

Davide Proserpio

CONTACT INFORMATION Marshall School of Business *E-mail:* proserpi@marshall.usc.edu
Marketing Department *Web:* <https://dadepro.github.io/>
701 Exposition Blvd, HOH 332 *Phone:* +1 617-396-6555
Los Angeles, CA 90089

EDUCATION **Ph.D., Computer Science** 2016
Boston University, Boston, MA, United States

M.S., Engineering 2010
Carlos III University, Madrid, Spain and
Universitat Politècnica de Catalunya, Barcelona, Spain

B.A., Engineering 2008
Politecnico di Milano, Milano, Italy

EMPLOYMENT **Associate Professor of Marketing** March 2023 - To Date
Marshall School of Business, University of Southern California

Amazon Visiting Academic Jan 2023 - To Date
Amazon

Kenneth King Stonier Assistant Professor of Business Administration June 2020 - Feb 2023
Marshall School of Business, University of Southern California

Assistant Professor of Marketing June 2016 - May 2020
Marshall School of Business, University of Southern California

Microsoft Research Redmond Summer 2015
Summer Intern

Telefonica Research Barcelona Summer 2014
Summer Intern

HONORS AND AWARDS

- *Finalist 2022 John D. C. Little Award*
- *Finalist 2021 John D. C. Little Award*
- *2022 USC Dr. Douglas Basil Award (Junior Faculty Research Award)*
- *Finalist 2022 Weitz-Winer-O'Dell Award*
- *Exemplary Empirics Track Paper Award at EC'21*
- *USC Dean's Award For Research Impact 2020*
- *Exemplary Empirics Track Paper Award at EC'20*
- *Finalist 2017 John D. C. Little Award*
- *Finalist 2017 Paul E. Green Award*
- *Hariri Graduate Fellows Program 2015*
- *Erasmus Mundus Scholarship, 2006*

1. Ceylan, G., Diehl, K., and Proserpio, D. (2024). Words meet photos: When and why photos increase review helpfulness. *Journal of Marketing Research*, 61(1):5–26*
2. Ananthakrishnan, U., Proserpio, D., and Sharma, S. (2023). I hear you: Does quality improve with customer voice? *Marketing Science*, 42(6):1143–1161*
3. He, S., Hollenbeck, B., Overgoor, G., Proserpio, D., and Tosyali, A. (2022). Detecting fake-review buyers using network structure: Direct evidence from amazon. *Proceedings of the National Academy of Sciences*, 119(47):e2211932119*
4. Bekkerman, R., Cohen, M. C., Kung, E., Maiden, J., and Proserpio, D. (2023). The effect of short-term rentals on residential investment. *Marketing Science*, 42(4):819–834*
Best paper nominee at the 2021 Conference on Information Systems and Technology (CIST)
5. He, S., Hollenbeck, B., and Proserpio, D. (2022). The market for fake reviews. *Marketing Science*, 41(5):896–921*
Finalist 2022 John D. C. Little Award
6. Proserpio, D., Troncoso, I., and Valsesia, F. (2021). Does gender matter? The effect of management responses on reviewing behavior. *Marketing Science*, 40(6):1199–1213*
7. Zervas, G., Proserpio, D., and Byers, J. W. (2021). A first look at online reputation on Airbnb, where every stay is above average. *Marketing Letters*, 32(1):1–16 (Lead article)[†]
8. 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*
Finalist 2021 John D. C. Little Award
9. 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
10. 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[†]
11. Hollenbeck, B., Moorthy, S., and Proserpio, D. (2019). Advertising strategy in the presence of reviews: An empirical analysis. *Marketing Science*, 38(5):793–811*
12. 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*
13. 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
14. 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
Best paper nominee at the 2015 Conference on Information Systems and Technology (CIST)
15. 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 2017 Paul E. Green Award
Finalist 2022 Weitz-Winer-O’Dell Award
Best paper nominee at the 2015 Conference on Economics and Computation (EC)

*Author names are listed in alphabetical order.

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

1. Bekkerman, R., Cohen, M. C., Kung, E., Maiden, J., and Proserpio, D. (2022). The effect of short-term rentals on residential investment. In *Proceedings of the 23rd ACM Conference on Economics and Computation**
2. He, S., Hollenbeck, B., and Proserpio, D. (2021). The market for fake reviews. In *Proceedings of the 22nd ACM Conference on Economics and Computation*, pages 588–588*
Exemplary Empirics Track Paper Award
3. 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
4. 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**
5. 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**
6. Ananthakrishnan, U., Proserpio, D., and Sharma, S. (2020). Does quality improve with customer voice? Evidence from the hotel industry. In *Proceedings of the 21st ACM Conference on Economics and Computation*, pages 461–461*
Exemplary Empirics Track Paper Award
7. 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**
8. 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*
9. 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*
10. 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*
11. 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
12. 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**
13. 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*†
14. 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)*
15. Proserpio, D., Goldberg, S., and McSherry, F. (2014). Calibrating data to sensitivity in private data analysis. *Proceedings of the VLDB Endowment*, 7(8)
16. 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

17. 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. He, S., Hollenbeck, B., and Proserpio, D. (2023). Leveraging social media to buy fake reviews. *Communications of the ACM*, 66(10):98–105*
2. Bekkerman, R., Cohen, M. C., Kung, E., Maiden, J., and Proserpio, D. (2021). Research: Restricting Airbnb rentals reduces development. *Harvard Business Review**
3. 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*
4. He, S., Hollenbeck, B., and Proserpio, D. (2020). How fake customer reviews do — and don’t — work. *Harvard Business Review**
5. Barron, K., Kung, E., and Proserpio, D. (2019). Research: When Airbnb listings in a city increase, so do rent prices. *Harvard Business Review**
6. Proserpio, D. and Zervas, G. (2018). Study: Replying to customer reviews results in better ratings. *Harvard Business Review**

WORKING PAPERS

1. Larsen, P. and Proserpio, D. (2023). The impact of large language models on search advertising: Evidence from Google’s bert. *Available at SSRN 4614402*
2. Troncoso, I., Fu, R., Malik, N., and Proserpio, D. (2023). Algorithm failures and consumers response: Evidence from Zillow. *Available at SSRN 4520172*
3. Pocchiari, M., Proserpio, D., and Dover, Y. (2023). Online reviews: A literature review and roadmap for future research. *Available at SSRN 4565563 (Invited revision at IJRM)*
4. Chen, F., Liu, X., Proserpio, D., and Troncoso, I. (2022). Product2vec: Leveraging representation learning to model consumer product choice in large assortments. *Available at SSRN 3519358**
5. Basuroy, S., Kim, Y., and Proserpio, D. (2022). Estimating the impact of Airbnb on the local economy: Evidence from the restaurant industry. *Available at SSRN 3516983**
6. Proserpio, D. and Tellis, G. J. (2017). Baring the sharing economy: Concepts, classification, findings, and future directions*

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 Ceylan (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

Program committees: WWW 2016, WINE 2019, EC 2019, 2020, 2022, 2023, 2024 (track chair for the Empirics and Experiments track) Senior PC ICWSM 2022, 2023, 2024, IC2S2 2023, 2024

Associated Editor: Winter AMA 2019, Summer AMA 2020, Marketing Science

Editorial Review Board: Marketing Science, Journal of Marketing, International Journal of Research in Marketing

Ad Hoc Reviewer: Information Systems Research, Journal of the Academy of Marketing Science, Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Journal of Political Economy, Journal of Political Economy, Microeconomics, Management Science, Management Information Systems Quarterly, Marketing Letters, Production and Operation Management.

GRANTS

USC Institute of Outlier Research in Business. Amount awarded \$18,000	2023
Google Cloud Platform Research Credits. Amount awarded \$5,000	2020
USC Lusk Center for Real Estate. Amount awarded: \$10,000	2020

PRESENTATIONS

2024

AND INVITED TALKS

– Winter AMA, San Pete, FL	February 2024
----------------------------	---------------

2023

– Pontificia Universidad Catolica de Chile, Santiago, Chile	October 2023
– Universidad de los Andes, Santiago, Chile	October 2023
– University of Maryland, College Park, MD	September 2023
– Bologna University, Marketing Department, Bologna, Italy	July 2023
– Third Conference on Customer Journeys 2023, Amsterdam, Netherlands	June 2023
– University of Miami, Miami	March 2023
– University of Arizona, Online	February 2023

2022

– The Hong Kong Polytechnic University, Online	December 2022
– Facebook, Online	September 2022
– 20th ZEW Conference on The Economics of Information and Communication Technologies, Mannheim, Germany	July 2022
– Social@ IDC, Herzliya, Israel	May 2022
– Symplaform, Online	April 2022
– Nova School of Business and Economics, Carcavelos, Portugal	April 2022
– Erasmus Research Institute of Management, Rotterdam, Netherlands	April 2022
– 16th Annual Bass FORMS Conference, Online	March 2022
– Fox School of Business, Temple University, Online	February 2022

2021

- 15th North American Meeting of the Urban Economics Association, Online October 2021
- Airbnb, Online August 2021
- Harvard University, Online May 2021
- Louvain and Paris Economics of Digitization joint seminars, Online May 2021
- The Centre for Urban Science and Progress, Online May 2021
- Northeastern University, Online April 2021
- McGill University, Online February 2021
- Stanford University, Online January 2021

2020

- The 90th Annual Meeting of the Southern Economic Association, Online November 2020
- APPAM 42nd Annual Fall Research Conference, Online November 2020
- Washington University in Saint Louis, Online November 2020
- Frankfurt School of Finance & Management, Online October 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
- 18th ZEW Conference on The Economics of Information
and Communication Technologies, Online June 2020
- Statistical Challenges in eCommerce Research (SCECR), Online June 2020
- Netflix, Los Angeles, CA February 2020

2019

- 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
- 41th Annual ISMS Marketing Science Conference, Rome, Italy June 2019
- JAMS Conference, Milan, Italy June 2019
- Marketing Effectiveness Through Customer Journeys, Bologna, Italy June 2019
- Universitat Pompeu Fabra, Barcelona, Spain May 2019
- IESE Business School, Barcelona, Spain May 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
 - Housing Solutions Platform’s debate, European Parliament, Brussels, Belgium January 2019
 - Workshop in Management Science, Santa Cruz, Chile January 2019
- 2018*
- INFORMS Annual Meeting, Phoenix, AZ November 2018
 - Frontiers of Empirical Marketing, Miami, FL 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
 - Theory and Practice in Marketing, Lo Angeles, CA May 2018
 - 12th annual Bass FORMS Conference, Dallas, TX March 2018
 - 15th annual Product and Service Innovation Conference, Midway, UT Feb 2018
- 2017*
- 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
- 2016*
- INFORMS Annual Meeting, Nashville, TN November 2016
 - 10th Triennial Invitational Choice Symposium, Lake Louise, AB, Canada May 2016
 - Federal Reserve, Washington DC April 2016
- 2015*
- Scheller College of Business, Marketing seminar, Atlanta, GA November 2015
 - Conference on Information Systems and Technology (CIST), Philadelphia, PA October 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
 - 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

2014

- Two Sigma, New York City, NY December 2014
- Network Research Group meeting, Boston University, Boston, US November 2014
- Urban Beers Meetup, Barcelona, Spain June 2014
- Yahoo Labs, Barcelona, Spain June 2014
- IMDEA Networks, Madrid, Spain January 2014

2013

- 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

SELECTED MEDIA
COVERAGE

- You're Probably Falling for Fake Product Reviews* 11/24/23
The Wall Street Journal
- Nueva York termina (o casi) con los alquileres temporarios para turistas* 09/05/23
elDiario.es
- Airbnb is going back to its apartment-sharing roots with Rooms amid tighter regulation* 05/03/23
Fast Company Middle East
- How to Spot Fake Reviews and Shady Ratings on Amazon* 07/20/22
The Wall Street Journal
- By helping refugees, Airbnb tries to mitigate a housing crisis some researchers say it has exacerbated* 11/05/2021
NBC News
- Fake Reviews and Inflated Ratings Are Still a Problem for Amazon* 06/13/2021
The Wall Street Journal
- Airbnb's stock soars in its debut, the biggest tech IPO of a rocky year* 12/10/2020
The Washington Post
- How Fake Reviews Hurt Us and Amazon* 11/19/2020
The New York Times
- Vendite online, recensioni false per 4,5 milioni di prodotti* 09/27/2020
Corriere della Sera
- Airbnb's Data Portal Promises a Better Relationship With Cities* 09/23/2020
Bloomberg CityLab
- Covid-19 broke the Gulf's gig economy. Here's how it might recover* 09/19/2020
Wired Middle East
- Amazon deleted 20,000 product ratings after an investigation highlighted paid-for reviews* 09/07/2020
Business Insider
- Amazon is filled with fake reviews and it's getting harder to spot them* 09/06/2020
CNBC
- A new study analyses the murky world of fake Amazon reviews* 09/03/2020
The Economist
- What Does the Crisis Mean for the Sharing Economy?* 05/19/2020
Entrepreneur

Last updated: April 9, 2024