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Speaker: Panos Adamopoulos, New York University

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Time: 2:00 – 3:30 PM

Location: VMH 2511

Title: Estimating the Impact of User Personality Traits on Word-of-Mouth: Text-mining Microblogging Platforms

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Abstract: Word-of-mouth (WOM) plays an increasingly important role in shaping consumers’ online behaviors and preferences as users’ opinions, choices, and decisions are frequently shared in social media. In this paper, we examine whether personality similarity between social media users can accentuate or attenuate the effectiveness of WOM leveraging data mining and machine-learning methods and the abundance of unstructured data in social media. Specifically, we study whether latent personality characteristics of users are associated with the effectiveness of WOM from purchases on social media platforms like Twitter and can predict their online economic behavior. Our paper provides insights regarding the future potential of social media advertising and advanced micro-targeting based on machine learning and natural language processing approaches.

Bio: Panagiotis (Panos) Adamopoulos is a Ph.D. Candidate in Information Systems at the Department of Information, Operations, and Management Sciences (IOMS) at Leonard N. Stern School of Business at New York University.

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”) by designing technical methods.
that deliver non-obvious, unexpected, and high quality recommendations; what is the effectiveness of the different types of mobile recommendations; how to effectively design and assess marketing strategies in social commerce; whether specific personality characteristics can accentuate or attenuate the effectiveness of word-of-mouth (WOM) in social media; how to design better online courses for students; 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). In addition, his research has been recognized by the Wharton Customer Analytics Initiative award, INFORMS and ACM best paper award nominations, and a variety of other grants. He is also the recipient of the Stern Dean's Fellowship and he has been selected for the ICIS, RecSys, WWW, and WSDM doctoral consortiums. Panos Adamopoulos has also received a letter of teaching commendation from the Vice Dean for Doctoral Education of Stern School of Business for his exceptional teaching performance as the instructor of the Data Mining for Business Analytics course. Panos has also served as a program committee member for international conferences and workshops as well as a reviewer for several scholarly journals and conferences, including MIS Quarterly (MISQ) and Information Systems Research (ISR).

Before joining NYU Stern, Panos Adamopoulos worked as a senior Business Intelligence Engineer and Consultant with Relational S.A. and in Toyota as an Information Technology Business Analyst. Panos received his B.Sc. from the Department of Management Science and Technology of the Athens University of Economics and Business, where he achieved the 2nd ranking in the history of the department.