

# Raveesh K. Mayya

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Academic Appointment      **New York University, Stern School of Business**      Jul '20 - Present  
Assistant Professor of Technology, Operations and Statistics

Education      **University of Maryland, College Park**      Aug '15 - Aug '20  
Ph.D. in Business and Management, Smith School of Business

**University of Delhi**      Jul '11 - Apr '13  
M.B.A in General Management, FMS Delhi

**Visvesvaraya Technological University**      Aug '05- Jun '09  
B.E. in Electronics and Communication, PESIT Bengaluru

Research Interests      **Substantial Interests:** Digital Platform Policies, Information Privacy, Platform Governance, Platform Self Regulation  
**Methodology:** Econometrics, ML, Text Mining, Field Experiments

\* → Author names listed alphabetically

Peer-Reviewed Journal Publications      (1) Raveesh Mayya & Peng Huang. "Startup Accelerators, Information Asymmetry, and Corporate Venture Capital Investments"  
*Management Science* (Forthcoming)  
Media Mention: [Snider Focus](#)

(2) Raveesh Mayya & Siva Viswanathan. "Delaying Informed Consent: An Empirical Investigation of Mobile Apps' Upgrade Decisions"  
*Management Science*, 2024 ([Articles in Advance](#))  
Media Mentions: [ZDNet](#), [IB Times](#), [Smith Brain Trust](#), [Maryland Today](#)

(3) Raveesh Mayya & Zhuoxin (Allen) Li. "Growing Platforms by Adding Complementors without a Contract"  
*Information Systems Research* (Forthcoming)

(4) Terence Saldanha, Sunil Mithas & Raveesh Mayya. "IT Firms, and Revenue and Profit Stall, 1950-2015: Theory and Empirical Evidence"  
*MIS Quarterly* (Forthcoming)

(5) Raveesh Mayya, Shun Ye, Siva Viswanathan & Rajshree Agarwal. "Who Forgoes Screening in Online Markets and Why? Evidence from Airbnb"  
*MIS Quarterly*, 2021, 45(4), 1745-1776  
Media Mention: [Snider Focus](#)

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|--------------------------------------|--|
|                                      | <p>(6) Jiban Khundia, Raveesh Mayya, Sunil Mithas &amp; Ritu Agarwal. “Managing Cellphone Services for Customer Satisfaction: Evidence from the Base-of-the-Pyramid Markets” <i>POMS 2021 30(2)</i>, 438-450</p>   |
| Peer-Reviewed Conference Proceedings | <p>(7) Doron Yeverechyahu, Raveesh Mayya &amp; Gal Oestreicher-Singer. “The Impact of Large Language Models on Open-Source Innovation: Evidence from GitHub Copilot” <i>ICIS Proceedings 2024</i>, 38, <a href="#">AISNET</a>, <i>Accepted</i></p> <p>* (8) Yuxin Geng, Raveesh Mayya &amp; Chenshuo Sun. “Economics of Tradable Digital Tokens on Platforms: Evidence from a Policy Change” <i>WHICEB Proceedings 2023</i>, 33, <a href="#">AISNET</a>, <b>Best Paper Runner up</b></p> <p>* (9) Donghwa Bae, Raveesh Mayya &amp; Tingting Nian. “Privacy Regulation and its Unintended Consequence on Consumption Behaviors: Evidence From CCPA” <i>ICIS Proceedings 2023</i>, 18, <a href="#">AISNET</a>, <b>Best Paper Nominee</b></p> <p>(10) Raveesh Mayya, Peng Huang. “Seed accelerators and information asymmetries: Evidence from corporate venture capital investments” <i>Academy of Management Proceedings</i>, 2019, 1, <a href="#">AMP</a>, <b>Best Paper Nominee</b></p> |
| Papers under Review                  | <p>* (1) Yuxin Geng, Raveesh Mayya &amp; Chenshuo Sun. “Token Tradability as a Platform Governance Mechanism: Evidence from a Policy Change” <i>Major Revision at Information Systems Research</i></p> <p>* (2) Anindya Ghose, Raveesh Mayya &amp; Peiyan Yu. “Do non-monetary gifts enhance or diminish voluntary paid gifts? Evidence from a video game live streaming platform” <i>Major Revision at Information Systems Research</i></p>   |
| Working Papers                       | <p>* (3) Donghwa Bae, Raveesh Mayya &amp; Tingting Nian. “Privacy Regulation and Its Unintended Consequence on Consumption Behaviors: Evidence From CCPA”</p> <p>(4) Lanfei Shi, Raveesh Mayya &amp; Shun Ye. “Location Divide in Digital Platforms? Evidence from a Natural Experiment” (NET Inst. #22-02)</p> <p>(5) Doron Yeverechyahu, Raveesh Mayya &amp; Gal Oestreicher-Singer. “The impact of Large Language Models on Open-Source Innovation: Evidence from GitHub Copilot”</p>   |
| Conference/ Workshop                 | <p>(1) “The impact of Large Language Models on Open-Source Innovation: Evidence from GitHub Copilot” (<i>Yeverechyahu, Mayya &amp; Oestreicher-Singer</i>)</p> <p>* <i>Digital Economy Workshop 2024</i> - Rotterdam Netherlands - <i>Coauthor Presented</i></p> <p>* <i>BizAI 2024</i> - Dallas TX</p> <p>* <i>UMD AI and Analytics for Good 2024</i> - College Park MD</p> <p>* <i>Wharton AI and the Future of Work</i> - Philadelphia PA - <i>Coauthor Presented</i></p> <p>* <i>Generative AI and Labor Conference</i> - Chicago Booth IL - <i>Coauthor Presented</i></p> <p>* <i>SCECR 2024</i> - Lisbon Portugal - <i>Coauthor Presented</i></p> <p>* <i>ISMS Marketing Science Conference 2024</i> - Sydney Australia</p> <p>* <i>CIST 2024</i> - Seattle PA - <i>Coauthor Presented</i> (<a href="#">Best Student Paper</a> Runner-up)</p> <p>* <i>ICIS 2024</i> - Bangkok Thailand</p>   |

- Conference/ Workshop
- (2) “Do non-monetary gifts enhance or diminish voluntary paid gifts? Evidence from a video game live streaming platform” (*Ghose, Mayya & Yu*)
- \* *WISE 2022* - Copenhagen Denmark ([Best Student Paper](#) Nominee)
  - \* *CIST 2022* - Indianapolis IN - *Coauthor Presented*
  - \* *AOM 2022* - Seattle WA - *Coauthor Presented*
- (3) “Using Smart TVs to improve Broadcast TV content engagement: Evidence from a large-scale randomized field experiment” (*Mayya & Viswanathan*)
- \* *SCECR 2022* - Madrid Spain
  - \* *2022 Marketing Science Conference* - Chicago IL
  - \* *2021 Conference on AI/ML and Business Analytics* - Philadelphia PA
  - \* *CODE @ MIT 2021* - Boston MA
  - \* *INFORMS 2021* - Anaheim CA
- (4) “Token Tradability as a Platform Governance Mechanism: Evidence from a Policy Change” (*Geng, Mayya & Sun*)
- \* *CIST 2023* - Phoenix AZ - *Coauthor Presented*
  - \* *WHICEB 2023* - Wuhan China - *Coauthor Presented* ([Best Paper](#) Runner Up)
  - \* *WITS 2022* - Copenhagen Denmark
- (5) “Decentralized Governance as an Open Platform Strategy: An Empirical Study of Devolving Control Through DAOs” (*Obermeier & Mayya*)
- \* *CIST 2023* - Phoenix AZ - *Coauthor Presented*
- (6) “Delaying Informed Consent: An empirical investigation of Mobile Apps’ Upgrade Decisions” (*Mayya & Viswanathan*)
- \* *NBER Privacy Conference 2022* Washington DC
  - \* *WISE 2019* Munich Germany
  - \* *CIST 2019* Seattle WA
  - \* *SCECR 2019* Hong Kong SAR
  - \* *WEIS 2019* Boston MA (With NSF Student Travel Grant)
  - \* *POMS Conf. 2019* Washington DC
- (7) “Privacy Regulation and Its Unintended Consequence on Consumption Behaviors: Evidence From CCPA” (*Bae, Mayya & Nian*)
- \* *ICIS 2023* Hyderabad India - *Coauthor Presented* ([Best Paper Nominee](#))
  - \* *Platform Strategy Conference 2023* Boston MA - *Coauthor Presented*
  - \* *CIST 2022* Indianapolis IN - *Coauthor Presented*
- (8) “Seed Accelerators and Information Asymmetries: Evidence from Corporate Venture Capital Investments” (*Mayya & Huang*)
- \* *AOM Annual Meeting 2019* Boston MA ([Best Paper](#) Proceedings - ENT)
  - \* *CIST 2018* Phoenix AZ
- (9) “Forgoing Screening in Online Sharing Platforms: Evidence from Airbnb” (*Mayya, Ye, Viswanathan & Agarwal*)
- \* *POMS Conf. 2018* Houston TX
  - \* *Data Science for Business and Economics Conference 2018* Purdue IN

Note: Grey Box indicates International Invited Talks

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|---|---|--------|
| Invited Talks   | (1) The Heinz College, Carnegie Mellon University   | (2024) |
|   | (2) Georgetown-Worldbank Conference on AI, Washington DC  | (2024) |
|   | (3) School of Economics and Management, Tilburg University, Netherlands   | (2024) |
|   | (4) Argyros School of Business and Economics, Chapman University  | (2024) |
|   | (5) Carlson School of Management, University of Minnesota   | (2024) |
|   | (6) Indian Institute of Management Bangalore, India   | (2024) |
|   | (7) Coller School of Management, Tel Aviv University, Israel  | (2023) |
|   | (8) Digital Economics Paris Talk @ IMT-BS, Telecom Paris and Paris-Saclay   | (2022) |
|   | (9) Eli Broad College of Business, Michigan State University  | (2022) |
|   | (10) Scheller School of Business, Georgia Institute of Technology   | (2022) |
|   | (11) Indian School of Business Hyderabad, India   | (2022) |
|   | (12) Woxsen University Hyderabad, India   | (2021) |
|   | (13) The School of Business and Management, HKUST, Hong Kong S.A.R  | (2021) |
|   | (14) Tepper School of Business, Carnegie Mellon University  | (2020) |
|   | (15) Department of Management, London School of Economics, U.K.   | (2019) |
|   | (16) McCombs School of Business, University of Texas at Austin  | (2019) |
|   | (17) Cox School of Business, Southern Methodist University  | (2019) |
|   | (18) Kelley School of Business, Indiana University  | (2019) |
|   | (19) Stern School of Business, New York University  | (2019) |
|   | (20) Carey School of Business, Arizona State University   | (2019) |
|   | (21) Katz Graduate school of Business, University of Pittsburgh   | (2019) |
| Grants  | (1) CGEB Faculty Research Grant Fall 2024   | (2024) |
|   | (2) NYU-TAU Joint Research Program Grant  | (2024) |
|   | (3) CGEB Faculty Research Grant Spring 2024   | (2024) |
|   | (4) CGEB Faculty Research Grant Spring 2023   | (2023) |
|   | (5) CGEB Faculty Research Grant Fall 2022   | (2022) |
|   | (6) NET Institute Summer Grant 2022   | (2022) |
|   | (7) CGEB Faculty Research Grant Spring 2022   | (2022) |
|   | (8) Google Cloud Research Credits Grant 2022  | (2022) |
|   | (9) NET Institute Summer Grant 2021   | (2021) |
|   | (10) NSF Student Travel Grant, to present at WEIS   | (2019) |
| * → Coauthored paper selected for Best Student Paper award/nomination |   |        |
| Awards & Fellowships  | (1) Information Systems Research (ISR) Best Reviewer Award  | (2024) |
|   | (2) Best Student Paper Runner Up CIST 2024 *  | (2024) |
|   | (3) ILAIS Ein-Dor Student Prize for Information Systems Research *  | (2024) |
|   | (4) Management Science (MS) Distinguished Service Award   | (2023) |
|   | (5) Best Paper Nominee ICIS 2023  | (2023) |
|   | (6) Best Paper Runner-Up WHICEB 2023  | (2023) |
|   | (7) Best Student Paper Nominee WISE 2022 *  | (2022) |
|   | (8) Smith Outstanding Dissertation Award  | (2021) |
|   | (9) Frank T. Paine Award for Academic Achievement - 1 of the two most Prestigious awards for a Doctoral Student at Smith School of Business | (2020) |

- (10) Allan N. Nash Outstanding Doctoral Student Award - 1 of the two most Prestigious awards for a Doctoral Student at Smith School of Business (2019)
- (11) Best Paper Proceedings, Entrepreneurship - AOM Annual Meeting (2019)
- (12) Nancy S. and Edward F. Ebert Graduate Award in Free Enterprise (Best Doctoral Paper), Ed Snider Center for Enterprise and Markets (2019)
- (13) Distinguished Teaching Award AY 17-18, Top 10% among all instructors (2019)
- (14) Outstanding Graduate Assistant Award, *top 2% at U. of Maryland* (2019)
- (15) Jacob K. Goldhaber International Conference Travel Grant for SCECR (2019)
- (16) International Conference Student Support Award, to present at WISE (2019)
- (17) OCIS Travel Grant to participate in OCIS Doctoral Consortium (2019)
- (18) Ed Snider Center for Enterprises and Markets - Computation Grant (2018)
- (19) Summer Research Fellowship (\$5,000) by Graduate School, UMD (2018)
- (20) Coursera Financial Aid for deeplearning.ai certification (2019)
- (21) Ed Snider Center for Enterprises and Markets - Research Grant (2017)
- (22) DIGITS Center Research Grant (2016)
- (23) Smith School Dean's Fellowship (2015 and 2016)
- (24) Smith School Summer Fellowship (2016, 2017, 2018 and 2019)
- (25) FMS Student Leadership Award (2013)

Teaching **IT in Business and Society (TECH UB 1)** at New York University  
 Experience - **Spring 2021** (Rating: 4.5/5 and 4.6/5); **Fall 2021** (4.6/5 and 4.6/5);  
 - **Fall 2022** (Rating: 4.4, 4.5 and 4.7)  
 - **Fall 2023** (Rating: 4.5, 4.6 and 4.7)  
 Congratulatory letter from the dean of undergraduate studies in all semesters

**Database Systems (BMGT402)** at University of Maryland  
 - **Fall 2018** (Rating: 3.87/4); **Spring 2018** (Rating: 3.72/4)  
 Highest student evaluation score for BMGT402 in over a decade  
**Distinguished Teaching Award** AY 17-18 (top 10% among all instructors)

Service Provost's ECFI Ambassador, Early Career Faculty Institute, NYU (2023-2024)  
 Leadership Founder Organizer, IS Student Presentations Over the Cloud(ISPOC) (2020-2021)  
 President, Association for Doctoral Students (ADS), Smith School (2018-2019)  
 Vice President (2017), Social Chair (2016), ADS, Smith School (2016-2018)  
 Organizer, IS PhD Student Presentation Series (IS-SPS) (Fall 2018)  
 Brand Ambassador, Google Plus Get Social Challenge, FMS (2012-2013)  
 Microsoft Student Partner Lead, Microsoft Academia, India (2008-09)  
 Web Developer (Pro Bono), One School At a Time, an NGO (2014-2019)  
 Founder President, Quotient Quiz Club (QQC), PES University (2007-2009)

Service **Associate Editor:** ICIS 2021, ICIS 2022, ICIS 2023, ICIS 2024  
**Program Committee:** CIST 2020, 2021, 2022, 2023, 2024  
**Reviewer:** Information Systems Research, Management Science, MIS Quarterly, POMS, IT Professional (IEEE), ICIS 2017 & 2019, CIST 2018 & 19, CSWIM 2018  
**Stern Specific:** Tech Ph.D. Selection Committee (2022)

Ph.D. ++ Post Doctoral Scholar: Daniel Obermeier (1st placement: NOVA Business School)  
 Mentorship PhD Dissertation Committee: (1) Chitra Marti (NYU), (2) Peiyan Yu (NYU),  
 (3) Doron Yeverechyahu (Tel-Aviv University), (4) Mahesh Kumar (SPJIMR, Mumbai)

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|--------------------------------|---|---|
| UG Research                    | Yuxin Geng (Tshinghua → UMN (Ph.D.)), Charlie Cheng (Renmin → UMD (Ph.D.)), Hanlin Yu (NYU Gallatin → Chicago (M.S.)), Weichen Liu (NYU Shanghai)   |   |
| SPUR Research                  | Kartikeya Arora, Aryaman Bansal, Eric Chen, Julia Chen, Arjun Girish, Aarav Gupta, Lance James, Simran Joshi, Jo-Lynn Kok, Anna Li, Leah Li, Rosemary Li, Yiran Liu, Yilun Ma, Annika Ma, John Mai, Anantesh Mohapatra, Saumya Poddar, Marshall Singer, Anish Susarla, Divy Tandon, Aparna Vagvala, Angelina Wang, Tai-Jung (Nicole) Wu, Jennifer Xie, Emily Yang, Charlie Zhang, Justin Zhao |   |
| Symposium/ Consortium          | (1) <i>ICIS Doctoral Consortium</i> (Invited Participant), ICIS Munich Germany (2019)<br>(2) <i>OCIS Doctoral Consortium</i> (with Travel Grant), AOM Boston (2019)<br>(3) <i>POMS Doctoral Consortium</i> , Washington DC (2019)<br>(4) <i>Wharton Innovation Doctoral Symposium</i> (with Travel Grant) Philly PA (2018)  |   |
| Professional Experience        | <b>Sensara Technologies</b> India - Data Scientist (Feb 2019 - Jan 2024)<br><b>Mahindra</b> Group, Group Management Cadre 2013 Batch ('13 - '15)<br><b>Olam International</b> Singapore, Graduate Intern, Tanzania (Apr - Jun 2012)<br><b>Cisco Systems</b> India, Software Engineer (Aug '09 - Jun '11)<br><b>Microsoft Corporation</b> India - Undergraduate Intern (Feb '09- May '09)      |   |
| Languages and Skills           | <b>Statistical:</b> Stata, R, Matlab (intermediate)<br><b>Programming:</b> Python (inc. TensorFlow, Pytorch), PHP, C, L <sup>A</sup> T <sub>E</sub> X, Tcl/Tk<br><b>Data Science:</b> Vector Embedding, LSTM, Topic Modeling, Opensource LLM<br><b>Database:</b> MySQL, Microsoft SQL, MS Access<br><b>Spoken:</b> Kannada (native), English (advanced), Tulu (advanced), Hindi (basic)       |   |
| Commercial Publications/ Books | Blitz- the IT Quiz Book<br>Publisher: Sapna Book House, Bangalore, India<br>Status: 6th edition (2018)  | ISBN-10: 8128005804<br>ISBN-13: 9788128005800<br>First edition: October, 2006 |
|                                | KryptonITe- the IT Quiz Book<br>Publisher: Sapna Book House, Bangalore, India<br>Status: 2nd Edition (2012)   | ISBN-10: 8128015125<br>ISBN-13: 9788128015120<br>First edition: June, 2011    |
| Tenure Clock Extensions        | Parental : 2021, 2023<br>Covid-19 : None  |   |