# 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 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, 22
Prog. Comm. : CIST 20, 21, 22

## 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: 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, 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

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

| Year | Award | Institution |
|---|---|---|
| 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 |
| 2019 | Outstanding Graduate Assistant Award | UMD Grad School |