for Advances in Information Systems (2018)**.
- Awarded "Superior Reviewer" by the **Informing Science Institute (ISI) (2018)**.

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- Ad Hoc Reviewer for the **Annual Conference of User Experience Professionals' Association (UXPA) (2016-present)**.

### Affiliations

- Member of the [Association for Computational Creativity](#) (2022-present).
- Member of the Association for Information Science & Technology (ASIS&T) (2016-present).
- Member of The Association for Information Systems (AIS) (2016-present).
- Programming Committee Member for the New Trends in Information Studies Conference (NTIR) (2015-2017).
- Member of the Graduate Student Affiliation (GSA) of The University at Albany (2015-present).
- Committee Member of The Information Science PhD Student Organization (IPSO) (2015-present).
- Member of the Zicklin Marketing & Media Association (ZiMMA) (2012-2014).

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## References

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### **Dr. Suraj Commuri**

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Associate Professor and Chair  
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### **Dr. Jennifer Goodall**

Vice Dean  
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### **Dr. Jennifer Romano**

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### **Fan Yang, Ph.D.**

Assistant Professor  
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