

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., Derdenger, T., Tayur, S., 2024. The Price of Streaming. Under review at *Journal of Marketing Research*.

WORKING PAPERS

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.

Berbeglia, F., Smith, M., Telang, R., 2024. The Impact of Piracy on International Box Office.

JOURNAL PUBLICATIONS

Berbeglia, F., Berbeglia, G., Van Hentenryck P., 2021. Market Segmentation in Online Platforms. Available [here](#). *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

Initiative for Digital Entertainment Analytics Fellow

Carnegie Mellon University, 2020

INDUSTRY EXPERIENCE

Consulting Project, Chevron

2017

Faculty Sponsor: Willem-Jan van Hoeve

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.

PROFESSIONAL SERVICE

Co-President, CMU-INFORMS Student Chapter, Carnegie Mellon University *2017-2018*

Organizer of Yinzor 2017 & 2018 Student Conferences, Carnegie Mellon University *2017-2018*

REFERENCES

Professor Timothy Derdenger

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Professor Sridhar Tayur

Tepper School of Business, Carnegie Mellon University, PA, USA.

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Professor Pascal Van Hentenryck

H. Milton Stewart School of Industrial and Systems Engineering,
Georgia Institute of Technology, GA, USA.

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