

Ioannis Filippou Kanellopoulos
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ACADEMIC EXPERIENCE

2024- **Tilburg School of Economics and Management, Tilburg, the Netherlands**
Department of Management
Assistant Professor

EDUCATION

2018-2024 **Rotterdam School of Management, Rotterdam, the Netherlands**
Ph.D. Candidate in Business Analytics in Information Systems
Department of Technology and Operations Management

2015-2016 **Imperial College Business School, London, United Kingdom**
MSc Business Analytics, Distinction
Thesis Title: "Predicting TripAdvisor review helpfulness and estimating the features that affect it"
Notable projects: KPMG Sharing Economy Project, Consulting analytics project for a fashion brand
Member of the Marketing & Digital Society and Consulting Club of Imperial College

2011-2015 **Athens University of Economics and Business, Athens, Greece**
BSc Management Science and Technology, Grade: 8.82/10 – Excellent, Top 2%
Stream of Electronic Business, Innovation & Entrepreneurship
Notable projects: Big data analytics project, Data analysis project of a Greek e-shop, Sentiment analysis project, Consumer behavior research in social media

2014-2014 **FHS St. Gallen, University of Applied Sciences, St. Gallen, Switzerland**
International Management – Exchange Semester – Academic Excellence Award
Notable project: Marketing analysis consulting project for a pharmaceutical company

RESEARCH IN PROGRESS

I. F. Kanellopoulos, D. Gutt, T. Li. "NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles". Preparing 2nd round resubmission to Information Systems Research. Invited for presentation in:

- Workshop on Information System Economics (WISE) 2022, *Best Student Paper Nominee*
- International Conference on Crypto-Marketing 2022
- Virtual Digital Economy (VIDE) Seminar Series 2022
- Ludwig Maximilian University of Munich 2022
- University of Arizona 2022
- Heinz Nixdorf Symposium (HNI) Paderborn University 2022
- University of Münster 2022
- Saarland University 2022
- University of Science and Technology of China 2022
- Renmin University 2022
- Tsinghua University 2022
- Peking University 2022
- Digital Economy Workshop 2022
- International Conference on Information Systems (ICIS) 2021
- Virtual Conference on AI, ML, and Business Analytics 2021 organized by Temple University
- Internal RSM Department Seminar 2021
- Conference on Information Systems and Technology (CIST) 2021
- 17th Symposium on Statistical Challenges in eCommerce Research (SCECR 2021)

I. F. Kanellopoulos, D. Gutt, M. Tunc, and T. Li. "How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens". Preparing journal resubmission. Invited for presentation in:

- International Conference on Information Systems (ICIS) 2023, *Best Paper Nominee*
- INFORMS Annual Meeting 2023
- Conference on Information Systems and Technology (CIST) 2023
- European Marketing Academy (EMAC) 2023
- The Business of Blockchain Technology Conference 2023
- International Conference on Crypto-Marketing 2022
- 82nd Annual Meeting of the Academy of Management 2022
- 18th Symposium on Statistical Challenges in eCommerce Research (SCECR 2022)

I. F. Kanellopoulos, R. Belo, T. Li. "How Anti-ghosting Features Affect Matchmaking". Preparing journal submission. Invited for presentation in:

- 2nd Workshop on Digital Markets
- 19th Symposium on Statistical Challenges in eCommerce Research (SCECR 2023).

RESEARCH PIPELINE

I. F. Kanellopoulos, D. Gutt. "When encouraging user participation can backfire: Evidence from wash trading in online platforms". Data collection in progress

I. F. Kanellopoulos, D. Gutt. "To donate or to subscribe? Evidence from Twitch channels". Data collection in progress.

I. F. Kanellopoulos. "Do Data Breaches Affect Content Creators?". Data collection completed.

I. F. Kanellopoulos. "How Viewings Impact Housing Prices: Evidence from COVID-19 lockdowns". Data collection completed.

TEACHING EXPERIENCE

2024-	Instructor - Information Management <i>BSc International Business Administration</i> Evaluation: 4.4/5
2024-	Instructor - Digital Infrastructure and Business Innovation <i>BSc Economics & Business Economics</i> Evaluation: 4.3/5
2018-2023	Thesis Supervision <i>MSc Business Information Management (2018-2023) & MSc Business Analytics (2021-2023)</i> Evaluations: 4.8/5 in 2018-2019, 5/5 in 2019-2020, 4.5/5 in 2020-2021, and 5/5 in 2021-2022
2021-2023	Instructor - Web Mining and Analytics <i>MSc Business Information Management</i> Evaluations: 4.4/5 in 2021-2022, 4.5/5 in 2022-2023
2021-2023	Instructor - Big Data and Business Analytics <i>MSc Business Information Management</i>
2019-2020	Teaching Assistant – Big Data and Business Analytics <i>MSc Business Information Management</i>
2018	Teaching Assistant - Network Data Analytics <i>MSc Business Information Management</i>

INDUSTRY EXPERIENCE

2017	Mattel, Inc. Marketing Assistant <ul style="list-style-type: none">Oversaw and assisted in the communication between the headquarters and the EMEA regionAnalyzed consumer preference data to draw and present strategic insights to the region's marketing managers	Greece
2016	Burberry Group Inc Customer Insight Analyst <ul style="list-style-type: none">Analyzed the mainline stores of several countries and extracted key information that was presented to the President of the EMEIA regionLed the data analysis of a partnership, with a third-party organization, to enrich Burberry's databases, in this project the VP of analytics was also involved	United Kingdom
2015	International Consulting S.A. Internship <ul style="list-style-type: none">Undertook an analytics project that assisted the marketing department in tailoring advertising to each customer segment, allowing better targeting and reduced cost per acquisitionResponsible for SEO activities that led to a 10% increase of the company's SEO ranking, as calculated by «WooRank»Researched and presented possible new partnerships and ways of promoting the company, some of which have been formed and implemented	Greece
2011-2014	International Consulting S.A. General Administration (part-time work during summers) <ul style="list-style-type: none">Contacted clients daily and improved their websites according to their needsCreated successful Google AdWords and Facebook Ads campaigns with high click-through-rates	Greece

- 2014-2014** **Bioforce AG** **Switzerland**
Elected project leader of a consulting project (5 months)
- Elected leader of an international team (5 members of different nationalities) and motivated and guided members leading to a good presentation that met the client's needs
 - Contacted the client on a weekly basis and collaborated with its marketing department to create a questionnaire, suitable for the needs of the project
 - Analysed the UK pharmaceutical market and presented key recommendations and an action plan for the company's next steps

ACADEMIC HONORS & AWARDS

- 2023** **Best Paper Nomination - International Conference on Information Systems (ICIS) 2023**
- 2022** **Best Student Paper Nomination - Workshop on Information System Economics (WISE) 2022**
- 2022** **ERIM PhD 12-Month Contract Extension - Talent Placement Program**
- 2020** **ERIM PhD 6-Month Contract Extension - COVID-19 Hardship Program**
- 2017** **Scholarship for a PhD in Business Analytics in Information Systems**
- 2016** **Best Student Award - Selected to Participate in Data Spark: A Research Collaboration Between Imperial College London and KPMG UK**
 Project related to the Sharing Economy - Insights presented to key members of KPMG UK
- 2015** **Postgraduate Scholarship from The George and Victoria Karelias Foundation (20,000€)**
- 2015** **Best Student Award - Selected to Undertake a Sentiment Analysis Project**
 Worked under the supervision of an Associate Professor
- 2015** **Best Student Award - Selected to Undertake a Data Analysis Project of a Greek E-Shop (www.you.gr)**
 Worked alongside a PhD student and presented to key members of the company
 Used the analysis to write a paper ("Identification of Customer Segments via Data Mining") that was presented at a conference ("12th Student Conference of Management Science and Technology")
- 2014** **Scholarship for Academic Excellence during an Exchange Semester**
- 2013** **Scholarship for the Erasmus Exchange Program**

ADDITIONAL METHODS AND SKILLS

METHODS

Machine learning, Econometrics, Experimental methods, Uplift modelling

IT SKILLS

R, SQL, Python, Tableau, Java, HTML, D3, RapidMiner, Weka, MATLAB, Web scraping

LANGUAGES

Greek (Native), English (Fluent), German (Fluent), French (Beginner)

INTERESTS

Running (5k, 10k, 21k, and 42k), Tennis, Snowboard, Travelling, Reading, Sailing, Archery

ACADEMIC SERVICE

- 2018-2024** **Reviewer**
 Conferences: CIST (2020), ECIS (2020, 2021, 2023), , ICIS (2019-2024), WI (2023-2024)
 Journal: EJIS (2018)
- 2018-2019** **Erasmus University Rotterdam**
 PhD Seminar Organizer
- 2018** **Conference Volunteer**
 14th Symposium on Statistical Challenges in eCommerce Research (SCECR)