

Davide Proserpio

CONTACT INFORMATION	Marshall School of Business Marketing Department 701 Exposition Blvd, HOH 332 Los Angeles, CA 90089	<i>E-mail:</i> proserpi@marshall.usc.edu <i>Web:</i> http://faculty.marshall.usc.edu/Davide-Proserpio/ <i>Phone:</i> +1 617-396-6555
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	Assistant Professor of Marketing Marshall School of Business, University of Southern California	June 2016 - to date
	Microsoft Research Redmond <i>Summer Intern</i>	Summer 2015
	Telefonica Research Barcelona <i>Summer Intern</i>	Summer 2014
HONORS AND AWARDS	<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	Hollenbeck, B., Moorthy, S., and Proserpio, D. (2019). Advertising strategy in the presence of reviews: an empirical analysis. <i>Forthcoming Marketing Science</i> 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 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 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) <i>Finalist John D. C. Little Award 2017</i> <i>Best paper nominee at the 2015 Conference on Information Systems and Technology (CIST)</i> 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 Effect of Home-Sharing on House Prices and Rents: Evidence from Airbnb

- 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

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: Winter AMA 2019, Summer AMA 2020

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

MEDIA COVERAGE	<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>	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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