

# FRANCO BERBEGLIA

Krannert School of Management  
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## POSITIONS

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**Krannert School of Management, Purdue University** *2021 - present*  
Assistant Professor of Management

## EDUCATION

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**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

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**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

## WORKING PAPERS

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**Berbeglia, F.**, Derdenger, T., Srinivasan, K., Xu, J., 2022. Strategic implications of binge consumption for entertainment goods: an analysis of AVOD services. Available [here](#).

**Berbeglia, F.**, Derdenger, T., Tayur, S., 2022. A Stochastic, Dynamic Model for Optimizing Home Video Release. Available [here](#).

**Berbeglia, F.**, Smith, M., Telang, R., 2022. An analysis of the impact of piracy on international box office releases.

## JOURNAL PUBLICATIONS

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**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

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**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

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### **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

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### **Consulting Project, Chevron**

*2017*

Faculty Sponsor: Willem-Jan van Hove

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

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Co-President, CMU-INFORMS Student Chapter, Carnegie Mellon University

*2017-2018*

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

*2017-2018*

## REFERENCES

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### **Professor Timothy Derdenger**

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### **Professor Sridhar Tayur**

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### **Professor Pascal Van Hentenryck**

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Georgia Institute of Technology, GA, USA.

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