

Raveesh Mayya

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EMPLOYMENT

NEW YORK UNIVERSITY
STERN SCHOOL OF BUSINESS
Assistant Professor, TOPS Dept.

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
• \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

SERVICE

Associate Editor : ICIS 2021
Program Committee : CIST 2020, 2021

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 - Evaluation: 4.5 and 4.6/5

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