

# 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  
•  $\text{\LaTeX}$  • 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

### 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](#)), 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  
Under Review at Management Science
- Conf: POMS 2019, WEIS 2019, SCECR 2019, CIST 2019, WISE 2019 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) IMPACT OF REAL-TIME INFORMATIONAL INTERVENTIONS IN BROADCAST  
MEDIA: EVIDENCE FROM A LARGE-SCALE RANDOMIZED FIELD EXPERIMENT  
Authors: Raveesh Mayya, Siva Viswanathan

- (4) GROWING PLATFORMS BY ADDING COMPLEMENTORS WITHOUT  
CONSENT: EVIDENCE FROM ON-DEMAND FOOD DELIVERY PLATFORMS  
Authors: Raveesh Mayya, Allen Li

## 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	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
2019	Outstanding Graduate Assistant Award	UMD Grad School
2019	NSF Student Travel Grant	WEIS 2019