

FRANCO BERBEGLIA

Daniels School of Business
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POSITIONS

Daniels School of Business, Purdue University *2021 - present*
Assistant Professor of Marketing

EDUCATION

Tepper School of Business, Carnegie Mellon University *May 2021*
PhD in Operations Management, Minor in Marketing & Machine Learning

- Thesis title: “Strategies and Implications of Entertainment Media Consumption”
- Thesis committee: Timothy Derdenger (Chair), Kannan Srinivasan, Sridhar Tayur, Pascal Van Hentenryck, Param Vir Singh, Joseph Xu(Chair)

Tepper School of Business, Carnegie Mellon University *May 2016*
MS in Operations Management

Universidad de Buenos Aires *May 2014*
BS & MS in Physics

RESEARCH INTERESTS

Methodologies: Game theory; Structural modeling; Choice modeling; Machine learning; Dynamic programming; Mathematical programming; Queuing theory; Econometrics

Applications: Go to market strategies; Media release timing strategies; Social influence; E-Commerce; Media release strategies under piracy; Business analytics

PAPERS UNDER REVIEW

Berbeglia, F., Smith, M.D., Telang, R., 2024. The Impact of Piracy on International Box Office. Under review at *Journal of Marketing*.

WORKING PAPERS

Berbeglia, F., Derdenger, T., Tayur, S., 2024. The Price of Streaming.

Berbeglia, F., Derdenger, T., Tayur, S., 2024. A Stochastic, Dynamic Model for Optimizing Home Video Release.

Berbeglia, F., Derdenger, T., Srinivasan, K., Xu, J., 2024. Strategic implications of binge consumption for entertainment goods: an analysis of AVOD services.

JOURNAL PUBLICATIONS

Berbeglia, F., Berbeglia, G., Van Hentenryck P., 2021. Market Segmentation in Online Platforms. *European Journal of Operational Research*, 295 (3), 1025-1041.

Maldonado, F., Van Hentenryck, P., Berbeglia G., **Berbeglia, F.**, 2018. Popularity signals in trial-offer markets with social influence and position bias. *European Journal of Operational Research*, 266 (2), 775-793.

Altszyler E., **Berbeglia F.**, Berbeglia G., Van Hentenryck P., 2017. Transient dynamics in trial-offer markets with social influence: Trade-offs between appeal and quality. *PLoS ONE* 12(7): e0180040.

PUBLICATIONS IN REFEREED CONFERENCE PROCEEDINGS

Berbeglia, F., Van Hentenryck P., 2017. Taming the matthew effect in online markets with social influence. In *Proceedings of Thirty-First AAAI Conference on Artificial Intelligence*.

Van Hentenryck P., Abeliuk A., **Berbeglia F.**, Maldonado, F., and Berbeglia, G., 2016. Aligning popularity and quality in online cultural markets. In *Proceedings of 10th international AAAI conference on Web and social media (ICWSM)*, pages 398–407.

AWARDS & HONORS

William W. Cooper Doctoral Dissertation Award

Tepper School of Business, 2021

Dipankar and Sharmila Chakravarti Doctoral Fellowship Award in Recognition of Outstanding Contributions to Research in Marketing

Tepper School of Business, 2021

TEACHING EXPERIENCE & TRAINING

Courses Taught

Marketing Management (32400) - Daniels School of Business, Purdue University

- Spring 2022 (2 sections, average course organization rating of 4.49/5 in each)
- Spring 2023 (2 sections, average course organization rating of 4.41/5 and 4.61/5)
- Spring 2024 (2 sections, average course organization rating of 4.52/5 and 4.37/5)

Marketing Analytics (42110) - Daniels School of Business, Purdue University

- Spring 2024 (average course organization rating of 4.31/5)

Seminar in Marketing Models (62600) - Daniels School of Business, Purdue University

- Fall 2022, mod 1

Training

- Attended the Orientation/Mentoring Sessions focusing on teaching tools organized by Charlene Sullivan at Purdue University in August 2021
- Completed the online course “Fundamentals of Case Teaching” by Harvard Business School in September 2024.

Recognitions

- Distinguished instructor (Marketing Management core course), DSB, Purdue University – Spring 2023
- Distinguished instructor (Marketing Management core course), DSB, Purdue University – Spring 2024

INDUSTRY EXPERIENCE

Fellow at Initiative for Digital Entertainment Analytics (IDEA) at Carnegie Mellon University

2020 - today

Regular interaction with the Movie Production Association facilitating data and exchange of ideas for academic research.

Consulting Project, Chevron

2017

Faculty Sponsor: Willem-Jan van Hoeve, Carnegie Mellon University

Worked on the improvement of the water supply management for Chevron's shale gas extraction.

Research Internship, National Information Communications Technology Australia

2015

Optimisation research group lead by Pascal Van Hentenryck

Studied the dynamics of consumer preferences in discrete choice models under social influence.