

Davide Proserpio

CONTACT INFORMATION	Marshall School of Business Marketing Department 701 Exposition Blvd, HOH 332 Los Angeles, CA 90089	<i>E-mail:</i> proserpio@marshall.usc.edu <i>Web:</i> https://dadepro.github.io/ <i>Phone:</i> +1 617-396-6555
EDUCATION	Ph.D., Computer Science Boston University, Boston, MA, United States	2016
	M.S., Engineering Carlos III University, Madrid, Spain and Universitat Politècnica de Catalunya, Barcelona, Spain	2010
	B.A., Engineering Politecnico di Milano, Milano, Italy	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 Dr. Douglas Basil Award (Junior Faculty Research Award)</i> <i>Finalist 2022 Weitz-Winer-O'Dell award</i> <i>Exemplary Empirics Track Paper award at EC'21</i> <i>USC Dean's Award For Research Impact 2020</i> <i>Exemplary Empirics Track Paper award at EC'20</i> <i>Finalist 2017 John D. C. Little award</i> <i>Finalist 2017 Paul E. Green award</i> <i>Hariri Graduate Fellows Program 2015</i> <i>Erasmus Mundus Scholarship, 2006</i>	
JOURNALS	1. He, S., Hollenbeck, B., and Proserpio, D. (2021). The market for fake reviews. (<i>Forthcoming, Marketing Science</i>)* 2. Proserpio, D., Troncoso, I., and Valsesia, F. (2021). Does gender matter? the effect of management responses on reviewing behavior. <i>Marketing Science</i> , 40(6):1199–1213* 3. Zervas, G., Proserpio, D., and Byers, J. W. (2021). A first look at online reputation on airbnb, where every stay is above average. <i>Marketing Letters</i> , 32(1):1–16 (Lead article) [†]	

4. Barron, K., Kung, E., and Proserpio, D. (2021). The effect of home-sharing on house prices and rents: Evidence from airbnb. *Marketing Science*, 40(1):23–47*
5. 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). *Marketing Letters*, 31(4):393–404
6. Valsesia, F., Proserpio, D., and Nunes, J. C. (2020). The positive effect of not following others on social media. *Journal of Marketing Research*, 57(6):1152–1168[†]
7. Hollenbeck, B., Moorthy, S., and Proserpio, D. (2019). Advertising strategy in the presence of reviews: an empirical analysis. *Marketing Science*, 38(5):793–811*
8. 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*
9. 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
10. 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 2017 John D. C. Little award
Finalist 2022 Weitz-Winer-O’Dell award
Best paper nominee at the 2015 Conference on Information Systems and Technology (CIST)
11. 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[†]
2017 Finalist Paul E. Green award
Best paper nominee at the 2015 Conference on Economics and Computation (EC)

PEER REVIEWED
CONFERENCES

1. He, S., Hollenbeck, B., and Proserpio, D. (2021). The market for fake reviews. In *Proceedings of the 2021 ACM Conference on Economics and Computation**
Exemplary Empirics Track Paper Award
2. Jain, S., Proserpio, D., Quattrone, G., and Quercia, D. (2021). Nowcasting gentrification using airbnb data. *Proceedings of the ACM on Human-Computer Interaction*, 5(CSCW1):1–21
3. Basuroy, S., Kim, Y., and Proserpio, D. (2021). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. *International AAAI Conference on Web and Social Media (ICWSM) 2021**
4. Proserpio, D., Troncoso, I., and Valsesia, F. (2021). Management responses and gender bias: Evidence from the hotel industry. *International AAAI Conference on Web and Social Media (ICWSM) 2021**
5. Ananthakrishnan 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
6. 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**
7. 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*

*Author names are listed in alphabetical order.

[†]Author names are listed in reverse alphabetical order.

8. 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*
9. 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*
10. 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
11. 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**
12. 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†*
13. 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)*
14. Proserpio, D., Goldberg, S., and McSherry, F. (2014). Calibrating data to sensitivity in private data analysis. *Proceedings of the VLDB Endowment*, 7(8)
15. 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
16. 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

1. Bekkerman, R., Cohen, M. C., Kung, E., Maiden, J., and Proserpio, D. (2021). Research: Restricting airbnb rentals reduces development. *Harvard Business Review**
2. He, S., Hollenbeck, B., and Proserpio, D. (2021). Exploiting social media for fake reviews: Evidence from Amazon and Facebook. *SIGecom Exchanges*, 19(2):68–74*
3. He, S., Hollenbeck, B., and Proserpio, D. (2020). How fake customer reviews do — and don’t — work. *Harvard Business Review**
4. Barron, K., Kung, E., and Proserpio, D. (2019). Research: When Airbnb listings in a city increase, so do rent prices. *Harvard Business Review**
5. Proserpio, D. and Zervas, G. (2018). Study: Replying to customer reviews results in better ratings. *Harvard Business Review**

WORKING PAPERS

1. Cylean, G., Diehl, K., and Proserpio, D. (2021). Words meet photos: When and why visual content increases review helpfulness. (*Revision requested at Journal of Marketing Research*)*
2. Bekkerman, R., Cohen, M. C., Kung, E., Maiden, J., and Proserpio, D. (2021). The effect of short-term rentals on residential investment. (*Major revision at Marketing Science*)*
Best paper nominee at the 2021 Conference on Information Systems and Technology (CIST)
3. Ananthakrishnan M., U., Proserpio, D., and Sharma, S. (2022). I hear you: Does quality improve with customer voice? (*Major revision at Marketing Science*)*
4. Chen, F., Liu, X., Proserpio, D., and Troncoso, I. (2020). Product2vec: Understanding product-level competition using representation learning. (*Reject and Resubmit at Marketing Science*)*

5. Basuroy, S., Kim, Y., and Proserpio, D. (2020). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. *Working paper**
6. Proserpio, D. and Tellis, G. J. (2017). Baring the sharing economy: Concepts, classification, findings, and future directions*

PRESENTATIONS AND INVITED TALKS	<i>The Effect of Short-Term Rentals on Residential Investments</i>	
	– Nova School of Business and Economics	April 2022
	– Erasmus Research Institute of Management	April 2022
	– 16th Annual Bass FORMS Conference, Online	March 2022
	– Fox School of Business, Temple University	February 2022
	– 15th North American Meeting of the Urban Economics Association, Online	October 2021
	– Airbnb, Online	August 2021
	<i>The Market for Fake Reviews</i>	
	– Symplaform, Online	April 2022
	– Harvard University, Online	May 2021
	– Northeastern University, Online	April 2021
	– McGill University, Online	February 2021
	– Stanford University, Online	January 2021
	– Washington University in Saint Louis, Online	November 2020
	– Frankfurt School of Finance & Management, Online	October 2020
	<i>Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry</i>	
	– Louvain and Paris Economics of Digitization joint seminars, Online	May 2021
	– The Centre for Urban Science and Progress, Online	May 2021
	– 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
	<i>The Effect of Home-Sharing on House Prices and Rents: Evidence from Airbnb</i>	
	– 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

STUDENTS

Isamar Troncoso (Ph.D., USC)

Role: dissertation committee co-chair

Placement: Assistant Professor, Harvard Business School (Fall 2022)

Fanglin Chen (Ph.D., NYU)

Role: dissertation committee member

Placement: Assistant Professor, University of Miami Herbert Business School (Fall 2022)

Yongseok Kim (Ph.D., UTSA)

Role: dissertation committee member

Placement: Assistant Professor, University of San Diego (Fall 2022)

Gizem Celyan (Ph.D., USC)

Role: dissertation committee member

Placement: Postdoc, Yale University (Fall 2022)

Shomik Jain (Undegrad., USC)

Role: research mentor

Placement: Palantir Technologies (2020-22), PhD program at MIT starting in Fall 2022

Siddhartha Sharma (Ph.D., CMU)
 Role: dissertation committee member
 Placement: Assistant Professor, Kelley School of Business, IU Bloomington (Fall 2020)

SERVICE	<p><i>Program committees:</i> WWW 2016, EC 2019, WINE 2019, EC 2020, EC 2022, Senior PC ICWSM 2022</p> <p><i>Associated Editor:</i> Winter AMA 2019, Summer AMA 2020</p> <p><i>Editorial Review Board:</i> Marketing Science, Journal of Marketing, International Journal of Research in Marketing</p> <p><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</p>																										
GRANTS	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;">Google Cloud Platform Research Credits. Amount awarder \$5,000</td> <td style="text-align: right;">2020</td> </tr> <tr> <td>USC Lusk Center for Real Estate. Amount awarded: \$10,000</td> <td style="text-align: right;">2020</td> </tr> </table>	Google Cloud Platform Research Credits. Amount awarder \$5,000	2020	USC Lusk Center for Real Estate. Amount awarded: \$10,000	2020																						
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SELECTED MEDIA COVERAGE	<table border="0" style="width: 100%;"> <tr> <td style="width: 80%;"><i>By helping refugees, Airbnb tries to mitigate a housing crisis some researchers say it has exacerbated</i> NBC News</td> <td style="text-align: right; vertical-align: bottom;">11/05/2021</td> </tr> <tr> <td><i>Airbnb's stock soars in its debut, the biggest tech IPO of a rocky year</i> The Washington Post</td> <td style="text-align: right; vertical-align: bottom;">12/10/2020</td> </tr> <tr> <td><i>How Fake Reviews Hurt Us and Amazon</i> The New York Times</td> <td style="text-align: right; vertical-align: bottom;">11/19/2020</td> </tr> <tr> <td><i>Vendite online, recensioni false per 4,5 milioni di prodotti</i> Corriere della Sera</td> <td style="text-align: right; vertical-align: bottom;">09/27/2020</td> </tr> <tr> <td><i>Airbnb's Data Portal Promises a Better Relationship With Cities</i> Bloomberg CityLab</td> <td style="text-align: right; vertical-align: bottom;">09/23/2020</td> </tr> <tr> <td><i>Covid-19 broke the Gulfs gig economy. Heres how it might recover</i> Wired Middle East</td> <td style="text-align: right; vertical-align: bottom;">09/19/2020</td> </tr> <tr> <td><i>Amazon deleted 20,000 product ratings after an investigation highlighted paid-for reviews</i> Business Insider</td> <td style="text-align: right; vertical-align: bottom;">09/07/2020</td> </tr> <tr> <td><i>Amazon is filled with fake reviews and its getting harder to spot them</i> CNBC</td> <td style="text-align: right; vertical-align: bottom;">09/06/2020</td> </tr> <tr> <td><i>A new study analyses the murky world of fake Amazon reviews</i> The Economist</td> <td style="text-align: right; vertical-align: bottom;">09/03/2020</td> </tr> <tr> <td><i>What Does the Crisis Mean for the Sharing Economy?</i> Entrepreneur</td> <td style="text-align: right; vertical-align: bottom;">05/19/2020</td> </tr> <tr> <td><i>The Airbnb Effect On Housing And Rent</i> Forbes</td> <td style="text-align: right; vertical-align: bottom;">02/21/2020</td> </tr> <tr> <td><i>Airbnb collects more than double the PST that B.C. expected</i> Vancouver Sun</td> <td style="text-align: right; vertical-align: bottom;">11/07/2019</td> </tr> <tr> <td><i>I Accidentally Uncovered a Nationwide Scam on Airbnb</i></td> <td style="text-align: right; vertical-align: bottom;">10/31/2019</td> </tr> </table>	<i>By helping refugees, Airbnb tries to mitigate a housing crisis some researchers say it has exacerbated</i> NBC News	11/05/2021	<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>The Airbnb Effect On Housing And Rent</i> Forbes	02/21/2020	<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>	10/31/2019
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Vice	
<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> Bloomberg CityLab	02/10/2014
<i>Asi afecta Airbnb a los hoteles</i> The Huffington Post (Spanish Edition)	02/09/2014
<i>Sharing Is Caring, Unless It Costs You Your Job</i> The New York Times Bits Blog	02/05/2014

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