

# Naveen Basavaraj

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## RESEARCH INTERESTS

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Digital Platforms, Social Media

## EDUCATION

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**Carnegie Mellon University**, Pittsburgh, PA, United States  
Ph.D., Information Systems and Management

Aug 2019 —

**Indian School of Business**, Hyderabad, India  
PGP in Management

Apr 2015 — Mar 2016

**National Institute of Karnataka**, Surathkal, India  
Bachelor of Technology

Jul 2007 — May 2011

## WORKING PAPERS

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**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

**Health Apps Usage After the Overturning of Roe Vs. Wade**  
with Uttara M. Ananthakrishnan, Catherine Tucker  
Preparing to submit to 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  
Revise and Resubmit at Marketing 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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**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, 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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Best Paper Award Nomination, INFORMS E-Business Cluster 2022

## 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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**Voonik Technologies Pvt. Ltd.** Bangalore, India  
*Product Manager* May 2016 — Jul 2017

**IDrive Software (India) Pvt. Ltd.** Bangalore, India  
*Programmer Analyst* 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, Heinz College of Information Systems & Public Policy  
Carnegie Mellon University, Pittsburgh, PA, United States  
E-mail: [uttara@cmu.edu](mailto:uttara@cmu.edu)*

### Ananya Sen

*Associate Professor, Heinz College of Information Systems & Public Policy  
Carnegie Mellon University, Pittsburgh, PA, United States  
E-mail: [ananyase@andrew.cmu.edu](mailto:ananyase@andrew.cmu.edu)*

### Beibei Li

*Professor, Heinz College of Information Systems & Public Policy  
Carnegie Mellon University, Pittsburgh, PA, United States  
E-mail: [beibeili@andrew.cmu.edu](mailto:beibeili@andrew.cmu.edu)*

### Michael D. Smith

*Professor, Heinz College of Information Systems & Public Policy  
Carnegie Mellon University, Pittsburgh, PA, United States  
E-mail: [mds@cmu.edu](mailto:mds@cmu.edu)*