Anparasan Mahalingam

Purdue University
Krannert School of Management
403 W. State Street
West Lafayette, IN 47906

Phone: + 1 (765) 775-6712
Email: anparasan@purdue.edu (official)
anparasan@gmail.com (personal)

Education

Ph.D. Strategic Management, Purdue University, Indiana, USA, 2016 - pres.[1]

Research: *Platform Allocation of Decision Rights and Information Asymmetry.*

Co-Chairs: Prof. Rich Makadok, Purdue University and Prof. Tony Tong, University of Colorado, Boulder

Doctoral level courses: Microeconomics I, II, Probability and statistics, Stochastic models, Econometrics I, II, Convexity and optimization, Stochastic dynamic programming, Industrial organization, Applied industrial organization, Mathematics for economists, Doctoral seminar in strategic management I, II, III, IV, V, VI, VII, VIII, Real analysis and measure theory, Operations and supply chain analysis, Seminar in capital markets I, II, Advanced game theory, Queueing theory, Seminar in Managerial Finance I, II, Advanced decision theory, Bayesian econometrics, Seminar in political sociology, Algorithmic game theory, Microeconometrics, Labor economics

Ph.D. Industrial Engineering, Purdue University, Indiana, USA, 2015 - pres.

Research: *Essays on Network Evolutionary Processes.*

M.Sc. Economics, Purdue University, Indiana, USA, Spring 2016.

M.Sc. Global Supply Chain Management, Purdue University, Indiana, USA, Spring 2016.

Research Interests

Platform governance, Empirical Market design with AI, Network evolution, Scope of the firm, Interface of public policy and strategic management, Digital innovation and internet markets

Publications

Working papers

Mahalingam, Anparasan and Makadok, Richard. "Value Creation and Capture in Platform Business Models: An Information-Theoretic Perspective": under second review at ***Strategic Management Journal***

Mahalingam, Anparasan and Tong, Tony. "Decision Right Allocation and Platform Market Effectiveness: Evidence from Online P2P Lending": under review at ***Strategic Management Journal***

Alyakoob, Mohammed, Mahalingam, Anparasan and Rahman, Mohammad."Implications of Priority Access in Markets with Experts: Evidence from Online Marketplace Lending": : under review at ***Strategic Management Journal***

Mahalingam, Anparasan. "Platform Gatekeeping and Complementor Value Appropriation Strategies: Evidence from Mobile Apps"

[1] PhD in Strategic Management and Industrial Engineering are independently completed at Purdue University.

Interest in Economics of AI

My interest in economics of AI is two-fold. First, I am interested platform governance policy tools and AI technologies. In a paper coauthored with Prof. Tony Tong (Colorado Boulder), by exploiting a quasi-experimental design in the online peer-to-peer (P2P) lending industry, we show causal evidence that automation of pricing by the platform increases platform market effectiveness for the retail investors. This effect is strengthened by the hard information and mitigated by the soft information available in the local financial market, highlighting a strong connection between online platforms and offline information environments. I hope to further study how AI technologies deployed at the corporate strategy level by these platform-based organizations may have differential impact on markets and geographies.

Second, I am interested in empirical market design with AI. In a paper coauthored with Prof. Mohammad Rahman (Purdue) and Prof. Mohammed Alyakoob (USC), we empirically study the interplay between platform governance in the form of priority access and the variation in expertise of the complementors. Leveraging a randomized priority access given to expert institutional investors in online peer-to-peer lending industry, we show that it creates negative spillover effects on the performance of crowd retail investors. We provide evidence in support of two mechanisms in driving the impact of priority access, the intensity of priority access and cream-skimming by institutional complementors, on the retail crowd market. This has led me to explore how AI technologies should carefully account for the heterogeneous levels of knowledge and information participants have about the online marketplaces (Agrawal et al., 2018; Roth 2018; Vallee and Zeng, 2018) and the importance of it for the design of platforms.