

# Georgios Zervas

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## Employment

### Current

**Assistant Professor of Marketing** 2013–to date  
Questrom School of Business, Boston University, Boston, MA

**Visiting Scholar** Jan. 2018–to date  
MIT Sloan, Cambridge, MA

**Affiliated Faculty in Computer Science** 2016–to date  
Boston University, Boston, MA

**Consulting Researcher** 2013–to date  
Microsoft Research New England, Cambridge, MA

### Prior

**Simons Postdoctoral Fellow** 2011–2013  
Yale University, New Haven, CT  
*Advisor:* Joan Feigenbaum

**Affiliate at the Center for Research & Computation in Society** 2011–2013  
Harvard University, Cambridge, MA

**Research Scientist** 2006–2012  
CogoLabs Inc., Cambridge, MA, USA

**Cofounder** 2000–2005  
Perlfect Solutions, London, UK

## 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

1. 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*, Forthcoming.
2. 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.
3. 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.
4. 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. Shrabastee Banerjee, Chris Dellarocas, and Georgios Zervas  
**Interacting User Generated Content Technologies: How Q&As Affect Ratings & Reviews**  
In *Proceedings of the Eighteenth ACM Conference on Economics and Computation (EC '17)*, pp. 539-539. ACM, 2017.
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.

### 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. Chiara Farronato and Georgios Zervas  
**Consumer Reviews and Regulation: Evidence from NY Restaurants**
2. Shrabastee Banerjee, Chris Dellarocas, and Georgios Zervas  
**Interacting User Generated Content Technologies: How Q&As Affect Ratings and Reviews**
3. Greg Lewis and Georgios Zervas  
**The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry**
4. Greg Lewis and Georgios Zervas  
**Supply and Demand Responses to Consumer Review Platforms**
5. Greg Lewis and Georgios Zervas  
**Estimating Discrete Choice Models using Maximum Likelihood**
6. Stephan Seiler, Song Yao, Georgios Zervas  
**Causal Inference in Word-of-Mouth Research: Methods and Results**  
In preparation for *Customer Analytics for Maximum Impact: Academic Insights and Business Use Cases*, Taylor & Francis (CRC Press), edited by S. Seetharaman.
7. 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. Shahdadpuri Research Award, Questrom School of Business  | 10/2017   |
| 2. Hariri Institute Graduate Fellowship<br>(\$25,000 award)   | 6/2015    |
| 3. Google Faculty Research Award<br>(\$35,000 unrestricted gift, plus \$10,000 in Google Cloud credits) | 2/2015    |
| 4. Hariri Institute Junior Faculty Fellow   | 2013–2015 |
| 5. Hariri Institute Research Grant<br>Principal Investigator, with co-PI John W. Byers (\$26,500)       | 1/2013    |
| 6. 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<br><i>Placement:</i> USC Marshall Marketing | 2012–2015    |

## Presentations and Invited Talks

### Consumer Reviews and Regulation: Evidence from NY Restaurants

#### Academia:

- 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:

- 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

#### Industry:

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

- 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. MK824: Digital Marketing Analytics (40 students) Spring 2018
2. MK824: Digital Marketing Analytics (43 students) Spring 2017
3. MK323: Marketing Management (49 students) Spring 2017
4. MK323: Marketing Management (48 students) Fall 2015
5. MK323: Marketing Management (50 students) Fall 2015
6. MK323: Marketing Management (47 students) Fall 2014
7. MK323: Marketing Management (47 students) Fall 2014
8. MK323: Marketing Management (49 students) Fall 2013
9. MK323: Marketing Management (50 students) Fall 2013

## Course Development

**MK842** is a course that I developed during my third year. The course introduces students to machine learning methods with applications to digital marketing.

## Service

Program committees: 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 for 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.

## Media coverage

1. Why ranting on Yelp is the wrong way to complain about awful service  
The Boston Globe 04/03/2018
2. Does a 'Sharing Economy' Foster Better Behavior?  
PC Magazine 03/27/2018
3. For Hotels, Online Reviews Really Matter to the Bottom Line  
The Wall Street Journal 11/18/2016
4. Don't Necessarily Judge Your Next E-Book By Its Online Review  
NPR All Things Considered 10/26/2015
5. Five-star fakes  
The Economist 10/24/2015
6. Ratings Now Cut Both Ways, So Don't Sass Your Uber Driver  
The New York Times 01/30/2015
7. Airbnb, Uber, Lyft: de l'économie collaborative au business du partage  
Le nouvel Observateur 08/16/2014
8. Airbnb versus hotels: Room for all, for now  
The Economist 04/26/2014
9. Keeping crowdsourcing honest: can we trust the reviews?  
BBC News 02/18/2014
10. Why It's So Hard to Figure Out the Sharing Economy's Winners and Losers  
The Atlantic Cities 02/10/2014
11. Sharing Is Caring, Unless It Costs You Your Job  
The New York Times Bits Blog 02/05/2014
12. Yelp Reviews: Can You Trust Them?  
BU Today 11/04/2013



13. Fake reviews on Yelp?! Don't worry, we've got your back  
Yelp Official Blog 09/27/2013
14. Yelp deems 20% of user reviews 'suspicious'  
Marketwatch, The Wall Street Journal 09/24/2013
15. Yelp admits a quarter of submitted reviews could be fake  
BBC News 09/13/2013
16. Underdog Businesses Are More Likely to Post Fake Yelp Reviews  
Harvard Business Review Blog Network 08/30/2013
17. How Good Groupon Leads to Bad Yelp  
The Freaknomics Blog 03/11/2013
18. For Some Businesses, Daily Deals Have A Dark Side  
NPR Morning Edition 07/06/2012
19. Using Groupon Deals? Your Yelp Rating May Suffer  
The Huffington Post 04/11/2012
20. Help for Yelp  
BU Today 11/09/2011
21. Groupon IPO: An Internet star falls to Earth  
Christian Science Monitor 10/23/2011
22. Is Groupon Bad For Business?  
WBUR 10/18/2011
23. Groupon: Bad for Business?  
BU Today 10/05/2011
24. Groupon's Morning After Problem  
Time Magazine 10/04/2011
25. Coupon Sites Are a Great Deal, but Not Always to Merchants  
The New York Times 10/02/2011
26. Groupon Deals May Hurt Your Yelp Ratings  
The Atlantic 09/12/2011
27. Study: Daily Deals Hurt Businesses' Reputations  
The Wall Street Journal, "In Charge" blog 07/06/2011
28. Groupon's Hidden Influence on Reputation  
The MIT Technology Review 09/12/2011