

Riley Grossman  
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## Education

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**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

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Applications of AI in Business  
Web Privacy and Compliance  
Digital Advertising Ecosystem  
AI in Healthcare  
Explainable, Fair, and Responsible AI

## Publications

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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

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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)

## Works in Progress

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

## Teaching Experience

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<b>Instructor</b> , Martin Tuchman School of Management, NJIT	
Quantitative Analysis with Applications for Business (MGMT 116)	Spring 2026
<b>Teaching Assistant</b> , 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
<b>Programming Tutor</b> , Martin Tuchman School of Management, NJIT	Fall 2022-Fall 2023
<b>Microeconomics Tutor</b> , School of Business, SUNY Geneseo	Fall 2020
<b>Writing Tutor</b> , SUNY Geneseo	2020-2022
<b>Math Tutor</b> , SUNY Geneseo	2021-2022

## Work Experience

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**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

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### Program Committee Member

2026 ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD) 2026 ACM International  
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

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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

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