

# Naveen Thotadamane Basavaraj

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## EMPLOYMENT

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### Kelley School of Business, Indiana University

Assistant Professor of Operations and Decision Technologies 2025 —

### Indian School of Business

Research Associate under the guidance of Prof. Deepa Mani 2017 — 2019

### Voonik Technologies Pvt. Ltd.

Product Manager 2016 — 2017

### IDrive Software (India) Pvt. Ltd.

Programmer Analyst 2011 — 2015

## EDUCATION

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Heinz College, Carnegie Mellon University, Pittsburgh, PA, United States 2019 — 2025

Ph.D., Information Systems and Management

Indian School of Business, Hyderabad, India 2015 — 2016

PGP in Management

National Institute of Technology Karnataka, Surathkal, India 2007 — 2011

Bachelor of Technology

## RESEARCH INTERESTS

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**Topics:** Digital Platforms, Social Media, Privacy, Societal Impact of AI

**Methods:** Econometrics, Machine Learning, Field Experiment

## PUBLICATIONS

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Uttara M. Ananthakrishnan, Naveen Basavaraj, Sabari Rajan Karmegam, Ananya Sen, and Michael D. Smith. 2025. Book bans in American libraries: Impact of politics on inclusive content consumption. *Marketing Science*. [\[Link\]](#)

## WORKING PAPERS

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Naveen Basavaraj, Uttara M. Ananthakrishnan, Catherine Tucker. The Chilling Effect of Dobbs: A Study of Mobile Health Apps Usage. *Revising for Third Round Review at Information Systems*

## Research.

Naveen Basavaraj, Uttara M. Ananthakrishnan, Beibei Li, Michael D. Smith. Now You See Me: How Streaming Platforms Enable Diversity in Movies. *Manuscript under preparation.*

Naveen Basavaraj, Natasha Zhang Foutz, Beibei Li. Resilience of Gig Economy during Economic Downturn: Insights from Location Big Data. *Manuscript under preparation.*

## CONFERENCE PRESENTATIONS

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

- INFORMS Annual Meeting, Atlanta, GA 2025
- Conference on Information Systems and Technology (CIST), Seattle, WA 2024

### The Chilling Effect of Dobbs: A Study of Mobile Health Apps Usage

- Conference on Information Systems and Technology (CIST), Atlanta, GA 2025

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

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

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

## SERVICE

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Session Chair, INFORMS Annual Meeting 2025

Program Committee Member, Conference of Information Systems and Technology (CIST) 2024

**Journal Reviewer** for *Management Science, Information Systems Research, Production and Operations Management, Information Economics and Policy*

**Conference Reviewer** for *Conference on Information Systems and Technology (CIST), 2021 — 2025; International Conference on Information Systems (ICIS), 2023 — 2025*

## AWARDS

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**Daniel and Rise Nagin Dissertation Fellowship**

Aug 2024

**Best Paper Award Nomination, INFORMS E-Business Cluster**

Oct 2023

## RELEVANT COURSEWORK

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**AI/Statistics:** Machine Learning, Deep Reinforcement Learning, Statistical Methods in Machine Learning, Econometrics, Intermediate Statistics, Bayesian Statistics

**Economics:** Microeconomics, Behavioral Economics, Game Theory

## 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

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**Ananya Sen**

*Associate Professor of Information Systems*

Heinz College, Carnegie Mellon University

E-mail: [ananyase@andrew.cmu.edu](mailto:ananyase@andrew.cmu.edu)

**Beibei Li**

*Professor of Information Systems*

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**Michael D. Smith**

*Professor of Information Systems*

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