

Panagiotis (Panos) Adamopoulos

Assistant Professor



EDUCATION

- **PhD 2016**
Information Systems, Leonard N. Stern School of Business, New York University
- **Bachelor 2008**
Management Science and Technology, Athens University of Business and Economics, Greece

EXPERTISE

- Data Science, Machine Learning, and Big Data
- Econometrics and Experimental Research Designs
- Recommender Systems and Personalization
- Online Education and Massive Open Online Courses (MOOCs)
- Social Commerce and E-Business

ABOUT

Panos' research program studies how information systems and technological artifacts affect the user behavior and transform business and society. His research focuses on personalization, mobile and social commerce, and online education. Some of the main research questions his recent papers address include how to alleviate the over-specialization and concentration bias problems of personalization techniques (e.g., “filter bubbles”); whether specific personality characteristics can accentuate or attenuate the effectiveness of word-of-mouth (WOM) in social media; and how massive open online courses (MOOCs) affect traditional education and universities. Much of this research is grounded in big data employing data science and machine-learning techniques to leverage the abundance of unstructured data in social media, while combining these approaches with more conventional econometric and other quantitative methods as well as experimental research designs.

His research has appeared in peer-reviewed academic journals and conferences, including ACM Transactions on Intelligent Systems and Technology (ACM TIST), ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD), AIS International Conference on Information Systems (ICIS), and ACM Conference on Recommender Systems (RecSys). Panos has also served as a program committee member for international conferences and workshops.

Dr. Adamopoulos has worked as a senior Business Intelligence Engineer and Consultant with Relational S.A. and in Toyota as an Information Technology Business Analyst.

RECENT WORKS

1. “On Unexpectedness in Recommender Systems: Or How to Better Expect the Unexpected”, ACM Transactions on Intelligent Systems and Technology (ACM TIST), 5(4), 2015 (with A. Tuzhilin) [2014 Impact Factor: 9:39 - Featured Article]
2. “The Effectiveness of Marketing Strategies in Social Media: Evidence from Promotional Events”, ACM SIGKDD Conference on Knowledge Discovery & Data Mining, 2015, (with V. Todri)

Working Papers:

3. “Estimating the Impact of User Personality Traits on Word-of-Mouth: Text-mining Microblogging Platforms” (with A. Ghose and V. Todri) [2nd round review at ISR]

4. "The Business Value of Recommendations in a Mobile Application: Combining Deep Learning with Econometrics" (with A. Tuzhilin and A. Ghose) [2nd round review at MISQ]