

Raveesh Mayya

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EMPLOYMENT

NEW YORK UNIVERSITY
STERN SCHOOL OF BUSINESS
Assistant Professor
TOPS Department

EDUCATION

UNIVERSITY OF MARYLAND
PH.D., INFORMATION SYSTEMS
School: Smith School of Business
2015-2020 (expected)

UNIVERSITY OF DELHI
M.B.A., ECONOMICS, MARKETING
School: FMS Delhi (2011-2013)

VISVESVARAYA TECH. UNIV.
B.E., ELECTRONICS AND
COMMUNICATION ENGINEERING
School: PESIT (2005-2009)

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
Web Developer, Pro Bono, OSAAT

SELECT WORKING PAPERS

(1) WHO FORGOES SCREENING IN ONLINE MARKETS AND WHEN?
EVIDENCE FROM AIRBNB ([LINK](#))

Authors: Raveesh K Mayya, Shun Ye, Siva Viswanathan, Rajshree Agarwal
Invited for 4th round review at MIS Quarterly

- Conferences: Wharton WINDS '18, POMS '18, Purdue Data Science Conf. '18

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

Authors: Raveesh K Mayya, Siva Viswanathan

Invited for re-submission at 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](#)

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

Authors: Raveesh K Mayya, Peng Huang

Invited for re-submission at Management Science

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

(4) MANAGING CELL-PHONE SERVICES FOR CUSTOMER SATISFACTION:
EVIDENCE FROM THE BASE-OF-THE-PYRAMID MARKETS

Authors: Jiban Khundia, Sunil Mithas, Ritu Agarwal, Raveesh Mayya
Under 4th round review at POM Journal

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

Authors: Raveesh Mayya, Siva Viswanathan

TEACHING

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

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
2019	Travel Grant, OCIS Doctoral Consortium	AOM Meeting
2018	Computation Grant, Ed Snider Center	UMD Smith
2018	Summer Fellowship, Graduate School (\$5000)	UMD Smith
2018	Financial Aid, DeepLearning.ai specialization	Coursera
2018	Travel Grant, WINDS Symposium	Wharton