

Georgios Zervas

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Employment

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

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 Ruger.	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, 54, no. 5 (2017): 687-705.
2. 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
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. 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.

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. Davide Proserpio, Wendy Xu, and Georgios Zervas
You Get What You Give: Theory and Evidence of Reciprocity in the Sharing Economy
5. Stephan Seiler, Song Yao, Georgios Zervas
Causal Inference in Word-of-Mouth Research: Methods and Results (*Book chapter*)

Grants & Awards

1. Shahdarpuri Research Award, Questrom School of Business 10/2017
2. Hariri Institute Graduate Fellowship (\$25,000 award) 6/2015
3. Google Faculty Research Award (\$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 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

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

Presentations and Invited Talks

Consumer Reviews and Regulation: Evidence from NY Restaurants

Conferences:

- 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

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
The Wall Street Journal 11/18/2016
2. Don't Necessarily Judge Your Next E-Book By Its Online Review
NPR All Things Considered 10/26/2015
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