

Panagiotis (Panos) Adamopoulos

last update: February 15th, 2025

Contact Information

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Academic Experience

Emory University, Atlanta, GA 2017-Present
Goizueta Business School
Information Systems & Operations Management Area
Associate Professor (with tenure) 2024-Present
Assistant Professor 2017-2024

University of Minnesota, Minneapolis, MN 2016-2017
Carlson School of Management
Information & Decision Sciences Department
Assistant Professor

Education

New York University, USA 2014-2016
Leonard N. Stern School of Business
Department of Information, Operations and Management Sciences
Ph.D. in Information Systems (Doctoral Advisor: Alexander Tuzhilin)
Dissertation on Unexpectedness and Non-Obviousness in Recommendation Technologies and Their Impact on Consumer Decision Making

New York University, USA 2010-2014
Leonard N. Stern School of Business
Department of Information, Operations and Management Sciences
M.Phil. in Information Systems

Athens University of Economics and Business, Greece 2004-2008
Department of Management Science and Technology
Ptychion with specialization in Information Systems and E-Business
Dissertation on Search Engine Optimization Techniques
GPA: 9.54 (on a scale of 10), Ranked 2nd (Top 0.01%) in the history of the department

Research

Research Interests & Methods: Data science, machine learning, AI, econometrics, and experimental research designs in the areas of recommender systems, e-business, social media, and e-learning

Google Scholar Metrics: Citations: 1,800+; h-index: 17; i10-index: 22

Journal Publications:

- Adamopoulos, P. (2024). “The Spillover Effect of Fraudulent Reviews on Product Recommendations,” *Management Science (MS)*, 70(12). [2022 Impact Factor: 5.4, 5-year Impact Factor: 7.1]
- Adamopoulos, P., & Todri, V. (2024). “Consumer Social Connectedness and Persuasiveness of Automated Collaborative-Filtering Recommender Systems: Evidence from an Online-to-Offline Recommendation App,” *Forthcoming at Production and Operations Management (POM)*. [2024 Impact Factor: 5.0, 5-year Impact Factor: 6.5]

- Mousavi, N., Adamopoulos, P., & Bockstedt, J. (2023). “The Decoy Effect and Recommendation Systems,” *Information Systems Research (ISR)*, 34(4). [2021 Impact Factor: 5.49, 5-year Impact Factor: 7.83]
- Kokkodis, M., Adamopoulos, P., & Ransbotham, S. (2023). “Reputation Spillover from Agencies on Online Platforms: Evidence from the Entertainment Industry,” *Management Information Systems Quarterly (MISQ)*, 47(2). [2020 Impact Factor: 7.20, 5-year Impact Factor: 12.80] - *Nominated for best 2023 MISQ paper award*
- Todri, V., Adamopoulos, P., & Andrews, M. (2022). “Is Distance Really Dead in the Online World? How Geographical Distance Moderates the Effectiveness of Electronic Word-of-Mouth,” *Journal of Marketing (JM)*, 86(4). [2019 Impact Factor: 9.46, 5-year Impact Factor: 15.33]
- Adamopoulos, P., Ghose, A., & Tuzhilin, A. (2022). “Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments,” *Management Information Systems Quarterly (MISQ)*, 46(1). [2019 Impact Factor: 5.37, 5-year Impact Factor: 9.92]
- Sun, C., Adamopoulos, P., Ghose, A., & Luo, X. (2022). “Predicting Stages in Omnichannel Path to Purchase: A Deep Learning Model,” *Information Systems Research (ISR)*, 33(2). [2019 Impact Factor: 3.59, 5-year Impact Factor: 5.63]
- Adamopoulos, P., Todri, V., & Ghose, A. (2021). “Demand Effects of the Internet-of-Things Sales Channel: Evidence from Automating the Purchase Process,” *Information Systems Research (ISR)*, 32(1). [2018 Impact Factor: 2.46, 5-year Impact Factor: 6.07 - *Nominated for best paper award at CIST*]
- Jabaley, C. S., Gray, D. W., Budhrani, G. S., Lynde, G. C., Adamopoulos, P., Easton, G. S., & O’Reilly-Shah, V. N. (2020). “Chronic Atypical Antipsychotic Use Is Associated with Reduced Need for Postoperative Nausea and Vomiting Rescue in the Post-Anesthesia Care Unit: A Propensity-Matched Retrospective Observational Study,” *Anesthesia & Analgesia (A&A)*, 130(1). [2017 Impact Factor: 3.46, top five Anesthesiology outlet (according to Google Scholar)]
- Adamopoulos, P., Ghose, A., & Todri, V. (2018). “The Impact of User Personality Traits on Word-of-Mouth: Text-mining Microblogging Platforms,” *Information Systems Research (ISR)*, 29(3). [2016 Impact Factor: 2.76, 5-year Impact Factor: 4.79 - *Nominated for best published paper award at ISR - Selected for INFORMS Editor’s Cut “Advances in Integrating AI & O.R.: Integrating Predictive & Causal Inference”*]
- Adamopoulos, P., & Tuzhilin, A. (2015). “On Unexpectedness in Recommender Systems: Or How to Better Expect the Unexpected,” *ACM Transactions on Intelligent Systems and Technology (ACM TIST)*, 5(4). [2014 Impact Factor: 9.39, 5-year Impact Factor: 9.15, top four Data Mining & Analysis outlet (according to Google Scholar) - *Featured Article*]

Publications In Refereed Proceedings:

- Lee, H., Adamopoulos, P., Todri, V., & Ghose, A. (2024). “The Impact of Generative AI on Advertising Effectiveness,” In Proceedings of the 45th *International Conference on Information Systems (ICIS)*
- Mousavi, N., Adamopoulos, P., & Bockstedt, J. (2022). “Discussion Types and User Behavior in MOOCs,” In Proceedings of the 43rd *International Conference on Information Systems (ICIS)*
- Mousavi, N., Bockstedt, J., & Adamopoulos, P. (2021). “Personalization and the Decoy Effect,” In Proceedings of the 42nd *International Conference on Information Systems (ICIS)*
- Adamopoulos, P., Ghose, A., & Todri, V. (2018). “Demand Effects of the Internet-of-Things Sales Channel,” In Proceedings of the 39th *International Conference on Information Systems (ICIS)*

- Adamopoulos, P., & Tuzhilin, A. (2015). “The Business Value of Recommendations: A Privacy-Preserving Econometric Analysis,” In Proceedings of the 36th *International Conference on Information Systems (ICIS)*
- Adamopoulos, P., & Todri, V. (2015). “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events,” In Proceedings of the 21st *ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)* [top Data Mining & Analysis outlet (according to Google Scholar) - [INFORMS social media analytics best paper award finalist](#)]
- Adamopoulos, P., Tuzhilin, A., & Mountanos, P. (2015). “Measuring the Concentration Reinforcement Bias of Recommender Systems,” In Poster Proceedings of the 9th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar)]
- Adamopoulos, P., & Todri, V. (2015). “Personality-Based Recommendations: Evidence from Amazon.com,” In Poster Proceedings of the 9th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar)]
- Todri, V., & Adamopoulos, P. (2014). “Social Commerce: An Empirical Examination of the Antecedents and Consequences of Social Commerce in Social Network Platforms,” In Proceedings of the 35th *International Conference on Information Systems (ICIS)*
- Adamopoulos, P., & Todri, V. (2014). “Social Commerce Analytics: The Effectiveness of Promotional Events on Brand Fan Base in Social Media,” In Proceedings of the 35th *International Conference on Information Systems (ICIS)*
- Adamopoulos, P., & Tuzhilin, A. (2014). “On Over-Specialization and Concentration Bias of Recommendations: Probabilistic Neighborhood Selection in Collaborative Filtering Systems,” In Proceedings of the 8th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar) - [nominated for best paper award](#)]
- Adamopoulos, P., & Tuzhilin, A. (2014). “Estimating the Value of Multi-Dimensional Data Sets in Context-based Recommender Systems,” In Poster Proceedings of the 8th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar)]
- Adamopoulos, P. (2014). “On Discovering Non-Obvious Recommendations: Using Unexpectedness and Neighborhood Selection Methods in Collaborative Filtering Systems,” In Proceedings of the 7th *ACM Conference on Web Search and Data Mining (WSDM)* [top five Databases & Information Systems outlet (according to Google Scholar)]
- Adamopoulos, P. (2013). “What Makes a Great MOOC? An Interdisciplinary Analysis of Student Retention in Online Courses,” In Proceedings of the 34th *International Conference on Information Systems (ICIS)* [[the most heavily-cited paper from the ICIS 2013 proceedings](#) (as of January 15th, 2020), according to Google Scholar]
- Adamopoulos, P. (2013). “Beyond Rating Prediction Accuracy: On New Perspectives in Recommender Systems,” In Proceedings of the 7th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar)]
- Adamopoulos, P., & Tuzhilin, A. (2013). “Recommendation Opportunities: Improving Item Prediction Using Weighted Percentile Methods in Collaborative Filtering Systems,” In Proceedings of the 7th *ACM Conference on Recommender Systems (RecSys)* [top five Data Mining & Analysis outlet (according to Google Scholar)]
- Adamopoulos, P., & Tuzhilin, A. (2011). “On Unexpectedness in Recommender Systems: Or How to Expect the Unexpected,” In Proceedings of the *ACM International Workshop on Novelty and Diversity in Recommender Systems at the 5th ACM Conference on Recommender Systems (RecSys)*

Selected Works Under Review & In Preparation:

- “Joint Demand Effects of Recommendations and Advertising: Synergistic or Antagonistic Strategies?,” Under review (with V. Todri)
- “Should Online Learning Platforms Facilitate Off-Topic Discussions? Randomized Field Experiment on a Massive Open Online Course,” Under review (with N. Mousavi and J. Bockstedt)
- “Personalization Systems and Sponsored Content,” In preparation for final submission (with N. Mousavi and J. Bockstedt) [presented at CIST 2023]
- “Image-mining eWOM,” In preparation (with V. Todri)

Teaching Experience

Emory University

2017-Present

Instructor

MSBA Teaching Excellence Award

- AI & Machine Learning at Scale (MSBA)
Average overall evaluation of the instructor: 4.9/5.0
- Applied Machine Learning (MBA)
Average overall evaluation of the instructor: 5.0/5.0
- Machine Learning II (MSBA)
Average overall evaluation of the instructor: 4.8/5.0
- Managing Big Data (MSBA)
Average overall evaluation of the instructor: 4.7/5.0
- Capstone - Experiential Learning (MSBA)
Average overall evaluation of the instructor: 4.8/5.0

[Sample project clients: Amazon.com, Bank of America, Best Buy, Bloomingdale’s, Carnival Cruise Line, City of Atlanta, Cox Automotives, Cox Communications, Delta Air Lines, Emory Healthcare, FedEx, Focus Brands, Hartsfield-Jackson Atlanta International Airport, The Home Depot, IHG, Inspire Brands, Lineage Logistics, Macy’s, Publishers Clearing House, Realtor.com, Truist, etc.]

Mentor

- Directed Studies on Machine Learning (Graduate)

New York University

2025-Present

Instructor

- AI and Recommender Systems (MSBAi)
- Strategic Capstone (MSBAi)

University of Minnesota

2016-2017

Instructor

- Advanced Business Intelligence (MBA)
Overall evaluation of the instructor: 5.86/6.0
Overall evaluation of the course: 5.90/6.0
- Experiential Learning (MSBA)
Overall evaluation of the instructor: 5.80/6.0
[Sample project clients: Best Buy, Target]
- Predictive Analytics (MSBA)
Overall evaluation of the instructor: 5.70/6.0, 5.62/6.0
Overall evaluation of the course: 5.66/6.0, 5.62/6.0 (Program average: 5.05/6.0)

*Instructor***Teaching Commendation from the Vice Dean for Doctoral Education**

- Data Mining for Business Analytics (Undergraduate)
- **Overall evaluation of the instructor: 6.9/7.0** (Department average: 5.3/7.0)
- **Overall evaluation of the course: 6.7/7.0** (Department average: 5.2/7.0)

[Developed teaching material was adopted by instructors at Massachusetts Institute of Technology, Stanford University, Harvard University, CMU, Arizona State University, University of Maryland, Georgia Institute of Technology, McGill University, Johns Hopkins University, Georgetown University, George Mason University, New York University, University of Pittsburgh, University of Illinois at Chicago, UC Riverside, Fordham University, HKUST, University of Toronto, Clemson University, Tsinghua University, Tel Aviv University, Blacks in Consulting and Technology (BiCTech), etc.]

Mentor

- Senior Projects on Advanced Recommender System Algorithms (Undergraduate senior project)
- Independent Study on Recommender System Algorithms (Undergraduate)

Teaching Fellow

- Data Science for Business Analytics (Executive MBA)
- Data Science for Business Analytics (Global MBA)
- Data Science for Business Analytics (MSBA)
- Introduction to Programming for Data Science (Undergraduate)
- Data Mining for Business Analytics (Executive MBA)
- Data Mining for Business Intelligence (MBA)
- Practical Data Science (MBA)
- Information Technology in Business and Society (Undergraduate)

Selected Awards and Grants

- INFORMS Information Systems Society Sandra A. Slaughter Early Career Award (2024)
- Management Science Best Associate Editor Award (IS Department - 2024)
- AIS Distinguished Member (2024)
- Emory University's Goizueta Business School Research Grant (\$3,000 - 2024)
- AIS Mid-Career Award (2023)
- Goizueta Business School Alumni Award for Excellence in Research (School-wide Research Award) (2023)
- Emory University's Goizueta Business School Research Grant (\$2,500 - 2023)
- INFORMS Information Systems Society Gordon B. Davis Young Scholar Award (2021)
- AIS Early Career Award (2021)
- ISR Best Reviewer of the Year Award (2020)
- Management Science Meritorious Service Award (2020, 2017)
- MISQ Best Reviewer Award Nomination (2020)
- Amazon AWS DeepLens - Deep Learning Grant (2020)
- ISR Best Published Paper Award Nomination (2019)
- MSI Research Grant, Research Initiative on the Evolving Landscape of Martech and Advertising (\$9,000 - 2019)

- INFORMS CIST Best Paper Award Nomination (2018)
- Emory University's Goizueta Business School MSBA Teaching Excellence Award (2017-2018)
- Emory University's Goizueta Business School Research Grant (\$8,220 - 2018)
- MSI Research Grant, Research Initiative on the Digitized Customer (\$7,500 - 2017)
- University of Minnesota Teaching Innovation Grant (2017)
- NVIDIA GPU Grant (2017)
- University of Minnesota Carlson School Dean's Research Grant (\$10,000 - 2016)
- INFORMS Social Media Analytics Best Paper Award Finalist (2015)
- Wharton Customer Analytics Initiative Award (2015)
- Stern Dean's Fellowship, New York University (2014-2015)
- Teaching Commendation from the Vice Dean for Doctoral Education of NYU Stern (2014)
- ACM RecSys Best Paper Award Nomination (2014)
- Selected for the ICIS, RecSys, WWW, and WSDM Doctoral Consortiums (2013-2015)
- Amazon AWS in Education Teaching and Research Awards (2013-2015)
- Grant from the NYU Student Senators Council and Vice Provost for Research (2013, 2015)
- Scholar of the Alexander S. Onassis Foundation (2010-2014)
- Global Business and Management Games Finalist (GMC 2008 and 2009, ranked 4th in Greece)
- Start-up Business Plan Winner (1st prize at the 2008 DMST@AUEB contest)
- Scholar of the John S. Latsis Scholarships Foundation (2004-2008)
- Fellowship from the State Scholarships Foundation of Greece (2004-2008)

Industry Experience

- Relational S.A.** 06/2008-08/2010
Senior Business Intelligence Engineer and Consultant
- Alpha Bank AlphaCube project
 - Generated technology-enabled competitive advantage: Developed online consolidated statements of customers' financial position over unintegrated transactional systems
 - Contributed to more informed decisions about Alpha Bank's strategy and its customers' applications for business loans using business analytics
 - Elicitation of user requirements, analysis, design, implementation, and test of financial reporting system, specializing in subsidies and securitization of bond and revolving loans
 - Instructor of learning and development sessions for SAP BusinessObjects
- Overall evaluation of the instructor: 5.0/5.0**
- Toyota Hellas S.A.** 02/2008-06/2008
Information Technology Business Analyst, Internship, full time
- Analysis and design of corporate portal: Collection, analysis, and negotiation of organizational and user requirements
 - Identified best practices and created framework to evaluate proposed solutions
- Hellenic Telecommunications Organization (OTE S.A.)** 12/2004-08/2005
Business-to-Business Customer Service and Sales, part time

Additional Skills

IT Skills & Expertise: Recommender Systems, Data Mining, Machine Learning, Deep Learning, Big Data, High Performance Computing, Python, R, SQL, HTML, UML, L^AT_EX, Linux, Unix

Special Software: Apache Hadoop, Pig, Hive, Spark, HBase, Sqoop, Flume, Impala, Informatica PowerCenter, SAP BusinessObjects, Oracle RDBMS, MS SQL Server, Sybase Adaptive Server IQ, MySQL, MongoDB, Neo4j, Simul8, ARIS Toolset, Weka, RapidMiner, MATLAB, Mathematica, osCommerce, MS Commerce Server and Dynamics NAV, etc.

Languages: English, Greek (Native), Spanish

Invited Presentations

- May 2025. Invited Speaker. Seminar series, J. Mack Robinson College of Business, Georgia State University, GA, USA. Title: “TBD”
- April 2025. Invited Speaker. Seminar series, Naveen Jindal School of Management, The University of Texas at Dallas, TX, USA. Title: “TBD”
- November 2023. Invited Speaker. Seminar series, Supply Chain & Information Systems, Smeal College of Business, Pennsylvania State University, State College, PA, USA. Title: “The Spillover Effect of Fraudulent Reviews on Product Recommendations”
- April 2023. Invited Speaker. ISPOC (IS Student Presentations Over the Cloud). Title: “Machine Learning research in Business School: What should PhD students focus on?”
- April 2023. Invited Speaker. MIS Workshop, Terry College of Business, University of Georgia, Athens, GA, USA. Title: “The Spillover Effect of Fraudulent Reviews on Product Recommendations”
- October 2022. Invited Speaker. Business Research Methods PhD Seminar, Goizueta Business School of Emory University, Atlanta, GA, USA. Title: “Machine Learning in Business School Research.”
- April 2022. Invited Speaker. MSI Webinar, Marketing Science Institute (MSI), Advertising Research Foundation, USA. Title: “Demand Effects of the Internet-of-Things Sales Channel: Evidence from Automating the Purchase Process.”
- October 2021. Invited Speaker. Business Research Methods PhD Seminar, Goizueta Business School of Emory University, Atlanta, GA, USA. Title: “Machine Learning in Business School Research.”
- October 2021. Invited Speaker. MIS Speaker’s Series, Eller College of Management, University of Arizona, Tucson, AZ, USA. Title: “Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments.” [canceled due to COVID-19]
- April 2021. Invited Speaker. MIS Workshop, Carlson School of Management, University of Minnesota, Minneapolis, MN, USA. Title: “Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments.”
- April 2020. Invited Speaker. MIS Workshop, Carlson School of Management, University of Minnesota, Minneapolis, MN, USA. Title: “Demand Effects of Internet-of-Things: Evidence from an Online Retailer.” [canceled due to COVID-19]
- May 2019. Invited Speaker. Executive Education, Goizueta Business School of Emory University, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- May 2018. Invited Speaker. Conversion Data Pop-up, Cup of Data, Atlanta, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- March 2018. Invited Speaker. MIS Workshop, Terry College of Business, University of Georgia, Athens, GA, USA. Title: “The Business Value of Internet-of-Things: Evidence from an Online Retailer.”

- November 2017. Invited Speaker. Department of Mathematics & Computer Science of Emory University, Atlanta, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- September 2017. Invited Speaker. PyData Meetup, Atlanta, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- August 2017. Invited Speaker. The Structural Modeling and Machine Learning Applications for Research on Technology (SMART) Workshop, University of Washington, Seattle, WA, USA. Title: “Tutorial on text mining and word embedding.”
- December 2016. Invited Speaker. Goizueta Business School of Emory University, Atlanta, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- October 2016. Invited Speaker. University of Illinois at Chicago, Chicago, IL, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- July 2016. Invited Speaker. Athens University of Business and Economics, Greece. Title: “The Business Value of Recommendations in a Mobile Application: Combining Deep-Learning with Econometrics.”
- March 2016. Invited Speaker. Wharton Customer Analytics Initiative Symposium, Wharton School of The University of Pennsylvania, Philadelphia, PA, USA. Title: “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences.”
- February 2016. Invited Speaker. Smith School of Business, University of Maryland, College Park, MD, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- February 2016. Invited Speaker. Simon Business School, University of Rochester, Rochester, NY, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- February 2016. Invited Speaker. Robinson College of Business, Georgia State University, Atlanta, GA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. Carlson School of Management, University of Minnesota, Minneapolis, MN, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. Wharton School of Business, University of Pennsylvania, Philadelphia, PA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. Marshall School of Business, University of Southern California (USC), Los Angeles, CA, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. University College London (UCL) School of Management, London, UK. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. Kelley School of Business, Indiana University, Bloomington, IN, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. W. P. Carey School of Business, Arizona State University, Tempe, AZ, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- January 2016. Invited Speaker. David Eccles School of Business, University of Utah, Salt Lake City, UT, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”

- December 2015. Invited Speaker. University of Connecticut School of Business, Storrs, CT, USA. Title: “The Business Value of Recommendations in a Mobile Application: Combining Deep-Learning with Econometrics.”
- December 2015. Invited Speaker. Fox School of Business, Temple University, Philadelphia, PA, USA. Title: “The Business Value of Recommendations in a Mobile Application: Combining Deep-Learning with Econometrics.”
- December 2015. Invited Speaker. Gabelli School of Business, Fordham University, New York, NY, USA. Title: “The Business Value of Recommendations in a Mobile Application: Combining Deep-Learning with Econometrics.”
- November 2015. Invited Speaker. Social Media Analytics Best Papers, INFORMS Annual Meeting, Philadelphia, PA, USA. Title: “Social Media Analytics: The Effectiveness of Marketing Strategies in Online Social Media.”
- November 2015. Invited Speaker. E-Business, INFORMS Annual Meeting, Philadelphia, PA, USA. Title: “The Business Value Of Recommendations: A Privacy-Preserving Econometric Analysis.”
- September 2015. Invited Speaker. Wharton Customer Analytics Initiative Midterm Conference, Wharton School of The University of Pennsylvania, Philadelphia, PA, USA. Title: “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences.”
- July 2015. Invited Speaker. Leonard N. Stern School of Business (undergrad), New York University, New York, NY, USA. Title: “Data Science for Business.”
- May 2015. Invited Speaker. Leonard N. Stern School of Business (executive MBA), New York University, New York, NY, USA. Title: “Predictive Analytics Tutorial.”
- April 2015. Invited Speaker. Leonard N. Stern School of Business (undergrad), New York University, New York, NY, USA. Title: “Data Mining Techniques for Recommender Systems.”
- November 2014. Invited Speaker. Department of Computer & Information Sciences, Fordham University, New York, NY, USA. Title: “Data Science for Business Analytics.”
- November 2014. Invited Speaker. Advances in Business Data Analytics, INFORMS Annual Meeting, San Francisco, CA, USA. Title: “On Over-Specialization and Popularity Biases of Recommender Systems.”
- April 2014. Invited Speaker. Student Senators Council (SSC), New York University, New York, NY, USA. Title: “What Makes a Great Massive Open Online Course?.”
- July 2013. Invited Speaker. Leonard N. Stern School of Business (undergrad), New York University, New York, NY, USA. Title: “Data Mining for Business Analytics.”
- April 2013. Invited Speaker. Department of Computer & Information Sciences, Fordham University, New York, NY, USA. Title: “The Application of Data-Mining to Recommender Systems and the State-of-the-Art.”
- April 2013. Invited Speaker. Leonard N. Stern School of Business (MBA), New York University, New York, NY, USA. Title: “Recommender Systems: Business Perspectives and the State-of-the-Art.”
- March 2013. Invited Speaker. Leonard N. Stern School of Business (undergrad), New York University, New York, NY, USA. Title: “Recommender Systems: The State-of-the-Art and Possible Extensions.”
- November 2011. Invited Speaker. Personalized Recommender Systems, INFORMS Annual Meeting, Charlotte, NC, USA. Title: “Expecting the Unexpected: On Unexpectedness in Recommender Systems.”

Conference Presentations

- December 2024. Conference Presentation. 45th International Conference on Information Systems (ICIS 2024), Bangkok, Thailand. Title: “The Impact of Generative AI on Advertising Effectiveness.”

- October 2024. Conference Presentation. INFORMS Workshop on Data Science (DS 2024), Seattle, Washington. Title: “The Impact of Generative AI on Advertising Effectiveness.”
- October 2023. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2023), Phoenix, AZ, USA. Title: “Personalization Systems and Sponsored Content.”
- December 2022. Conference Presentation. 43rd International Conference on Information Systems (ICIS 2022), Copenhagen, Denmark. Title: “Discussion Types and User Behavior in MOOCs.”
- October 2022. Conference Presentation. 2022 Conference on Digital Experimentation (CODE @MIT), Cambridge, MA, USA. Title: “Discussion Types and User Behavior in Online Learning Platforms: Evidence from a Randomized Field Experiment.”
- October 2022. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2022), Indianapolis, IN, USA. Title: “Discussion Types and User Behavior in MOOCs.”
- December 2021. Conference Presentation. 42nd International Conference on Information Systems (ICIS 2021), Austin, TX, USA. Title: “Personalization and the Decoy Effect.”
- November 2021. Conference Presentation. 2021 INFORMS Workshop on Data Science. Title: “Predicting Stages in the Consumer Path-Purchase Journey: An Omnichannel Deep-Learning Model.”
- October 2021. Conference Presentation. The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, Anaheim, CA, USA. Title: “Personalization and the Decoy Effect.”
- August 2021. Conference Presentation. Workshop on Machine Learning for Consumers and Markets, at the 27th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2021). Title: “Predicting Stages in the Consumer Path-Purchase Journey: An Omnichannel Deep-Learning Model.”
- June 2021. Conference Presentation. Theory + Practice in Marketing Conference (TPM 2021). Title: “Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments.”
- June 2021. Conference Presentation. 43rd ISMS Marketing Science Conference, Rochester, New York, USA. Title: “Predicting Stages in the Consumer Path-Purchase Journey: An Omnichannel Deep-Learning Model.”
- May 2021. Conference Presentation. 1st Artificial Intelligence in Management Conference (AIM 2021). Title: “Heterogeneous Demand Effects of Recommendation Strategies in a Mobile Application: Evidence from Econometric Models and Machine-Learning Instruments.”
- December 2020. Conference Presentation. Workshop on Information Systems Economics (WISE 2020). Title: “Predicting Stages in the Consumer Path-Purchase Journey: An Omnichannel Deep-Learning Model.”
- November 2020. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2020). Title: “An Interpretable Approach to Predicting Consumer Activity with Omnichannel Data.”
- June 2019. Conference Presentation. 41st ISMS Marketing Science Conference, Rome, Italy. Title: “The Business Value Of Recommendation Strategies in a Mobile Application: Combining Machine-Learning Techniques with Econometric Models.”
- April 2019. Conference Presentation. GW Inaugural Conference on the Intelligence of Things, Washington, DC, USA. Title: “Demand Effects of the Internet-of-Things Sales Channel.”
- December 2018. Conference Presentation. 39th International Conference on Information Systems (ICIS 2018), San Francisco, CA, USA. Title: “Demand Effects of the Internet-of-Things Sales Channel.”
- November 2018. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2018), Phoenix, Arizona, USA. Title: “The Business Value of Internet-of-Things: Evidence from an Online Retailer.” [\[nominated for best paper award\]](#)

- June 2018. Conference Presentation. 40th ISMS Marketing Science Conference, Philadelphia, Pennsylvania, USA. Title: “The Business Value of Internet-of-Things: Evidence from an Online Retailer.”
- December 2017. Conference Presentation. Workshop on Information Systems Economics (WISE 2017), Seoul, Korea. Title: “The Business Value of Internet-of-Things: Evidence from an Online Retailer.”
- June 2017. Conference Presentation. 39th ISMS Marketing Science Conference, Los Angeles, California, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- December 2016. Conference Presentation. Workshop on Information Systems Economics (WISE 2016), Dublin, Ireland. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- November 2016. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2016), Nashville, TN, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth Text-mining Microblogging Platforms.”
- June 2016. Conference Presentation. 12th Symposium on Statistical Challenges in eCommerce Research (SCECR 2016), Naxos, Greece. Title: “Falling in Love With a Brand: Multi-Channel Attribution and Interdependencies Beyond Purchase Incidences.”
- January 2016. Conference Presentation. 2016 New York Computer Science and Economics Day (NYCE), New York City, NY, USA. Title: “Estimating the Impact of User Personality Traits on Word-of-Mouth: Text-mining Microblogging Platforms.”
- December 2015. Conference Presentation. 36th International Conference on Information Systems (ICIS 2015), Fort Worth, TX, USA. Title: “The Business Value Of Recommendations: A Privacy-Preserving Econometric Analysis.”
- November 2015. Conference Presentation. The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, Philadelphia, PA, USA. Title: “Social Media Analytics: The Effectiveness of Marketing Strategies in Online Social Media.” [[INFORMS social media analytics best paper award finalist](#)]
- November 2015. Conference Presentation. The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, Philadelphia, PA, USA. Title: “The Business Value Of Recommendations: A Privacy-Preserving Econometric Analysis.”
- August 2015. Conference Presentation. 21st ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD 2015), Sydney, Australia. Title: “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events.” [[INFORMS social media analytics best paper award finalist](#)]
- December 2014. Conference Presentation. Workshop on Information Systems Economics (WISE 2014), Auckland, New Zealand. Title: “The Effectiveness of Promotional Events on Social Media.”
- December 2014. Conference Presentation. 35th International Conference on Information Systems (ICIS 2014), Auckland, New Zealand. Title: “Social Commerce: An Empirical Examination of the Antecedents and Consequences of Social Commerce in Social Network Platforms.”
- December 2014. Conference Presentation. 35th International Conference on Information Systems (ICIS 2014), Auckland, New Zealand. Title: “Social Commerce Analytics: The Effectiveness of Promotional Events on Brand Fan Base in Social Media.”
- November 2014. Conference Presentation. Conference of Information Systems and Technology (INFORMS CIST 2014), San Francisco, CA, USA. Title: “The Future of Higher Education: The Impact of MOOCs on College Admission.”
- November 2014. Conference Presentation. The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, San Francisco, CA, USA. Title: “On Over-Specialization and Popularity Biases of Recommender Systems.”
- October 2014. Conference Presentation. 8th ACM Conference on Recommender Systems (RecSys), California, USA. Title: “On Over-Specialization and Concentration Bias of Recommen-

dations: Probabilistic Neighborhood Selection in Collaborative Filtering Systems.” [[nominated for best paper award](#)]

- October 2014. Conference Presentation. 8th ACM Conference on Recommender Systems (RecSys), California, USA. Title: “Estimating the Value of Multi-Dimensional Data Sets in Context-based Recommender Systems.”
- February 2014. Conference Presentation. 7th ACM Conference on Web Search and Data Mining (WSDM), New York City, NY, USA. Title: “On Discovering Non-Obvious Recommendations: Using Unexpectedness and Neighborhood Selection Methods in Collaborative Filtering Systems.”
- December 2013. Conference Presentation. 34th International Conference on Information Systems (ICIS 2013), Milano, Italy. Title: “What Makes a Great MOOC? An Interdisciplinary Analysis of Student Retention in Online Courses.” [[The most heavily-cited paper from the ICIS 2013 proceedings \(as of January 15th, 2020\), according to Google Scholar](#)]
- November 2013. Conference Presentation. 2013 New York Computer Science and Economics Day (NYCE), New York City, NY, USA. Title: “Probabilistic Neighborhood Selection in Collaborative Filtering Systems.”
- October 2013. Conference Presentation. 7th ACM Conference on Recommender Systems (RecSys), Hong Kong, China. Title: “Recommendation Opportunities: Improving Item Prediction Using Weighted Percentile Methods in Collaborative Filtering Systems.”
- October 2013. Conference Presentation. 7th ACM Conference on Recommender Systems (RecSys), Hong Kong, China. Title: “Beyond Rating Prediction Accuracy: On New Perspectives in Recommender Systems.”
- October 2013. Conference Presentation. 2013 Workshop on Information in Networks (WIN), New York City, NY, USA. Title: “Probabilistic Neighborhood Selection in Collaborative Filtering Systems.”
- November 2011. Conference Presentation. The Institute for Operations Research and the Management Sciences (INFORMS) Annual Meeting, Charlotte, NC, USA. Title: “Expecting the Unexpected: On Unexpectedness in Recommender Systems.”
- October 2011. Conference Presentation. ACM International Workshop on Novelty and Diversity in Recommender Systems, at the 5th ACM Conference on Recommender Systems (RecSys), Chicago, IL, USA. Title: “On Unexpectedness in Recommender Systems: Or How to Expect the Unexpected.” [[selected for long presentation](#)]

Professional Activities & Service

• Editorial Review Board

- Management Science (MS), Information Systems department (Associate Editor) 2023-Present,
- Management Information Systems Quarterly (MISQ), Special Issue On Generative AI and Information Assurance (Associate Editor),
- Management Science (MS), Special Issue On The Human-Algorithm Connection (Associate Editor),
- Decision Support Systems (DSS), Special Issue for WITS 2022 Best Paper Nominees (Editor),
- Management Science (MS), Information Systems department (Guest Associate Editor) 2020-2022,
- Information Systems Research (ISR), Special Issue On Market Design and Analytics (Associate Editor).

• Organizing Committee Member

- 2025 Workshop on Information Systems and Economics (WISE) co-chair (Nashville, Tennessee),
- 2025 INFORMS Workshop on Data Science (DS) co-chair (Atlanta, Georgia),
- Statistical Challenges in E-Commerce Research (SCECR) 2025 co-chair (Paphos, Cyprus),

- 2024 Conference on Information Systems and Technology (CIST) co-chair (Seattle, Washington),
- Workshop on Information Technologies and Systems (WITS) 2022 program co-chair (Copenhagen, Denmark),
- Information Systems & Operations Management Research Workshop 2020 (Emory University, Atlanta, Georgia),
- Information Systems & Operations Management Research Workshop 2019 (Emory University, Atlanta, Georgia),
- Information Systems & Operations Management Workshop on Empirical Research 2018 (Emory University, Atlanta, Georgia),
- Mediterranean Conference on Information Systems (MCIS) E-business and Business Analytics Track 2017 (Genova, Italy),
- Mediterranean Conference on Information Systems (MCIS) Social Influence and Product Diffusion Track 2016 (Paphos, Cyprus),
- ACM RecSys International Workshop on Recommender Systems Evaluation: Dimensions and Design (REDD) 2014 (Foster City, California).

- **Program Committee Member**

- INFORMS Data Science (DS) Workshop 2022 (Indianapolis, Indiana),
- The Web Conference (WWW 2022) (Lyon, France),
- 45th International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2022) (Madrid, Spain),
- ACM Conference on Recommender Systems (RecSys) 2022 (Seattle, Washington),
- 2021 Conference on Information Systems and Technology (CIST) (Anaheim, California),
- INFORMS Data Science (DS) Workshop 2021 (Anaheim, California),
- The Web Conference (WWW 2021) (Ljubljana, Slovenia),
- 44th International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2021) (Montreal, Canada),
- ACM Conference on Recommender Systems (RecSys) 2021 (Amsterdam, Netherlands),
- ACM Conference on Recommender Systems (RecSys) 2021 Late-Breaking Results (Amsterdam, Netherlands),
- 5th Workshop on Recommendation in Complex Scenarios (ComplexRec) at ACM Conference on Recommender Systems (RecSys) 2021 (Amsterdam, Netherlands),
- 2020 Conference on Information Systems and Technology (CIST) (National Harbor, Maryland),
- ACM Conference on Recommender Systems (RecSys) 2020 (Rio de Janeiro, Brazil),
- 4th Workshop on Recommendation in Complex Scenarios (ComplexRec) at ACM Conference on Recommender Systems (RecSys) 2020 (Rio de Janeiro, Brazil),
- INFORMS Data Science (DS) Workshop 2020 (National Harbor, Maryland),
- The Web Conference (WWW 2020) (Taipei),
- 43rd International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2020) (Xi'an, China),
- 2019 Conference on Information Systems and Technology (CIST) (Seattle, Washington),
- ACM Conference on Recommender Systems (RecSys) 2019 (Copenhagen, Denmark),
- 3rd Workshop on Recommendation in Complex Scenarios (ComplexRec) at ACM Conference on Recommender Systems (RecSys) 2019 (Copenhagen, Denmark),
- The Web Conference (WWW 2019) (San Francisco, California),
- 42nd International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2019) (Paris, France),
- 2018 Conference on Information Systems and Technology (CIST) (Phoenix, Arizona),
- ACM Conference on Recommender Systems (RecSys) 2018 (Vancouver, Canada),
- 2nd Workshop on Recommendation in Complex Scenarios (ComplexRec) at ACM Conference on Recommender Systems (RecSys) 2018 (Vancouver, Canada),

- 41st International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR 2018) (Ann Arbor, Michigan),
 - The Web Conference (WWW 2018) (Lyon, France),
 - 2017 Conference on Information Systems and Technology (CIST) (Houston, Texas),
 - ACM Conference on Recommender Systems (RecSys) 2017 (Como, Italy),
 - 1st Workshop on Recommendation in Complex Scenarios (ComplexRec) at ACM Conference on Recommender Systems (RecSys) 2017 (Como, Italy),
 - ACM International Conference on Intelligent User Interfaces (IUI) 2017 (Limassol, Cyprus),
 - Workshop on Surprise, Opposition, and Obstruction in Adaptive and Personalized Systems (SOAP) at ACM Conference on User Modeling, Adaptation and Personalization (UMAP) 2017 (Bratislava, Slovakia),
 - ACM Conference on Recommender Systems (RecSys) 2016 (Boston, Massachusetts),
 - Workshop on Surprise, Opposition, and Obstruction in Adaptive and Personalized Systems (SOAP) at ACM Conference on User Modeling, Adaptation and Personalization (UMAP) 2016 (Halifax, Canada),
 - ACM Recommender Systems Challenge 2014 (Foster City, California).
- **Conference Associate Editor**
 - International Conference on Information Systems (ICIS) 2022 (Copenhagen, Denmark), Online Reviews and Recommendations track,
 - International Conference on Information Systems (ICIS) 2021 (Austin, Texas), Societal Impact of IS track,
 - International Conference on Information Systems (ICIS) 2020 (Hyderabad, India), Human Computer Interaction, Artificial Intelligence, and Intelligent Augmentation track,
 - International Conference on Information Systems (ICIS) 2019 (Munich, Germany), Analytics and Data Science track,
 - European Conference on Information Systems (ECIS) 2019 (Stockholm, Sweden),
 - International Conference on Information Systems (ICIS) 2018 (San Francisco, California), Bridging the Internet of People, Data, and Things track,
 - International Conference on Information Systems (ICIS) 2017 (Seoul, Korea), Data Science, Decision Analytics and Visualization track.
- **Session Chair**
 - Workshop on Information Systems and Economics (WISE) 2018, AI & Machines session (San Francisco, California)
 - 2016 INFORMS Social Media Analytics cluster (Nashville, Tennessee),
 - 2016 Conference on Information Systems and Technology (CIST), Social Media session (Nashville, Tennessee).
- **Reviewer**
 - Journals: Management Science [meritorious service awards] (Information Systems, Big Data Analytics, and Marketing departments), Information Systems Research (ISR) [best reviewer award], MIS Quarterly (MISQ) [nomination for best reviewer], ACM Transactions on Information Systems (TOIS), ACM Transactions on Knowledge Discovery from Data (TKDD), IEEE Transactions on Knowledge and Data Engineering (TKDE), IEEE Transactions on Engineering Management (TME), INFORMS Journal on Computing, Journal of the Association for Information Systems (JAIS), Production and Operations Management (POM), ACM Transactions on Recommender Systems, User Modeling and User-Adapted Interaction (UMUAI), Journal of Computer Assisted Learning (JCAL), Journal of Data and Information Quality, ACM Computing Surveys, The Computer Journal.
 - Conferences and Workshops: European Conference on Information Systems (ECIS) 2019 (Stockholm, Sweden), International Conference on Information Systems (ICIS) 2017 (Seoul, Korea), International Conference on Information Systems (ICIS) 2016 Doctoral Consortium (Dublin, Ireland), International Conference on Information Systems (ICIS) 2016

(Dublin, Ireland), Pacific Asia Conference on Information Systems (PACIS) 2016 (Taiwan), ACM Conference on Recommender Systems (RecSys) 2015 (Vienna, Austria), International Conference on Information Systems (ICIS) 2015 (Fort Worth, Texas), ACM Conference on Recommender Systems (RecSys) 2014 (Foster City, California), International Conference on Information Systems (ICIS) 2014 (Auckland, New Zealand), ACM Conference on Recommender Systems (RecSys) 2013 (Hong Kong), International Conference on Information Systems (ICIS) 2013 (Milan, Italy), Workshop on Information Technologies and Systems (WITS) 2013 (Milan, Italy), ACM Conference on Knowledge Discovery and Data Mining (KDD) 2013 (City of Chicago, Chicago), ACM Conference on Recommender Systems (RecSys) 2012 (Dublin, Ireland), International Conference on Information Systems (ICIS) 2012 (Orlando, Florida), Workshop on Information Technologies and Systems (WITS) 2012 (Orlando, Florida), ACM Conference on Recommender Systems (RecSys) 2011 (City of Chicago, Chicago), Workshop on Information Technologies and Systems (WITS) 2011 (Shanghai, China).

– Grant Committees: Christian Doppler Research Association (2021-2023), Israel Science Foundation (ISF) (2017).

- **Editorial Roundtable** - 2023 INFORMS Workshop on Data Science (Phoenix, Arizona).
- **Discussant** - Workshop on Information Systems and Economics (WISE) 2020 (online), Workshop on Information Systems and Economics (WISE) 2019 (Munich, Germany), Workshop on Information Systems and Economics (WISE) 2018 (San Francisco, California), Workshop on Information Systems and Economics (WISE) 2017 (Seoul, Korea), Workshop on Information Systems and Economics (WISE) 2016 (Dublin, Ireland).
- **Doctoral Thesis (co-)Chair**
 - Nasim Mousavi (Emory University, Information Systems PhD, 2023) [co-chair - First placement: Georgia State University].
- **Doctoral Thesis Committee Member**
 - Yeohong Yoon (Emory University, Marketing PhD, 2024),
 - Jihyeon Ha (Emory University, Marketing PhD, 2024) [First placement: University of Iowa],
 - Jinsoo Yeo (Emory University, Information Systems PhD, 2023) [First placement: University of Tennessee - Chattanooga],
 - Buffy Mosley (Emory University, Marketing PhD, 2020) [First placement: Texas A&M University],
 - Suh Yeon Kim (Emory University, Marketing PhD, 2020) [First placement: Georgetown University],
 - Zhe Han (Emory University, Marketing PhD, 2019) [First placement: Tulane University].
- **Dissertation Proposal Committee Member** - Chen Tian (Emory University, Information Systems PhD, 2025), Yeohong Yoon (Emory University, Marketing PhD, 2024), Nasim Mousavi (Emory University, Information Systems PhD, 2022), Hyunkyung Lee (Emory University, Information Systems PhD, 2022), Jihyeon Ha (Emory University, Marketing PhD, 2022), Jinsoo Yeo (Emory University, Information Systems PhD, 2021), Suh Yeon Kim (Emory University, Marketing PhD, 2019), Buffy Mosley (Emory University, Marketing PhD, 2019), Zhe Han (Emory University, Marketing PhD, 2018).
- **Academic Mentor** - Joonhwa Park (Emory University, ISOM PhD, 2024 - Present), Marat Ibragimov (Emory University, Marketing Assistant Professor, 2023 - 2024), Nasim Mousavi (Emory University, ISOM PhD, 2018 - 2023).
- **Master Thesis Committee Member** - Vasily Ginz (New Economic School, Russia, 2019).
- **Professional Memberships** - Association for Computing Machinery (ACM), Association of Information Systems (AIS), INFORMS.
- **Administrator and Web Developer** - <http://www.heais.gr/> Hellenic Association for Information Systems (HeAIS) - Chapter of the Association for Information Systems (AIS).

- **Miscellaneous Service** - Emory University GBS ISOM PhD academic mentor 2018-Present, Emory University GBS ISOM PhD admission committee 2017-Present, Emory University GBS AI/ML hiring application reviewer 2023, Emory University GBS AI/ML hiring committee 2021-2022, Emory University GBS MSBA Data Liaison hiring committee 2021, Emory University GBS External IT Review participant 2020, Emory University GBS Executive Education research seminar 2019, Emory University GBS committee for AWS pilot 2018-2019, Emory University GBS External Review participant 2018, Emory University GBS Directed Studies mentor 2018, Emory University GBS MSBA Bootcamp teaching material development 2017, UMN Carlson PhD student preliminary examination committee 2016-2017, INFORMS 2016 Data Mining Best Paper Competition judge 2016, NYU Center for Data Science Faculty Hiring Student Committee 2016, NYU Gallatin School of Individualized Study Colloquium Committee 2016, NYU Stern PhD Teaching Workshop 2015.

Selected Press Coverage & Opinion Pieces

- “Reputation Spillover in Digital Markets,” *Platform Papers*, January 2025
- “Interview with Marketing Experts: Answering Student’s Most Common Questions,” *Ideas for Leaders*, July 2024
- “Geography Still Counts for Electronic Word of Mouth,” *Ideas for Leaders*, April 2022
- “Why Companies Invest in Local Social Media Influencers,” *Emory Business*, September 2021
- “Por qué las empresas invierten en ”Influencers” locales en las redes sociales,” *La Vida*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Phys.org*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *TechCodex.com*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Mirage News*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Daily Advent*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Gamers Grade*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Remo News*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *Samachar Central*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *News Founded*, August 2021
- “Why Companies Invest in Local Social Media Influencers,” *American Marketing Association*, August 2021
- “How Will the Internet of Things Affect Retailing?,” *Marketing Science Institute (MSI)*, May 2021
- “Advances in Integrating AI & O.R.,” *INFORMS Analytics Collections*, April 2021
- “The Alexa Effect: How the internet of things (IoT) is increasing retail sales,” *Emory Business*, December 2020
- “IoT boosts online sales,” *Emory Business*, September 2020
- “Developing a Clear Data Strategy,” *Digital Economy*, March 2020
- “Serendipity: Accuracy’s Unpopular Best Friend in Recommenders,” *Eugene Yan blog*, April 2020
- “Introvert Susceptibility to Marketing on Social Media,” *Quietly Thriving*, June 2019
- “Fixing Facebook and Lindy’s Law,” *The Local Maximum*, April 2018
- “Estimating the Impact of User Personality Traits on Electronic Word-of-Mouth: Text-mining Social Media Platforms,” *Marketing Science Institute (MSI)*, January 2018
- “Divinatory Recommender Systems: between Similarity and Serendipity,” *Nodus Labs*, March 2015
- “What makes a great MOOC?,” *Western Interstate Commission for Higher Education (WICHE) Cooperative for Educational Technologies (WCET)*, December 2013