

PANAGIOTIS SARANTOPOULOS

December 2022

Athens University of Economics and Business
Department of Business Administration
Patission Street 76, 104 34, Athens, Greece

Telephone: +30 210 82 03 XXX
Email: p.sarantopoulos@aueb.gr
Personal Website: psarantopoulos.com

RESEARCH INTERESTS

Digital Marketing, Retailing and Pricing, Artificial Intelligence and Consumer Behavior

TEACHING INTERESTS

Digital Marketing, Marketing Management, Marketing Research and Analytics

EDUCATION

- 2016 Ph.D. Management Science and Technology
Athens University of Economics and Business
- 2008 M.Sc. Industrial Engineering and Management
Linköping University
- 2007 B.Sc. Industrial Management and Technology
University of Piraeus

PRESENT APPOINTMENTS

- 12/2022 – present Assistant Professor of Marketing
Athens University of Economics and Business
- 08/2016 – present Lecturer (Assistant Professor) in Marketing
University of Manchester

PREVIOUS EMPLOYMENT

- 04/2016 – 07/2016 Postdoctoral Fellow
Athens University of Economics and Business
- 10/2010 – 03/2013 Analyst
Sony Central and South-East Europe
- 04/2010 – 10/2010 Appraiser
Unión de Créditos Inmobiliarios
- 09/2009 – 03/2010 Analyst
IBM España
- 08/2008 – 08/2009 Conscript Soldier
Hellenic Army

HONORS AND AWARDS

- 2022 Teaching Excellence for Postgraduate Teaching
Alliance Manchester Business School
- 2021 Teaching Excellence for Postgraduate Teaching
Alliance Manchester Business School
- 2020 Teaching Excellence for Postgraduate Teaching
Alliance Manchester Business School
- 2020 Teaching Excellence for Undergraduate Teaching
Alliance Manchester Business School
- 2019 M. Wayne DeLozier Best Conference Paper Award
Academy of Marketing Science Annual Conference, Vancouver
- 2018 Teaching Excellence for Undergraduate Teaching
Alliance Manchester Business School
- 2015 European ECR Best Activation Award
ECR European Leaders' Forum, Brussels

MEMBERSHIPS OF ACADEMIC AND PROFESSIONAL BODIES

- 12/2019 – present Fellow
Higher Education Academy
- 08/2013 – present Academic Member
American Marketing Association

PUBLICATIONS

- Lazaris, C., Vrechopoulos, A., **Sarantopoulos, P.**, and Doukidis, G. (2022) "Additive Omnichannel Atmospheric Cues: The Mediating Effects of Cognitive and Affective Responses on Purchase Intention." *Journal of Retailing and Consumer Services*, 64, 102731.
- Lazaris, C., **Sarantopoulos, P.**, Vrechopoulos, A., and Doukidis, G. (2021). "Effects of Increased Omnichannel Integration on Customer Satisfaction and Loyalty Intentions." *International Journal of Electronic Commerce*, 25 (4), 440-468.
- *Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Ravald, A., **Sarantopoulos, P.**, Villarroel Ordenes, F., and Zaki, M. (2020) "Customer Experience Management in the Age of Big Data Analytics: A Strategic Framework," *Journal of Business Research*, 116, 356–365.
- Sarantopoulos, P.**, Theotokis, A., Pramataris, K., and Roggeveen, A. L. (2019), "The Impact of a Complement-Based Assortment Organization on Purchases," *Journal of Marketing Research*, 56 (3), 459-478..
- Sarantopoulos, P.**, Theotokis, A., Pramataris, K., and Doukidis, G. (2016), "Shopping Missions: An Analytical Method for the Identification of Shopper Need States," *Journal of Business Research*, 69 (3), 1043-1052.

*All authors contributed equally.

MANUSCRIPTS UNDER REVIEW

Alsaeed, G.[†], Keeling, K., **Sarantopoulos, P.**, and Gadalla, E., "Source, Message or Medium? Forming Credibility Perceptions of Product Review Videos," Third round review at *European Journal of Marketing*.

Vomberg, A., Homburg, C., and **Sarantopoulos, P.**, "Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses," Under review at *Management Science*.

Kennedy, K.[†], He, H., and **Sarantopoulos, P.**, "Intelligent Shopping Agents: Opportunities and Implications of Non-Human Shoppers," Under review at *Journal of Service Research*.

WORK IN PROGRESS (SELECTED)

Sarantopoulos, P. and Evanschitzky, H., "Customer Inspiration: The Case of Food Hack Videos," Data collection in progress. Targeted at *Journal of Retailing*.

Sarantopoulos, P., and He, H., "How Does the Location of Fast Fashion Brands' Sustainability Initiatives Influence Consumers. Targeted at *Journal of Business Ethics*.

Alsaeed, G.[†], Gadalla, E., and Keeling, K., and **Sarantopoulos, P.**, "Influencer Marketing: The Paradox of Sponsorship Disclosure," Data analysis in progress. Targeted at *Journal of Business Research*.

PEER-REVIEWED CONFERENCE AND INVITED PRESENTATIONS

2022 "Influencer Marketing: Exploring Consumers' Perceptions Towards Sponsored Content," with *Alsaeed G.*, Keeling K., Gadalla E. presented at *Middle East & North Africa Conference for Information Systems*, Dhahran, Saudi Arabia, November.

2022 "How Does the Location of Fast Fashion Brands' Sustainability Initiatives Influence Consumers," with He H. presented at *Journal of Business Ethics Special Issue on Fashionable Ethics Paper Development Workshop*, Online, June.

2022 "Dynamic Pricing: Consumer Reactions and Effective Retailer Responses," with *Vomberg A.[‡]*, and *Homburg C.* presented at *European Marketing Academy Conference*, Budapest, Hungary, May.

2021 "AI Servicescapes: Services Innovation Through Customer-Facing Intelligent Systems," with *Kennedy K.*, and He H. to be presented at *Frontiers in Services Conference*, Philadelphia, Pennsylvania, USA, July (online due to COVID-19).

2021 "Calorie Attentiveness and Consumer Food Bundle Choice," with *Omebere-Iyari O.*, and He H. to be presented at *European Marketing Academy Conference*, Madrid, Spain, May (online due to COVID-19).

2021 "Examining How Consumers Form Credibility Perception towards YouTube Product Reviews," with *Alsaeed G.*, Gadalla E., and Keeling K. presented at *14th IADIS International Conference on Information Systems*, March (online due to COVID-19).

2020 "How Consumers Shop Now: Impact of Intelligent Agents on Retailer-Shopper Relationship," with *Kennedy K.* and He H. presented at *Winter American Marketing Association Conference*, San Diego, California, February.

[†]Doctoral student I (co-)supervise.

[‡]Italics of co-author's name indicate co-author made the presentation.

- 2019 “Complaint Resolution in Digital Channels,” with Villarroel Ordenes F., Grewal D., and Grewal L. presented at *University of Mannheim*, Mannheim, Germany, November.
- 2019 “Complaint Resolution in Digital Channels,” with Villarroel Ordenes F., Grewal D., and Grewal L. presented at *Association for Consumer Research Conference*, Atlanta, Georgia, October.
- 2019 “Calorie Attentiveness, Price Framing, Self-Regulation, and Bundle Choice,” with Omebere-Iyari O., and He H. presented at *INFORMS Marketing Science Conference*, Rome, Italy, June.
- 2019 “Customer Experience Management in the Age of Big Data Analytics: A Strategic Framework,” with Holmlund M., Van Vaerenbergh Y., Ciuchita R., Ravald A., Villarroel Ordenes F. and Zaki M. presented at *QUIS International Research Symposium*, Karlstad, Sweden, June.
- 2019 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L. presented at *Academy of Marketing Science Conference*, Vancouver, Canada, May.

• **M. Wayne DeLozier Best Conference Paper Award**
(best full paper submitted to the annual Academy of Marketing Science conference)

- 2019 “Computer-Mediated Assessment of Large Student Cohorts: Making it Work for Students and Academics,” presented at *Alliance Manchester Business School Teaching & Learning Symposium*, Manchester, United Kingdom, May.
- 2019 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *Winter American Marketing Association Conference*, Austin, Texas, February.
- 2019 “Complaint Resolution in Digital Channels,” with Villarroel Ordenes F., Grewal D., and Grewal L., presented at *Winter American Marketing Association Conference*, Austin, Texas, February.
- 2019 “Complaint Resolution in Digital Channels,” with Villarroel Ordenes F., Grewal D., and Grewal L., presented at *Alliance Manchester Business School Marketing Seminar*, Manchester, United Kingdom, February.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *Shanghai Jiao Tong University*, Shanghai, China, November.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *University of Massachusetts Lowell*, Lowell, Massachusetts, October.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *AMA Doctoral Consortium*, Leeds, United Kingdom, June.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *AMA/ACRA Triennial Conference*, Toronto, Canada, June.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *KU Leuven Symposium on Manufacturer-Retailer Relationships*, Antwerp, Belgium, March.
- 2018 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., Pramataris K., and Roggeveen A. L., presented at *Northeastern University Marketing Seminar*, Boston, Massachusetts, February.

- 2017 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A., and Pramataris K., presented at *European Marketing Academy Conference*, Groningen, Netherlands, May.
- 2017 “The Impact of a Complement-Based Assortment Organization on Purchases,” with *Theotokis A.* and Pramataris K., presented at *Norwich Business School*, Norwich, United Kingdom, January.
- 2016 “Business Analytics in Retailing: Redefining Business Practices and Value Creation,” presented at *6th Panorama of Entrepreneurship*, Athens, Greece, April.
- 2015 “Retail Analytics,” presented at *11th e-Business Forum*, Athens, Greece, December.
- 2015 “Shopping Missions and Store Layout,” presented at *Shopper Marketing and Category Management Conference*, Athens, Greece, November.
- 2015 “Shopping Missions: Business Analytics and Virtual Reality Serving Shopper Needs,” presented at *ECR European Leaders’ Forum*, Brussels, Belgium, October.
- **European ECR Best Activation Award
(best implementation of a collaborative business practice within Europe)**
- 2015 “Redefining Retail Shop-Ability with Business Analytics,” presented at *9th Supply Chain Summit*, Nicosia, Cyprus, September.
- 2015 “The Identification of Customer Projects,” presented at *Wharton Customer Analytics Initiative*, Philadelphia, Pennsylvania, May.
- 2015 “The Impact of a Complement-Based Assortment Organization on Purchases,” with Theotokis A. and Pramataris K., presented at *AMA/ACRA Triennial Conference*, Miami, Florida, March.
- 2015 “Improving Retail Performance with Shopping Missions,” presented at *All Things Performance Conference*, Athens, Greece, February.
- 2014 “A Data Mining-Based Framework to Identify Shopping Missions,” with *Griova A., Bardaki C., and Papakiriakopoulos D.,* presented at *Mediterranean Conference on Information Systems*, Verona, Italy, September.
- 2014 “Shopping Missions: An Analytical Method for the Identification of Shopper Need States,” with Theotokis A., Pramataris K., and Doukidis G. presented at *European Marketing Academy Doctoral Colloquium*, Valencia, Spain, May.
- 2014 “Shopping Missions: An Analytical Method for the Identification of Shopper Need States,” with Theotokis A., Pramataris K., and Doukidis G. presented at *Shopper Marketing and Pricing Conference*, Stockholm, Sweden, May.

REVIEWER ROLES

Ad-hoc Reviewer: *Journal of Marketing Research, Journal of Retailing, Journal of Business Research, Journal of Services Marketing, Psychology & Marketing, Journal of Retailing and Consumer Services, AMA Winter, AMA Summer, EMAC, AMS.*

RESEARCH GRANTS

01/2022 – 07/2022 Food Hack Videos and Purchase Behavior in Virtual Stores (£3,700)
Principal Investigator, Alliance Manchester Business School Covid Recovery Fund

01/2021 – 01/2024	Enhancing the Positive Impact of Marketing with AI (£60,000) Co-Applicant, Alliance Manchester Business School PhD Targeted Scholarships Fund
12/2019 – 07/2020	Food Hack Videos and Purchase Behavior in Virtual Stores (£2,500) Principal Investigator, Alliance Manchester Business School Research Support Fund
11/2018	4* Publication Support (£1,500) Principal Applicant, Alliance Manchester Business School Research Support Fund
01/2015 – 07/2016	ShopShights (€80,000) Co-Investigator, Johnson & Johnson Hellas
04/2013 – 03/2016	Shopper Journey (€150,000) Co-Investigator, Procter & Gamble Hellas

SUPERVISION OF RESEARCH STUDENTS

Ongoing

01/2021 – present	Zainab Atia Co-Supervisor, PhD Business and Management
09/2019 – present	Alaa Almirabi Co-Supervisor, PhD Business and Management
09/2018 – present	Kathleen Kennedy Co-Supervisor, Doctor of Business Administration (part-time)

Completed

09/2017 – 02/2022	Ghadeer Alsaeed Lead Supervisor, PhD Business and Management First placement: King Faisal University
09/2016 – 04/2021	Oladunni Omebere-Iyari Co-Supervisor, PhD Business and Management First placement: University of Westminster

OTHER DISSERTATIONS SUPERVISED

08/2016 – present	Alliance Manchester Business School Global MBA Live Business Projects (×8) MSc Marketing Dissertations (×22) BSc IT Management for Business Dissertations (×6)
03/2013 – 07/2016	Athens University of Economics and Business MSc Business Analytics Dissertations (×4) MSc Management Science and Technology Dissertations (×2) BSc Management Science and Technology Dissertations (×4)

COURSE UNITS DEVELOPED

- 09/2019 – present **Marketing Analytics**
 MSc Marketing, MSc Operations and Supply Chain Management (~100 students)
 BMAN74072 is a postgraduate core course unit that I co-developed during my fourth year at Manchester introducing MSc Marketing students to the nature, scope and process of marketing analytics, in both physical and digital environments. The course follows a hand-on learning approach and relies heavily on the R programming environment and software to build models and work with data.
- 09/2018 – present **Quantitative Methods for Business and Management**
 BSc Management (~400 students)
 BMAN10960 is a undergraduate core course unit that I developed during my third year at Manchester introducing first-year BSc Management students to Statistics, Probability, and Financial Mathematics. The module follows a blended learning approach, in which traditional classroom teaching is combined with online digital media for formative and summative feedback. This unit has been promoted and shared as good practice within the Business School and the Faculty of Humanities (AMBS Teaching and Learning Symposium, Faculty-wide e-Learning Case Study).
- 09/2017 – 06/2019 **Integrative Team Project**
 BSc Information Technology Management for Business (~45 students)
 BMAN24400 is a undergraduate core course unit that I developed during my second year at Manchester introducing second year Information Technology Management for Business (ITMB) students to Business Analytics and Change Management. Students integrated the learnings from core ITMB courses into the delivery of a year-long, inquiry-based, and industry-sponsored team project.

TEACHING EVALUATIONS (RECENT)

Course Code	Level	Compulsory or optional	Credits	Average number of students	Evaluation score ^a			Response rate		
					Fall 2021	Spring 2022	Fall 2022	Fall 2020	Spring 2021	Fall 2021
BMAN74042	PGT	Elective	15	98	-	4.57 ^b	-	-	25.00%	-
BMAN10960	UGT1	Compulsory	10	385	4.65 ^b	-	4.78 ^b	25.71%	-	17.92%

^aDr Panagiotis Sarantopoulos' teaching was excellent: 1 = disagree, 5 = agree.

^bCommended for teaching excellence by the Head of School and the Director of Teaching and Learning.

Notes: UGT1 = Undergraduate Year 1, UGT2 = Undergraduate Year 2, PGT = Postgraduate.

OTHER COURSE UNITS TAUGHT

- 2016 – 2020 Marketing Foundations (~30 students)
 BSc Management (seminar leader)
- 2016 – 2018 Marketing Management (~100 students)
 MSc Marketing (Coordinator)
- 2017 – 2018 Marketing Communications Professional Analytics (~130 students)
 MSc Marketing (Coordinator)
- 2016 Retail Marketing (~100 students)
 BSc Management (Coordinator)

