

Riley Grossman
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Education

New Jersey Institute of Technology (NJIT), Newark, NJ Expected May 2027
Ph.D., Business Data Science GPA: 4.00/4.00
Dissertation: Using AI to Detect Deceptive and Illegal Cookie Consent Banner Designs
Committee: Yi Chen (Advisor, NJIT), Alessandro Acquisti (MIT), Cristian Borcea (NJIT), Cristobal Cheyre Forestier (Cornell), Alice Liu (NJIT), Ajim Uddin (NJIT)

The State University of New York at (SUNY) Geneseo, Geneseo, NY May 2022
B.S. Summa Cum Laude in Applied Mathematics GPA 3.97/4.00
Minor in Economics and Edgar Fellows Honors Program

Research Interests

Impact of Generative Search to Digital Publishing Industry
Applications of AI in Business
Web Privacy and Compliance
Digital Advertising Ecosystem
AI in Healthcare
Explainable, Fair, and Responsible AI

Publications

1. **Grossman, R.**, Liu, S., Chen, M., Smith, M., Borcea, C., & Chen, Y. (2026). How Generative AI Disrupts Search: An Empirical Study of Google Search, Gemini, and AI Overviews. Forthcoming in *the ACM SIGIR Conference on Research and Development in Information Retrieval*.
2. **Grossman, R.** & Chen, Y. (2026). Zero-shot Large Language Models for Automatic Readability Assessment. Forthcoming in *the 64th Annual Meeting of the Association for Computational Linguistics (ACL 2026)*.
3. **Grossman, R.**, Smith, M., Borcea, C., & Chen, Y. (2026). Using Salient Object Detection to Identify Manipulative Cookie Banners that Circumvent GDPR. Forthcoming in *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*.
4. Smith, M., **Grossman, R.**, Torres-Agüero, A., Sen, P., Chen, Y., & Borcea, C. (2026). Inconsistencies in Classification of Online News Articles: A Call for Common Standards in Brand Safety Services. Forthcoming in *Proceedings of the International AAAI Conference on Web and Social Media (ICWSM)*.
5. Gao, W., **Grossman, R.** & Chen, Y. (2025). Explaining Clinical Outcome Prediction with Compositional Rationale Extraction Model. In *2025 IEEE International Conference on Big Data (BigData)*.
6. Smith, M., Torres-Agüero, A., **Grossman, R.**, Sen, P., Chen, Y., & Borcea, C. (2024). A Study of GDPR Compliance under the Transparency and Consent Framework. In *Proceedings of the ACM on Web Conference 2024* (pp. 1227-1236).

7. Heap, A., Donovan, U., **Grossman, R.**, Laine, N., McDermott, C., Paone, M., & Southcott, D. (2023). Knot Mosaics with Corner Connection Tiles. *Pi Mu Epsilon Journal* 15, No. 9, 553-568.

Manuscripts

8. **Grossman, R.**, Goswami, B., Uddin, A., Chen, Y. (2026). Sources of Unfairness in Mortgage Lending: Income Disparities and Lender Biases. Expected to be submitted to *Management Science* by May 2026.
9. Smith, M., **Grossman, R.**, Franaszek, K., Torres-Agüero, A., Sen, P., Borcea, C., Chen, Y. (2025). A Longitudinal Study of Extended User IDs in the Online Advertising Ecosystem. Expected to be submitted by May 2026.
10. Kircher, T., **Grossman, R.**, Smith, M., Acquisti, A., Chen, Y., Borcea, C., and Cheyre, C. (2025). Privacy Interventions and Publishers' Revenues: The Role of Ad Spending Reallocation. Expected to be submitted to *Management Science* by May 2026.
 - Accepted for presentation at The 25th Workshop on the Economics of Information Security (WEIS)
 - Accepted for presentation at the Twenty-second Symposium on Statistical Challenges in Electronic Commerce Research (SCECR)

Works in Progress

Using Natural Language Processing to Detect Dark Patterns in Cookie Banners (with Songjiang Liu, Mike Smith, Yi Chen, and Cristian Borcea)

Teaching Experience

Instructor , Martin Tuchman School of Management, NJIT	
Quantitative Analysis with Applications for Business (MGMT 116)	Spring 2026
Teaching Assistant , Martin Tuchman School of Management, NJIT	
Data Mining & Machine Learning (FIN 410)	Fall 2022
Introduction to Topics in FinTech (FIN 611)	Fall 2022- Spring 2023
Fundamentals of Corporate Finance (FIN 315)	Spring 2023
Introduction to Management Information Systems (MIS 245)	Fall 2023
Database Systems for Managers (MIS 385)	Fall 2023-Spring 2024
Business Research Methods (MGMT 316)	Spring 2024
Programming Tutor , Martin Tuchman School of Management, NJIT	Fall 2022-Fall 2023
Microeconomics Tutor , School of Business, SUNY Geneseo	Fall 2020
Writing Tutor , SUNY Geneseo	2020-2022
Math Tutor , SUNY Geneseo	2021-2022

Work Experience

Research Assistant, Martin Tuchman School of Management, NJIT Spring 2024-Present
Supported by NSF Grant CNS 2237328: “Understanding the Impact of Privacy Interventions on the Online Publishing Ecosystem”

Professional Service

Program Committee Member

2026 ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD) 2026
2026 ACM SIGIR Conference
2026 International AAAI Conference on Web and Social Media (ICWSM)
2026 IEEE International Conference on Data Engineering (ICDE)
2025-2026 ACM Web Conference

Reviewer

INFORMS Journal on Computing
2023 R&D Management Conference

External-Reviewer

Management Information Systems (MIS) Quarterly
2023-2025 The Conference on Information and Knowledge Management (CIKM)
2023-2025 The International ACM SIGIR Conference on Research and Development in Information Retrieval
2024 IEEE International Conference on Data Engineering (ICDE)
2024-2026 ACM International Conference on Web Search and Data Mining (WSDM)
2024 IEEE International Conference on Big Data
2024 ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)

Graduate Student Association Representative, Committee on Graduate Education, NJIT 2024-2025

Session Chair, AI Exploration Day- Shaping the Future: AI, Technology, and Society, NJIT 2026
“Featured Session: AI in Action: from Prediction to Impact”

Academic Honors

2026 IEEE International Conference on Data Engineering (ICDE) Distinguished PC Award
Mr. and Mrs. R.S. Sodhi Prizes, 2026 (3rd place, \$500)
NJIT Graduate Research Day, 2025 (2nd place)
SUNY Geneseo Excellence in Applied Mathematics Award, 2022
Geneseo Foundation Undergraduate Summer Research Fellowship, 2021 (\$3000)
M.T. Sharman Memorial Scholarship for Math, 2020 (\$500)
SUNY Geneseo Presidential Scholar, 2021-2022
SUNYAC Scholar Athlete of the Year, 2021, 2022
USTFCCCA Academic All-American, 2018, 2019, 2021, 2022
Phi-Beta Kappa, Member

Technical Skills

Python, R, SQL, LaTeX, MATLAB, MS Project