

## Davide Proserpio

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| CONTACT INFORMATION | Marshall School of Business<br>Marketing Department<br>701 Exposition Blvd, HOH 332<br>Los Angeles, CA 90089  | <i>E-mail:</i> proserpi@marshall.usc.edu<br><i>Web:</i> <a href="http://faculty.marshall.usc.edu/Davide-Proserpio/">http://faculty.marshall.usc.edu/Davide-Proserpio/</a><br><i>Phone:</i> +1 617-396-6555 |
| EDUCATION           | <b>Ph.D., Computer Science</b><br>Boston University, Boston, MA, United States  | May 2016   |
|                     | <b>M.S., Engineering</b><br>Carlos III University, Madrid, Spain and<br>Universitat Politècnica de Catalunya, Barcelona, Spain  | June, 2010   |
|                     | <b>B.A., Engineering</b><br>Politecnico di Milano, Milano, Italy  | March, 2008  |
| EMPLOYMENT          | <b>Assistant Professor of Marketing</b><br>Marshall School of Business, University of Southern California   | June 2016 - to date  |
|                     | <b>Microsoft Research Redmond</b><br><i>Summer Intern</i>   | Summer 2015  |
|                     | <b>Telefonica Research Barcelona</b><br><i>Summer Intern</i>  | Summer 2014  |
| HONORS AND AWARDS   | <i>Finalist John D. C. Little Award 2017</i><br><i>Finalist Paul E. Green Award 2017</i><br><i>Hariri Graduate Fellows Program 2015</i><br>The Hariri Graduate Fellows Program recognizes outstanding PhD graduate students who pursue computational and data-driven research at Boston University.<br><i>Erasmus Mundus Scholarship, 2006</i>  |  |
| JOURNALS            | Hollenbeck, B., Moorthy, S., and Proserpio, D. (2019). Advertising strategy in the presence of reviews: an empirical analysis. <i>Forthcoming Marketing Science</i><br>Proserpio, D., Xu, W., and Zervas, G. (2018). You get what you give: theory and evidence of reciprocity in the sharing economy. <i>Quantitative Marketing and Economics</i> , 16(4):371–407<br>Narasimhan, C., Papatla, P., Jiang, B., Kopalle, P. K., Messinger, P. R., Moorthy, S., Proserpio, D., Subramanian, U., Wu, C., and Zhu, T. (2018). Sharing economy: Review of current research and future directions. <i>Customer Needs and Solutions</i> , 5(1-2):93–106<br>Proserpio, D. and Zervas, G. (2017). Online reputation management: Estimating the impact of management responses on consumer reviews. <i>Marketing Science</i> , 36(5):645–665 (Lead article)<br><i>Finalist John D. C. Little Award 2017</i><br><i>Best paper nominee at the 2015 Conference on Information Systems and Technology (CIST)</i><br>Zervas, G., Proserpio, D., and Byers, J. W. (2017). The rise of the sharing economy: Estimating the impact of airbnb on the hotel industry. <i>Journal of Marketing Research</i> , 54(5):687–705 |  |

*Finalist Paul E. Green Award 2017*

*Best paper nominee at the 2015 Conference on Economics and Computation (EC)*

PEER REVIEWED  
CONFERENCES

Barron, K., Kung, E., and Proserpio, D. (2018). The sharing economy and housing affordability: Evidence from airbnb. In *Proceedings of the 19th ACM Conference on Electronic Commerce*. ACM

Hollenbeck, B., Moorthy, S., and Proserpio, D. (2018). Advertising strategy in the presence of reviews: an empirical analysis. In *Proceedings of the 19th ACM Conference on Electronic Commerce*. ACM

Proserpio, D., Counts, S., and Jain, A. (2016). The psychology of job loss: using social media data to characterize and predict unemployment. In *International ACM Web Science Conference. Websci'16*. ACM

Quattrone, G., Proserpio, D., Quercia, D., Capra, L., and Musolesi, M. (2016). Who benefits from the sharing economy of airbnb. In *International World Wide Web Conference. WWW*, pages 11–15

Proserpio, D. and Zervas, G. (2015). Online reputation management: Estimating the impact of management responses on consumer reviews. In *Proceedings of the 16th ACM Conference on Electronic Commerce*. ACM

Zervas, G., Proserpio, D., and Byers, J. W. (2015). The impact of the sharing economy on the hotel industry: Evidence from airbnb's entry in texas. In *Proceedings of the 16th ACM Conference on Electronic Commerce*. ACM

San Pedro, J., Proserpio, D., and Oliver, N. (2015). Mobiscore: Towards universal credit scoring from mobile data. *Proceedings of the 23rd conference on User Modeling, Adaptation and Personalization (UMAP)*

Proserpio, D., Goldberg, S., and McSherry, F. (2014). Calibrating data to sensitivity in private data analysis. *Proceedings of the VLDB Endowment*, 7(8)

Ruchansky, N. and Proserpio, D. (2013). A (not) nice way to verify the openflow switch specification: formal modelling of the openflow switch using alloy. In *Proceedings of the ACM SIGCOMM 2013 conference on SIGCOMM*, pages 527–528. ACM

Proserpio, D., Goldberg, S., and McSherry, F. (2012). A workflow for differentially-private graph synthesis. In *Proceedings of the 2012 ACM workshop on Workshop on online social networks*, pages 13–18. ACM

OTHER  
PUBLICATIONS

Barron, K., Kung, E., and Proserpio, D. (2019b). Research: When airbnb listings in a city increase, so do rent prices. *Harvard Business Review*

Proserpio, D. and Zervas, G. (2018). Study: Replying to customer reviews results in better ratings. *Harvard Business Review*

WORKING PAPERS

Proserpio, D., Troncoso, I., and Valsesia, F. (2019). Online reviews, management responses, and gender bias: An empirical investigation

Valsesia, F., Proserpio, D., and Nunes, J. C. (2019). The positive effect of not following others: How influencers on social media convey autonomy to signal status. (*Invited Revision at Journal of Marketing Research*)

Barron, K., Kung, E., and Proserpio, D. (2019a). The effect of home-sharing on house prices and rents: Evidence from airbnb. (*Invited Revision at Marketing Science*)

Zervas, G., Proserpio, D., and Byers, J. (2019). A first look at online reputation on airbnb, where every stay is above average. (*Invited Revision at Marketing Letters*)

Tully, S. M., Cheema, A., Amir, O., and Proserpio, D. (2018). There's no i in expectations: The effect of expectations as reference points on the recommendation likelihood of experiential purchases. (*Invited Revision at Journal of Consumer Research*)

Zalmanson, L., Proserpio, D., and Nitzar, I. (2018). Cancellation policy as a signal of trust and quality in the sharing economy: The case of airbnb

Proserpio, D. and Tellis, G. J. (2017). Baring the sharing economy: Concepts, classification, findings, and future directions

PRESENTATIONS &  
INVITED TALKS

*Online reviews, management responses, and gender bias: An empirical investigation*

- 41th Annual ISMS Marketing Science Conference, Rome, Italy June 2019
- Columbia University, New York City, NY March 2019
- 13th annual Bass FORMS Conference, Dallas, TX February 2019
- University of Michigan's Ross School of Business, Ann Harbor, MI February 2019

*Prod2vec: Understanding Product Competition with Representation Learning*

- Frontiers of Empirical Marketing, Miami, FL November 2018

*The Positive Effect of Not Following Others: How Influencers on Social Media Convey Autonomy and Signal Influence*

- Theory and Practice in Marketing, Lo Angeles, CA May 2018

*Advertising Strategy in the Presence of Reviews: An Empirical Analysis*

- Marketing Effectiveness Through Customer Journeys, Bologna, Italy June 2019
- 19th ACM Conference on Economics and Computation, Ithaca, NY June 2018
- 12th annual Bass FORMS Conference, Dallas, TX March 2018

*The Sharing Economy and Housing Affordability: Evidence from Airbnb*

- 17th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany June 2019
- JAMS Conference, Milan, Italy June 2019
- Universitat Pompeu Fabra, Barcelona, Spain May 2019
- IESE Business School, Barcelona, Spain May 2019
- Housing Solutions Platform's debate, European Parliament, Brussels, Belgium January 2019
- Workshop in Management Science, Santa Cruz, Chile January 2019
- INFORMS Annual Meeting, Phoenix, AZ November 2018
- University of California Riverside, Riverside, CA October 2018
- 40th Annual ISMS Marketing Science Conference, Philadelphia, PA June 2018
- 19th ACM Conference on Economics and Computation, Ithaca, NY June 2018
- 15th annual Product and Service Innovation Conference, Midway, UT Feb 2018

*Asking for Reviews: An Empirical Investigation of Review Solicitation*

- NYU 2017 Conference on Digital, Mobile Marketing, and Social Media Analytics, New York City, NY December 2017

- Bocconi University, Milan, Italy July 2017
- University of California, San Diego, CA May 2017

*The psychology of job loss: Using social media to characterize and predict unemployment*

- Federal Reserve, Washington DC April 2016

*The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry*

- INFORMS Annual Meeting, Nashville, TN November 2016
- 10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada May 2016
- Scheller College of Business, Marketing seminar, Atlanta, GA November 2015
- Marshall School of Business, Marketing seminar, Los Angeles, CA September 2015
- INFORMS Annual Meeting, Philadelphia, PA November 2015
- Conference on Economics and Computation (EC), Portland, US June 2015
- Two Sigma, New York City, NY December 2014
- Urban Beers Meetup, Barcelona, Spain June 2014
- Yahoo Labs, Barcelona, Spain June 2014
- IMDEA Networks, Madrid, Spain January 2014
- Workshop on Information System and Economics (WISE), Milan, Italy December 2013
- Statistical Challenges in eCommerce Research (SCECR), Lisbon, Portugal June 2013
- Telefonica Research, Barcelona, Spain May 2013

*Online Reputation Management: Estimating the Impact of Management Responses on Consumer Review*

- Conference on Information Systems and Technology (CIST), Philadelphia, PA October 2015
- Marketing Science Conference, Baltimore, MD June 2015
- Conference on Economics and Computation (EC), Portland, US June 2015
- IE Business School, Madrid, Spain April 2015
- ESADE Business School, Barcelona, Spain April 2015
- Telefonica Research, Barcelona, Spain April 2015
- Department of Electrical and Electronics Engineering,  
University College London, London, UK April 2015
- Computer Laboratory Systems Research Group Seminar,  
Cambridge University, Cambridge, UK April 2015
- Computational Social Science Institute, UMass Amherst, US January 2015
- Network Research Group meeting, Boston University, Boston, US November 2014

SERVICE

*Program committees:* WWW 2016, EC 2019, WINE 2019

*Associated Editor:* AMA Winter 2019

*Ad Hoc Reviewer:* Marketing Science, Management Science, Journal of Consumer Research, International Journal of Research in Marketing, Journal of Marketing Research, Management Information Systems Quarterly, Production and Operation Management, Information System Research

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|----------------|---|------------|
| MEDIA COVERAGE | <i>Is Airbnb Ameliorating – or Exacerbating – Inequality in Cities?</i><br>U.S. News                        | 05/02/2019 |
|                | <i>The Airbnb Effect: Its Not Just Rising Home Prices</i><br>CityLab  | 02/01/2019 |
|                | <i>What Airbnb really does to a neighbourhood</i><br>BBC News   | 08/30/2018 |
|                | <i>Don't Blame Airbnb for Rising Rents</i><br>Bloomberg   | 04/17/2018 |
|                | <i>The right way to complain when a business does you wrong</i><br>The Boston Globe                         | 04/04/2018 |
|                | <i>Does a 'Sharing Economy' Foster Better Behavior?</i><br>PC Magazine                                      | 03/27/2018 |
|                | <i>New Research Reveals the Secret to Better Online Reviews</i><br>Inc.                                     | 02/26/2018 |
|                | <i>Airbnb is taking over London – and this data proves it</i><br>Wired UK                                   | 02/02/2018 |
|                | <i>How Airbnb Affects Home Prices and Rents</i><br>The Wall Street Journal                                  | 10/23/2017 |
|                | <i>It's Very Likely That Airbnb Is Causing Your Rent To Go Up, According To A New Study</i><br>Fast Company | 08/08/2017 |
|                | <i>There's New Research Behind the Contention that Airbnb Raises Rents</i><br>CityLab (The Atlantic Cities) | 08/02/2017 |
|                | <i>A Novel Idea for Regulating Airbnb</i><br>CityLab (The Atlantic Cities)                                  | 02/10/2016 |
|                | <i>Airbnb May Benefit Travelers More Than Cities as Hotel Rates Fall</i><br>Bloomberg Guest Commentary      | 06/15/2015 |
|                | <i>A Bad Review Makes for Good Manners</i><br>Wired   | 05/07/2015 |
|                | <i>The Risk Of Reviewing The Reviewer</i><br>TechCrunch   | 04/11/2015 |
|                | <i>TripAdvisor e Airbnb: Stesso Hotel ma Voti Diversi</i><br>Corriere della Sera                            | 03/27/2015 |
|                | <i>Ratings Now Cut Both Ways, So Dont Sass Your Uber Driver</i><br>The New York Times                       | 01/30/2015 |
|                | <i>Airbnb, Uber, Lyft: de l'economie collaborative au business du partage</i><br>Le nouvel Observateur      | 08/16/2014 |
|                | <i>Airbnb uses FIFA World Cup to bring sharing economy to Brazil</i><br>Los Angeles Time                    | 06/11/2014 |
|                | <i>Airbnb versus hotels: Room for all, for now</i><br>The Economist   | 04/26/2014 |
|                | <i>Why Its So Hard to Figure Out the Sharing Economys Winners and Losers</i>                                | 02/10/2014 |

The Atlantic Cities

*Asi afecta Airbnb a los hoteles*  
The Huffington Post (Spanish Edition)

02/09/2014

*Sharing Is Caring, Unless It Costs You Your Job*  
The New York Times Bits Blog

02/05/2014

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