

# Naveen Thotadamane Basavaraj

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Heinz College, Carnegie Mellon University, Pittsburgh, PA, 15213  
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## RESEARCH INTERESTS

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Digital Platforms, Social Media, Privacy

## EDUCATION

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**Heinz College, Carnegie Mellon University**, Pittsburgh, PA, United States Aug 2019 —  
Ph.D., Information Systems and Management

**Indian School of Business**, Hyderabad, India Apr 2015 — Mar 2016  
PGP in Management

**National Institute of Technology Karnataka**, Surathkal, India Jul 2007 — May 2011  
Bachelor of Technology

## WORKING PAPERS

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**The Chilling Effect of Dobbs: A Study of Mobile Health Apps Usage**  
*Job Market Paper*  
with Uttara M. Ananthakrishnan, Catherine Tucker  
Under review at Information Systems Research

**Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption**  
with Uttara M. Ananthakrishnan, Sabari Rajan Karmegam, Ananya Sen, Michael D. Smith  
Under 2nd round review at Marketing Science

**Now You See Me: How Streaming Platforms Enable Diversity in Movies**  
with Uttara M. Ananthakrishnan, Beibei Li, Michael D. Smith  
Preparing to submit to Management Science

**Resilience of Gig Economy during Economic Downturn: Insights from Location Big Data**  
with Natasha Zhang Foutz, Beibei Li  
Preparing to submit to Management Science

## CONFERENCE PRESENTATIONS

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**Now You See Me: How Streaming Platforms Enable Diversity in Movies**

- Conference on Information Systems and Technology (CIST), Seattle, WA 2024
- International Conference on Information Systems (ICIS), Bangkok, Thailand (Scheduled) 2024
- Workshop on Information Systems and Economics (WISE), Bangkok, Thailand (Scheduled) 2024

**Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption**

- Conference on Information Systems and Technology (CIST), Phoenix, AZ 2023
- INFORMS 2018 Annual Meeting, Phoenix, AZ 2023

**Resilience of Gig Economy during Economic Downturn: Insights from Location Big Data**

- Conference on Information Systems and Technology (CIST), virtual 2021
- International Conference on Information Systems (ICIS), virtual 2021
- Conference on Digital Experimentation (CODE@MIT), virtual 2021
- Seventeenth Symposium on Statistical Challenges in Electronic Commerce Research, virtual 2021

## TEACHING EXPERIENCE

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### Teaching Assistant, Heinz College, Carnegie Mellon University

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|------------------------------------|-------------|
| • Economic Analysis                | 2022 — 2024 |
| • Managing Disruptive Technologies | 2020 — 2024 |
| • A/B Testing, Design and Analysis | 2020 — 2024 |
| • Advanced Business Analytics      | 2021 — 2021 |

## AWARDS

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| Daniel and Rise Nagin Dissertation Fellowship           | Aug 2024 |
| Best Paper Award Nomination, INFORMS E-Business Cluster | Oct 2023 |

## SERVICE

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- Program Committee Member, Conference of Information Systems and Technology (CIST)** 2024  
**Reviewer** *Information Systems Research, Production and Operations Management, Information Economics and Policy*  
**Reviewer** *Conference on Information Systems and Technology (CIST), 2021 — 2024; International Conference on Information Systems (ICIS), 2023 — 2024*

## WORK EXPERIENCE

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|---|---|
| <b>Voonik Technologies Pvt. Ltd.</b><br><i>Product Manager</i>        | Bangalore, India<br>May 2016 — Jul 2017 |
| <b>IDrive Software (India) Pvt. Ltd.</b><br><i>Programmer Analyst</i> | Bangalore, India<br>Jun 2011 — Apr 2015 |

## SKILLS

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- **Programming/Software:** R, Stata, Python, BigQuery, SQL

## REFERENCES

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### Uttara M. Ananthakrishnan

*Assistant Professor of Information Systems*  
Heinz College  
Carnegie Mellon University, Pittsburgh  
E-mail: [uttara@cmu.edu](mailto:uttara@cmu.edu)

### Beibei Li

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### Ananya Sen

*Associate Professor of Information Systems*  
Heinz College  
Carnegie Mellon University, Pittsburgh  
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### Michael D. Smith

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