

# Georgios Zervas

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Google Scholar: <https://scholar.google.com/citations?user=5L8vEA4AAAAJ>

*Last updated: Feb. 7, 2024*

## Employment & Affiliations

### Current

<b>Associate Professor of Marketing</b> Questrom School of Business, Boston University, Boston, MA	2019–to date
<b>Director of Online Initiatives and Innovation for BU Virtual and the Faculty of Computing and Data Sciences</b> Boston University, Boston, MA	2023–to date
<b>Founding Member, Faculty of Computing &amp; Data Science</b> Boston University, Boston, MA	2019–to date
<b>Affiliated Faculty in Computer Science</b> Boston University, Boston, MA	2016–to date

### Prior

<b>Faculty Director, MS in Business Analytics</b> Questrom School of Business, Boston University, Boston, MA	2019–2022
<b>Assistant Professor of Marketing</b> Questrom School of Business, Boston University, Boston, MA	2013–2019
<b>Visiting Researcher</b> Microsoft Research New England, Cambridge, MA	2013–2022
<b>Visiting Scholar</b> MIT Sloan, Cambridge, MA	Spring 2018
<b>Simons Postdoctoral Fellow</b> Yale University, New Haven, CT <i>Advisor:</i> Joan Feigenbaum	2011–2013
<b>Affiliate at the Center for Research &amp; Computation in Society</b> Harvard University, Cambridge, MA	2011–2013
<b>Research Scientist</b> CogoLabs Inc., Cambridge, MA, USA	2006–2012
<b>Cofounder</b> Perlfect Solutions, London, UK	2000–2005

## Education

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

## Publications

### Journals

1. Shrabastee Banerjee, Chris Dellarocas Chris, and Georgios Zervas  
**Interacting User-Generated Content Technologies: How Questions and Answers Affect Consumer Reviews.**  
*Journal of Marketing Research*, (2021);58(4): 742-761.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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 ger  
**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. Luis Armona, Greg Lewis, and Georgios Zervas  
**Learning Product Characteristics and Consumer Preferences from Search Data**  
In *Proceedings of the 2021 ACM Conference on Economics and Computation (EC '21)*., pp. 98-99. ACM, 2021.
2. 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.
3. 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.
4. 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.
5. 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. Greg Lewis, Bora Ozaltun, and Georgios Zervas  
**Maximum Likelihood Estimation of Differentiated Products Demand Systems**
2. Luis Armona, Greg Lewis, and Georgios Zervas  
**Learning Product Characteristics and Consumer Preferences from Search Data**
3. Stephan Seiler, Song Yao, Georgios Zervas  
**Causal Inference in Word-of-Mouth Research: Methods and Results**
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**

## Grants, Awards, & Honors

- |                                                                                                         |           |
|---------------------------------------------------------------------------------------------------------|-----------|
| 1. Marketing Science Institute (MSI) Scholar                                                            | 2023      |
| 2. Marketing Science Institute (MSI) Young Scholars                                                     | 2019      |
| 3. Dean's Research Scholar, Questrom School of Business                                                 | 08/2018   |
| 4. Shahdadpuri Research Award, Questrom School of Business                                              | 10/2017   |
| 5. Hariri Institute Graduate Fellowship<br>(\$25,000 award)                                             | 6/2015    |
| 6. Google Faculty Research Award<br>(\$35,000 unrestricted gift, plus \$10,000 in Google Cloud credits) | 2/2015    |
| 7. Hariri Institute Junior Faculty Fellow                                                               | 2013–2015 |
| 8. Hariri Institute Research Grant<br>Principal Investigator, with co-PI John W. Byers (\$26,500)       | 1/2013    |
| 9. 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<br><i>Placement:</i> Tilburg University, Marketing  | 2015–2021    |
| 4. Davide Proserpio, PhD Student, Computer Science Dept., Co-advisor<br><i>Placement:</i> USC Marshall, Marketing | 2012–2015    |

## 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:

- |                                            |            |
|--------------------------------------------|------------|
| - Dartmouth College                        | 06/12/2023 |
| - University College London, UK            | 04/05/2022 |
| - Technische Universität Berlin, Germany   | 10/04/2021 |
| - Universität zu Köln, Germany             | 07/31/2021 |
| - Brandeis University, Waltham, MA         | 04/07/2021 |
| - 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, NC 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. BA476: Machine Learning for Business Analytics (87 students) Fall 2023
2. BA476: Machine Learning for Business Analytics (44 students) Spring 2023
3. BA476: Machine Learning for Business Analytics (47 students) Spring 2023
4. MK842: Machine Learning for Business Analytics (27 students) Spring 2023
5. BA810: Supervised Machine Learning (46 students) Fall 2021
6. BA810: Supervised Machine Learning (42 students) Fall 2021
7. BA810: Supervised Machine Learning (40 students) Spring 2021
8. BA810: Supervised Machine Learning (34 students) Spring 2021



9. BA810: Supervised Machine Learning (44 students)	Fall 2019
10. BA810: Supervised Machine Learning (42 students)	Fall 2019
11. MK476: Machine Learning for Business Analytics (26 students)	Spring 2019
12. MK824: Machine Learning for Business Analytics (44 students)	Spring 2019
13. MK824: Machine Learning for Business Analytics (40 students)	Spring 2018
14. MK824: Machine Learning for Business Analytics (43 students)	Spring 2017
15. MK323: Marketing Management (49 students)	Spring 2017
16. MK323: Marketing Management (48 students)	Fall 2015
17. MK323: Marketing Management (50 students)	Fall 2015
18. MK323: Marketing Management (47 students)	Fall 2014
19. MK323: Marketing Management (47 students)	Fall 2014
20. MK323: Marketing Management (49 students)	Fall 2013
21. 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-2022  
Rafik B. Hariri Institute for Computing, Boston University

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

**Editorial Review Board** 2019–2023  
Journal of Marketing Research

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

**Program committees:** EC 2024 (Senior Program Committee), EC 2023 (Area Chair), EC 2022 (Track Chair), EC 2021 (Program Committee), EC 2020 (Senior Program Committee), WebConf 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](#)  
The Wall Street Journal 05/16/2019
2. [Why ranting on Yelp is the wrong way to complain about awful service](#)  
The Boston Globe 04/03/2018
3. [Does a 'Sharing Economy' Foster Better Behavior?](#)  
PC Magazine 03/27/2018
4. [For Hotels, Online Reviews Really Matter to the Bottom Line](#)  
The Wall Street Journal 11/18/2016
5. [Don't Necessarily Judge Your Next E-Book By Its Online Review](#)  
NPR All Things Considered 10/26/2015
6. [Five-star fakes](#)  
The Economist 10/24/2015
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](#) 04/11/2012  
The Huffington Post
21. [Help for Yelp](#) 11/09/2011  
BU Today
22. [Groupon IPO: An Internet star falls to Earth](#) 10/23/2011  
Christian Science Monitor
23. [Is Groupon Bad For Business?](#) 10/18/2011  
WBUR
24. [Groupon: Bad for Business?](#) 10/05/2011  
BU Today
25. Groupon's Morning After Problem 10/04/2011  
Time Magazine
26. [Coupon Sites Are a Great Deal, but Not Always to Merchants](#) 10/02/2011  
The New York Times
27. [Groupon Deals May Hurt Your Yelp Ratings](#) 09/12/2011  
The Atlantic
28. [Study: Daily Deals Hurt Businesses' Reputations](#) 07/06/2011  
The Wall Street Journal, "In Charge" blog
29. [Groupon's Hidden Influence on Reputation](#) 09/12/2011  
The MIT Technology Review