

Elham Mousavidin, Ph.D.

Associate Professor, Management and Marketing

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Education

- Ph.D., Business Administration (MIS) — University of Houston
- MBA, Business Administration — University of Houston
- B.S., Mechanical Engineering — University of Tehran

Research Interests

Social construction of technology, generative AI in education, information systems configuration, virtual communities, and big data strategy.

Publications

- Mousavidin, E., & Horwitz, S. (2026, forthcoming). Interpretive Flexibility and the Social Construction of Generative AI in Education: A SCOT Analysis. *Southwestern Business Administration Journal*.
- Taylor, R. G., Mousavidin, E., Smith, M., & Fulk, H. K. (2024). The Increasing Problems With Textbook Piracy. *Global Journal of Business Pedagogy*, 8(1).
- Mousavidin, E., & Taylor, R. G. (2022). A Mechanism for Configuration of Commercial-off-the-shelf Software: An Interpretive Case Study. *Global Journal of Business Disciplines*, 6(2).
- Tabesh, P., Mousavidin, E., & Hasani, S. (2019). Implementing Big Data Strategies: A Managerial Perspective. *Business Horizons*, 62(3), 347–358.
- Mousavidin, E., & Silva, L. (2017). Theorizing the Configuration of Modifiable Off-the-Shelf Software. *Information Technology & People*, 30(4), 887–909.
- Taj, S., & Mousavidin, E. (2015). Using Discrete Event Visual Simulation to Teach Process Modelling in MBA Operations Management Courses. *International Journal of Simulation and Process Modelling*, 10(1), 45–64.
- Silva, L., & Mousavidin, E. (2015). Strategic Thinking in Virtual Worlds: Studying World of Warcraft. *Computers in Human Behavior*, 46, 168–180.
- Vaezi, R., & Mousavidin, E. (2013). A Theoretical Framework of Cloud Computing Adoption: Antecedents, Processes, and Consequences. *Journal of Information Systems Technology & Planning*, 5(15).
- Mousavidin, E., & Vaezi, R. (2013). Role of RFID Technology in Supply Chains: Automating, Informating, or Strategizing? *Journal of Information Systems Technology & Planning*, 5(15).
- Mousavidin, E., Goel, L., & Jennex, M. E. (2010). Sustainable Communities for Knowledge Management Systems in the New Technological Era (pp. 341–360). IGI Global.
- Silva, L., Goel, L., & Mousavidin, E. (2009). Exploring the Dynamics of Blog Communities: The Case of MetaFilter. 19(1), 55–81.
- Goel, L., & Mousavidin, E. (2008). A Proposed Framework for Designing Sustainable Communities for Knowledge Management Systems. *International Journal of Knowledge Management*, 4(3), 82–100.
- Goel, L., & Mousavidin, E. (2007). vCRM: Virtual Customer Relationship Management. *ACM SIGMIS Database*, 38(4), 56–60.

Selected Presentations (Recent)

- Horwitz, S., & Mousavidin, E. "Interpretive Flexibility and the Social Construction of Generative AI in Education," 33rd Annual Southwestern Business Administration Teaching Conference, Houston, TX (2026).
- Mousavidin, E., & Horwitz, S. "The Evolution of Generative AI: A Decade of Change Through the Lens of Social Construction," 32nd Southwestern Business Administration Teaching Conference, Houston, TX (2025).
- Mousavidin, E. "The Evolution of Generative AI: A Decade of Change Through the Lens of Social Construction," Decision Sciences Institute Annual Meeting (2024).

- Mousavidin, E. "The Metaverse: Theoretical Conceptualization through the Lens of Social Construction of Technology," 53rd Annual Conference of the Decision Sciences Institute, Houston, TX (2022).
- Mousavidin, E., & Oliva, M. "Technology and the Meaning of Life," UST Faculty Research Colloquium (2020).

Awards & Honors

- Joseph M. McFadden Excellence in Service Award, University of St. Thomas (2020)
- Nominee, UST Teaching Award (2023)
- Nominee, CSB Teaching Award (2021, 2022)

Selected Leadership & University Service

- Chair, Management and Marketing Department (2019–2026)
- Chair, CSB Curriculum Committee (2026–Present)
- SACSCOC Program Review, Cameron School of Business (2024–Present)
- Member/Reviewer, Senate Faculty Policy Review Task Force (2023–2024)
- Committee Member, Strategic Planning Committee (2019–Present)
- Committee Member, Graduate Curriculum Committee (2018–Present)
- Committee Member, Faculty Senate (2018–2023)
- Chair, Marketing Term Faculty Search (2023–2024)
- Committee Member, The MAX Guiding Coalition (2022–2025)
- Chair, Management-Marketing Faculty Position Search Committee (2021–2022)
- Faculty Advisor, Cameron School of Business (2010–Present)

Faculty Development Activities (Recent)

- AI in academic research workshop (2026)
- AACSB International Conference and Annual Meeting (2023, 2024)
- Houston Applied AI Summit, Ion District, Houston, TX (2024)
- Microsoft Power BI Workshop, Pragmatic Works (2023)
- MBA Roundtable / Graduate Business Curriculum Roundtable Symposium (2022, 2023)