

# Raveesh K. Mayya

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Academic Appointment	<b>New York University, Stern School of Business</b> Assistant Professor of Technology, Operations and Statistics	Jul '20 - Present
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Education	<b>University of Maryland, College Park</b> Doctor of Philosophy, Business and Management School: Robert H. Smith School of Business	Aug '15 - Aug '20
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**Dissertation:** Mechanism Designs to Mitigate Disparities in Online Platforms: Evidence from Empirical Studies

<b>University of Delhi</b> Master of Business Administration School: Faculty of Management Studies (FMS Delhi)	Jul '11 - Apr '13
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<b>Visvesvaraya Technological University</b> Bachelor of Engineering, Electronics and Communication School: PES Institute of Technology, Bangalore	Aug '05- Jun '09
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Research Interests	<b>Research Interests:</b> Digital Platform Policies, Platform Self Regulation, Information Privacy, Entrepreneurship <b>Methodology:</b> Econometrics, ML, Text Mining, Field Experiments
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Accepted for Publication	<p>(1) Raveesh Mayya, Shun Ye, Siva Viswanathan &amp; Rajshree Agarwal. "Who Forgoes Screening in Online Markets and Why? Evidence from Airbnb" (<i>MIS Quarterly</i> 2021) Media Mention: <a href="#">Snider Focus</a></p> <p>(2) 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</i> 2020)</p>
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Papers under Revision	<p>(1) Raveesh Mayya &amp; Siva Viswanathan. "Delaying Informed Consent: An Empirical Investigation of Mobile Apps' Upgrade Decisions" Media Mentions: <a href="#">ZDNet</a>, <a href="#">IB Times</a>, <a href="#">Smith Brain Trust</a>, <a href="#">Maryland Today</a> <i>Major Revision at Management Science</i></p> <p>(2) Raveesh Mayya &amp; Peng Huang. "Seed Accelerators and Asymmetric Information: Evidence from Corporate Venture Capital Investments" Media Mention: <a href="#">Snider Focus</a> <i>Major Revision at Management Science</i></p>
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- (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, Catherine Tucker & Siva Viswanathan. “Using Smart TVs to improve Broadcast TV content engagement: Evidence from a randomized field experiment”
- (6) Raveesh Mayya, Yuxin Geng & Chenshuo Sun. “Economics of Tradable Digital Tokens on Platforms: Evidence from a Policy Change”
- (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”
- (8) Lanfei Shi, Raveesh Mayya & Shun Ye. “Location Divide in Digital Platforms? Evidence from a Natural Experiment” (NET Inst. #22-02)
- Conference/ Workshop Proceedings (1) “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*
- (2) “Using Smart TVs to improve Broadcast TV content engagement: Evidence from a large-scale randomized field experiment” (*Mayya, Tucker & 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
- (3) “Delaying Informed Consent: An empirical investigation of Mobile Apps’ Upgrade Decisions” (*Mayya & Viswanathan*)  
\* *Digital Economics Paris 2022* Paris France (scheduled)  
\* *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  
\* *Big10+ MIS & Analytics Research Conf. 2019* at Purdue University IN
- (4) “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

- (5) “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 Univ. IN

Symposium/ Consortium	(1) <i>ICIS Doctoral Consortium</i> (Invited Participant), ICIS Munich Germany (2019)
	(2) <i>OCIS Doctoral Consortium</i> (with Travel Grant), AOM Boston (2019)
	(3) <i>POMS Doctoral Consortium</i> , Washington DC (2019)
	(4) <i>Wharton Innovation Doctoral Symposium</i> (with Travel Grant) Philly PA (2018)
	(5) Fellow, <i>Structural Modeling Workshop</i> (SMART) at UW, Seattle WA (2017)
Invited Talks	(1) Carlson School of Management, University of Minnesota (Scheduled) (2023)
	(2) Collier School of Management, Tel Aviv University (Scheduled) (2023)
	(3) Eli Broad College of Business, Michigan State University (2022)
	(4) Scheller School of Business, Georgia Institute of Technology (2022)
	(5) Indian School of Business, Hyderabad India (2022)
	(6) Woxsen University, India (2021)
	(7) The School of Business and Management, HKUST (2021)
	(8) Tepper School of Business, Carnegie Mellon University (2020)
	(9) Department of Management, London School of Economics (2019)
	(10) McCombs School of Business, University of Texas at Austin (2019)
	(11) Cox School of Business, Southern Methodist University (2019)
	(12) Kelley School of Business, Indiana University (2019)
	(13) Stern School of Business, New York University (2019)
	(14) Carey School of Business, Arizona State University (2019)
	(15) Katz Graduate school of Business, University of Pittsburgh (2019)
Awards	(1) Best Paper Nominee WISE 2022 (2022)
Awards	(2) CGEB Faculty Research Grant Fall 2022 (2022)
Fellowships and Grants	(3) NET Institute Summer Grant 2022 (2022)
	(4) CGEB Faculty Research Grant Spring 2022 (2022)
	(5) Google Cloud Research Credits Grant 2022 (2022)
	(6) NET Institute Summer Grant 2021 (2021)
	(7) Smith Outstanding Dissertation Award (2021)
	(8) Frank T. Paine Award for Academic Achievement - 1 of the two most Prestigious awards for a Doctoral Student at Smith School of Business (2020)
	(9) Allan N. Nash Outstanding Doctoral Student Award - 1 of the two most Prestigious awards for a Doctoral Student at Smith School of Business (2019)
	(10) Best Paper Proceedings, Entrepreneurship - AOM Annual Meeting (2019)
	(11) Nancy S. and Edward F. Ebert Graduate Award in Free Enterprise (Best Doctoral Paper), Ed Snider Center for Enterprise and Markets (2019)
	(12) Distinguished Teaching Award AY 17-18, Top 10% among all instructors (2019)
	(13) Outstanding Graduate Assistant Award, <i>top 2% at U. of Maryland</i> (2019)
	(14) NSF Student Travel Grant, to present at WEIS (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)
Teaching Experience	<p><b>IT in Business and Society (TECH UB 1)</b> at New York University  - <b>Spring 2021</b> (Rating: 4.5/5 and 4.6/5); <b>Fall 2021</b> (4.6/5 and 4.6/5);  <b>Fall 2022</b> (Rating: 4.4, 4.5 and 4.7)  Congratulatory letter from the dean of undergraduate studies in multiple semesters</p> <p><b>Database Systems (BMGT402)</b> at University of Maryland  - <b>Fall 2018</b> (Rating: 3.87/4); <b>Spring 2018</b> (Rating: 3.72/4)  Highest student evaluation score for BMGT402 in over a decade  <b>Distinguished Teaching Award</b> AY 17-18 (top 10% among all instructors)</p>
Service Leadership	<p>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)</p>
Professional Experience	<p><b>Sensara Technologies</b> India - Data Scientist (Feb 2019 - Present)  <b>Mahindra</b> Group, Group Management Cadre 2013 Batch ('13 - '15)  <b>Olam International</b> Singapore, Graduate Intern, Tanzania (Apr - Jun 2012)  <b>Cisco Systems</b> India, Software Engineer (Aug '09 - Jun '11)  <b>Microsoft Corporation</b> India - Undergraduate Intern (Feb '09- May '09)</p>
Languages and Skills	<p><b>Statistical:</b> Stata, R, Matlab (intermediate)  <b>Programming:</b> Python, TensorFlow, PHP, C, L<sup>A</sup>T<sub>E</sub>X, Tcl/Tk  <b>Data Science:</b> Vector Embedding, NLTK(e.g., Vader), LSTM, Topic Modeling  <b>Web Crawling:</b> Selenium, Requests, Scrapy, BS4  <b>Database:</b> MySQL, Microsoft SQL, MS Access  <b>Spoken Languages:</b> Kannada (native), English (advanced), Hindi, Tulu</p>
Service	<p><b>Associate Editor:</b> ICIS 2021, ICIS 2022  <b>Program Committee:</b> CIST 2020, 2021 and 2022  <b>Reviewer:</b> Information Systems Research, Management Science, MIS Quarterly, POMS, IT Professional (IEEE Publication), ICIS 2017 &amp; 2019, CIST 2018 &amp; 19, CSWIM 2018  <b>Stern Specific:</b> Tech Ph.D. Committee (2022)</p>
PhD Student Advising	<p>Dissertation Committee: Chitra Marti, Peiyan Yu, Eunsol Cho  Depth Examination: Rubing Li  Co-author: Peiyan Yu, Eunsol Cho</p>

Commercial Publications/ Books	Blitz- the IT Quiz Book	ISBN-10: 8128005804
	Publisher: Sapna Book House, Bangalore, India	ISBN-13: 9788128005800
	Status: 6th edition (2018)	First edition: October, 2006
	KryptonITe- the IT Quiz Book	ISBN-10: 8128015125
	Publisher: Sapna Book House, Bangalore, India	ISBN-13: 9788128015120
	Status: 2nd Edition (2012)	First edition: June, 2011