MIA JOVANOVA, PhD

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ACADEMIC POSITIONS

School of Medicine, University of St. Gallen (HSG), Switzerland November, 2023-current
Scientific Director, CSS Health Lab

Department of Management, Technology, and Economics, ETH Zurich
Lecturer, CAS in Digital Health: Digital Biomarker Development

Center for Digital Health Interventions, University of St. Gallen (HSG)
Core Director for Digital Biomarkers in Metabolic Health

Department of Brain and Cognitive Sciences, MIT, Cambridge, United States September, 2023
Postdoctoral Researcher, SaxeLab, PI: Dr. Rebecca Saxe

EDUCATION

Annenberg School for Communication, University of Pennsylvania, United States May, 2023
Communication Neuroscience Lab**,** PhD and M.A

Dissertation: A person-specific approach to predict health behaviors: a proof of concept.
Committee: Drs. Emily B. Falk, David M. Lydon-Staley, Duncan J. Watts

Department of Communication, Cornell University
B.S. in Communication; Health, Science, and Environment track with Distinction in Research, Summa Cum Laude, GPA (4.1)
Thesis advisors: Drs. Jeff Niederdeppe and Sahara Byrne

FUNDING

- Swiss CSS insurer: Digital Biomarkers in Metabolic Health. Lead PI; CHF3.5M (2023-2027)
- Innosuisse Flagship: Swiss Precision Digital Therapeutics for the Prevention of Type-2 Diabetes. Sub-project Leader; CHF 4M (2025-2029)
- MIT Reed Fund: Legitimacy of public health institutions. Co-PI with Dr. Rebecca Saxe; $100k
- US Army Research Office: Multiscale integration of neural, social, and network theory to understand & predict transitions from illness to wellness. Trainee with PI: Emily Falk, $7.5M
- Wharton Risk Management and Decision Processes: Russell Ackoff Doctoral Fellowship, $2.5k

RESEARCH INTERESTS

Digital biomarker development | Digital pharmacy | Health communication | Lifestyle phenotyping | Clinical trials | Person-specific modeling | Intensive longitudinal sampling | Time series & ML analytics |

PEER-REVIEWED PUBLICATIONS

16. Brügger, V., Kowatsch, T., **Jovanova, M.** Predicting postprandial glucose excursions to personalize dietary interventions for type-2 diabetes management. *In press at Scientific Reports.*

15. **Jovanova, M**., Stanoi, O., Scholz, C., Doré, B., Cosme, D., Kang, Y., Cooper, N., Boyd Z, M., Bassett D, S., Mucha, P. J., Lydon-Staley, D.M & Falk, E. B. Neural responses to peers moderate conversation-drinking associations in daily life. *In press at Scientific Reports.*

14. Giger, O. F., Fleisch, E., **Jovanova, M**., & Kowatsch, T. (2025). Barriers and facilitators of implementing value-based care: The case of SwissDiabeter. *Digital Health*, *11*,20552076251336322.

13. Giger, O. F., Pfitzer, E., Mekniran, W., Gebhardt, H., Fleisch, E., **Jovanova, M**., & Kowatsch, T. (2025). Digital health technologies and innovation patterns in diabetes ecosystems. *Digital Health*, *11*, 20552076241311740.

12. Huynh, P., Fleisch, E., Brändle, M., Kowatsch, T., & **Jovanova, M.** (2024). Digital health technologies for metabolic disorders in older adults: A scoping review protocol. *BMJ open*, *14*(12), e085797

11. Brügger, V., Kowatsch, T., & **Jovanova, M.** (2024). Wearables and smartphones for tracking modifiable risk factors in metabolic health: Protocol for a scoping review. *JMIR research protocols, 13*(1), e59539.

10. Liebich, A., Zheng, S., Schachner, T., Mair, J., **Jovanova, M**., Müller-Riemenschneider, F., & Kowatsch, T. (2024). Non-pharmaceutical interventions and epigenetic aging in adults: Protocol for a scoping review. *Plos one*, *19*(8), e0301763.

9. **Jovanova, M**., Cosme, D., Doré, B., Kang, Y., Stanoi, O., Cooper, N., Helion, C., Lomax, S., McGowan, A. L., Boyd, Z., Bassett, D. S., Mucha, P. J., Ochsner, K. N., Lydon-Staley, D. M., Falk, E. B. (2023). Psychological distance intervention reminders reduce alcohol consumption frequency in daily life. *Scientific Reports*. *13*(1), 12045

8. Kang, Y., Ahn, J., Cosme, D., McGowan, A., Mwilambwe-tshilobo, L., Zhou, D., **Jovanova, M**., Stanoi, O., Mucha, P. J., Ochsner, K., Bassett, D. S., Lydon-Staley, D., & Falk, E., B. (2023). Frontoparietal system functional connectivity moderates the within-day associations between increases in time spent on social media and subsequent negative affect. *Scientific Reports*, *13*(1), 20501.

7. Zhou, D., Kang, Y., Cosme, D., **Jovanova, M**., He, X., Mahadevan, A., Stanoi, O., Brynlidsen J, K., Cooper, N., Cornblath, E., Parkes, L., Mucha, P. J., Ochsner, K. N., Lydon-Staley, D.M., Falk. E., Bassett, D. S. (2023). Mindfulness promotes control of brain network dynamics for self-regulation and discontinues the past from the present. *Proceedings of the National Academy of Sciences. 120*(2).

6. **Jovanova, M**., Falk, E. B., Pearl, J. M., Pandey, P., Brook O'Donnell, M., Kang, Y., Bassett, D. S., Lydon-Staley, D. M. (2022). Brain system integration and message consistent health behavior change. *Health Psychology, 41*(9), 611-620.

5. McGowan, A. L., Sayed, F., Boyd, Z. M., **Jovanova, M**., Kang, Y., Speer, M. E., Cosme, D., Mucha, P.J., Ochsner, K. N., Bassett, D.S., Falk, E.B & Lydon-Staley, D. M. (2023). Dense sampling approaches for psychiatry research: Combining scanners and smartphones. *Biological psychiatry, 93*(8), 681-689.

4. Kang, Y, Cosme, D., Lydon-Staley, D., Ahn, J., **Jovanova, M**., Corbani, F., et al. Purpose in life, neural alcohol cue reactivity and daily alcohol use in social drinkers. (2022). *Addiction*

3. **Jovanova, M**., Skurka, C., Byrne, S., Kalaji, M., Greiner Safi, A., Porticella, N., Mathios, D. A., Avery, J. R., Dorf, C. M., Niederdeppe, J. (2021). Should graphic warning labels proposed for cigarette packages sold in the United States mention the Food and Drug Administration? *Nicotine and Tobacco Research, 23*(2), 402-406.

2. McGowan A. L., Parkes L, He X, Stanoi O., Kang Y., Lomax S., **Jovanova M**., Mucha P. J., Ochsner K. N., Falk E. B., Bassett D. S., Lydon-Staley D. M. (2021). Controllability of structural brain networks and the waxing and waning of negative affect in daily life. *Biological Psychiatry Global Open Science, 1*(1).

1. Scholz, C., **Jovanova, M**., Baek, E., & Falk, E. B. (2020). Media content sharing as a value-based decision. *Current Opinion in Psychology, 31*, 83-88.

MANUSCRIPTS UNDER REVIEW

10. **Jovanova, M.,** & Saxe, R. Does FDA Authority Matter for Adoption of New Digital Health Apps? A registered report. (*Under review*).
9. Mekniran, W., Diethelm, W., Stalder, V.,Fleisch, E., Kowatsch, T., **Jovanova, M**. Ecosystem Analysis of Type-2 Diabetes Prevention: Stakeholder Incentives and the Role of Digital Health Technologies. (*Under review*).
8. Mekniran, W., Robert, J., Mair, J., Gand, K., Schlieter, H., Castro, O., Nissed, M., Huynh P., Giger, O, F., Bischof, A., Liester, T., Pfitzer, E., Frese, B., Longral, A., Fleisch, E., Kowatsch, T., **Jovanova, M.** A prevention-first framework for noncommunicable diseases. (*Under Review*).
7. Mekniran, W., Giger, O., Fleisch E., Kowatsch, T., **Jovanova, M**. The longevity landscape: Value creation for healthy aging. (*Under review*).
6. Stanoi, O., Cosme, D., **Jovanova M**., Corbani, F., McGowan, A., Carreras-Tartak, J., Resnick, A., Boyd, Z., Bassett, D, Lydon-Staley, D.M., Falk. E., Bassett, D. S.,Ochsner, K. N. (*Under review*).
5. Lee, E., Stanoi E., He Xie., Kang, Y., Jovanova, M., McGowan, A., Lydon-Staley, D.M., Bassett, D. S.,Ochsner, K. N., Falk, E.., Mucha, J. P. Multi-level structural similarities across multilayer social networks and perceived drinking nominations (*Under Review*).
4. Cosme, D., Helion, C., Kang, Y., Lydon-Staley, D.M., Dore, B.P., Stanoi, O., Ahn, J., **Jovanova, M**., McGowan, A.L., Boyd, Z.M. and Mucha, P. J. (*Under Review*). Mindful attention to alcohol can reduce cravings in the moment and consumption in daily life. doi.org/10.31234/osf.io/7j4ey
3. Langrock, I., & **Jovanova, M**. Gender gaps in Communication's Open Science movement. (*Under review*).
2. Cosme, D., Kang, Y., Tartak, J. C., Ahn, J., Corbani, F. E., Cooper, N., Doré B., He X., Helion C., **Jovanova M**., Lomax, S., Mahadevan A S., McGowan A, L., Paul, A., Pei R. et al., (*Under review*). Study protocol: Social Health Impact of Network Effects (SHINE) Study. Preprint: doi.org/10.31234/osf.io/cj2nx.

1. Sayed, F., McGowan, A. L., **Jovanova, M**., Cosme, D., Kang, Y., Stanoi, O., Ochsner, K. N., Mucha, P. J., Bassett, D., Falk. E. B., Lydon-Staley, D. M. (*Under review*). Momentary associations between affect and alcohol use in the daily lives of college students.

AWARDS AND HONORS

Top Paper Award, International Communication Association (CASB) 2020, 2023
James D. Woods Award for Outstanding Graduate Teaching, University of Pennsylvania 2022
Russell Ackoff Doctoral Fellowship, Wharton Risk Management and Decision Processes 2021
Student Travel Award, International Communication Association 2018, 2019
Academic Excellence Award, top major GPA (4.1), Cornell University 2017
SUNY Chancellor's Nomination for Student Excellence, Cornell University 2017

INVITED TALKS

University of Geneva, Artificial Intelligence Symposium, Geneva, Switzerland, (forthc.) October 2025
Tfz Innovation Inside Pharma, Prevention & Digitalization, Zug, Switzerland, (forthc.) August 2025
Diabetes StatClin Meeting (DISC), Santiago de Compostela, Spain, April 2025
Society for Research on Internet Interventions, Limerick, Ireland, June 2024
Digital Health Forum, Centre for Digital Health Interventions (CDHI), virtual, March 2024
CAS ETH, Rorschacherberg, Switzerland, February 2024
Lung Symposium at Cantonal Hospital, St. Gallen, Switzerland, November 2023
Summer Institute in Computational Social Science, Imperial College, London, England, June 2022
Women in Network Science Seminar Series, virtual, May 2022
University of Reading, Self-Regulation, Emotion, and Attention Lab, virtual, September 2022

CONFERENCES

Co-Chair, Scaling-Up Digital Innovations in Healthcare BIOSTEC (2024)
International Communication Association (2018-2023)
Swiss Society of Endocrinology and Diabetology Annual Meeting (2024; 2025)
Society for Research on Internet Interventions, Annual Meeting (2024)
Social Affective Neuroscience Society (2018-2021)

TEACHING

ETH Zurich, CAS ETH in Digital Health
Lecturer: *Digital Biomarker Development;* Fall, 2024 & Fall 2025 (ongoing)

University of Pennsylvania
Head teaching fellow: *Networked and Social Systems Engineering;* Fall 2021*
Teaching fellow*: Directed Quantitative Research Experience;* Fall 2019
***Outstanding graduate teaching award**

Cornell University
Teaching fellow: *Research Methods in Communication*; Fall 2015 & Fall 2016

SUPERVISION OF CANDIDATES

Department of Management, Technology & Economics, ETH Zurich
Magdalena Fuchs (PhD), Wasu Mekniran (PhD), Roman Matoscio (MA)

School of Medicine, University of St. Gallen
Victoria Brügger (PhD), Odile-Florence Giger (PhD), Marc Gruener (MA)