

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://www-bcf.usc.edu/~proserpi/ <i>Phone:</i> +1 617-396-6555
EDUCATION	Ph.D., Computer Science Boston University, Boston, MA, United States Advisors: John W. Byers, Sharon Goldberg, Georgios Zervas	May 2016
	M.S., Engineering Carlos III University, Madrid, Spain and Universitat Politècnica de Catalunya, Barcelona, Spain Advisor: Daniel Díaz Sánchez	June, 2010
	B.A., Engineering Politecnico di Milano, Milano, Italy Advisors: Maurizio Decina and Daniel Díaz Sánchez	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> Mentor: Scott Counts	Summer 2015
	Telefonica Research Barcelona <i>Summer Intern</i> Mentors: Jose San Pedro and Nuria Olivier	Summer 2014
HONORS AND AWARDS	<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>	
WORKING PAPERS	Proserpio, D. and Tellis, G. J. (2017). Baring the sharing economy: Concepts, classification, findings, and future directions. <i>Working Paper</i> Tully, S. M., Cheema, A., Amir, O., and Proserpio, D. (2017). My experience or my expectations: The effect of expectations as reference points on evaluations of experiences. <i>Working Paper</i> Mayzlin, D., Moorthy, S., and Proserpio, D. (2017). Asking for reviews: An empirical investigation of review solicitation. <i>Working Paper</i> Valsesia, F., Proserpio, D., and Nunes, J. C. (2017). Tell me who you follow, and i'll tell you who you are: Unexplored antecedents and consequences of status perceptions. <i>Working Paper</i> Barron, K., Kung, E., and Proserpio, D. (2017). The sharing economy and housing affordability: Evidence from airbnb. <i>Working Paper</i> Hollenbeck, B., Moorthy, S., and Proserpio, D. (2017). Advertising strategy in the presence of reviews: an empirical analysis. <i>Working Paper</i>	

Ananthkrishnan, U., Li, B., Telang, R., and Proserpio, D. (2017). All world’s a home: The impact of airbnb on hotel entry. *Working Paper*

Proserpio, D., Xu, W., and Zervas, G. (2016b). You get what you give: Theory and evidence of reciprocity in the sharing economy. *Working Paper*

Zervas, G., Proserpio, D., and Byers, J. (2015a). A first look at online reputation on airbnb, where every stay is above average. *Working Paper*

JOURNALS

Narasimhan, C., Papatla, P., Jiang, B., Kopalle, P. K., Messinger, P. R., Moorthy, S., Proserpio, D., Subramanian, U., Wu, C., and Zhu, T. (2017). Sharing economy: Review of current research and future directions. *Customer Needs and Solutions*, pages 1–14

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)

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

PEER REVIEWED CONFERENCES

Proserpio, D., Counts, S., and Jain, A. (2016a). 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. (2015b). 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

PRESENTATIONS & INVITED TALKS

The Sharing Economy and Housing Affordability: Evidence from Airbnb
– 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

Ad Hoc Reviewer: Marketing Science, Management Science

MEDIA COVERAGE	<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> 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

Last updated: February 21, 2018