Setareh Seraj

Ph.D. Candidate in Computer Information Systems

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Zicklin School of Business, Baruch College, City University of New York

Education

Ph.D. in Computer Information Systems *2021–2027 (expected)*
Zicklin School of Business, Baruch College, CUNY, New York, NY

- **Dissertation:** *"Screens, Stress, and Careers: How Economic and Technological Forces Shape Digital Behavior and Job Outcomes"*
- **Committee:** Dr. Shuting (Ada) Wang (Chair), Dr. Chengxin Cao, Dr. Radhika Jain
- Expected proposal defense: Fall 2026; expected graduation: June 2027

M.S. in Management Science and Technology *2019–2021*
Amirkabir University of Technology (Tehran Polytechnic), Tehran, Iran

B.S. in Civil Engineering *2013–2017*
Amirkabir University of Technology (Tehran Polytechnic), Tehran, Iran

Relevant Coursework (all degrees): Advanced Quantitative Methods, Multivariate Statistics, Econometrics, Applied Analytical Research, Information Economics, Linear Algebra, Numerical Analysis, Differential Equations, Dynamics, Systems Engineering

Publications

Under Review / Working Papers

Seraj, S., Wang, S., Cao, C., & Luo, Y. When universities go online: Employment consequences of IT master's program adoption for bachelor's graduates. *In preparation for submission to* ***MIS Quarterly***.

Seraj, S. Economic volatility and the dynamics of online reading behavior. *Under review at* ***Internet Research***.

Seraj, S. An empirical investigation of green brand reputation using social media. *Under review at* ***Journal of Information Systems Applied Research and Analytics (JISARA)***.

Published

Seraj, S., Nikravan, M., Ramezanianpour, A. A., & Zendehdel, P. (2020). Evaluation of the application of municipal solid waste incinerator (MSWI) ash in civil engineering using a sustainability approach. *Detritus*, *9*(March), 113–124.

Conference Presentations

Seraj, S. (December 2025). Economic volatility and the dynamics of online reading behavior. *Workshop on Information Systems and Economics (WISE)*, Nashville, TN.

Seraj, S. (October 2025). Toxic pressure or therapeutic escape? Financial stress and the dynamics of online reading behavior. *Conference on Information Systems and Technology (CIST)*, Atlanta, GA.

Seraj, S., & Lahabi, S. (November 2026). Teaching case auditing AI: Using Excel to detect bias in a hiring system. *ISCAP Conference*, Asheville, NC.

Seraj, S. (2017). Evaluation of the application of MSWI ash in civil engineering. *16th International Waste Management and Landfill Symposium*, Sardinia, Italy.

Teaching Experience

Adjunct Lecturer, Baruch College, CUNY *(∼1,400 students)* *Jan 2022–Present*

CIS 2200 — Introduction to Information Systems
Total sections: 7 Total students: ∼450
Topics: Core IS concepts, advanced Excel & VBA.
Original AI module (designed and implemented): team-based Excel audit of an AI hiring algorithm for bias and disparate impact.
Avg. teaching evaluation[1]: 4.0 / 5.0

BUS 2000 — Business Fundamentals
Total sections: 43 Total students: ∼950
Topics: Business ethics, research methods, applied case analysis project
Avg. teaching evaluation[1]: 4.2 / 5.0

[1] Average of all evaluations from the most recent academic year.

Teaching Fellow, Baruch College, CUNY *Jan 2026–Present*

ECO 1002 — Macroeconomics
Contributed to the redesign of introductory macroeconomics into a hybrid, workshop-based course combining short asynchronous video modules, repeated low-stakes quizzes, and paper-based in-class problem workshops.

CyberFellows Online Learning Program, Baruch College, CUNY *Fall 2025*
Technical and instructional support for self-paced online modules (Excel, business software) in multiple asynchronous courses.

Awards & Grants

Zicklin School of Business Dean's Teaching Award *2026*

Banerjee Babu Award, Baruch College, CUNY *2026*

Doctoral Student Research Grant (DSRG), Round 20, Baruch College, CUNY *2025*

Donald Vredenburgh Research Grant (DVRG), Baruch College, CUNY *2024*

Ph.D. Fellowship, Baruch College, CUNY *2021*

National Master's Entrance Exam: Ranked 88th of 30,000 participants (top 0.3%), Iran *2019*

National Undergraduate Entrance Exam: Ranked 664th of 250,000+ participants (top 0.3%), Iran *2013*

Service

Americas Region Coordinator, AIS Doctoral Student College, Association for Information Systems *2026*

Ad Hoc Reviewer: ICIS, HICSS, AMCIS *2025–2026*

Student Representative, BUS Ph.D. Program — CUNY Graduate Council Executive & Standing Committees *2025*

Research Interests

Labor Markets and IT, Social Impacts of IS, Economics of IS, Digital Platforms, Causal Inference
Methodologies: Econometric Modeling, Sentiment Analysis, Text Mining, Field Experiments

Teaching Interests

Data Analytics, Econometrics, Programming, Statistics, AI, Core IS courses

Professional Experience

Applied Research and Consulting Projects

Affluent Banking Strategy — Aviense Management Consulting, Tehran, Iran *Jan–Jul 2021*
Analyzed historical client performance data to identify segment-level trends, supporting a banking strategy engagement for a major financial institution.

India Market Entry Study — Datis Elevator Co., Tehran, Iran *Jan–Dec 2020*
Designed and executed a market entry analysis of India's elevator industry, covering competitive landscape and demand assessment for an internationalization decision.

Platform User Acquisition Experiments — Bookapo, Tehran, Iran *Jan 2018–Dec 2019*
Designed and analyzed A/B tests on a newly launched book summary platform, examining acquisition and engagement outcomes through platform and Google Analytics data.

Other Research Experience

Research Assistant, Structural Xploration Lab, EPFL, Lausanne, Switzerland *Fall 2017*
Conducted a systematic literature review on construction and demolition waste supporting a life-cycle assessment of reused structural components.

Technical Skills

Statistical Software	Stata, R, SPSS
Programming & Tools	Python, SQL, MATLAB, LaTeX, Git
Econometric Methods	Panel data analysis, difference-in-differences, event studies, propensity score matching, instrumental variables, causal inference
Experimental Methods	Experimental design, A/B testing, randomized field experiments
AI & Machine Learning	Natural language processing, predictive modeling, prompt engineering, LLM-based experimental design

References

Shuting (Ada) Wang (Chair)
Associate Professor
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Chengxin Cao
Assistant Professor
Baruch College, CUNY
chengxin.cao@baruch.cuny.edu

Radhika Jain
Associate Professor
Baruch College, CUNY
radhika.jain@baruch.cuny.edu

Karl R. Lang
Professor
Baruch College, CUNY
karl.lang@baruch.cuny.edu

Hobbies

Kundalini yoga & meditation, contemplative philosophy reading, event planning, dancing, arts and crafts, tennis

Last updated: August 2026