

# Raveesh Mayya

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## 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

•  $\text{\LaTeX}$  • 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

**President**, Association of Doctoral Scholars (ADS) 2018-19

**Organizer**, IS Student Presentation Series (IS-SPS) 2018

**Web Developer**, Pro Bono, OSAAT

## REVIEWER

ICIS '17, '19, CIST '18, '19, CSWIM '18  
IT Professional (IEEE Publication) '17

## 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 3rd round review at MIS Quarterly

- Conferences: Wharton WINDS '18, POMS '18, Purdue Data Science Conf. '18
- Co-author Presentations: Carlson UMN(2017), GMU(2017), Temple U.(2019)

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

Authors: Raveesh K Mayya, Siva Viswanathan  
Under review at Management Science

- Conference Presentations: POMS 2019, WEIS 2019, SCECR 2019, Big10+ Analytics Conf. 2019, CIST 2019, WISE 2019 (scheduled)
- 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

## RECENT AWARDS AND GRANTS

2019	Allan N. Nash Outstanding Doctoral Student Award	UMD Smith
2019	Distinguished Teaching Award (Top 10%)	UMD Smith
2019	<b>Best Paper</b> Proceedings, ENT Division	AOM Meeting
2019	Nancy & Edward Ebert Grad. Award in Free Enterprise	UMD Smith
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
2017	Data Grant, Ed Snider Center	UMD Smith
2016	Research Grant, DIGITS Center	UMD Smith