

# Raveesh Mayya

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## EMPLOYMENT

**NEW YORK UNIVERSITY**  
STERN SCHOOL OF BUSINESS  
Assistant Professor  
TOPS Department

## EDUCATION

**UNIV. OF MARYLAND**  
SMITH SCHOOL (2015-2020)  
Ph.D., Information Systems

**DELHI UNIVERSITY**  
FMS DELHI (2011-2013)  
M.B.A., Economics, Marketing

**VISVESVARAYA TECH. UNIV.**  
PESIT (2005-2009)  
B.E., Electronics & Comm.

## RESEARCH

### RESEARCH INTERESTS

Information Privacy  
Platform Strategy  
Online Sharing Economy  
IS Entrepreneurship

### METHODOLOGY

Econometrics  
Textual Analysis  
Machine Learning  
Field Experiment

## SKILLS

### PROGRAMMING

**Analytics:** • Stata • R • Matlab  
**Coding:** • Python • TensorFlow  
•  $\text{\LaTeX}$  • PHP • Tcl/Tk  
**Data Science:** • Word Embedding  
• NLTK (TF-IDF, Vader) • Selenium  
• LSTM/RNN  
**Database:** • MySQL • MSFT SQL

### BOOKS PUBLISHED

• Blitz-6th Edition ([link](#))  
• Kryptonite -2nd Edition ([link](#))

## RESPONSIBILITY

**Founder Organizer**, ISPOC 2020  
**President**, ADS 2018-19  
**Organizer**, IS-SPS 2018  
**Web Developer**, Pro Bono, OSAAT

## SELECT PUBLISHED PAPERS

(1) WHO FORGOES SCREENING IN ONLINE MARKETS AND WHEN?  
EVIDENCE FROM AIRBNB ([LINK](#))  
Authors: Raveesh K Mayya, Shun Ye, Siva Viswanathan, Rajshree Agarwal  
Forthcoming at MIS Quarterly

(2) MANAGING CELL-PHONE SERVICES FOR CUSTOMER SATISFACTION:  
EVIDENCE FROM THE BASE-OF-THE-PYRAMID MARKETS  
Authors: Jiban Khundia, Raveesh Mayya, Sunil Mithas, Ritu Agarwal  
Forthcoming at POMS

## SELECT WORKING PAPERS

(1) DELAYING INFORMED CONSENT: AN EMPIRICAL INVESTIGATION OF  
MOBILE APPS' UPGRADE DECISIONS ([LINK](#))

Authors: Raveesh K Mayya, Siva Viswanathan

Resubmitted to Management Science

- Conference Presentations: POMS 2019, WEIS 2019, SCECR 2019, Big10+ Analytics Conf. 2019, CIST 2019, WISE 2019
- Media Mentions: [IB Times](#), [ZDNet](#) [Smith Brain Trust](#) [Maryland Today](#)

(2) DO SEED ACCELERATORS REDUCE ASYMMETRIC INFORMATION?  
EVIDENCE FROM CORPORATE VENTURE CAPITAL INVESTMENTS ([LINK](#))

Authors: Raveesh K Mayya, Peng Huang

Major Revision at Management Science

- Conferences: CIST 2018, AOM 2019
- Best Paper Proceedings at the AOM Annual Meeting 2019

(3) IMPACT OF REAL-TIME INFORMATIONAL INTERVENTIONS IN BROADCAST  
MEDIA: EVIDENCE FROM A LARGE-SCALE RANDOMIZED FIELD EXPERIMENT

Authors: Raveesh Mayya, Siva Viswanathan

## TEACHING

IT IN BUSINESS AND SOCIETY (TECH UB 1)

Spring 2021 - 2 Sections

DATABASE SYSTEMS (BMGT402)

Spring 2018 - 38 Undergraduate Students - Evaluation : 4.72/5.00

- Distinguished Teaching Award AY 2017-18 (Top 10% among all instructors)

Fall 2018 - 38 Undergraduate Students - Evaluation : 4.87/5.00

- Highest Ratings for Database Systems course in over a decade

## RECENT AWARDS AND GRANTS

2021	Smith Outstanding Dissertation Award	UMD Smith
2020	Frank T. Paine Award for Academic Achievement	UMD Smith
2019	Allan N. Nash Outstanding Doctoral Student Award	UMD Smith
2019	Distinguished Teaching Award (Top 10%)	UMD Smith
2019	Best Paper Proceedings, ENT Division	AOM Meeting
2019	Nancy & Edward Ebert Grad. Award in Free Enterprise	UMD Smith
2019	Outstanding Graduate Assistant Award	UMD Grad School
2019	NSF Student Travel Grant	WEIS 2019
2018	Summer Fellowship, Graduate School (\$5000)	UMD Smith