

Georgios Zervas

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Last updated: Nov. 25, 2020

Employment & Affiliations

Current

Associate Professor of Marketing Questrom School of Business, Boston University, Boston, MA	2019–to date
Faculty Director, MS in Business Analytics Questrom School of Business, Boston University, Boston, MA	2019–to-date
Founding Member, Faculty of Computing & Data Science Boston University, Boston, MA	2019–to date
Affiliated Faculty in Computer Science Boston University, Boston, MA	2016–to date
Visiting Researcher Microsoft Research New England, Cambridge, MA	2013–to date

Prior

Assistant Professor of Marketing Questrom School of Business, Boston University, Boston, MA	2013–2019
Visiting Scholar MIT Sloan, Cambridge, MA	Spring 2018
Simons Postdoctoral Fellow Yale University, New Haven, CT <i>Advisor:</i> Joan Feigenbaum	2011–2013
Affiliate at the Center for Research & Computation in Society Harvard University, Cambridge, MA	2011–2013
Research Scientist CogoLabs Inc., Cambridge, MA, USA	2006–2012
Cofounder Perlflect Solutions, London, UK	2000–2005

Education

- Ph.D. Computer Science** 2005–2011
 Boston University, Boston, MA, USA.
Thesis: Data-Driven Analysis of Electronic Commerce Systems.
Advisors: John W. Byers (BU) & Michael Mitzenmacher (Harvard).
- M.A. Interactive Media** 1999–2000
 London College of Communication, London, UK.
Thesis: Automatic Website Generation Using Genetic Algorithms.
Advisor: Alan Sekers.
- M.Sc. Computer Science** 1998–1999
 Imperial College, London, UK.
Thesis: Thesis: Advanced Clustering Algorithms.
Advisor: Stefan R ger.
- B.Eng. Computer Science** 1995–1998
 Imperial College, London, UK.
Thesis: Object Linking & Embedding for Linux.
Advisor: Steffen van Bakel.

Publications

Journals

- Georgios Zervas, Davide Proserpio, and John W. Byers
A first look at online reputation on Airbnb, where every stay is above average
Marketing Letters, (2020): 1-16.
- Giana Eckhardt, Mark Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch, and Georgios Zervas
Marketing in the Sharing Economy
Journal of Marketing, 83.5 (2019): 5-27.
- Giana Eckhardt, Mark Houston, Baojun Jiang, Cait Lamberton, Aric Rindfleisch, and Georgios Zervas
Marketing in the Sharing Economy
Journal of Marketing, 83.5 (2019): 5-27.
- Davide Proserpio, Wendy Xu, and Georgios Zervas
You Get What You Give: Theory and Evidence of Reciprocity in the Sharing Economy
Quantitative Marketing and Economics, 16(4), (2018): 371-407.
- Georgios Zervas, Davide Proserpio, and John W. Byers
The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry
Journal of Marketing Research, 54, no. 5 (2017): 687-705.
 – Finalist for the 2018 Paul E. Green Award.
- Davide Proserpio and Georgios Zervas
Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews
Marketing Science, 36, no. 5 (2017): 645-665
 – Finalist for the 2018 John D. C. Little Award.

7. Michael Luca, and Georgios Zervas
Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud
Management Science, 62, no. 12 (2016): 3412-3427

Full Papers in Peer-reviewed Conferences with Proceedings

1. Ceren Budak, Sharad Goel, Justin M. Rao, and Georgios Zervas
Understanding Emerging Threats to Online Advertising
In *Proceedings of the Sixteenth ACM Conference on Economics and Computation (EC '16)*. ACM, 2016.
2. John Byers, Michael Mitzenmacher, and Georgios Zervas
The Daily Deals Marketplace: Empirical Observations and Managerial Implications
In *ACM SIGecom Exchanges*, Vol. 11, No. 2, December 2012, Pages 29–31.
3. Joan Feigenbaum, Michael Mitzenmacher, and Georgios Zervas
An Economic Analysis of User-Privacy Options in Ad-Supported Services
In *Proceedings of the 8th Workshop on Internet & Network Economics, WINE '12*, pages 30–43. Springer Berlin Heidelberg, 2012.
4. John W. Byers, Michael Mitzenmacher, and Georgios Zervas
The Groupon Effect on Yelp Ratings: A Root Cause Analysis
In *Proceedings of the 13th ACM Conference on Electronic Commerce, EC '12*, pages 248–265. Valencia, Spain, 2012. ACM.
5. John W. Byers, Michael Mitzenmacher, and Georgios Zervas
Daily Deals: Prediction, Social Diffusion, and Reputational Ramifications
In *Proceedings of the 5th ACM international conference on Web Search and Data Mining, WSDM '12*, pages 543–552. Seattle, WA, USA, 2012. ACM.
6. John W. Byers, Brent Heeringa, Michael Mitzenmacher, and Georgios Zervas.
Heapable Sequences and Subsequences
In *Proceedings of the Workshop on Analytic Algorithmics and Combinatorics, ANALCO '11*, pages 33–44, San Francisco, CA, USA, 2011. ACM.
7. John W. Byers, Michael Mitzenmacher, and Georgios Zervas
Information asymmetries in pay-per-bid auctions
In *Proceedings of the 11th ACM conference on Electronic Commerce, EC '10*, pages 1–12, New York, NY, USA, 2010. ACM.
8. John W. Byers, Michael Mitzenmacher, and Georgios Zervas
Adaptive Weighing Designs for Keyword Value Computation
In *Proceedings of the third ACM international conference on Web search and data mining, WSDM '10*, pages 331–340, New York, NY, USA, 2010. ACM.
9. Nikolaos Laoutaris, Georgios Zervas, Azer Bestavros, and George Kollios
The Cache Inference Problem and its Application to Content and Request Routing
In *Proceedings of the 26th Annual IEEE Conference on Computer Communications, INFOCOM '07*, pages 848–856, Anchorage, AK, USA, 2007. IEEE.
10. Georgios Zervas, and Stefan M. Ruger
The Curse of Dimensionality and Document Clustering
In *IEEE Seminar, Searching for Information: Artificial Intelligence and Information Retrieval Approaches*, pages 19/1–19/3, Glasgow, UK, 1999.

Abstracts in Peer-reviewed Conferences with Proceedings

1. Greg Lewis and Georgios Zervas
The Supply and Demand Effects of Review Platforms
In *Proceedings of the 2019 ACM Conference on Economics and Computation (EC '19)*., pp. 197-197. ACM, 2019.
2. Shrabastee Banerjee, Chris Dellarocas, and Georgios Zervas
Interacting User Generated Content Technologies: How Q&As Affect Ratings & Reviews
In *Proceedings of the 2017 ACM Conference on Economics and Computation (EC '17)*., pp. 539-539. ACM, 2017.
3. Georgios Zervas, Davide Proserpio, and John W. Byers
The Impact of the Sharing Economy on the Hotel Industry: Evidence from Airbnb's Entry Into the Texas Market
In *Proceedings of the 2015 ACM Conference on Economics and Computation (EC '15)*., pp. 637-637. ACM, 2015.
4. Davide Proserpio and Georgios Zervas
Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews
In *Proceedings of the 2015 ACM Conference on Economics and Computation (EC '15)*., pp. 79-79. ACM, 2015.

Invited Articles

1. Davide Proserpio and Georgios Zervas
Replying to Customer Reviews Results in Better Ratings
Harvard Business Review, Feb. 14, 2018.

Working Papers

1. Shrabastee Banerjee, Chris Dellarocas, and Georgios Zervas
Interacting User Generated Content Technologies: How Q&As Affect Ratings and Reviews
2. Stephan Seiler, Song Yao, Georgios Zervas
Causal Inference in Word-of-Mouth Research: Methods and Results
3. Georgios Zervas, Davide Proserpio, and John W. Byers
A First Look at Reputation on Airbnb
4. Chiara Farronato and Georgios Zervas
Consumer Reviews and Regulation: Evidence from NY Restaurants
5. Greg Lewis and Georgios Zervas
The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry
6. Greg Lewis and Georgios Zervas
Supply and Demand Responses to Consumer Review Platforms
7. Greg Lewis and Georgios Zervas
Estimating Discrete Choice Models using Maximum Likelihood
8. Luis Armona, Greg Lewis, and Georgios Zervas
Learning Market Structure & Consumer Preferences from Search Data: An Application to Hotel Demand Estimation

Grants, Awards, & Honors

1. Marketing Science Institute (MSI) Young Scholars 2019
2. Dean's Research Scholar, Questrom School of Business 08/2018
3. Shahdadpuri Research Award, Questrom School of Business 10/2017
4. Hariri Institute Graduate Fellowship (\$25,000 award) 6/2015
5. Google Faculty Research Award (\$35,000 unrestricted gift, plus \$10,000 in Google Cloud credits) 2/2015
6. Hariri Institute Junior Faculty Fellow 2013–2015
7. Hariri Institute Research Grant Principal Investigator, with co-PI John W. Byers (\$26,500) 1/2013
8. Departmental Research Achievement Award, Computer Science Dept., Boston U. 2010–2011

Student Advising

1. Hannah Catabia, PhD Student, Computer Science Dept., Co-advisor 2019–to date
2. Philip Zhao, PhD Student, Marketing Dept., Advisor 2018–to date
3. Shrabastee Banerjee, PhD Student, Marketing Dept., Advisor 2015–to date
4. Davide Proserpio, PhD Student, Computer Science Dept., Co-advisor 2012–2015
Placement: USC Marshall Marketing

Presentations and Invited Talks

Learning Market Structure & Consumer Preferences from Search Data: An Application to Hotel Demand Estimation

Conferences:

- Marketing Science 2019, Rome, Italy 06/20/2019

Consumer Reviews and Regulation: Evidence from NY Restaurants

Academia:

- Yale School of Management, New Haven, CT 10/30/2020
- University of Miami, Miami, FL 10/23/2020
- UMass Amherst Isenberg School of Management, Amherst, MA 02/03/2018

Conferences:

- Marketing Science 2018, Philadelphia, PA 06/14/2018
- BU Data Science Day, Boston University, Boston MA 01/26/2018
- Digital, Mobile Marketing, and Social Media Analytics Conference, NYU, New York, NY 09/12/2017
- Marketing Science, USC Marshall, Los Angeles, CA 06/10/2017

- Health Sector Data Blitz, Questrom School of Business, Boston, MA 03/11/2017
- Marketing Analytics and Big Data conference, Columbia University, New York, NY 16/09/2017

The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry

Academia:

- HEC, Paris, France 11/07/2019
- Duke Fuqua, Durham, North Carolina 05/01/2019
- Harvard Business School, Boston, MA 03/12/2019
- NYU Stern, New York, NY 02/14/2019
- Columbia GSB, New York, NY 10/16/2018
- USC Marshall, Los Angeles, CA 4/14/2017
- Stanford GSB, Palo Alto, CA 4/12/2017
- Michigan Ross, Ann Arbor, MI 4/10/2017
- University of Toronto Rotman, Toronto, ON 2/17/2017
- University of Chicago Booth, Chicago, IL 1/31/2017
- Wharton, Philadelphia, PA 1/25/2017
- MIT Economics Dept., Cambridge, MA 10/24/2016

Conferences:

- QME 2016, Kellogg School of Management, Evanston, IL 09/01/2016
- SCECR 2016, Naxos, Greece 06/24/2016
- Greater China Conference on Mobile Big Data Marketing, Hong Kong 06/13/2016
- Marketing Science 2016, Shanghai, China 06/16/2016

Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews.

Academia:

- Harvard EconCS Seminar, Cambridge, MA 10/02/2015
- Hebrew University, Computer Science dept., Jerusalem, Israel 06/14/2015

The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry

Conferences:

- Open & User Innovation Conference 2015, Harvard Business School, Boston MA 08/03/2016
- CODE@MIT, Cambridge MA 10/16/2015
- Marketing Science 2015, Baltimore 05/20/2015
- NYU 2015 Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics 23/10/2015

Academia:

- Simon Business School, University of Rochester 2/29/2016

Industry:

- Microsoft Research New England 11/18/2015

Government:

- Cambridge City Council, Cambridge, MA 7/19/2016

Understanding Emerging Threats to Online Advertising

Academia:

- Goizueta Business School, Emory University 02/27/2015
- MSR/Harvard Game Theory Seminar 12/17/2014
- Questrom School of Business, MPPL Seminar 04/17/2015

Industry:

- Betaworks, NYC 07/23/2015

Fake It Till You Make It: Reputation, Competition, and Yelp Review Fraud

Conferences:

- Marketing Science 2014, Emory University, Atlanta 06/13/2014
- WIN 2013: The 5th Workshop on Information in Networks 10/04/2013
- DIMACS Workshop on Economic Aspects of Information Sharing 02/08/2013

Industry:

- Google, Palo Alto, CA 02/12/2013

The Groupon Effect on Yelp Ratings: A Root Cause Analysis

Conferences:

- Marketing Science 2013, Istanbul, Turkey 07/13/2013
- SCECR 2012, Montreal, Canada 06/29/2012
- ACM EC 2012, Valencia, Spain 06/05/2012
- Yale Customer Insights Conference, New Haven, CT 03/15/2013
- CAOSS 2012: Workshop on Computational and Online Social Science, New York, NY 10/12/2012

Academia:

- Wellesley University, Computer Science Dept 02/27/2012
- Northeastern University, Computer Science Dept 03/28/2012
- Harvard University, School of Eng. & Appl. Sci., Joint EconCS/Theory Seminar 04/16/2012
- Berkeley University, Computer Science Dept 04/10/2012

Industry:

- Microsoft Research New York 02/27/2013
- Google, Palo Alto, CA 04/09/2012
- Yelp, San Francisco, CA 04/11/2012

Daily Deals: Prediction, Social Diffusion, and Reputational Ramifications

Conferences:

- New York Computer Science and Economics Day (*Poster session.*) 09/16/2011
- Cambridge Area Economics and Computation Day (*Poster session.*) 11/18/2011
- ACM WSDM 2012 02/11/2012

Academia:

- Harvard University, School of Eng. & Appl. Sci., Joint EconCS/Theory Seminar 10/20/2011

- Boston University, Mathematics Dept., Statistics and Probability Seminar 11/17/2011
- Columbia University, Computer Science Dept., Seminar 12/08/2011

Industry:

- IBM Research, Hawthorne, NY, Seminar 12/07/2011
- Microsoft Research New England, Economics Research Working Group 10/14/2011

Information Asymmetries in Pay-Per-Bid Auctions: How Swoopo Makes Bank

Conferences:

- ACM EC 2010 06/09/2010

Academia:

- Boston University, Computer Science Dept., Theory Seminar 03/19/2010
- Harvard University, School of Eng. & Appl. Sci., Joint EconCS/Theory Seminar 03/29/2010
- Northeastern University, Coll. of Comp. & Inf. Sci., Graduate Student Seminar 04/03/2010
- Williams College, Computer Science Dept., Invited Colloquium 10/22/2010

Adaptive Weighing Designs for Keyword Value Computation

Conferences:

- ACM WSDM 2010 02/06/2010

Academia:

- Boston University, Computer Science Dept., Networking Reading Group 02/08/2010
- Boston University, Computer Science Dept., CS565 Data Mining, Guest Lecture 03/23/2010

Teaching

1. BA810: Supervised Machine Learning (44 students) Fall 2019
2. BA810: Supervised Machine Learning (42 students) Fall 2019
3. MK476: Machine Learning for Business Analytics (26 students) Spring 2019
4. MK824: Machine Learning for Business Analytics (44 students) Spring 2019
5. MK824: Machine Learning for Business Analytics (40 students) Spring 2018
6. MK824: Machine Learning for Business Analytics (43 students) Spring 2017
7. MK323: Marketing Management (49 students) Spring 2017
8. MK323: Marketing Management (48 students) Fall 2015
9. MK323: Marketing Management (50 students) Fall 2015
10. MK323: Marketing Management (47 students) Fall 2014
11. MK323: Marketing Management (47 students) Fall 2014
12. MK323: Marketing Management (49 students) Fall 2013
13. MK323: Marketing Management (50 students) Fall 2013

Course Development

MK476, **MK842**, and **BA810** are courses that I developed that introduce undergraduate, MBA, and MSBA students to machine learning methods with applications in business analytics.

Service

Editorial Review Board 2020–to-date
Marketing Science

Steering Committee Member 2019–to-date
Rafik B. Hariri Institute for Computing, Boston University

Editorial Review Board 2019–to-date
Journal of Marketing

Editorial Review Board 2019–to-date
Journal of Marketing Research

Associate Editor 2019–to date
ACM Transactions on Economics and Computation

Program committees: EC 2021 (Senior Program Committee), EC 2020 (Senior Program Committee), Web-Conf 2020, EC 2019 (Senior Program Committee), EC 2018 (Senior Program Committee), EC 2018, WWW 2018, ICIS 2018, EC 2017 (Senior Program Committee), EC 2016 (Senior Program Committee), WWW 2016 (Senior Program Committee), ICIS 2016, SCECR 2016, EC 2015, WSDM 2015, WWW 2015, AMMA 2015, COBE 2015, EC 2014, WSDM 2014, WWW 2014, ICWSM 2014, WWW 2013, WSDM 2013, EC 2012.

Ad-hoc reviewer: Management Science, Marketing Science, Journal of Marketing Research, Information Systems Research, Games and Economic Behavior, Review of Industrial Organization, Operations Letters, Management Information Systems Quarterly, Journal of Public Economics, Manufacturing & Service Operations Management.

Media coverage

1. [Some Smiling Faces in Online Customer Testimonials Are Stock Photos](#) 05/16/2019
The Wall Street Journal
2. [Why ranting on Yelp is the wrong way to complain about awful service](#) 04/03/2018
The Boston Globe
3. [Does a 'Sharing Economy' Foster Better Behavior?](#) 03/27/2018
PC Magazine
4. [For Hotels, Online Reviews Really Matter to the Bottom Line](#) 11/18/2016
The Wall Street Journal
5. [Don't Necessarily Judge Your Next E-Book By Its Online Review](#) 10/26/2015
NPR All Things Considered
6. [Five-star fakes](#) 10/24/2015
The Economist

7. [Ratings Now Cut Both Ways, So Don't Sass Your Uber Driver](#)
The New York Times 01/30/2015
8. [Airbnb, Uber, Lyft: de l'économie collaborative au business du partage](#)
Le nouvel Observateur 08/16/2014
9. [Airbnb versus hotels: Room for all, for now](#)
The Economist 04/26/2014
10. [Keeping crowdsourcing honest: can we trust the reviews?](#)
BBC News 02/18/2014
11. [Why It's So Hard to Figure Out the Sharing Economy's Winners and Losers](#)
The Atlantic Cities 02/10/2014
12. [Sharing Is Caring, Unless It Costs You Your Job](#)
The New York Times Bits Blog 02/05/2014
13. [Yelp Reviews: Can You Trust Them?](#)
BU Today 11/04/2013
14. [Fake reviews on Yelp?! Don't worry, we've got your back](#)
Yelp Official Blog 09/27/2013
15. [Yelp deems 20% of user reviews 'suspicious'](#)
Marketwatch, The Wall Street Journal 09/24/2013
16. [Yelp admits a quarter of submitted reviews could be fake](#)
BBC News 09/13/2013
17. [Underdog Businesses Are More Likely to Post Fake Yelp Reviews](#)
Harvard Business Review Blog Network 08/30/2013
18. [How Good Groupon Leads to Bad Yelp](#)
The Freaknomics Blog 03/11/2013
19. [For Some Businesses, Daily Deals Have A Dark Side](#)
NPR Morning Edition 07/06/2012
20. [Using Groupon Deals? Your Yelp Rating May Suffer](#)
The Huffington Post 04/11/2012
21. [Help for Yelp](#)
BU Today 11/09/2011
22. [Groupon IPO: An Internet star falls to Earth](#)
Christian Science Monitor 10/23/2011
23. [Is Groupon Bad For Business?](#)
WBUR 10/18/2011
24. [Groupon: Bad for Business?](#)
BU Today 10/05/2011
25. [Groupon's Morning After Problem](#)
Time Magazine 10/04/2011

26. [Coupon Sites Are a Great Deal, but Not Always to Merchants](#)
The New York Times 10/02/2011
27. [Groupon Deals May Hurt Your Yelp Ratings](#)
The Atlantic 09/12/2011
28. [Study: Daily Deals Hurt Businesses' Reputations](#)
The Wall Street Journal, "In Charge" blog 07/06/2011
29. [Groupon's Hidden Influence on Reputation](#)
The MIT Technology Review 09/12/2011