

FRANCO BERBEGLIA

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POSITIONS

Krannert School of Management, Purdue University
Assistant Professor of Management

2021 - present

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

WORKING/SUBMITTED PAPERS

Berbeglia, F., Derdenger, T., Srinivasan, K., Xu, J., 2021. Strategic implications of binge consumption for entertainment goods: an analysis of AVOD services. Available [here](#). (Preparing to submit to Marketing Science)

Berbeglia, F., Derdenger, T., Tayur, S., 2021. A Stochastic, Dynamic Model for Optimizing Home Video Release. Available [here](#). (Under review at Management Science)

JOURNAL PUBLICATIONS

Berbeglia, F., Berbeglia, G., Van Hentenryck P., 2021. Market Segmentation in Online Platforms. Available [here](#). *Forthcoming at European Journal of Operational Research*.

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.

CONFERENCE PRESENTATIONS

- INFORMS Annual Meeting, online, (2020/11)
- Kellogg-Wharton OM Workshop, online (2020/07)
- Workshop in Operations, Networks and Data Analytics 2019, Universidad Torcuato Di Tella (2019/12)
- INFORMS Annual Meeting, Seattle, WA (2019/10)
- INFORMS Annual Meeting, Phoenix, AZ, (2018/11)

TEACHING EXPERIENCE & TRAINING

Instructor, Operations Management (Undergraduate)* *Summer 2018*

- Responsible for structuring content, conducting lectures, and developing homework and exams
- Evaluation (on 5.00): “Overall quality of the course: 4.57”; “Faculty’s teaching: 4.71”

Attended Workshops at the Eberly Center for Teaching Excellence *Spring 2018*
(“Planning and Delivering Effective Lectures” and “Microteaching Workshop”)

Teaching Assistant, Entrepreneurial Alternatives (MBA) *Spring 2020*
(Instructor: Leonard Caric)

Teaching Assistant, Operations Management (MBA)* *Fall 2019*
(Instructor: Soo-Haeng Cho)

- Led weekly recitations

Teaching Assistant, Service Management (MBA)* *Summer 2017, Fall 2017, 2018, 2019 (OH, FT)#*
(Instructor: Sridhar Tayur)

- Developed content for homework and exams

Teaching Assistant, Operations Management (Undergraduate)* *Spring 2019*
(Instructor: Soo-Haeng Cho)

- Led weekly recitations

Teaching Assistant, Operations Management (MBA)* *Fall 2018 (OH, FT)#*
(Instructor: Sridhar Tayur)

- Developed content for homework and exams

Teaching Assistant, Operations Management (MBA)* *Fall 2017*
(Instructor: Sunder Kekre)

- Led weekly recitations and office hours
- Developed content for homework and exams

Teaching Assistant, Supply Chain Management (MBA)* *Fall 2017*
(Instructor: Joseph Xu)

Teaching Assistant, Real Options (MBA)* *Spring 2017*
(Instructor: Nicola Secomandi)

*Conducting office hours and grading in addition to other specified duties

#Separate sections in full-time (FT), and part-time online hybrid (OH) formats

INDUSTRY EXPERIENCE

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.

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*

William Larimer Mellon Fellowship, Carnegie Mellon University *2015*

Scholarship to Scientific Research, Minister of Science and Technology of Argentina *2012*

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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