

Georgios Zervas

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Employment

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| Assistant Professor of Marketing Questrom School of Business, Boston University, Boston, MA | 2013–to date |
| Affiliated Faculty in Computer Science Boston University, Boston, MA | 2016–to date |
| Consulting Researcher Microsoft Research New England, Cambridge, MA | 2013–to date |
| 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 Perlfect Solutions, London, UK | 2000–2005 |

Education

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

Publications

Journals

1. 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, Forthcoming
2. Davide Proserpio and Georgios Zervas
Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews
Marketing Science, Forthcoming
3. 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

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. Georgios Zervas, Davide Proserpio, and John W. Byers.
Interacting User Generated Content Technologies: How Q&As Affect Ratings & Reviews
 Forthcoming *Proceedings of the Eighteenth ACM Conference on Economics and Computation (EC '17)*. ACM, 2015.
2. 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 Sixteenth ACM Conference on Economics and Computation (EC '15)*, pp. 637–637. ACM, 2015.
3. Davide Proserpio and Georgios Zervas.
Online Reputation Management: Estimating the Impact of Management Responses on Consumer Reviews
 In *Proceedings of the Sixteenth ACM Conference on Economics and Computation (EC '15)*, pp. 79–79. ACM, 2015.

Working Papers

1. Greg Lewis and Georgios Zervas
The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry
2. Proserpio, D., Xu, W., Zervas, G.
You Get What You Give: Theory and Evidence of Reciprocity in the Sharing Economy
3. Georgios Zervas, Davide Proserpio, and John W. Byers
A First Look at Online Reputation on Airbnb, Where Every Stay is Above Average.

Grants & Awards

1. Hariri Institute Graduate Fellowship (to support my PhD student Davide Proserpio) 6/2015 (\$25,000 award)
2. Google Faculty Research Award 2/2015
 (\$35,000 unrestricted gift, plus \$10,000 in Google Cloud credits)
3. Hariri Institute Junior Faculty Fellow 2013–2015

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| 4. Hariri Institute Research Grant (\$26,500) Principal Investigator, with co-PI John W. Byers | 1/2013 |
| 5. Departmental Research Achievement Award, Computer Science Dept., Boston U. | 2010–2011 |

Student Advising

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| 1. Shrabastee Banerjee, PhD Student, Marketing Dept., Advisor | 2015–to date |
| 2. Davide Proserpio, PhD Student, Computer Science Dept., Co-advisor <i>Placement:</i> USC Marshall Marketing | 2012–2015 |

Presentations and Invited Talks

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

Academia:

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| - 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:

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| - 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:

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| - 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:

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| - 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 |

Industry:

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

Service

Program committees: EC 2017 (Senior Program Committee), EC 2016 (Senior Program Committee), WWW 2016 (Senior Program Committee), 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 for Management Science, Marketing Science, Journal of Marketing Research, Information Systems Research, Games and Economic Behavior, Review of Industrial Organization, and Operations Letters.

Media coverage

1. For Hotels, Online Reviews Really Matter to the Bottom Line 11/18/2016
The Wall Street Journal
2. Don't Necessarily Judge Your Next E-Book By Its Online Review 10/26/2015
NPR All Things Considered

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

22. Groupon's Morning After Problem
Time Magazine 10/04/2011
23. Coupon Sites Are a Great Deal, but Not Always to Merchants
The New York Times 10/02/2011
24. Groupon Deals May Hurt Your Yelp Ratings
The Atlantic 09/12/2011
25. Study: Daily Deals Hurt Businesses' Reputations
The Wall Street Journal, "In Charge" blog 07/06/2011
26. Groupon's Hidden Influence on Reputation
The MIT Technology Review 09/12/2011