

# BITA MEHRI

Ph.D. Candidate in Information Systems | DeGroote School of Business, McMaster University

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## RESEARCH INTERESTS

Human–AI collaboration; artificial intelligence in decision-making; metacognitive, explainable, and trustworthy AI; advice utilization and appropriate reliance; AI capabilities and organizational performance; business analytics; digital transformation; augmented reality and technology-enabled consumer behavior.

## ACADEMIC APPOINTMENTS

**Sessional Faculty, COMM 3KE3 — Management of Enterprise Data Analytics** Winter 2026

*DeGroote School of Business, McMaster University | Hamilton, Ontario*

- Served as instructor of record for two blended undergraduate sections (104 students), with responsibility for course delivery, assessment, and final grades.
- Developed instructional modules on enterprise analytics and artificial intelligence, a term project, assignments, in-class hands-on activities, grading rubrics, exam questions, and review sessions; supervised teaching-assistant work and provided individualized student support.
- Received section-level student-evaluation medians of 9.5/10 (C01) and 9/10 (C02).

## EDUCATION

**Ph.D. in Business Administration, Information Systems** 2022–Present

*DeGroote School of Business, McMaster University | Hamilton, Ontario*

- Expected completion: 2027. Supervisor: Dr. Maryam Ghasemaghaei. Committee: Dr. Brian Detlor and Dr. Khaled Hassanein.
- Dissertation research: metacognitive AI advisors, advice utilization, and appropriate reliance in human–AI decision-making.
- Academic milestones: dissertation proposal defended in Year 2; comprehensive examination completed.
- Selected doctoral coursework: Theory Building in Management (A+); Applied Multivariate Statistics (A+); Research Methods & Design (A+); Qualitative Methods in Information Systems (A+); Security, Privacy & Trust in E-Business (A); and Independent Research Study (A+).

**Master of Business Administration (MBA), Marketing** 2017–2020

*Amirkabir University of Technology (Tehran Polytechnic) | Tehran, Iran*

- GPA: 19.30/20; ranked 1st in the Class of 2020.
- Research focus: Generation Z, social-media influencers, continued following, and purchase intention.

**Bachelor of Engineering (B.Eng.), Civil Engineering** 2012–2017

*University of Isfahan | Isfahan, Iran*

- GPA: 16.49/20; quantitative and systems-oriented engineering training.

## PEER-REVIEWED PUBLICATIONS AND CONFERENCE PROCEEDINGS

Mehri, B., & Ghasemaghaei, M. (2025). The impact of metacognitive AI on appropriate reliance in AI-assisted decision-making: The role of trust resilience and critical thinking. [AMCIS 2025 Proceedings, 27](#). Emergent Research Forum paper.

Mehri, B., & Ghasemaghaei, M. (2023). Does AI metacognitive ability lead to higher AI advice utilization? [Proceedings of the 2023 Pre-ICIS SIGDSA Symposium, 9](#).

Mehri, B. (2018). What drives an audience in Generation Z to continue following a blogger on Instagram, and how does this affect purchase intention? *Proceedings of the 6th National Conference on Applied Research in Management and Accounting*, Shahid Beheshti University, Tehran, Iran.

## JOURNAL MANUSCRIPT SUBMITTED

Mehri, B., Emadi Chashmi, S. J., Ghasemaghaei, M., & Sadeh, F. (2026). Choosing with confidence: A flow theory perspective on how augmented reality builds decision comfort through spatial presence. Submitted to *Information & Management*.

## WORKING PAPERS AND RESEARCH PIPELINE

### How Metacognitive AI Influences Advice Utilization: A Multi-Study Investigation of Transparency, Reasoning, Adaptability, and Task Structuredness In progress

- Dissertation-based working paper; full paper submitted to the 2026 SIG DITE Professional Development Workshop.
- Develops and tests how metacognitive design features shape perceived AI expertise, system causability, advice utilization, and behavioral reliance across structured and unstructured decision tasks.

### Artificial Intelligence Capabilities and Firm Performance: A Dependency-Aware Meta-Analysis In progress

- Meta-analysis of organizational AI capabilities and performance, including technical, human, managerial, and AI-enabled capability dimensions.
- Uses effect-size coding, multilevel random-effects models, correlated-effects meta-regression, and cluster-robust variance estimation (CR2/RVE) to address dependent effects within studies.

### Metacognitive AI and Appropriate Reliance in AI-Assisted Decision-Making Conference-to-journal development

- Extends the AMCIS 2025 ERF paper on trust resilience, critical thinking, automation bias, and calibrated reliance on AI advice.

### Explainable Artificial Intelligence and Trust: A Meta-Analysis (provisional title) Early-stage collaboration

- Developing a meta-analysis of how explainable AI influences user trust in collaboration with Seyed Javad Emadi Chashmi.

## CONFERENCE PRESENTATIONS AND INVITED ENGAGEMENTS

**Invited Speaker, Faculty Workshop on AI in Research and Teaching (forthcoming)** August 31, 2026  
*DeGroote School of Business, McMaster University | Hamilton, Ontario*

**Presenter, SIG DITE Professional Development Workshop** August 2026  
*Smith School of Business, Queen's University | Toronto, Ontario*

*Presented the accepted full paper "How Metacognitive AI Influences Advice Utilization: A Multi-Study Investigation of Transparency, Reasoning, Adaptability, and Task Structuredness."*

**Conference Participant, Canadian Conference for Business Research Students (CCBRS 2026)** July 2026  
*Gordon S. Lang School of Business and Economics, University of Guelph | Guelph, Ontario*

**Presenter, 31st Americas Conference on Information Systems (AMCIS 2025)** August 2025  
*Association for Information Systems | Montréal, Québec*

*Presented the ERF paper "The Impact of Metacognitive AI on Appropriate Reliance in AI-Assisted Decision-Making: The Role of Trust Resilience and Critical Thinking."*

**Poster Presenter, Canadian Conference for Business Research Students (CCBRS 2025)** August 2025  
*Poster Competition | McMaster University | Hamilton, Ontario*

*Presented dissertation research on metacognitive AI and appropriate reliance; received a Joint Top Judges' Award.*

**Presenter, Pre-ICIS SIGDSA Symposium** December 2023  
*Association for Information Systems | Virtual*

*Presented the ERF paper "Does AI Metacognitive Ability Lead to Higher AI Advice Utilization?"*

## RESEARCH EXPERIENCE

**Doctoral Researcher, Human-AI Collaboration and Metacognitive AI** 2022–Present  
*DeGroote School of Business, McMaster University | Hamilton, Ontario*

- Developed theory, hypotheses, experimental manipulations, AI-advisor stimuli, measurement instruments, and behavioral reliance outcomes for a multi-study dissertation.
- Designed participant-facing decision tasks and survey flows in Qualtrics and Gorilla; prepared research-ethics materials, manipulation checks, and data-quality procedures.

**Research Collaborator and First Author, Augmented Reality and Online Shopping** 2024–2025  
*McMaster University | Hamilton, Ontario*

- Led and executed the full research workflow as first author under the supervision of Dr. Maryam Ghasemaghaei and Dr. Farhad Sadeh, including theoretical framing, construct development, data cleaning, measurement validation, PROCESS analyses, CFA/lavaan planning, and full manuscript drafting and revision.

**Lead Researcher, AI Capability–Firm Performance Meta-Analysis** 2025–Present  
*McMaster University | Hamilton, Ontario*

- Built a dependency-aware study/effect-size database; developed eligibility rules and coding protocols for AI capability, performance, source statistics, moderators, and reliability corrections.
- Conducted multilevel and robust meta-analytic analyses in R, including CR2/RVE sensitivity analyses and benchmark comparisons with conventional WLS meta-regression.

**Research Assistant** 2020–2022  
*University of Isfahan | Isfahan, Iran*

- Reviewed and synthesized scholarly literature to support research-topic development and academic projects under the supervision of Dr. Bijan Shoushtarian.

**Research Assistant**

2019–2020

*Sharif University of Technology | Tehran, Iran*

- Supported literature review, synthesis, and research development under the supervision of Dr. Arash Khalili Nasr.

**TEACHING EXPERIENCE**

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**Instructor of Record****COMM 3KE3 — Management of Enterprise Data Analytics**

Winter 2026

*DeGroote School of Business, McMaster University*

- Designed and delivered lectures for two blended sections (104 students) on enterprise and big-data analytics, artificial intelligence, analytics for competitive advantage, data-driven decision-making, data visualization, and applied business analytics.
- Created and led four hands-on software tutorials using RStudio, Tableau, JMP, and Excel macros/VBA.
- Designed an AI-focused team term project; selected and assigned project topics, organized student groups, and developed project instructions and grading rubrics.
- Developed lecture slides, assignments, in-class activities, midterm and final-examination questions, and review sessions; supervised examinations, coordinated grading with teaching assistants, held office hours, and submitted final grades.

**Head Teaching Assistant****COMM 2KA3 — Information Systems in Management**

Winter 2026

*DeGroote School of Business, McMaster University*

- Allocated responsibilities and coordinated teaching assistants, developed assignment marking rubrics, calibrated grading process, handled student communications, office hours, and resolution of technical and assessment issues.
- Supported large-enrolment instruction involving Microsoft Access, ER diagrams, SQL queries, database design, and information-systems applications.

**Teaching Assistant****COMM 3KE3 — Management of Enterprise Data Analytics**

Winter 2023; Winter 2024; Fall 2024; Winter 2025; Fall 2025

*DeGroote School of Business, McMaster University*

- Supported tutorials, office hours, grading, and student learning using Tableau, JMP, Excel, PivotTables, macros/VBA, data visualization, and analytics interpretation.

**COMM 2KA3 — Information Systems in Management**

Fall 2022; Fall 2023; Fall 2024; Winter 2025

*DeGroote School of Business, McMaster University*

- Supported software-based assignments, grading, exam invigilation, office hours, and student troubleshooting involving Access, ERD, SQL, SAP ByDesign, and VLab.

**Additional Teaching****English Language Instructor**

2010–2018

*Darboy Private Teaching Institute | Isfahan, Iran*

- Taught English as a foreign language to learners across age groups; developed lesson materials, assessments, and applied speaking activities.

**COMPETITIVE HONOURS AND AWARDS**

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**DeGroote International Graduate PhD Student Scholarship**

2025 | CAD \$7,500

*DeGroote School of Business, McMaster University*

*Merit-based award for full-time international PhD students demonstrating excellence, commitment, and integrity in coursework and research.*

**Faculty of Business Distinguished Ph.D. Student Scholarship**

2022, 2023, 2024, 2025 | CAD \$5,000 annually

*DeGroote School of Business, McMaster University***Norm Archer Endowed Prize**

2024 | CAD \$1,000

*DeGroote School of Business, McMaster University*

*Awarded in Information Systems or Management Science for exceptional commitment, excellence, and integrity in coursework and research.*

**Joint Top Judges' Award, CCBRS Poster Competition**

2025

*Canadian Conference for Business Research Students***First in MBA Graduating Class**

2020

*Amirkabir University of Technology*

*Ranked 1st in the Class of 2020; cumulative GPA 19.30/20.*

**National University Entrance Examination (Konkur) — Mathematics and Physics**

2012

*Ranked 361st among more than 260,000 candidates nationwide (top 0.1%).*

**National University Entrance Examination (Konkur) — English**

2012

*Ranked 3rd among more than 15,000 candidates nationwide.*

## SCHOLARSHIPS AND FUNDING

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| <b>McMaster University Doctoral Funding Package</b><br><i>DeGroote School of Business, McMaster University</i><br><i>Fully funded through graduate scholarships, teaching assistantships, and research funding.</i>                                                                                   | 2022–Present                                          |
| <b>Summer Research Scholarship (SGS Research)</b><br><i>School of Graduate Studies, McMaster University</i>                                                                                                                                                                                           | Summers 2023, 2024, 2025, 2026   CAD \$6,400 annually |
| <b>Pasargad Bank Merit Scholarship</b><br><i>Pasargad Bank, Iran</i><br><i>Seven-year merit scholarship providing a monthly stipend throughout undergraduate and graduate study; awarded based on ranking among the top three candidates in Iran's 2012 National University Entrance Examination.</i> | 2012–2019                                             |
| <b>Provincial Merit Scholarship</b><br><i>Iran</i><br><i>Annual scholarship awarded as one of the province's top three students in Iran's 2012 National University Entrance Examination.</i>                                                                                                          | 2012                                                  |
| <b>Full-Tuition Scholarship, Master of Business Administration</b><br><i>Amirkabir University of Technology</i><br><i>Full tuition coverage through competitive national public-university admission.</i>                                                                                             | 2017–2020                                             |
| <b>Full-Tuition Scholarship, Bachelor of Engineering</b><br><i>University of Isfahan</i><br><i>Full tuition coverage through competitive national public-university admission.</i>                                                                                                                    | 2012–2017                                             |

## ACADEMIC SERVICE AND LEADERSHIP

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| <b>Ad Hoc Reviewer, Americas Conference on Information Systems (AMCIS)</b><br><i>Reviewed seven submissions across the 2024, 2025, and 2026 conference cycles.</i>                                                                                                                                                                                                                              | 2024, 2025, 2026 |
| <b>Ad Hoc Reviewer, European Conference on Information Systems (ECIS)</b><br><i>Reviewed one submission for the 2026 conference.</i>                                                                                                                                                                                                                                                            | 2026             |
| <b>Ad Hoc Reviewer, Hawaii International Conference on System Sciences (HICSS)</b><br><i>Reviewed three submissions across the 2025 and 2026 review cycles.</i>                                                                                                                                                                                                                                 | 2025, 2026       |
| <b>Ad Hoc Reviewer, International Conference on Information Systems (ICIS)</b><br><i>Reviewed three submissions across the 2023 and 2026 conference cycles.</i>                                                                                                                                                                                                                                 | 2023, 2026       |
| <b>Ad Hoc Reviewer, Pre-ICIS SIGDSA Symposium</b><br><i>Reviewed one submission for the 2023 symposium.</i>                                                                                                                                                                                                                                                                                     | 2023             |
| <b>Lead Nominator and Package Coordinator, President's Award for Excellence in Graduate Supervision</b><br><i>McMaster University</i><br><i>Led nomination efforts across two annual cycles for Dr. Maryam Ghasemaghaei; authored the nomination letter, coordinated supporting letters from current students, alumni, and faculty, and assembled and submitted the completed 2026 package.</i> | 2025–2026        |
| <b>External Expert Rater, Generative AI Knowledge Test Validation</b><br><i>Provided independent expert assessment of a Generative AI knowledge-test instrument for an Information Systems research project.</i>                                                                                                                                                                                | January 2026     |

## METHODS AND TECHNICAL COMPETENCIES

### Research Design and Behavioral Methods

Online experiments; factorial and task-based decision designs; survey research; manipulation checks; behavioral reliance measurement; research-ethics documentation; participant-facing interface design.

### Quantitative Analysis

R; Python; SPSS; PROCESS Macro; regression; mediation and moderation; ANOVA/ANCOVA; reliability analysis; confirmatory factor analysis; structural-equation modeling; lavaan.

### Meta-Analysis

Effect-size extraction and conversion; multilevel random-effects models; dependency-aware meta-regression; cluster-robust variance estimation (CR2/RVE); moderator coding; sensitivity analysis.

### Research and Teaching Platforms

Qualtrics; Gorilla Experiment Builder; Tableau; JMP; Microsoft Excel, PivotTables, macros and VBA; Microsoft Access; SQL; ER diagrams; SAP Business ByDesign; Avenue to Learn.

## SELECTED PROFESSIONAL EXPERIENCE

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|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Marketing Specialist</b><br><i>Koluman Company   Tehran, Iran</i> <ul style="list-style-type: none"><li>Led social-media and website activities, designed a brand-recognition campaign, analyzed market trends, and represented the brand at the 2019 AsiaWorld-Expo electronics exhibition in Hong Kong.</li></ul> | 2018–2020 |
| <b>Academic Editor</b><br><i>Mobtakeran Publications   Tehran, Iran</i> <ul style="list-style-type: none"><li>Evaluated, proofread, and revised an academic English textbook designed for Iran's nationwide university entrance examination.</li></ul>                                                                 | 2018–2020 |
| <b>Academic Translator</b><br><i>Sharif University of Technology   Tehran, Iran</i> <ul style="list-style-type: none"><li>Translated the Public–Private Partnership Handbook from English to Persian for faculty teaching and research use.</li></ul>                                                                  | 2018–2019 |

## SELECTED CERTIFICATIONS

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| <b>Python for Everybody Coursework, University of Michigan / Coursera</b><br><i>Programming for Everybody (Getting Started with Python); Python Data Structures; Using Python to Access Web Data.</i> | 2021        |
| <b>What Is Data Science?, IBM / Coursera</b>                                                                                                                                                          | 2021        |
| <b>Hands-on Digital Marketing Workshop, Sharif Technology Services Complex</b><br><i>Sharif University of Technology   Tehran, Iran</i>                                                               | Winter 2018 |
| <b>Search Engine Optimization (SEO) Workshop, Maktabkhooneh</b>                                                                                                                                       | 2018        |
| <b>Data Processing and Analysis with SPSS Workshop, Maktabkhooneh</b>                                                                                                                                 | 2020        |

## PROFESSIONAL MEMBERSHIPS AND DEVELOPMENT

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|-----------------------------------------------------------------------------------------------|--------------------|
| <b>Doctoral Student Member, Association for Information Systems (AIS)</b>                     | 2023, 2025–Present |
| <b>Member, AIS SIG on Decision Support and Analytics (SIGDSA)</b>                             | 2023, 2025–Present |
| <b>Member, AIS SIG on Digital Innovation, Transformation, and Entrepreneurship (SIG DITE)</b> | 2023, 2025–Present |
| <b>Member, AIS SIG on Human–Computer Interaction (SIGHCI)</b>                                 | 2023, 2025–Present |
| <b>Member, Iranian Scholars Chapter of the Association for Information Systems (IRAIS)</b>    | 2025–Present       |
| <b>Participant, AIS Mentorship Program</b>                                                    | 2026               |

## ENGLISH LANGUAGE PROFICIENCY

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>TOEFL iBT — 116/120</b><br>Reading: 30/30; Listening: 29/30; Speaking: 30/30; Writing: 27/30.                                                                     | September 2020 |
| <b>CELP-IP-General</b><br>Listening: 12 (CLB 12); Writing: 12 (CLB 12); Reading: 11 (CLB 11); Speaking: 11 (CLB 11).<br>Additional language: Persian/Farsi (native). | September 2024 |