

# 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., General Management

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

## RESEARCH

### RESEARCH INTERESTS

Information Privacy  
Platform Governance  
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:** • Embedding  
• NLTK • Selenium  
• LSTM/RNN  
**Database:** • MySQL • SQL

### BOOKS PUBLISHED

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

## RESPONSIBILITY

**Founder Organizer**, ISPOC  
**President**, ADS 2018-19  
**Organizer**, Stern Tech Seminar

### SERVICE

Associate Editor : ICIS '21 - '23  
Prog. Comm. : CIST '20 - '23

## SELECT PUBLISHED PAPERS

(1) WHO FORGOES SCREENING IN ONLINE MARKETS AND WHEN?  
EVIDENCE FROM AIRBNB ([LINK](#)) [MIS QUARTERLY 2021]  
Authors: Raveesh K Mayya, Shun Ye, Siva Viswanathan, Rajshree Agarwal

(2) MANAGING CELL-PHONE SERVICES FOR CUSTOMER SATISFACTION:  
EVIDENCE FROM THE BASE-OF-THE-PYRAMID MARKETS [POMS 2020]  
Authors: Jiban Khundia, Raveesh Mayya, Sunil Mithas, Ritu Agarwal

## SELECT WORKING PAPERS

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

Authors: Raveesh K Mayya, Siva Viswanathan

Major Revision at Management Science

- Conf: WEIS 2019, SCECR 2019, CIST 2019, WISE 2019, NBER 2022 etc.
- Media Mentions: [IB Times](#), [ZDNet](#) [Smith Brain Trust](#) [Maryland Today](#)

(2) SEED ACCELERATORS AND ASYMMETRIC INFORMATION: EVIDENCE  
FROM CVC INVESTMENTS INVESTMENTS ([LINK](#))

Authors: Raveesh K Mayya, Peng Huang

Major Revision at Management Science

- Conferences: CIST 2018, AOM 2019 (Best Paper Proceedings)

(3) USING SMART TVs TO IMPROVE LINEAR TV CONTENT ENGAGEMENT:  
EVIDENCE FROM A LARGE-SCALE RANDOMIZED FIELD EXPERIMENT

Authors: Raveesh Mayya, Catherine Tucker, Siva Viswanathan

(4) GROWING PLATFORMS BY ADDING COMPLEMENTORS WITHOUT  
CONSENT: EVIDENCE FROM ON-DEMAND FOOD DELIVERY PLATFORMS

Authors: Raveesh Mayya, Allen Li

## TEACHING

@ NYU STERN: INFO. TECH. IN BUSINESS AND SOCIETY (TECH UB 1)

Spring 2021, Fall 2021, Fall 2022 - Evaluation: between 4.4 and 4.6/5.0

- Congratulatory letter by the Undergraduate Dean in all semesters

@ UMD SMITH: DATABASE SYSTEMS (BMGT402)

Spring 2018 - Evaluation : 4.72/5.00; Fall 2018 -Evaluation : 4.87/5.00

- Highest Ratings for Database Systems course in over a decade
- Distinguished Teaching Award AY 2017-18 (Top 10% among all instructors)

## RECENT AWARDS AND GRANTS

2022	Best Paper Nomination	WISE 2022
2022	Summer Research Grant	NET Institute
2022	Faculty Research Grant	CGEB NYU
2021	Summer Research Grant	NET Institute
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