

Mohammed Alyakoob

CONTACT INFORMATION	Marshall School of Business University of Southern California 3670 Trousdale Parkway, BR 303 F Los Angeles, CA, 90025	<i>Email:</i> alyakoob@marshall.usc.edu
RESEARCH FOCUS	Economic and societal impact of digital platform ecosystems, with a focus on the role of traditional barriers, related to market structure, race, and expertise, among others, on limiting the equality of benefits derived from digital platforms.	
EMPLOYMENT	University of Southern California, Los Angeles, CA <i>Assistant Professor of Data Sciences and Operations</i>	2019-Present
	Kuwait Capital Markets Authority, Kuwait City, Kuwait <i>Senior Research Assistant, Market and Economic Research Department</i>	2012-2014
	Jiblah Holding Company, Kuwait City, Kuwait <i>Investment Analyst, Market Research Department</i>	2008-2010
EDUCATION	Ph.D. Purdue University Krannert School of Management, West Lafayette, IN	2019
	M.S., The George Washington University School of Business, Washington D.C.	2012
	B.S., Indiana University Kelley School of Business, Bloomington, IN	2008
JOURNAL PUBLICATIONS/ACCEPTED	Alyakoob, M., Rahman M. (2022) “Shared Prosperity (or Lack Thereof) in the Sharing Economy.” Information Systems Research .	
	Alyakoob, M., Rahman M., Wei Z. (2021) “Where You Live Matters: Local Bank Competition, Online Marketplace Lending, and Disparity in Borrower Benefits.” Information Systems Research .	
MANUSCRIPTS UNDER REVIEW	Alyakoob M., Rahman M. “Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces.” <i>Minor Revision at Management Science</i> .	
	Alyakoob M., Rahman M. “Online Reputation and Market Power: Evidence from the Cannabis Retail Market.” <i>Revise and Resubmit at Management Science</i> .	

	Alyakoob M., Mahalingam M., Rahman M. “Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending.” <i>Under Review at Information Systems Research</i>
WORKING PAPERS	<p>Alyakoob M., Mahalingam A. “Platform Governance and Pricing Democratization in Sharing Economy: Evidence from Airbnb” (Target: Management Information Systems Quarterly)</p> <p>Muniasamy I., Alyakoob M., Ghasemkhani H. “The Advertising Big Picture: Analyzing the Cross Platform Synergies Between TV and Online Advertising” (Target: Information Systems Research)</p> <p>Alyakoob M. “Information Uncertainty, Screening, and Market Efficiency in the Sharing Economy: The Spillover Impact of Remove Profile Images.” (Target: Management Science)</p>
CONFERENCE PROCEEDINGS	<p>Alyakoob M., Mahalingam A., Rahman M. “Mechanism Design for Online Marketplace Lending with Institutional Investors”, <i>Proceedings of the International Conference on Information Systems (ICIS)</i>, Hyderabad, 2020</p> <p>Alyakoob M., Rahman M. “Airbnb: Is it a Curse or a Blessing for Restaurant Employment” <i>Proceedings of the International Conference on Information Systems (ICIS)</i>, San Francisco, 2018.</p>
CONFERENCE AND WORKSHOP PRESENTATIONS	<p><i>Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces</i></p> <ul style="list-style-type: none"> • NBER Summer Workshop on Economics of IT and Digitization, Cambridge, MA 2021 • Conference on Information Systems and Technology (CIST), Newport Beach, CA 2021 • Platform Research Symposium, Boston, MA 2021 <p><i>Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending</i></p> <ul style="list-style-type: none"> • Annual Meeting of the Academy of Management (AOM) <i>(One of Best Accepted Papers)</i> 2021 • Strategic Management Society Annual Conference (SMS) 2021 • Third Toronto Fintech Conference 2020 • International Conference on Information Systems (ICIS) 2020 • INFORMS Annual Meeting, Seattle, WA 2019

Online Reputation and Market Power: Evidence from the Cannabis Retail Market

- Conference on Information Systems and Technology (CIST), Indianapolis (IN) 2022
- Workshop on Information Systems Economics (WISE), Austin, TX 2021

Shared Prosperity (or Lack Thereof) in the Sharing Economy

- NBER: Economics of Digitization, San Francisco, CA 2020
- Workshop on Information Systems Economics (WISE) , San Francisco, CA 2018
- International Conference on Information Systems (ICIS), San Francisco, CA 2018
- Conference on Information Systems and Technology (CIST), Phoenix, AZ 2018
- Conference on Digital Experimentation (CODE), Boston, MA 2018
- Sixth Annual Platform Research Symposium, Boston, MA 2018
- Fourteenth Symposium on Statistical Challenges in Electronic Commerce Research (SCECR), Rotterdam, Netherlands 2018.

Where You Live Matters: Local Bank Competition, Online Marketplace Lending, and Disparity in Borrower Benefits

- Conference on Information Systems and Technology (CIST), Houston, TX 2017
- Third Workshop on Marketplace Innovation, San Francisco, CA 2017
- Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO 2017
- POMS 28th Annual Conference (POMS), Seattle, WA 2017
- Workshop on Information Systems Economics (WISE), Dublin, Ireland 2016
- INFORMS Annual Meeting, Nashville, TN 2016

INVITED
PRESENTATIONS
AT UNIVERSITIES

- University of Pittsburgh 2021
- University of Southern California 2018
- Carnegie Mellon University 2018
- Indiana University 2018
- McGill University 2018

MEDIA COVERAGE

- **Washington Post**, <https://www.washingtonpost.com/business/2018/07/11/airbnb-benefits-local-economies-only-white-neighborhoods-study-finds>
- **Chicago Tribune**, <http://www.chicagotribune.com/business/ct-biz-airbnb-economic-impact-neighborhoods-20180711-story.html>
- **Market Watch**, <https://www.marketwatch.com/story/airbnb-guests-spend-less-money-in-black-and-hispanic-neighborhoods-2018-07-13>
- **LA Times**, <https://www.latimes.com/business/la-fi-airbnb-study-20180712-story.html>
- **The Verge**, <https://www.theverge.com/2018/7/11/17561904/airbnb-boost-neighborhood-restaurants-white-communities-study>

TEACHING EXPERIENCE

- **Marshall School of Business, University of Southern California**
 - DSO 510: Business Analytics (graduate course; MSBA and MBA), Fall 2022.
 - * 4 Section Course Rating (4.35, 4.15, 4.05, 3.82)
 - * 4 Section Instructor Rating (4.62, 4.54, 4.38, 4.34)
 - DSO 510: Business Analytics (graduate course; MSBA and MBA), Fall 2021.
 - * 4 Section Course Rating (4.55, 4.35, 4.26, 3.47)
 - * 4 Section Instructor Rating (4.77, 4.64, 4.52, 3.82)
 - DSO 510: Business Analytics (graduate course; MBA), Fall 2020.
 - * 2 Sections Course Rating (4.44, 4.13)
 - * 2 Sections Instructor Rating (4.74, 4.46)
 - DSO 510: Business Analytics (graduate course; MBA), Fall 2019.
 - * 2 Sections Course Rating (4.34, 4.31)
 - * 2 Sections Instructor Rating (4.73, 4.63)
- **Krannert School of Management, Purdue University**
 - MGMT 382, Management Information Systems (undergraduate core course), Fall 2016, Summer 2016.
 - * Awarded *Krannert Certificate for Distinguished Teaching*, the highest recognition at Krannert for excellence in teaching by a doctoral student.

STUDENT ADVISING

Dissertation Committee

Isamar Troncoso

Placement: Harvard University (2021)

University of Southern California; Marketing

PROFESSIONAL
SERVICES AND
AFFILIATIONS

- Reviewer: Management Science, Information Systems Research, MISQ, Organization Science, Entrepreneurship Theory and Practice, Conference on Information Systems and Technology (CIST) (2017, 2018, 2019, 2020, 2021, 2022, 2023), International Conference on Information Systems (ICIS) (2017, 2018, 2019, 2020, 2021, 2022, 2023)
- Member: Association for Information Systems (AIS)
- Member: Institute for Operations Research and the Management Sciences (INFORMS)
- Member: Production and Operations Management Society (POMS)
- Committee Member: Information Systems Group Recruiting Committee (USC) 2021
- Information Systems group seminar organizer (USC) 2020-Present.