

# Maya Mudambi

65 Nonotuck Street,  
Holyoke, MA 01040

Email: [mmudambi@umass.edu](mailto:mmudambi@umass.edu)

Phone: (215)-588-0004

[Personal Website](#)

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## ACADEMIC POSITION

**Assistant Professor** 2023-present

University of Massachusetts Amherst, Isenberg School of Management · Amherst, MA

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## EDUCATION

**PhD in Information Systems**, 2018-2023

University of Maryland Smith School of Business · College Park, MD

Dissertation: Platform Design Strategies and Implications for User Behaviors

Committee: Siva Viswanathan (Chair), Erich Battistin, Jessica Clark, Guodong (Gordon) Gao, Lauren Rhue

**Master of Computer & Information Technology**, 2017

University of Pennsylvania · Philadelphia, PA

**BA in Biology**, 2014

University of Pennsylvania · Philadelphia, PA

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## RESEARCH INTERESTS

UGC content moderation strategies, online antisocial behaviors, machine learning, crowdsourcing, healthcare IT, digital goods

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## RESEARCH

### Publications

Mudambi, M.; Clark, J.; Rhue, L.; Viswanathan, S. (2024). "Fighting Misinformation on Social Media: An Empirical Investigation of the Impact of Prominence Reduction Policies". *Production and Operations Management*.

### Selected Working Papers

Mudambi, M.; Clark, J.; Rhue, L.; Viswanathan, S. "Where Does the Hate Flow? How User Platform Investment Diversity Impacts Responses to Content Moderation."

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Mudambi, M.; Wang, Y. "How Prospective Accounting Bias Impacts Streaming Media Consumption."

Mudambi, M.; Sun, M.; Viswanathan, S. "Making Machines Read Like Humans: Automated Misinformation Classification Using Contextual Conversation Information".

Zhao, S.; Mudambi, M.; Scheffler, Z. "The Impact of Meme Format on the Evaluation of Healthcare Information".

Xue, Y.; Mudambi, M. "Still Attractive? The Effect of Dynamic Pricing on Consumers' Perceived Value and Willingness to Pay for Luxury Fashion Products".

Mudambi, M.; Tarafdar, M. "The Connection between Virtual Work Policies & Employee Satisfaction".

### **Conference Presentations**

"Where Does the Hate Flow? How User Platform Investment Diversity Impacts Responses to Content Moderation."

Statistical Challenges in E-Commerce Research  
Paphos, Cyprus · June 2025

"How Prospective Accounting Bias Impacts Streaming Media Consumption."

Statistical Challenges in E-Commerce Research  
Paphos, Cyprus · June 2025

"Still Attractive? The Effect of Dynamic Pricing on Consumers' Perceived Value and Willingness to Pay for Luxury Fashion Products"

Americas Conference on Information Systems  
Salt Lake City, UT · August 2024

"Prominence Reduction versus Banning: An Empirical Investigation of Content Moderation Strategies in Online Platforms"

International Conference on Information Systems  
Copenhagen, DK · December 2022

"Prominence Reduction versus Banning: An Empirical Investigation of Content Moderation Strategies in Online Platforms"

INFORMS Annual Meeting  
Indianapolis, IN · October 2022

"Altruistically Misinformed: Fighting Misinformation on Social Media with Prominence Reduction Strategies"

International Conference on Information Systems  
Austin, TX · December 2021

"Altruistically Misinformed: Fighting Misinformation on Social Media with Prominence Reduction Strategies"

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Conference on Information Systems and Technology  
Newport Beach, CA · October 2021

“Predicting Success with a Diabetes Digital Health Application from Early Usage Data”  
Virtual Diabetes Technology Meeting · November 2020

“Walling off an Echo Chamber: The Effect of Quarantining Policies on Problematic Online Communities”  
Winter Conference in Business Analytics  
Snowbird, UT · March 2020

### **Symposia/Consortia**

Participant (Top 40)  
International Conference on Information Systems Doctoral Consortium  
Copenhagen, DK · December 2022

### **Other**

Maude, S., et al. (listed as co-author). (2015). “Efficacy and Safety of Humanized Chimeric Antigen Receptor (CAR)-Modified T Cells Targeting CD19 in Children with Relapsed/Refractory ALL”  
*Published in Blood (126:23)*

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## TEACHING EXPERIENCE

### **University of Massachusetts Amherst, Instructor**

*Machine Learning in Business*  
Undergraduates · AYs 2023-2025

*Data Mining in Business*  
MS in Business Analytics · Spring 2024, Spring 2025

### **University of Maryland, Instructor**

*Introduction to Information Systems*  
Undergraduates · Spring, Fall 2021

### **University of Maryland, Teaching Assistant**

*Data Visualization and Web Analytics*  
MS in Business Analytics · Fall 2020, Spring 2022

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## ACADEMIC ACTIVITIES & SERVICE

### **Session Chair**

*INFORMS Annual Meeting*  
Atlanta, Georgia · 2025

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## **Program Committee**

*Conference on Information Systems and Technology*  
Atlanta, Georgia · 2025

## **Associate Editor**

*International Conference on Information Systems (ICIS)*  
“User Behaviors, User Engagement, and Consequences” Track · Bangkok, Thailand · 2024

## **Reviewer**

### *Journals*

MIS Quarterly, Information Systems Research (ISR), Journal of Management Information Systems (JMIS), European Journal of Information Systems (EJIS)

### *Conferences & Workshops*

Conference on Information Systems and Technology (CIST), International Conference on Information Systems (ICIS), Workshop on Information Technologies and Systems (WITS), Americas Conference on Information Systems (AMCIS)

## **Professional Memberships**

AIS, INFORMS

## **Committees & Organizations**

### ***University of Massachusetts Amherst, Isenberg School of Management***

#### *Isenberg Curriculum Committee*

Member · 2023 – present

#### *Department of Operations & Information Management Curriculum Committee*

Member · 2023 – present

### ***University of Maryland Smith School of Business***

#### *Association of Doctoral Students*

President · 2021-2022

Vice President · 2020-2021

Social Chair · 2019-2020

#### *Diversity & Equity Council*

Leadership Board Member · 2020-2021

#### *IS Student Presentation Series*

Lead Student Organizer · 2020-2021

#### *Machine Learning Reading Group*

Co-Organizer · 2020-2021

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### **Interorganizational**

*IS Student Presentations over the Cloud (ISPOC)*

Lead Student Organizer · 2021-2022

Student Organizer · 2020-2021

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### AWARDS & GRANTS

**ORA Research Grant, UTA 2025 – 10K**

***For Mahinc eLearnign Project, Co-Investigators: Mingwei Sun, Siva Viswanathan***

### **International Conference on Information Systems (ICIS)**

Best Reviewer Award (IS Implementation and Adoption Track) · Winter 2022

### **University of Maryland Smith School of Business**

Outstanding Graduate Assistant Award · Spring 2023

Allan N. Nash Outstanding Doctoral Student Award · Spring 2022

*1 of the two most prestigious doctoral student awards at Smith School of Business*

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### INDUSTRY EXPERIENCE

#### **Avid Radiopharmaceuticals, Philadelphia, PA**

Clinical Research Associate, November 2015-December 2016

*Facilitated the operations of multiple complex PET imaging clinical trials.*

- Developed data aggregation and analysis tools
- Protocol drafting and review
- Development of subject recruitment advertising tools

#### **Children's Hospital of Philadelphia, Philadelphia, PA**

Clinical Research Coordinator, September 2014-November 2015

Data Manager, January 2013-August 2014

*Oversaw the administration and assisted clinical staff in the day-to-day operations of multiple immunotherapy clinical trials for Dr. Stephan A. Grupp.*

- Management of IRB submissions as well as audit preparation
- Facilitated communication with pharmaceutical partners
- Assisted in informed consent processes

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### SELECTED COURSEWORK

<b>Course Title</b>	<b>Instructor</b>	<b>UMD Department</b>
Applied Econometrics I; II	Erich Battistin; Anna Alberini	Agricultural & Resource Economics
Microeconomic Analysis	Emel Filiz-Ozbay, Lawrence Ausubel	Economics
Data Science Research	Jessica Clark, Kunpeng Zhang	Information Systems
The Value of Information	Guodong (Gordon) Gao	Information Systems
Industrial Organization	Wilbur Chung, Rachelle Sampson	Logistics, Business and Public Policy
Economics		

Applied Microeconomics	Kislaya Prasad	Information Systems
Strategy & Information Systems	Peng Huang	Information Systems
Advanced Data Science	Vanessa Frias-Martinez	Information Studies
Experimental & Behavioral Economics	Neslihan Uler	Agricultural & Resource Economics
Information Systems Economics I; II	Il-Horn Hann; Siva Viswanathan	Information Systems

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## SKILLS

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**Analytics:** Stata, R

**Programming:** Python, Java, C, Latex

**Data Science:** Topic Modeling, Predictive Modeling

**Web Crawling:** Selenium, Scrapy, Requests, Beautiful Soup

**Database:** SQL, MongoDB