

Davide Proserpio

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EDUCATION	Ph.D., Computer Science Boston University, Boston, MA, United States	May 2016
	M.S., Engineering Carlos III University, Madrid, Spain and Universitat Politècnica de Catalunya, Barcelona, Spain	June, 2010
	B.A., Engineering Politecnico di Milano, Milano, Italy	March, 2008
EMPLOYMENT	Kenneth King Stonier Assistant Professor of Business Administration Marshall School of Business, University of Southern California	June 2020 - To Date
	Assistant Professor of Marketing Marshall School of Business, University of Southern California	June 2016 - June 2020
	Microsoft Research Redmond <i>Summer Intern</i>	Summer 2015
	Telefonica Research Barcelona <i>Summer Intern</i>	Summer 2014
HONORS AND AWARDS	<i>USC Dean's Award For Research Impact 2020</i> <i>Exemplary Empirics Track Paper Award at EC'20</i> <i>Finalist John D. C. Little Award 2017</i> <i>Finalist Paul E. Green Award 2017</i> <i>Hariri Graduate Fellows Program 2015</i> The Hariri Graduate Fellows Program recognizes outstanding PhD graduate students who pursue computational and data-driven research at Boston University. <i>Erasmus Mundus Scholarship, 2006</i>	
JOURNALS	Zervas, G., Proserpio, D., and Byers, J. (2020). A first look at online reputation on Airbnb, where every stay is above average. (<i>Forthcoming, Marketing Letters</i>)* Proserpio, D., Hauser, J. R., Liu, X., Amano, T., Burnap, A., Guo, T., Lee, D. D., Lewis, R., Misra, K., Schwarz, E., et al. (2020). Soul and machine (learning). <i>Marketing Letters</i> , 31(4):393–404 Valsesia, F., Proserpio, D., and Nunes, J. C. (2020). The positive effect of not following others on social media. <i>Journal of Marketing Research</i> , 57(6):1152–1168*	

* Author names are listed in reverse alphabetical order.

Barron, K., Kung, E., and Proserpio, D. (2020). The effect of home-sharing on house prices and rents: Evidence from Airbnb. (*Forthcoming, Marketing Science*)[†]

Hollenbeck, B., Moorthy, S., and Proserpio, D. (2019). Advertising strategy in the presence of reviews: an empirical analysis. *Marketing Science*, 38(5):793–811[†]

Proserpio, D., Xu, W., and Zervas, G. (2018). You get what you give: theory and evidence of reciprocity in the sharing economy. *Quantitative Marketing and Economics*, 16(4):371–407[†]

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. *Customer Needs and Solutions*, 5(1-2):93–106

Proserpio, D. and Zervas, G. (2017). Online reputation management: Estimating the impact of management responses on consumer reviews. *Marketing Science*, 36(5):645–665 (Lead article)[†]
Finalist John D. C. Little Award 2017
Best paper nominee at the 2015 Conference on Information Systems and Technology (CIST)

Zervas, G., Proserpio, D., and Byers, J. W. (2017). The rise of the sharing economy: Estimating the impact of Airbnb on the hotel industry. *Journal of Marketing Research*, 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

Jain, S., Proserpio, D., Quattrone, G., and Quercia, D. (2020). Nowcasting gentrification using Airbnb data. In *Proceedings of the 23th ACM Conference on Computer-Supported Cooperative Work and Social Computing*

Basuroy, S., Kim, Y., and Proserpio, D. (2020). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. *International AAAI Conference on Web and Social Media (ICWSM) 2021*[†]

Proserpio, D., Troncoso, I., and Valsesia, F. (2020). Management responses and gender bias: Evidence from the hotel industry. *International AAAI Conference on Web and Social Media (ICWSM) 2021*[†]

Ananthkrishnan M., U., Proserpio, D., and Sharma, S. (2020). Does quality improve with customer voice? Evidence from the hotel industry. In *Proceedings of the 2020 ACM Conference on Economics and Computation*[†]
Exemplary Empirics Track Paper Award

Chen, F., Liu, X., Proserpio, D., Troncoso, I., and Xiong, F. (2020). Studying product competition using representation learning. In *Proceedings of the 43rd International ACM SIGIR Conference on Research and Development in Information Retrieval*[†]

Barron, K., Kung, E., and Proserpio, D. (2018). The sharing economy and housing affordability: Evidence from airbnb. In *Proceedings of the 2018 ACM Conference on Economics and Computation*, pages 5–5[†]

Hollenbeck, B., Moorthy, S., and Proserpio, D. (2018). Advertising strategy in the presence of reviews: An empirical analysis. In *Proceedings of the 2018 ACM Conference on Economics and Computation*, pages 7–7[†]

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*

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 man-

[†] Author names are listed in alphabetical order.

agement responses on consumer reviews. In *Proceedings of the 16th ACM Conference on Electronic Commerce*[†]

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**

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

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

OTHER
PUBLICATIONS

He, S., Hollenbeck, B., and Proserpio, D. (2020). How fake customer reviews do — and don’t — work. *Harvard Business Review*[†]

Barron, K., Kung, E., and Proserpio, D. (2019). 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

He, S., Hollenbeck, B., and Proserpio, D. (2020). The market for fake reviews[†]

Proserpio, D., Troncoso, I., and Valsesia, F. (2020). Does gender matter? The effect of management responses on reviewing behavior. (*Invited revision at Marketing Science*)[†]

Ananthakrishnan M., U., Proserpio, D., and Sharma, S. (2020). I hear you: Does quality improve with customer voice? (*Reject and Resubmit at Marketing Science*)[†]

Chen, F., Liu, X., Proserpio, D., and Troncoso, I. (2020). Product2vec: Understanding product-level competition using representation learning. (*Reject and Resubmit at Marketing Science*)[†]

Basuroy, S., Kim, Y., and Proserpio, D. (2020). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. (*Reject and Resubmit at Journal of Marketing Research*)[†]

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*)

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

PRESENTATIONS

The Market for Fake Reviews

AND INVITED TALKS

– Washington University in Saint Louis, Online

November 2020

– Frankfurt School of Finance & Management, Online

October 2020

Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry

- The 90th Annual Meeting of the Southern Economic Association, Online November 2020
- APPAM 42nd Annual Fall Research Conference, Online November 2020
- Business Data Science Seminar (Erasmus University Rotterdam, University of Amsterdam, VU Amsterdam) September 2020
- NBER’s Summer Institute IT and Digitization Workshop, Online July 2020
- New Ideas in Marketing Online Seminar Series, Online July 2020
- 8th ZEW Conference on The Economics of Information and Communication Technologies, Online June 2020
- Statistical Challenges in eCommerce Research (SCECR), Online June 2020

The Effect of Home-Sharing on House Prices and Rents: Evidence from Airbnb

- Netflix, Los Angeles, CA February 2020
- Federal Reserve Bank, St. Louis, MO December 2019
- ESADE Business School, Barcelona, Spain November 2019
- Frontiers of Empirical Marketing, Miami, FL November 2019
- Cornell Tech University, New York City, NY November 2019
- Johnson Graduate School of Management, Cornell University, New York City, NY November 2019
- Fox School of Business, Temple University, Philadelphia, PA October 2019
- Kellogg School of Management Marketing Camp, Northwestern University, Evanston, IL September 2019
- The Wharton School, University of Pennsylvania, Philadelphia, PA September 2019
- 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

Does gender matter? The effect of management responses on reviewing behavior.

- 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

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
- 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
- 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
GRANTS AND RESEARCH AWARDS	Google Cloud Platform Research Credits. Amount awarder \$5,000	2020
	USC Lusk Center for Real Estate. Amount awarded: \$10,000	2020
SERVICE	<i>Program committees:</i> WWW 2016, EC 2019, WINE 2019, EC 2020	
	<i>Associated Editor:</i> Winter AMA 2019, Summer AMA 2020	
	<i>Ad Hoc Reviewer:</i> 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, Journal of Political Economy	
SELECTED MEDIA COVERAGE	<i>Airbnb's stock soars in its debut, the biggest tech IPO of a rocky year</i> The Washington Post	12/10/2020
	<i>How Fake Reviews Hurt Us and Amazon</i> The New York Times	11/19/2020
	<i>Vendite online, recensioni false per 4,5 milioni di prodotti</i> Corriere della Sera	09/27/2020
	<i>Airbnb's Data Portal Promises a Better Relationship With Cities</i> Bloomberg CityLab	09/23/2020
	<i>Covid-19 broke the Gulfs gig economy. Heres how it might recover</i> Wired Middle East	09/19/2020
	<i>Amazon deleted 20,000 product ratings after an investigation highlighted paid-for reviews</i> Business Insider	09/07/2020
	<i>Amazon is filled with fake reviews and its getting harder to spot them</i> CNBC	09/06/2020
	<i>A new study analyses the murky world of fake Amazon reviews</i> The Economist	09/03/2020
	<i>What Does the Crisis Mean for the Sharing Economy?</i> Entrepreneur	05/19/2020
	<i>Airbnb collects more than double the PST that B.C. expected</i> Vancouver Sun	11/07/2019
	<i>I Accidentally Uncovered a Nationwide Scam on Airbnb</i> Vice	10/31/2019
	<i>Is Airbnb Ameliorating – or Exacerbating – Inequality in Cities?</i> U.S. News	05/02/2019

<i>The Airbnb Effect: Its Not Just Rising Home Prices</i> CityLab	02/01/2019
<i>What Airbnb really does to a neighbourhood</i> BBC News	08/30/2018
<i>Don't Blame Airbnb for Rising Rents</i> Bloomberg	04/17/2018
<i>The right way to complain when a business does you wrong</i> The Boston Globe	04/04/2018
<i>Does a 'Sharing Economy' Foster Better Behavior?</i> PC Magazine	03/27/2018
<i>New Research Reveals the Secret to Better Online Reviews</i> Inc.	02/26/2018
<i>Airbnb is taking over London – and this data proves it</i> Wired UK	02/02/2018
<i>How Airbnb Affects Home Prices and Rents</i> 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> Fast Company	08/08/2017
<i>There's New Research Behind the Contention that Airbnb Raises Rents</i> CityLab (The Atlantic Cities)	08/02/2017
<i>A Novel Idea for Regulating Airbnb</i> CityLab (The Atlantic Cities)	02/10/2016
<i>Airbnb May Benefit Travelers More Than Cities as Hotel Rates Fall</i> Bloomberg Guest Commentary	06/15/2015
<i>A Bad Review Makes for Good Manners</i> Wired	05/07/2015
<i>The Risk Of Reviewing The Reviewer</i> TechCrunch	04/11/2015
<i>TripAdvisor e Airbnb: Stesso Hotel ma Voti Diversi</i> Corriere della Sera	03/27/2015
<i>Ratings Now Cut Both Ways, So Dont Sass Your Uber Driver</i> The New York Times	01/30/2015
<i>Airbnb, Uber, Lyft: de l'economie collaborative au business du partage</i> Le nouvel Observateur	08/16/2014
<i>Airbnb uses FIFA World Cup to bring sharing economy to Brazil</i> Los Angeles Time	06/11/2014
<i>Airbnb versus hotels: Room for all, for now</i> The Economist	04/26/2014
<i>Why Its So Hard to Figure Out the Sharing Economys Winners and Losers</i> The Atlantic Cities	02/10/2014
<i>Asi afecta Airbnb a los hoteles</i>	02/09/2014

The Huffington Post (Spanish Edition)

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

02/05/2014

Last updated: January 5, 2021