# Raveesh K. Mayya

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| **Academic Appointment** | **New York University, Stern School of Business** <br> Assistant Professor of Technology, Operations and Statistics | Jul '20 - Present |
| **Education** | **University of Maryland, College Park** <br> Doctor of Philosophy, Business and Management <br> School: Robert H. Smith School of Business | Aug '15 - Aug '20 |
| | **Dissertation**: Mechanism Designs to Mitigate Disparities in Online Platforms: Evidence from Empirical Studies | |
| | **University of Delhi** <br> Master of Business Administration <br> School: Faculty of Management Studies (FMS Delhi) | Jul '11 - Apr '13 |
| | **Visvesvaraya Technological University** <br> Bachelor of Engineering, Electronics and Communication <br> School: PES Institute of Technology, Bangalore | Aug '05- Jun '09 |
| **Research Interests** | **Research Interests**: Digital Platform Policies, Platform Self Regulation, Information Privacy, Entrepreneurship <br> **Methodology**: Econometrics, ML, Text Mining, Field Experiments | |
| **Accepted for Publication** | (1) Raveesh Mayya, Shun Ye, Siva Viswanathan & Rajshree Agarwal. "Who Forgoes Screening in Online Markets and Why? Evidence from Airbnb" *(MIS Quarterly 2021)* <br> Media Mention: Snider Focus | |
| | (2) Jiban Khundia, Raveesh Mayya, Sunil Mithas & Ritu Agarwal. "Managing Cellphone Services for Customer Satisfaction: Evidence from the Base-of-the-Pyramid Markets" *(POMS 2020)* | |
| **Papers under Review or Revision** | (1) Raveesh Mayya & Siva Viswanathan. "Delaying Informed Consent: An Empirical Investigation of Mobile Apps' Upgrade Decisions" <br> Media Mentions: ZDNet, IB Times, Smith Brain Trust, Maryland Today <br> *Under Review at Management Science* | |
| | (2) Raveesh Mayya & Peng Huang. "Seed Accelerators and Asymmetric Information: Evidence from Corporate Venture Capital Investments" <br> Media Mention: Snider Focus <br> *Major Revision at Management Science* | |

(3) Terence Saldanha, Raveesh Mayya & Sunil Mithas. "Information Technology Firms, and Revenue and Profit Stall: Theory and Empirical Evidence"
*Major Revision at MIS Quarterly*

## Working Papers

(4) Raveesh Mayya & Allen Li "Growing Platforms by Adding Complementors without Consent: Evidence from On-Demand Food Delivery Platforms" (NET Inst. #21-14)

(5) Raveesh Mayya & Siva Viswanathan. "Using Smart TVs to improve Broadcast TV content engagement: Evidence from a large-scale randomized field experiment"

(6) Raveesh Mayya & Siva Viswanathan. "Economic impacts of switching to a digital currency: Evidence from a large online secondary market"

(7) Anindya Ghose, Raveesh Mayya & Peiyan Yu. "Do non-monetary gifts enhance or diminish voluntary paid gifts? Evidence from a video game live streaming platform"

## Conference/ Workshop Proceedings

(1) "Using Smart TVs to improve Broadcast TV content engagement: Evidence from a large-scale randomized field experiment" *(Raveesh Mayya & Siva Viswanathan)*
∗ *2021 Conference on AI/ML and Business Analytics* - Philadelphia PA
∗ *CODE @ MIT 2021* - Boston MA
∗ *INFORMS 2021* - Anaheim CA

(2) "Delaying Informed Consent: An empirical investigation of Mobile Apps' Upgrade Decisions" *(Raveesh Mayya & Siva Viswanathan)*
∗ *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
∗ *Big10+ MIS & Analytics Research Conf. 2019* at Purdue University IN

(3) "Seed Accelerators and Information Asymmetries: Evidence from Corporate Venture Capital Investments" *(Raveesh Mayya & Peng Huang)*
∗ *AOM Annual Meeting 2019* Boston MA (Best Paper Proceedings - ENT)
∗ *CIST 2018* Phoenix AZ

(4) "Forgoing Screening in Online Sharing Platforms: Evidence from Airbnb"
*(Authors: Raveesh Mayya, Shun Ye, Siva Viswanathan, Rajshree Agarwal)*
∗ *POMS Conf. 2018* Houston TX
∗ *Data Science for Business and Economics Conference 2018* Purdue Univ. IN

## Symposium/ Consortium

(1) *ICIS Doctoral Consortium* (Invited Participant), ICIS Munich Germany    (2019)

(2) *OCIS Doctoral Consortium* (with Travel Grant), AOM Boston    (2019)

(3) *POMS Doctoral Consortium*, Washington DC    (2019)

(4) *Wharton Innovation Doctoral Symposium* (with Travel Grant) Philly PA    (2018)

(5) Fellow, *Structural Modeling* Workshop (SMART) at UW, Seattle WA    (2017)

| Invited Talks | | |
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| | (1) Woxsen University, India | (2021) |
| | (2) The School of Business and Management, HKUST | (2021) |
| | (3) Tepper School of Business, Carnegie Mellon University | (2020) |
| | (4) Department of Management, London School of Economics | (2019) |
| | (5) McCombs School of Business, University of Texas at Austin | (2019) |
| | (6) Cox School of Business, Southern Methodist University | (2019) |
| | (7) Kelley School of Business, Indiana University | (2019) |
| | (8) Stern School of Business, New York University | (2019) |
| | (9) Carey School of Business, Arizona State University | (2019) |
| | (10) Katz Graduate school of Business, University of Pittsburgh | (2019) |

**Awards Fellowships and Grants**

(1) NET Institute Summer Grant 2021 (2021)
(2) Smith Outstanding Dissertation Award (2021)
(3) Frank T. Paine Award for Academic Achievement - One of the two most Prestigious awards for a Doctoral Student at Smith School of Business (2020)
(4) Allan N. Nash Outstanding Doctoral Student Award - One of the two most Prestigious awards for a Doctoral Student at Smith School of Business (2019)
(5) **Best Paper** Proceedings, Entrepreneurship - AOM Annual Meeting (2019)
(6) Nancy S. and Edward F. Ebert Graduate Award in Free Enterprise **(Best Doctoral Paper)**, Ed Snider Center for Enterprise and Markets (2019)
(7) **Distinguished Teaching Award** '17-18, **Top 10**% among all instructors (2019)
(8) **Outstanding Graduate Assistant** Award, *top 2% at U. of Maryland* (2019)
(9) **NSF Student Travel Grant**, to present at WEIS (2019)
(10) Jacob K. Goldhaber International Conference Travel Grant for SCECR (2019)
(11) International Conference Student Support Award, to present at WISE (2019)
(12) OCIS Travel Grant to participate in OCIS Doctoral Consortium (2019)
(13) Ed Snider Center for Enterprises and Markets - Computation Grant (2018)
(14) Summer Research Fellowship ($5,000) by Graduate School, UMD (2018)
(15) Coursera Financial Aid for deeplearning.ai certification (2019)
(16) Ed Snider Center for Enterprises and Markets - Research Grant (2017)
(17) DIGITS Center Research Grant (2016)
(18) Smith School Dean's Fellowship (2015 and 2016)
(19) Smith School Summer Fellowship (2016, 2017, 2018 and 2019)
(20) Mahindra MQS Annual Quality Excellence Award (2014)
(21) FMS Student Leadership Award (2013)
(22) Cisco Star Award (2011)

**Teaching Experience**

**IT in Business and Society (TECH UB 1)** at New York University
**- Spring 2021** - Student Evaluations: **4.5/5 and 4.6/5**
Congratulatory letter from the dean of undergraduate studies
**- Fall 2021** - 120 Undergraduate Students

**Database Systems (BMGT402)** at University of Maryland
**- Fall 2018** - Student Evaluation: **3.87/4.00**
Highest student evaluation score for BMGT402 in over a decade
**- Spring 2018** - Student Evaluation: **3.72/4.00**
Recipient, **Distinguished Teaching Award** '17-18 (top 10% among all instructors)

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| **Positions of Responsibility** | **Founder Organizer**, IS Student Presentations Over the Cloud(ISPOC) (2020-2021)<br>**President**, Association for Doctoral Students (ADS), Smith School (2018-2019)<br>Vice President (2017), Social Chair (2016), ADS, Smith School (2016-2018)<br>Organizer, IS PhD Student Presentation Series (IS-SPS) (Fall 2018)<br>Brand Ambassador, Google Plus Get Social Challenge, FMS (2012-2013)<br>Microsoft Student Partner Lead, Microsoft Academia, India (2008-09)<br>Web Developer (Pro Bono), One School At a Time, an NGO (2014-2019)<br>Founder President, Quotient Quiz Club (QQC), PES (2007-2009) |
| **Professional Experience** | **Sensara Technologies** India - Data Scientist (Feb 2019 - Present)<br>**Mahindra** Group, Group Management Cadre 2013 Batch ('13 - '15)<br>**Olam International** Singapore, Graduate Intern at Tanzania (Apr - Jun 2012)<br>**Cisco Systems** India, Software Engineer (Aug '09 - Jun '11)<br>**Microsoft Corporation** India - Undergraduate Intern (Feb '09- May '09) |
| **Languages and Skills** | **Statistical:** Stata, R, Matlab (intermediate)<br>**Programming:** Python, TensorFlow, PHP, C, LaTeX, Tcl/Tk<br>**Data Science:** Word Embedding, NLTK(TF-IDF, Vader), LSTM, Topic Modeling<br>**Web Crawling:** Selenium, Requests, Scrapy, BS4<br>**Database:** MySQL, Microsoft SQL, MS Access<br>**Spoken Languages:** Kannada (native), English (advanced), Hindi, Tulu |
| **Certifications** | **Deep Learning:** All five specialization certifications from deeplearning.ai |
| **Service** | **Associate Editor**: ICIS 2021, ICIS 2022<br>**Program Committee**: CIST 2020 and 2021<br>**Reviewer**: Information Systems Research, Management Science, MIS Quarterly, IT Professional (IEEE Publication), ICIS 2017 & 2019, CIST 2018 & 2019, CSWIM 2018 |
| **Commercial Publications/ Books** | Blitz- the IT Quiz Book ISBN-10: 8128005804<br>Publisher: Sapna Book House, Bangalore, India ISBN-13: 9788128005800<br>Status: 6th edition (2018) First edition: October, 2006<br><br>KryptonITe- the IT Quiz Book ISBN-10: 8128015125<br>Publisher: Sapna Book House, Bangalore, India ISBN-13: 9788128015120<br>Status: 2nd Edition (2012) First edition: June, 2011 |

References Available upon Request