# Uttara Madurai Ananthakrishnan

CONTACT
INFORMATION

Heinz College of Information Systems & Public Policy
Carnegie Mellon University
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Pittsburgh, PA, 15213

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EMPLOYMENT

**Heinz College, Carnegie Mellon University**
*Assistant Professor*                                                              August 2023 -

**Foster School of Business, University of Washington**
*Assistant Professor*                                           August 2018 - August 2023

**Google**
*Abuse & Risk Analyst*                                               June 2010 - June 2013

**Indian Institute of Science (IISc)**
*Summer Intern*                                                     April 2008 - June 2008

EDUCATION

**Ph.D., Information Systems and Management**                            August 2018
Carnegie Mellon University, Pittsburgh, PA, United States

**M.Phil., Public Policy and Management**                               August 2018
Carnegie Mellon University, Pittsburgh, PA, United States

**Bachelor of Engineering**                                             May, 2010
Anna University, Tamil Nadu, India

RESEARCH

### Publications

– *Uttara M Ananthakrishnan, Anuj Kumar, and Sharique Hasan* - Gentrification and Racial Distrust in Communities: Evidence from 911 Calls, Management Science - Forthcoming (Accepted 2023 November)

– *Uttara M Ananthakrishnan, Davide Proserpio, and Siddhartha Sharma* - I Hear You: Does Quality Improve with Customer Voice? Forthcoming, Marketing Science, (Top-tier Peer-Reviewed Journal)

– *Uttara M. Ananthakrishnan, Beibei Li, Michael D. Smith* - A Tangled web: Evaluating the Impact of Displaying Fraudulent reviews, Information Systems Research, 2020, (Top-tier Peer-Reviewed Journal)

– *Desai, S. M., Wang, J., Ananthakrishnan, U. M., Ghai, I., Mehrotra, A., & Bhargava, H. K.* - Estimation of Potential Savings Associated With Switching Medication Formulation (In Journal of American Medical Association Health Forum (Vol. 3, No. 2, pp. e214823-e214823). American Medical Association.)

### Manuscripts Under Review and/or Revision

– *Uttara M Ananthakrishnan, Naveen Basavaraj, Sabari Rajan Karmegam, Ananya Sen, Michael D. Smith* - Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption - Under Review in Marketing Science

– *Saharsh Agarwal, Uttara M Ananthakrishnan, Catherine Tucker* - Deplatforming and the Control

of Misinformation: Evidence from Parler – Invited for Second Round Revision in ISR

– *Leela Nageswaran, Rain Kan, Uttara M Ananthakrishnan* - "Be the Buyer"–Leveraging the Wisdom of the Crowd in E-Commerce Operations - Invited for Second Round Revision in Management Science

– *Maria Mitkina, Uttara M Ananthakrishnan, and Yong Tan* - How Online Reviews Enable Political Consumerism? Evidence From Yelp.com: Invited for Third Round Revision in Management Science

– *Yu Kan, Ye Liu, Uttara M Ananthakrishnan, Yong Tan* - One Size Fits All? Informational Accessibility and Inclusivity in Online, Under Review Management Science

### Manuscripts Preparing For Submission

– *Yi-Yun Chu, Uttara M Ananthakrishnan, Michael D Smith* - Does Occupational Licensing Improve Service Quality? Evidence from Yelp.com : Preparing to submit to Management Science

– *Uttara M Ananthakrishnan, Liron Sivan, Rahul Telang* - Much Ado About Streaming : Effect of Subscription based Video on Demand Platforms on Movie Sales : Preparing to submit to Management Science

– *Uttara M Ananthakrishnan, Catherine Tucker* - The Drivers and Virality of Hate Speech Online : Preparing to submit to Marketing Science

### Working Papers

– *Naveen Basavaraj, Uttara M Ananthakrishnan, Beibei Li, Micheal D Smith* - "Someone like me" - Streaming platforms and Movie Diversity

– *Naveen Basavaraj, Uttara M Ananthakrishnan, Catherine Tucker* - Health Apps Usage After the Overturning of Roe Vs. Wade

– *Naveen Basavaraj, Uttara M Ananthakrishnan, Laura Brandimarte* - Chilling Effects in a Post-Dobbs world - Privacy Implication of E-Books

– *Naveen Basavaraj, Uttara M Ananthakrishnan, Ananya Sen, Vineeth Loganathan* - Advertising and Made For Ads

### Conference Publications

– *Yu Kan, Ye Liu, Uttara M Ananthakrishnan, Yong Tan* - One Size Fits All? Informational Accessibility and Inclusivity in Online, Proceedings of the Hawaii International Conference on System Sciences (HICSS) (2024) ,      Jan 2024 (Top-Tier Peer-Reviewed Conference)

– *Zhenbin Yan, Uttara Ananthakrishnan,Yingfei Wong,Yong Tan* - How Do Different Types of Merchant Pictures Affect Online Market Performance? Investigating from the Picture Content and Composition Perspective, Proceedings of International Conference on Information Systems (ICIS), Hyderabad India      December 2020 (Top-tier Peer Reviewed Conference)

– *Uttara M Ananthakrishnan, Davide Proserpio, and Siddhartha Sharma* - I Hear You: Does Quality Improve with Customer Voice? Proceedings, Abstract in proceedings of the 21st ACM Conference on Economics and Computation (EC'21),      July 2020 (Top-Tier Peer-Reviewed Conference)

– *Uttara M. Ananthakrishnan, Rahul Telang, Michael D. Smith* - When Streams Come True: Estimating the Impact of Free Streaming Availability on EST Sales, Proceedings of International Conference on Information Systems (ICIS), Dublin, Ireland      December 2016 (Top-Tier Peer-Reviewed Conference)

– *Uttara M. Ananthakrishnan, Beibei Li, Michael D. Smith* - A Tangled web: Evaluating the Impact of Displaying Fraudulent reviews, Proceedings of International Conference on Information Systems (ICIS), Dallas TX      December 2015 (Top-Tier Peer-Reviewed Conference)

**Management Science Distinguished Service Award for 2023** - In recognition of my efforts as a reviewer over the past year

**INFORMS Junior Faculty Interest Group - Best Paper Competition - Nominated for Finals** - INFORMS 2023, Phoenix, With Leela Nageswaran (University of Washington)

**$50,000 research gift from International Center for Law and Economics** , Co-Awarded with Catherine Tucker, (Sloan School of Management, MIT ) for technology-policy-based research, 2022

**Teaching Excellence Award - Master of Science in Information Systems Program 2022** , *Foster School of Business, University of Washington, 2022*

**Exemplary Empirics Track Paper Award** 21st ACM Conference on Economics and Computation (EC'21), 2021 - Top-tier Peer Reviewed Conference

**Teaching Excellence Award - Master of Science in Information Systems Program 2020** , *Foster School of Business, University of Washington,*

**Best Student Paper Award - Runner Up**, *Conference on Information Systems and Technology (CIST), Nashville, TN, November 2016, Top-tier Peer Reviewed Conference*, with Michael D. Smith & Rahul Telang

**Best Student Paper Award - Runner Up**, *Workshop on Information Systems and Economics (WISE), Dallas, TX, December 2015, Top-tier Peer Reviewed Conference*, with Michael D. Smith & Beibei Li

**Best Paper Award Nomination**, *International Conference on Information Systems (ICIS), Dallas, TX, December 2015, Top-tier Peer Reviewed Conference*, with Michael D. Smith & Beibei Li

**Suresh Konda Memorial Ph.D. First Research Paper Award**, *Carnegie Mellon University, May 2015*

**Product Quality Operations Gold Awards for creating safeguards around unauthorized access**, *Google, 2012*

**Product Quality Operations Gold Awards for investigating novel forms of abuse and recommending better marketing strategies - Impact over $1 M**, *Google, 2011*

**Best Outgoing Student for excellence in academics & extra curricular activities** , *Anna University, May 2010*

**Best Outgoing Student for excellence in academics & extra curricular activities in the Electronics and Communication Engineering tract** , *Anna University, May 2010*

**Rajiv Gandhi Summer Research Fellowship**, *Government of India, Jawaharlal Nehru Centre for Advanced Scientific Research, April 2008*

**CBSE Merit Scholarship for Professional Studies**, *Government of India, Central Board for Secondary Education, 2006 to 2010*

**State First, Matriculation Exams**, *State Government of Tamil Nadu, May 2004*
Ranked 1st among 88,908 candidates in the state who appeared for the 10th standard Matriculation exam

**The AirIndia RANK award (Race for Awareness And Knowledge)**, *State Government of Tamil Nadu, May 2004*
Ranked 1st among 100s of candidates in the state

**Selected Media Coverage of Research**

– *Interview: NPR: No more 'just walk out' at Amazon grocery stores. The new bet is smart shopping carts* - (Apr 2024).

– *Interview: Seattle Times: Amazon is tinkering with grocery business. Some are unsure if it's working* - (June 2024).

– *Interview: Fast Company: Why Amazon's Dash Carts might have a tough time finding customer buy-in* - (May 2024).

– *Article: Axios: Banned books often get circulation bump, new study finds* - (Oct 2023).

– *Article: Daily Beast: Banned Books Become More Popular With Borrowers: Study* - (Oct 2023).

– *Article: Yahoo News: Banned Books Become More Popular With Borrowers: Study* - (Oct 2023).

– *Article: AOL: Study shows banning books can boost demand and visibility* - (Nov 2023).

– *News coverage on different local news stations: KOMO, WHAM (ABC), ABC 45, WLOS (ABC), WRTV : Banned Books Become More Popular With Borrowers: Study* - (Oct 2023).

– *Citation: Supreme Court Case Gonzalez Vs. Google Inc: Brief of Yelp Inc. as Amicus Curiae* - (January 2023).

– *Interview: Foster Business Magazine: Ideas Made to Matter* - The Weight of Hate (November 2022).

– *Interview: MIT Sloan: Ideas Made to Matter* - As content booms, how can platforms protect kids from hateful speech? (February 2022).

– *Interview: Canadian Broadcasting Corporation* - Trusting reviews we see online? (January 2022)

– *Harvard Business Review* - Idea Watch: How platforms should deal with fake reviews (November 2020).

– *Los Angles Times* - Column: Fake reviews should stay online, researchers say (July 2020)

– *INFORMS Press News Release* - New Research Says Displaying Fake Reviews Increases Consumer Trust in Review Platforms by 80% (June 2020)

– *Torrent Freak* - Free TV-Show Streaming Hurts Online Sales, Research Finds (December 2016)

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| INVITED TALKS & PANELS | *Invited Speaker*, Fox School of Business, Temple University: | March 2024 |
| | *Invited Speaker*, Eastern Great Lakes Analytics Conference (Buffalo, NY): | August 2023 |
| | *Invited Speaker*, Indian Institute of Management (Ahmedabad, India): | August 2023 |
| | *Invited Speaker*, Indian School of Business (Hyderabad, India): | August 2023 |
| | *Invited Guest*, National Bureau of Economic Research: Economics of Artificial Intelligence Conference (Toronto, CA) : | March 2023 |
| | *Invited Speaker*, Workshop on AI & Analytics for Social Good, Robert H. Smith School of Business (College Park, MD): | September 2022 |
| | *Invited Guest*, National Bureau of Economic Research: Workshop of Digital Economics (San Francisco) : | March 2023 |
| | *Invited Speaker*, Carnegie Mellon University (Pittsburgh, PA): | December 2022 |
| | *Invited Speaker*, Indian Institute of Management (Indore, India): | September 2022 |
| | *Invited Speaker*, University of Arizona, Eller College of Management | September 2022 |
| | *Invited Speaker*: Business Bridge Workshop, Undergraduate Diversity Services, Foster School of Business | August 2021 |

*Panel Moderator: Women of Boeing: Securing a Seat at the Tech Table,*         *March 2020*
  – Panelists: Jennifer Davis (IT Director Model-Based Engineering and Product Data Management),Michele Denny (Director Enterprise Cloud Solutions), Mingjuan Li (Acting Senior Director of Digital Common Services), Uzma Khan (Senior Computing and Big Data Architect)

*Panel Moderator: Women in Tech: Breaking the Digital Ceiling,*         *July 2020*
  – Panelists: Rebekah Bastian, author of Blaze Your Own Trail, and Cynthia Tee, Vice President of Technology, Commerce at Nordstrom

*Invited Speaker*: Business Bridge Workshop, Undergraduate Diversity Services, Foster School of Business         *August 2021*

*Invited Speaker*: McCombs School of Business, Universityof Texas at Austin,         *September 2019*

*Speaker: Pioneering Disruptive Innovation - Foster School of Business*         *November 2019*
  – Other Speakers: Keela Robison , VP of Product Innovation at Netflix, and Sandy Carter, VP of Windows and Enterprise Workloads at AWS

**PEER-REVIEW/ CONFERENCE PROGRAM COMMITTEE**

*Reviewer - Top-Tier A-Journals in the Business and Management Field - 104 Manuscripts since 2018*:
  – Information Systems Research
  – Management Science
  – Management Information Systems Quarterly
  – Production and Operations Management

*Local Program Committee Chair - Top-Tier Conferences in Information Systems*:
  – Conference on Information Systems and Technology (CIST), Seattle, WA     2019

*Associate Editor: Top-Tier Conferences in Information Systems*:
  – International Conference on Information Systems (ICIS), Munich, Germany     2019
  – International Conference on Information Systems (ICIS),Hyderabad, India     2020
  – International Conference on Information Systems (ICIS),Hyderabad, India     2023

*Program Committee: Top-Tier Conferences in Information Systems*:
  – Conference on Information Systems and Technology (CIST), Phoenix, AZ     2023
  – Conference on Information Systems and Technology (CIST), Newport Beach, CA     2021
  – Conference on Information Systems and Technology (CIST), Virtual     2020
  – Conference on Information Systems and Technology (CIST), Seattle, WA     2019

*Reviewer - Conferences*:
  – International Conference on Information Systems (ICIS)  2016,2017,2018,2019,2020,2021,2022
  – Conference on Information Systems and Technology (CIST) 2016,2017,2018,2019,2020,2021,2022

*A Tangled web: Evaluating the Impact of Displaying Fraudulent reviews*

&ndash; Winter Conference on Business Intelligence, Salt Lake City, UT      March, 2015

&ndash; Conference on Information Systems and Technology, Philadelphia, PA      October 2015

&ndash; International Conference on Information Systems (ICIS), Dallas TX      December 2015

*When Streams Come True: Estimating the Impact of Free Streaming Availability on EST Sales*

&ndash; Conference on Information Systems and Technology, Nashville TN,      October 2016

&ndash; International Conference on Information Systems (ICIS), Dublin, Ireland      December 2016

*Hitting Too Close to Home? The Impact of Airbnb on Hotel Entry*

&ndash; Conference on Information Systems and Technology, Houston TX      October 2017

*Does Government Surveillance Give Twitter the Chills?*

&ndash; Workshop on Information Security and Privacy, Dublin, Ireland      December 2016

&ndash; Conference on Information Systems and Technology, Houston TX      October 2017

&ndash; Workshop on Information Systems and Economics, Seoul, South Korea      December 2017

*Much Ado About Streaming : Effect of Subscription based Video on Demand Platforms on Movie Sales*

&ndash; Workshop on Information Systems and Economics, Seoul, South Korea      December 2017

*I Hear You : Do Online Reviews lead to quality improvements?*

&ndash; NBER Summer Institute 2021, Economics of IT and Digitization Workshop

&ndash; 21st ACM Conference on Economics and Computation, EC'21

&ndash; 18th ZEW Conference on the Economics of Information and Communication Technologies

&ndash; Workshop on Information Systems and Economics, San Francisco,CA      December 2018

&ndash; Conference on Information Systems and Technology, Seattle, WA      October 2019

*Looks "Suspicious": Neighborhood integration and unfounded calls to 911*

&ndash; Workshop on Information Systems and Economics, India,      December 2020

*How Do Different Types of Merchant Pictures Affect Online Market Performance? Investigating from the Picture Content and Composition Perspective*

&ndash; Conference on Information Systems and Technology 2020,      November 2020

*Exploring The Long Tail: Taste Clusters And Sales diversity On Subscription-based Platforms*

&ndash; CODE MIT      November 2021

&ndash; ZEW Conference on "The Economics of Information and Communication Technologies", July 2022

&ndash; Workshop on Information Systems and Economics 2021, December 2021

*Promoting Digital Visibility: An Empirical Analysis of 'Black-Owned Business' Labels*

&ndash; Conference on Information Systems and Technology 2022,      November 2022

*Book Bans in American Libraries: Impact of Politics on Inclusive Content Consumption - Under Review in Science*

&ndash; Conference on Information Systems and Technology 2023,      November 2023

*Deplatforming and the Control of Misinformation: Evidence from Parler*

&ndash; CODE MIT ,      November 2022

&ndash; Conference on Information Systems and Technology 2022,      November 2022

- *"Be the Buyer"–Leveraging the Wisdom of the Crowd in E-Commerce Operations*
    - INFORMS Manufacturing and Service Operations Management Society (MSOM),   June 2023

- *"One Size Fits All?" Informational Accessibility and Inclusivity in Online*
    - Proceedings of the Hawaii International Conference on System Sciences (HICSS) (2024),   Jan 2024
    - Conference on Information Systems and Technology 2023,                       November 2023
    - Workshop on Information Systems and Economics 2023,                       December 2023