

Ioannis Filippou (Giannis) Kanellopoulos
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ACADEMIC EXPERIENCE

01/2024- **Tilburg School of Economics and Management** **Netherlands**
Assistant Professor in Information Systems

01/2025- **Edinburgh Business School** **Remote**
Lecturer for Business Analytics and Machine Learning

EDUCATION

- 2018-2024** **Rotterdam School of Management, Rotterdam, the Netherlands**
Ph.D. Candidate in Business Analytics in Information Systems
Thesis Title: "Navigating Digital Platform Challenges: Three Studies on Blockchain-based Platform Competition, Platform Subsidies for Non-Fungible Token Creation, and Ghosting in the Dating Market"
- 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

TEACHING EXPERIENCE

- 2025-** **Instructor – Business Analytics and Machine Learning**
MBA with specialization in Business Analytics
Assigned Instructor
- 2025-** **Instructor – Augmented Data Management for Exploring Public Datasets**
MSc Data Science and Society
Assigned Instructor
- 2024-** **Coordinator - Information Management**
BSc International Business Administration
Evaluation: 4.4/5
- 2024-** **Coordinator - Digital Infrastructure and Business Innovation**
BSc Economics & Business Economics
Evaluation: 4.3/5
- 2024-** **Thesis Supervision**
MSc Information Management
- 2018-2023** **Thesis Supervision**
MSc Business Information Management (2018-2023) & MSc Business Analytics (2021-2023)
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**
MSc Business Information Management
Evaluations: 4.4/5 in 2021-2022, 4.5/5 in 2022-2023
- 2021-2023** **Instructor - Big Data and Business Analytics**
MSc Business Information Management
- 2018-2020** **Teaching Assistant – Big Data and Business Analytics**
MSc Business Information Management
- 2018** **Teaching Assistant - Network Data Analytics**
MSc Business Information Management

PUBLISHED RESEARCH

- 2025** **I. F. Kanellopoulos**, D. Gutt, T. Li. "NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles". *Forthcoming in Information Systems Research*.
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RESEARCH IN PROGRESS

- 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.
- I. F. Kanellopoulos**, R. Belo, T. Li. "How Anti-ghosting Features Affect Matchmaking". Preparing journal submission.
- I. F. Kanellopoulos**. "Bridging Digital and Physical Worlds: How IP Licensing Transforms NFT Value". Preparing journal submission.
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INVITED TALKS & PRESENTATIONS

- 2025** Kanellopoulos, I.F. (2025). Bridging Digital and Physical Worlds: How IP Licensing Transforms NFT Value. *Conference on Information Systems and Technology (CIST)*, Atlanta, USA.
- 2024** Kanellopoulos, I.F., Belo, R., Li, T. (2024). How Anti-ghosting Features Affect Matchmaking. *International Conference on Information Systems (ICIS)*, Bangkok, Thailand.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2024). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *INFORMS Annual Meeting*, Seattle, USA.
Kanellopoulos, I.F., Belo, R., Li, T. (2024). How Anti-ghosting Features Affect Matchmaking. *Conference on Information Systems and Technology (CIST)*, Seattle, USA.
Kanellopoulos, I.F., Belo, R., Li, T. (2024). How Anti-ghosting Features Affect Matchmaking. *Workshop on Digital Markets*, Tilburg, Netherlands.
Kanellopoulos, I.F., Belo, R., Li, T. (2024). How Anti-ghosting Features Affect Matchmaking. *Seminar*. Tilburg University, Tilburg, Netherlands.
Kanellopoulos, I.F., Belo, R., Li, T. (2024). How Anti-ghosting Features Affect Matchmaking. *Symposium on Statistical Challenges in eCommerce Research (SCECR)*. Bogota, Colombia.
- 2023** Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *International Conference on Information Systems (ICIS)*, Hyderabad, India, Best Paper Nominee
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *INFORMS Annual Meeting*, Phoenix, USA.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *Conference on Information Systems and Technology (CIST)*, Phoenix, USA.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *European Marketing Academy (EMAC)*, Odense, Denmark.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *The Business of Blockchain Technology Conference*, Miami, USA.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2023). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *Digital Economy Workshop*, Lausanne, Switzerland.
- 2022** Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Workshop on Information System Economics (WISE)*. Copenhagen, Denmark, Best Student Paper Nominee.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2022). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *International Conference on Crypto-Marketing*, New York, USA.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2022). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *International Conference on Crypto-Marketing*, New York, USA.
Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *International Conference on Crypto-Marketing*. New York, USA.
Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Virtual Digital Economy (VIDE) Seminar Series*. Virtual.
Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, Ludwig Maximilian University of Munich, Munich, Germany.
Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, University of Arizona, Tucson, USA.
Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2022). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *Annual Meeting of*

the Academy of Management, Seattle, USA.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Heinz Nixdorf Symposium (HNI)*, Paderborn University, Paderborn, Germany.

Kanellopoulos, I.F., Gutt, D., Tunc, M., Li, T. (2022). How Do Platform Subsidies Affect Creation, Engagement, and Pricing? Evidence from Non-Fungible Tokens. *Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Madrid, Spain.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, University of Münster, Münster, Germany.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, Saarland University, Saarbrücken, Germany.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, University of Science and Technology of China, Anhui, China.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, Renmin University, Beijing, China.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, Tsinghua University, Beijing, China.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Seminar*, Peking University, Beijing, China.

Kanellopoulos, I.F., Gutt, D., Li, T. (2022). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Digital Economy Workshop*, Norwich, UK.

- 2021**
- Kanellopoulos, I.F., Gutt, D., Li, T. (2021). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *International Conference on Information Systems (ICIS)*, Austin, USA.
- Kanellopoulos, I.F., Gutt, D., Li, T. (2021). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Virtual Conference on AI, ML, and Business Analytics*, Virtual.
- Kanellopoulos, I.F., Gutt, D., Li, T. (2021). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Conference on Information Systems and Technology (CIST)*, Newport Beach, USA.
- Kanellopoulos, I.F., Gutt, D., Li, T. (2021). NFT Disruption in Platform Competition: Evidence from Trading Card Collectibles. *Symposium on Statistical Challenges in eCommerce Research (SCECR)*, Virtual.
- 2020**
- Kanellopoulos, I.F., Belo, R., Li, T. (2020). Alice and Bob: Field Experiments Investigating Heterogeneous Information Disclosure Behavior. *Symposium on Statistical Challenges in eCommerce Research (SCECR)*. Virtual.
- Kanellopoulos, I.F., Belo, R., Li, T. (2020). Alice and Bob: Field Experiments Investigating Heterogeneous Information Disclosure Behavior. *Conference on Digital Economics*. Paris, France. Cancelled due to COVID-19
- Kanellopoulos, I.F., Belo, R., Li, T. (2020). How Anti-ghosting Features Affect Matchmaking. *Seminar*. Erasmus University, Rotterdam, Netherlands.

HONORS & AWARDS

- 2023** **Best Paper Nomination - International Conference on Information Systems (ICIS) 2023**
- 2023** **Grant (5,000€) - Erasmus Initiative “Societal Impact of AI” (AiPact) Spore Fund!**
- 2022** **Best Student Paper Nomination - Workshop on Information System Economics (WISE) 2022**
- 2022** **Grant (38,500€) - ERIM PhD 12-Month Contract Extension - Talent Placement Program**
- 2020** **Grant (18,000€) - 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

INDUSTRY EXPERIENCE

2020-2024	InnerCircle Consultant (Customer Analytics & Machine Learning) <ul style="list-style-type: none">• Coded and tested (with historical back-tests and A/B tests) recommendation systems that more than doubled (+105%) platform members' match rate (key KPI)• Led strategic analysis that recommended a new feature which was causally estimated to lift matching efficiency by about 60%• Segmented a low-engagement group of users (about 25% of the total) and designed interventions that increased their activity by about 30%	Netherlands
2017	Mattel, Inc. Marketing Assistant <ul style="list-style-type: none">• Oversaw and assisted in the communication between the headquarters and the EMEA region• Analyzed 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 region• Led 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

ADDITIONAL METHODS AND SKILLS

METHODS

Causal Inference, Econometrics, Experimental methods, Machine learning, Uplift modelling

IT SKILLS

R, SQL, Python, Tableau, Web scraping

LANGUAGES

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

INTERESTS

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

OTHER ACADEMIC EXPERIENCE

2025-2026	Organizing Committee SCECR (2025), Digital Economy Workshop (2026)
2025	Discussant WISE (2025)
2025	Associate Editor Conference: WI (2025)
2018-	Reviewer Conferences: CIST (2020, 2024), ECIS (2020, 2021, 2023), ICIS (2019-2024), WI (2023-2024) Journal: Management Science (2025), ISR (2025), MISQ (2025), EJIS (2018)
2018-2019	PhD Seminar Organizer - Erasmus University Rotterdam
2018	Conference Volunteer - SCECR (2018)