

## Mohammed Alyakoob

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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	<b>University of Southern California, Los Angeles, CA</b> <i>Assistant Professor of Data Sciences and Operations</i>	2019-Present
	<b>Kuwait Capital Markets Authority, Kuwait City, Kuwait</b> <i>Senior Research Assistant, Market and Economic Research Department</i>	2012-2014
	<b>Jiblah Holding Company, Kuwait City, Kuwait</b> <i>Investment Analyst, Market Research Department</i>	2008-2010
EDUCATION	<b>Ph.D. Purdue University</b>	2019
	<b>M.S., The George Washington University</b>	2012
	<b>B.S., Indiana University</b>	2008
JOURNAL PUBLICATIONS/ ACCEPTED	Alyakoob M., Rahman M. (2024) “Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces.” <b>Management Science</b> .	
	Alyakoob, M., Rahman M. (2022) “Shared Prosperity (or Lack Thereof) in the Sharing Economy.” <b>Information Systems Research</b> .	
	Alyakoob, M., Rahman M., Wei Z. (2021) “Where You Live Matters: Local Bank Competition, Online Marketplace Lending, and Disparity in Borrower Benefits.” <b>Information Systems Research</b> .	
MANUSCRIPTS UNDER REVIEW	Alyakoob M., Rossi F., Rahman M. “Online Reputation and Market Power: Evidence from the Cannabis Retail Market.” <b>Management Science</b> .	
WORKING PAPERS	Alyakoob M., Mahalingam M., Rahman M. “Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending.”	

Alyakoob M., Mahalingam A. “Platform Governance and Pricing Democratization in Sharing Economy: Evidence from Airbnb”

Alyakoob M. “Information Uncertainty, Screening, and Market Efficiency in the Sharing Economy: The Spillover Impact of Remove Profile Images.”

Muniasamy I., Alyakoob M., Ghasemkhani H. “The Advertising Big Picture: Analyzing the Cross Platform Synergies Between TV and Online Advertising”

M. Alyakoob and P. Shi. “Estimating the Quality of General Contractors using City Inspection Data.”

M. Alyakoob and P. Shi. “On the adoption of digital platforms in the US home improvement industry.”

#### CONFERENCE PROCEEDINGS

Alyakoob M., Mahalingam A., Rahman M. “Mechanism Design for Online Marketplace Lending with Institutional Investors”, *Proceedings of the International Conference on Information Systems (ICIS)*, Hyderabad, 2020

Alyakoob M., Rahman M. “Airbnb: Is it a Curse or a Blessing for Restaurant Employment” *Proceedings of the International Conference on Information Systems (ICIS)*, San Francisco, 2018.

#### CONFERENCE AND WORKSHOP PRESENTATIONS

*Market Design Choices, Racial Discrimination, and Micro-Entrepreneurship in Digital Marketplaces*

- USC: Junior Faculty Seminar Series, Los Angeles, CA 2023
- 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

*Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending*

- USC Junior Faculty Research Day 2022
- Annual Meeting of the Academy of Management (AOM) *(One of Best Accepted Papers)* 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

- Purdue University 2024
- 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 699: Acquiring and Managing Unstructured Data for Applied Research (PhD course), Spring 2024.
  - DSO 510: Business Analytics (graduate course; MSBA and MBA), Fall 2023.
    - \* 5 Section Instructor Rating ( 4.74, 4.51, 4.49, 4.21, 4.14)
  - 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 428: Essential and Digital Frontiers of Big Data (undergraduate course), Spring 2022.
    - \* Section Course Rating (3.64)
    - \* 1 Section Instructor Rating (4.36)
  - 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, 2024), International Conference on Information Systems (ICIS) (2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024)
- 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.