

Maya Mudambi

65 Nonotuck Street,
Holyoke, MA 01040

Email: mmudambi@umass.edu

Phone: (215)-588-0004

[Personal Website](#)

ACADEMIC POSITION

Assistant Professor 2023-present

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

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

RESEARCH INTERESTS

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

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*.

Papers Under Review

Mudambi, M.; Wang, Y. "Free to Watch, Harder to Love: Subscription Effects on Film Evaluation." *First round revision at Management Science*.

Working Papers

Mudambi, M.; Sun, M.; Viswanathan, S. "Automated Rumor Veracity Classification Using Contextual Conversation Information".

Mudambi, M.; Scheffler, Z.; Zhao, S. "Visual Dynamism in Informal Digital Messaging: Effects on Credibility".

Mudambi, M.; Clark, J.; Rhue, L.; Viswanathan, S. "User Engagement Diversification and the Effectiveness of Platform Content Moderation: An Instrumental Variable Approach."

Matthews, S.; McBain, R.K.; Cantor, J.; Tourous, J.; Mudambi, M. Benchmarking Large Language Models in Mental Health Applications: A Systematic Review.

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

Conference Presentations

"Engagement Diversification and the Effectiveness of Platform Content Moderation: An Instrumental Variable Approach"

Workshop on Information Systems and Economics

Nashville, TN · December 2025

"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”
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)

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

ACADEMIC ACTIVITIES & SERVICE

Session Chair

INFORMS Annual Meeting
Atlanta, Georgia · 2025

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), Production and Operations Management (POM)

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

Interorganizational
IS Student Presentations over the Cloud (ISPOC)
Lead Student Organizer · 2021-2022
Student Organizer · 2020-2021

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

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

SELECTED COURSEWORK

Course Title	Instructor	UMD Department
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 Economics	Wilbur Chung, Rachelle Sampson	Logistics, Business and Public Policy
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

SKILLS

Analytics: Stata, R

Programming: Python, Java, C, Latex

Data Science: Topic Modeling, Predictive Modeling

Web Crawling: Selenium, Scrapy, Requests, Beautiful Soup

Database: SQL, MongoDB