Farhad Moeeni

Professor-COB

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Contact Information

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Current Position

Professor-COB

Education

Ph.D. Operations Management - Information Systems/Decision Sciences, University Of Arizona (1992)

M.S. Industrial Engineering, University of Arizona (1985)

B.A. Business Administration, Arizona State University (1981)

B.B.A., Tehran School of Business Administration (1973)

Professional Licensures & Certifications

Utility Patent, Arkansas State University (2018)

Utility Patent, Arkansas State University (2016)

Provisional Patent, Arkansas State University (2015)

CompTIA RFID+, CompTIA (2005)

Employment

Professor of Computer and Information Technology Arkansas State University (2007 - Ongoing)

Associate Professor of Computer and Information Technology Arkansas State University (2004 - 2007)

Associate Professor of Decision Sciences Arkansas State University (1997 - 2004)

Assistant Professor of Operations Management Arkansas State University (1991 - 1996)

Membership

INFORMS (2015 - Ongoing)

Council on Undergraduate Research (2014 - 2015)

American Society for Quality (ASQ) (2010 - 2014)

Institute for Supply Management (2004 - Ongoing)

Decision Sciences (1991 - Ongoing)

Scholarly Contributions and Creative Productions

Moeeni, F. (2016, June). *Faculty Insights – Go forth and multiply*. *Arkansas 5th annual faculty commercialization retreat*. Rockefeller Center.
Faculty panel of commercialization retreat alumni describes what they learned at previous retreats, how their thinking about commercialization has changed, how they approach research differently, and how they have engaged students after attending a commercialization retreat or entrepreneurship event

Moeeni, F. (2016). Simulating Impatient Customers-Reneging. *Simulation Conversation with Promodel*.
https://blog.promodel.com/2016/10/04/simulating-impatient-customers-reneging/
In an earlier blog I discussed some of the issues related to modeling customers' behavior; such as impatience, especially the balking behavior. Reneging happens after a person joins a queue. In other words, the initial anticipated delay was tolerable. But later, as time passes, the person becomes impatient and abandons the queue without receiving the service because the prospect of being served within the initially anticipated time diminishes or the predicted remaining waiting time exceeds the customer's tolerance threshold for further waiting.
Publisher: Promodel Corp.
Volume: October 2016
Scope: International
Publicly Available: Yes

Moeeni, F., Yanowitz, K., & Seydel, J. F. (2017, March). *MODELING IMPATIENCE: RELEVANCY OF THE DECISION UNDER UNCERTAINTY THEORIES*. *SWDSI Annual Conference*. Little Rock, AR: Decision Sciences Institute.
Modeling and simulating waiting lines in service systems encounter additional complexities when entities can make decisions on their own, primarily because of impatience. Impatience may lead to three possible actions: balking, reneging and in certain cases, jockeying. These decisions are made under uncertainty and thus are prone to human biases and prior experiences, which are very hard to model. This study tries to identify, test and possibly confirm the validity of some of the existing theories in the general realm of decision-making under uncertainty as well as behavioral theories and their relevance to the domain of modeling and simulating impatience.

We expect the under-standing of the relationships may lead to a more representative modeling and simulating impatience and thus more truthful experiments and results.

Habeeb, R. (2017, March). *DATA AUTOMATION: A FUN AND CREATIVE APPLICATION FOR STEM AWARENESS AT THE ARKANSAS SCIENCE FESTIVAL.* (F. Moeeni & J. F. Seydel, Eds.), *Southwest Decision Sciences Institute Annual Conference*. Little Rock, AR: SWDSI.
Mentors: Farhad Moeeni and John Seydel
This paper discusses a project that was developed to represent the Department of Computer and Information Technology at the 2016 Arkansas Science Festival at Arkansas State University. The project contains two applications and combines the concepts learned in two different courses, Automated Data Capture and Web and Mobile Applications Development, to create an automated interface with web-based applications. The objective was to raise the level of awareness and interests of children and their families about "information technology", one of the designated areas of STEM (science, technology, engineering and mathematics) fields. The fun applications were very well received by children and their families and created much interests about the technologies presented.

Moeeni, F., Yanowitz, K., & Seydel, J. F. (2016). MODELING HUMAN IMPATIENCE IN WAITING LINES: A Simulated Experimental Approach to Identify Important Information for Making Optimal Decisions. *Work in Progress*.

Moeeni, F., Yanowitz, K., & Seydel, J. F. (2018). MODELING PITFALLS WHEN SIMULATING HUMAN BEHAVIOR. In *Southwest Decision Sciences* (p. 2). Albuquerque, NM.

Moeeni, F., & McGough, K. (2017). Patent Disclosure, Presentation for TechFriends.

Moeeni, F., & McGough, K. (2018). Utility Patent: Automated audio/video distribution system - Part 2.
An intelligent sensor assisted system that dynamically adapts to the video streaming needs of a network or sub networks of users in order to facilitate collaboration. This automated audio/video distribution system includes an identifier detector that allows the system to intelligently activate the cameras/audio devices located at a zone according to the user's needs. The system detects an identifier that is associated with a user. The system identifies all users in the cyberspace associated with the identifier. The system captures the audio/video of the user's activities at the zone. The system then transmits the audio/video feed to remote users in the cyberspace who share the same identifier. One application is to resolve the streaming needs of synchronous online courses especially when students' collaboration and/or laboratory experiments are present. The current patent extends the input methods to technologies beyond the initial RFID system.

Moeeni, F. Lean Startup Value Proposition, Arkansas 6th annual commercialization retreat 0 (2017).

Moeeni, F., Yanowitz, K., & Seydel, J. F. (2018, November). *Modeling Human Decision-making Behavior in Simulation. INFORMS (Institute for Operations Research and Management Science) Annual Conference*. Phoenix, AZ.

Moeeni, F. (2018, November). *A Methodology for Using Simulation as Tools for Collecting Data. INFORMS, Institute for Operations Research and Management Science Annual Conference*. Phoenix, AZ: INFORMS, Institute for Operations Research and Management Science.

Moeeni, F. (2019). AUTOMATIC DATA CAPTURE: AN INNOVATIVE COURSE, ACHIEVEMENTS AND PITFALLS. In *Decision Sciences Institute Southwest* (p. 1). Houston, TX: Decision Sciences Institute.

Moeeni, F., & Boukachour, J. (2019, April). *An RFID-enabled decision-making model for Port of Le Havre. College of Business Arkansas State University*. College of Business: College of Business.

Moeeni, F., & Boukachour, J. (2019, December). *A SEMI PASSIVE RFID SYSTEM FOR YARD MANAGEMENT. Southwest Decision Sciences Institute*. San Antonio.
Boukachour, J., & Moeeni, F. (2019, June). *An RFID-Enabled Decision-Making Model. 6th National Congress of the Modeling and Scientific Computing Laboratory*. Fez, Morocco.

Professional Development

MIT Sloan Executive Program Certificate: Internet of Things Business Implications and Opportunities (Summer 2021 - Summer 2021)..

McGraw Hill Innovative Methods for Teaching Business Analytics webinar. 0 (Fall 2020 - Fall 2020)

AWS Training 0 (fall 2020 - fall 2020)

Adobe Creative Cloud and Voice Thread information workshop 0 (spring 2020 - Spring 2020)

2020 Virtual Blockchain for Business Conference, University of Arkansas 0 (spring 2020 - spring 2020)

BB New Features 1 (spring 2017 - spring 2017)

Honors and Awards

Frank Bigger Excellence in Professional Service Award, College of Business, Arkansas State University (2005)

Teaching: Courses Taught

MIS 65433 001, BUSINESS ANALYTICS, 25 (Summer 2021)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 2 (Spring 2021)

CIT 46533 H01, HNRS AUTOMATIC DATA CAPTURE, 1 (Spring 2021)

MIS 65233 001, SIM PREDICTIVE DECISION MAKING, 2 (Spring 2021)

CIT 35233 011, OPERATIONS MANAGEMENT, 2 (Spring 2021)

MIS 65433 001, BUSINESS ANALYTICS, 10 (Spring 2021)

MIS 65433 250, BUSINESS ANALYTICS, 22 (Spring 2021)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 2 (Spring 2021)

MBA 508V1.5 003, SURVEY OF STATISTICS, 2 (Spring 2021)

CIT 35233 001, OPERATIONS MANAGEMENT, 19 (Spring 2021)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 19 (Spring 2021)

CIT 35233 001, OPERATIONS MANAGEMENT, 19 (Fall 2020)

MBA 508V1.5 003, SURVEY OF STATISTICS, 2 (Fall 2020)

CIT 46533 H01, HNRS AUTOMATIC DATA CAPTURE, 1 (Fall 2020)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 2 (Fall 2020)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 19 (Fall 2020)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 7 (Fall 2020)

MIS 65433 001, BUSINESS ANALYTICS, 21 (Summer 2020)

MIS 65433 250, BUSINESS ANALYTICS, 5 (Summer 2020)

MBA 508V1.5 003, SURVEY OF STATISTICS, 2 (Spring 2020)

MBA 508V1.5 001, SURVEY OF STATISTICS, 1 (Spring 2020)

MIS 65433 001, BUSINESS ANALYTICS, 9 (Spring 2020)

MIS 65233 001, SIM PREDICTIVE DECISION MAKING, 2 (Spring 2020)

MIS 65433 250, BUSINESS ANALYTICS, 29 (Spring 2020)

MIS 65433 001, BUSINESS ANALYTICS, 13 (Fall 2019)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 19 (Fall 2019)

CIT 35233 001, OPERATIONS MANAGEMENT, 31 (Fall 2019)

MBA 508V1.5 003, SURVEY OF STATISTICS, 3 (Fall 2019)

MBA 508V1.5 001, SURVEY OF STATISTICS, 2 (Fall 2019)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 3 (Fall 2019)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 16 (Fall 2019)

CIT 15033 10A, MICROCOMPUTER APPLICATIONS, 9 (Summer 2019)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 24 (Spring 2019)

MBA 508V1.5 003, SURVEY OF STATISTICS, 7 (Spring 2019)

MBA 508V1.5 001, SURVEY OF STATISTICS, 2 (Spring 2019)

MIS 65233 001, SIM PREDICTIVE DECISION MAKING, 3 (Spring 2019)

MIS 65433 001, BUSINESS ANALYTICS, 16 (Spring 2019)

CIT 35233 003, OPERATIONS MANAGEMENT, 25 (Spring 2019)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 1 (Spring 2019)

MBA 508V1.5 003, SURVEY OF STATISTICS, 11 (Fall 2018)

MBA 508V1.5 001, SURVEY OF STATISTICS, 2 (Fall 2018)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 16 (Fall 2018)

MIS 65433 001, BUSINESS ANALYTICS, 16 (Fall 2018)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 12 (Fall 2018)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 8 (Fall 2018)

CIT 35233 004, OPERATIONS MANAGEMENT, 34 (Fall 2018)

CIT 35233 002, OPERATIONS MANAGEMENT, 8 (Summer 2018)

CIT 35233 007, OPERATIONS MANAGEMENT, 1 (Summer 2018)

CIT 35233 001, OPERATIONS MANAGEMENT, 15 (Summer 2018)

CIT 35233 005, OPERATIONS MANAGEMENT, 1 (Summer 2018)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 2 (Spring 2018)

MBA 508V1.5 001, SURVEY OF STATISTICS, 2 (Spring 2018)

MBA 508V1.5 003, SURVEY OF STATISTICS, 5 (Spring 2018)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 20 (Spring 2018)

MIS 65233 001, SIM PREDICTIVE DECISION MAKING, 4 (Spring 2018)

CIT 35233 004, OPERATIONS MANAGEMENT, 15 (Spring 2018)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 2 (Spring 2018)

MBA 508V1.5 001, SURVEY OF STATISTICS, 1 (Fall 2017)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 7 (Fall 2017)

CIT 35233 001, OPERATIONS MANAGEMENT, 14 (Fall 2017)

MBA 508V1.5 003, SURVEY OF STATISTICS, 12 (Fall 2017)

MIS 65433 001, BUSINESS ANALYTICS, 15 (Fall 2017)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 19 (Fall 2017)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 23 (Fall 2017)

CIT 35233 001, OPERATIONS MANAGEMENT, 6 (Summer 2017)

MIS 65233 001, SIM PREDICTIVE DECISION MAKING, 8 (Spring 2017)

MBA 508V1.5 003, SURVEY OF STATISTICS, 4 (Spring 2017)

MBA 509V1.5 003, SURVEY OPERATIONS MANAGEMENT, 11 (Spring 2017)

MBA 509V1.5 001, SURVEY OPERATIONS MANAGEMENT, 1 (Spring 2017)

MBA 509V1.5 002, SURVEY OPERATIONS MANAGEMENT, 7 (Spring 2017)

MBA 508V1.5 2, SURVEY OF STATISTICS, 1 (Spring 2017)

CIT 35233 004, OPERATIONS MANAGEMENT, 23 (Spring 2017)

CIT 35233 002, OPERATIONS MANAGEMENT, 28 (Fall 2016)

CIT 46533 001, AUTOMATIC DATA CAPTURE, 21 (Fall 2016)

MBA 508V1.5 002, SURVEY OF STATISTICS, 10 (Fall 2016)

MBA 508V1.5 001, SURVEY OF STATISTICS, 3 (Fall 2016)

MIS 65433 001, BUSINESS ANALYTICS, 9 (Fall 2016)

CIT 35233 003, OPERATIONS MANAGEMENT, 1 (Summer 2016)

CIT 35233 002, OPERATIONS MANAGEMENT, 8 (Summer 2016)

CIT 35233 001, OPERATIONS MANAGEMENT, 11 (Summer 2016)

MIS 65433 001, BUSINESS ANALYTICS, 5 (Summer 2016)

MIS 65433 250, BUSINESS ANALYTICS, 23 (Summer 2016)

Teaching: Program and / or Course Development

Auto Data Capture -- The Final Projects, New Learning Materials for Auto Data Capture, CIT 4653 This semester, in a macro view, the course expands on the concept of Intent of Things (IoT) or Internet of Everything (IoE). IoT (IoE) is a vision to extrapolate the current human Internet to the world of objects. One view is that objects, equipped with some unique identifiers, transfer data over the Internet automatically without requiring human-human or human-computer interaction. IoT has evolved from the convergence of several technologies: 1. Identification technologies (AIDC), primarily RFID 2. Sensor and sensor networks 3. Wireless technologies 4. Micro-Electromechanical systems (MEMS) 5. The Internet 6. Cloud services that provide seamless communication among devices and the storage and management of massive data created by the connected devices. 7. Data Analytics tools and concepts such as data mining and optimization for automatically analyzing the massive data that are continuously created by objects in real time and making sense of them by converting data into information, knowledge and eventually wisdom in order to provide recommendations for better decisions, system improvement, and new solutions to future problems to create healthier and more prosperous societies. In addition to literacy, a major focus of this course is on creativity and creative thinking. In other words, instilling in my students the habit of critical thinking and providing an

environment for encouraging and rewarding creativity. Creativity means bringing to existence something tangible or intangible that is in some way new and has value i.e., is also useful. With respect to critical thinking, I'll try to motivate independent thinking in order to become self-reliant in your thinking process. Critical thinking and creativity are intertwined. Critical thinkers always verify the information by questioning themselves and others trying to find convincing answers -- the truths. Critical thinkers demonstrate several traits including "intellectual autonomy", "intellectual integrity", "intellectual courage", "intellectual humility" and many others. My emphasis on "independent thinking" in this course may at times give you the impression that the course, the lecture, the problem, etc. are not explained clearly. But note that this is what you will encounter in real world -- finding your way to an uncertain destination in a foggy surrounding. How to reinforce the skills explained in the syllabus? (1) The course provides several lab experiments that provides an environment that teams of students perform many hands-on experiments with various data automation technologies such as RFID and others to Reinforce skills set A, B, and also D. (2) The course has a final team project (two students per team); the team should bring together what they learned in other courses and what they learn in this course to produce a product (HW/SW) that has some useful function. The project is intended to involve and benefit from the concept of Internet of Things, data automation technologies such as RFID, and microcomputers such as Raspberry PI and cloud services (such as Azure) to provide students with unique opportunity for creativity and reinforcing skill sets (B), (C) and (D). Support for Skill set (C) is on the basis of assuming that the creative product to be built is an organizational goal. These goals (i.e., the product application and project deliverables) are developed and presented by each team before the project starts. Files attached: 1. Final Project Ideas - Instructions 2. Final Project Report - Instructions 3. Final Project Rubric (2017 - Ongoing)

Course Design, Course Description An empirical study of the Internet of Things (IoT) and Blockchain as transformational business opportunities for creating value through trusted data sharing among smart connected assets and products and then integrating them with other sources of data for analysis to provide real-time, enhanced business intelligence. Blockchain as a distributed shared ledger provides trail of transactions for building trust among parties in the IoT. (2020 - Ongoing)

Teaching: Theses / Dissertations / Research Projects

Automatic Control of Video Sources, Keane McGough, Comments: During fall 2013 a model of a system that automatically controls several webcams for video conferencing through RFID has been presented by Keane as final project for CIT 4653. The system activates one of several cameras depending on the id number of the RFID tag (on a wrist band) exposed to an RFID antenna in the vicinity of the targeted camera. This allows the professor (or students) move from one work-station to another during laboratory experimentation and automatically activating the right cameras for showing the experiments to remote students (through Skype, Webex or BB-Collaborate sessions). Keane's research during spring 2013 is a refinement and enhancement of that project. The invention has been demonstarted to various groups at ASU in fall 2013. According to Bryan Rogers, it is in the process for provisional patent. There is a plan to implement a pilot study in fall 2014. Department: Other (Within Arkansas State University) Type: Supervised Research (2012 - 2018)

Automated Advising Scheduling by Scanners or Smart Phones, Nicholas Simmons, Kristen Bryant, Brien Lumpkin, Comments: Department: Other (Within Arkansas State University) Course Prefix: CIT Course Number: 4653 Type: Supervised Research (2014 - 2019)

Chenita Pettis, Jerry Jones, Linglin Liu, Comments: Automated Evaluation system by scanners and smart phones Department: Other (Within Arkansas State University) Course Prefix: CIT Course Number: 4653 Type: Supervised Research (2014 - 2019)

Class Project, Christopher Coffman, Joshua Danzy, and Matthew Barnett, SMART BANDS Smart Bands are a RFID banking system that allows small events to have a formatted method of currency exchange. They are silicon bands with a 13.56MHz ISO14443A (High Frequency) MIFARE, Classic 1k Passive RFID chip. They use a NFC reading/writing system, for example the ACS ACR122. The Smart bands solve the problem of small events having an issue with exchange of paper money or the ability too expect other formats of pay. This will eliminate the risk of carrying a lot of money for specific events that you may lose so you need too have safe alternative to paper money, for example i.e. "Gun Show". They allow an individual too continually use the band at different events that are willing to use the Smart Band services. (2016)

Class Project, Kris Jackson, Rohnak Habeeb, Shaun Foster, Digital Fridge An information system, utilizing QR code to include all information about grocery purchase of each trip to the store. The information can then be scanned by a smart phone in order to keep the track of nutritional facts on foods purchased and utilized by the household. The information and reports can be used by the family to recognize the purchasing habits, the long-term positive and negative aspects of their diets, and the potential impacts on the family's health and well-being in order to make better purchasing decisions. (2016)

Class Project, Cameron West, Kevin Huynh, Jonathan Horton, Digital Graduation Cards A Webpage pulls student information from a MySQL database and displays it on the auditorium's display at commencement ceremonials and at the time when each student's name is called to receive the degree. The photo and degree information can be accessed via QR code printed on the graduation card making graduation ceremony more personal for students' family. It also makes identifying a student easier for members of the audience (2016)

Extracurricular Undregraduate Project, Rohnak Habeeb, DATA AUTOMATION: A FUN AND CREATIVE APPLICATION FOR STEM AWARENESS AT THE ARKANSAS SCIENCE FESTIVAL (2016)

Class Project, Zach DeClerk, Andrew Neely, Eric Jones, B.I.M.A. (Biometric Identification Modular Appliance) B.I.M.A. (Biometric Identification Modular Appliance) is a biometric automatic data capture solution to ease and automate single factor authentication of users in a defined situation. B.I.M.A. can be altered to fit different needs and criteria, but this distributed iteration is coded and designed to accommodate easier attendance gathering. B.I.M.A. contains a 4x ARM based microcontroller affixed to multiple peripherals to accomplish an all-in-one affordable solution providing a flexible and usable biometric presence logging system. B.I.M.A.

is a small, lightweight and wall mountable device that requires a small amount of initial setup to start using. (2016)

Teaching: Evidence of Quality Teaching Other than Evaluations

SWDSI Proceedings: DATA AUTOMATION: A FUN AND CREATIVE APPLICATION FOR STEM AWARENESS AT THE ARKANSAS SCIENCE FESTIVAL (2016 - 2017)

Class Projects (2017)

Student Research Presentation (2021 - Ongoing)

University Service other than Committees

Undergraduate Curriculum Committee, College of Business (Fall 2014 - Ongoing)

Computer and Technology Committee, University (Fall 2013 - Ongoing)

General Education Task Force, University (Spring 2013 - Ongoing)

Service to Professional Organizations

Center for No-Boundary Thinking (CNBT), Inaugural Faculty Affiliate, Arkansas State University (Fall 2020 - Ongoing)

Title: EXAMINING THE INDIVIDUAL ACCEPTANCE OF THE INTERNET OF THINGS (IoT) TECHNOLOGIES, SWDSI- Southwest Decision Sciences Institute (Fall 2017 - Fall 2017)

Manuscript Title: Development of an Integrated Replenishment, Production and Distribution System against Inventory Inaccuracy, IEEE - Transaction on Engineering Management (Fall 2017 - Fall 2017)

Track Organizer, Science Fair (Fall 2016 - Fall 2016)

Editorial Review Board Member, international interdisciplinary journal in logistics (French and English), University of Le Havre (Spring 2011 - Spring 2019)

Editorial Review Board Member, International Journal of Information Science and Management (Fall 2009 - Ongoing)

Reviewer, Journal Article, European Journal of Operations Research (Spring 2008 - Ongoing)

Editorial Review Board Member, Int. Journal of RF Technologies: Research and Applications (Summer 2007 - Ongoing)