Georgios Zervas

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Questrom School of Business
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Google Scholar: https://scholar.google.com/citations?user=5L8vEA4AAAAJ

Last updated: Jun. 27, 2024

Employment & Affiliations

Current

Associate Professor of Marketing   2019–to date
Questrom School of Business, Boston University, Boston, MA

**Director of Online Initiatives and Innovation for BU Virtual
and the Faculty of Computing and Data Sciences**   2023–to date
Boston University, Boston, MA

Founding Member, Faculty of Computing & Data Science   2019–to date
Boston University, Boston, MA

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

Prior

Faculty Director, MS in Business Analytics   2019–2022
Questrom School of Business, Boston University, Boston, MA

Assistant Professor of Marketing   2013–2019
Questrom School of Business, Boston University, Boston, MA

Visiting Researcher   2013–2022
Microsoft Research New England, Cambridge, MA

Visiting Scholar   Spring 2018
MIT Sloan, Cambridge, MA

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 Rüger.

B.Eng. Computer Science   1995–1998
Imperial College, London, UK.
Thesis: Object Linking & Embedding for Linux.
Advisor: Steffen van Bakel.

Publications

Journals

1. Luis Armona, Greg Lewis, and Georgios Zervas
   Learning Product Characteristics and Consumer Preferences from Search Data.
   Marketing Science, (Forthcoming).

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

8. 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 Algorithms and Combinatorics*, ANALCO '11, pages 33–44, San Fransisco, 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. Rüger
    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. Stephan Seiler, Song Yao, Georgios Zervas
   Causal Inference in Word-of-Mouth Research: Methods and Results

3. Chiara Farronato and Georgios Zervas
   Consumer Reviews and Regulation: Evidence from NY Restaurants

4. Greg Lewis and Georgios Zervas
   The Welfare Impact of Consumer Reviews: A Case Study of the Hotel Industry

5. 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 — 6/2015
   ($25,000 award)
6. Google Faculty Research Award — 2/2015
   ($35,000 unrestricted gift, plus $10,000 in Google Cloud credits)
7. Hariri Institute Junior Faculty Fellow — 2013–2015
8. Hariri Institute Research Grant — 1/2013
   Principal Investigator, with co-PI John W. Byers ($26,500)
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 — 2015–2021
   Placement: Tilburg University, Marketing
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:
- Dartmouth College — 06/12/2023
- University College London, UK — 04/05/2022
- Technische Universität Berlin, Germany — 10/04/2021
- Universitat zu Koln, Germany — 07/31/2021
- Brandeis University, Walthman, 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, Questom 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 Arbon, 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:

- Havard 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   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   01/30/2015
   The New York Times

8. Airbnb, Uber, Lyft: de l'économie collaborative au business du partage   08/16/2014
   Le nouvel Observateur

9. Airbnb versus hotels: Room for all, for now   04/26/2014
   The Economist

10. Keeping crowdsourcing honest: can we trust the reviews?   02/18/2014
    BBC News

11. Why It's So Hard to Figure Out the Sharing Economy's Winners and Losers   02/10/2014
    The Atlantic Cities

12. Sharing Is Caring, Unless It Costs You Your Job   02/05/2014
    The New York Times Bits Blog

13. Yelp Reviews: Can You Trust Them?   11/04/2013
    BU Today

14. Fake reviews on Yelp?! Don't worry, we've got your back   09/27/2013
    Yelp Official Blog

15. Yelp deems 20% of user reviews 'suspicious'   09/24/2013
    Marketwatch, The Wall Street Journal

16. Yelp admits a quarter of submitted reviews could be fake   09/13/2013
    BBC News

17. Underdog Businesses Are More Likely to Post Fake Yelp Reviews   08/30/2013
    Harvard Business Review Blog Network

18. How Good Groupon Leads to Bad Yelp   03/11/2013
    The Freaknomics Blog

19. For Some Businesses, Daily Deals Have A Dark Side   07/06/2012
    NPR Morning Edition