Naveen Thotadamane Basavaraj

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EMPLOYMENT

Kelley School of Business, Indiana University
Assistant Professor of Operations and Decision Technologies   2025 —

Indian School of Business
Research Associate   2017 — 2019

Voonik Technologies Pvt. Ltd.
Product Manager   2016 — 2017

IDrive Software (India) Pvt. Ltd.
Programmer Analyst   2011 — 2015

EDUCATION

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

Topics: Digital Platforms, Social Media, Privacy, Societal Impact of AI
Methods: Econometrics, Machine Learning, Field Experiment

PUBLICATIONS

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

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

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

INVITED TALKS

- Mendoza College of Business, University of Notre Dame   Dec 2024
- Daniels College of Business, University of Denver   Jan 2025
- Kelley School of Business, Indiana University   Jan 2025

TEACHING EXPERIENCE

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

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

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

RELEVANT COURSEWORK

AI/Statistics: Machine Learning, Deep Reinforcement Learning, Statistical Methods in Machine Learning, Econometrics, Intermediate Statistics, Bayesian Statistics
Economics: Microeconomics, Behavioral Economics, Game Theory

SKILLS

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

REFERENCES

Uttara M. Ananthakrishnan
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