



## Professor Nikolaos Korfiatis, FRSA, FHEA

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### Education

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- **PhD in Informatics**, Copenhagen Business School (CBS), Denmark, 2009  
Thesis: "Information Exchange and Behavior: A Multi-method Inquiry on Online Communities"  
Supervisor: Professor Volker Mahnke (Committee: Torkil Clemensen (CBS), Hans van der Heijden (Surrey), Roberto Zicari (Frankfurt))
- **MSc in Interactive Systems Engineering**, Royal Institute of Technology (KTH), Sweden, 2005  
Specialization: Information Retrieval and Human-Computer Interaction  
Thesis: "The Opinion Evaluation Network: Ranking Imprecise Social Interactions"  
Supervisor: Dr Ambjörn Naeve
- **BSc in Management Science & Technology**, Athens University of Economics & Business, 2004  
Specialization: Information Systems and Electronic Commerce

### Academic Appointments

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|---|----------------|
| • <b>Professor in Data Management and Analytics</b><br>Department of Informatics, Ionian University, Corfu, Greece                            | 2022 – Present |
| • <b>Associate Professor in Business Analytics</b><br>Norwich Business School, University of East Anglia, United Kingdom                      | 2016 – 2022    |
| • <b>Assistant Professor in Business Analytics</b><br>Norwich Business School, University of East Anglia, United Kingdom                      | 2015 – 2016    |
| • <b>Director, Big Data Laboratory / Senior Researcher</b><br>Department of Informatics and Mathematics, Goethe University Frankfurt, Germany | 2011 – 2015    |
| • <b>Postdoctoral Researcher</b><br>Centre for Experimental Economics, University of Copenhagen, Denmark                                      | 2009 – 2011    |

### Research Interests

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- Business Analytics and Data Science
- Natural Language Processing and Text Mining
- Machine Learning and Artificial Intelligence (LLMs, RAG, Zero-shot Classification)
- Online Consumer Behavior and Electronic Word-of-Mouth
- Service Quality and Operations Management
- Biostatistics and Clinical Trial Analysis

### Research Impact and Bibliometrics

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- **Google Scholar:** 4,500+ citations, h-index 30
- **Publications:** 89+ peer-reviewed articles in international journals and conferences (75% in Scimago Q1 journals)

- **CABS-Ranked Journals:** 7 publications in CABS 4\* journals, 13 in CABS 3\*, 6 in CABS 2\*, 5 in CABS 1\*

Research cited by OECD, UNESCO, European Commission, and Inter-American Development Bank. Referenced as prior art in IBM Patent US10755363B2. Media coverage includes The Telegraph, Guardian, Times of India, and Sydney Morning Herald.

## Clinical Trials

Senior Biostatistician at Hellenic Cooperative Oncology Group (HeCOG). Work frequently presented at ASCO & ESMO.

- **NCT03568097** – PAVE: Intercalated Avelumab plus platinum-based chemotherapy in ES-SCLC (Phase II)
- **NCT05372081** – SNF-CLIMEDIN: Digital support and intervention in advanced NSCLC (Non-interventional)
- **NCT03311750** – A-REPEAT: Anti-EGFR re-challenge in RAS wild-type advanced CRC (Phase II)
- **NCT02512458** – CabaBone: Cabazitaxel in castration-resistant prostate cancer (Translational)
- **NCT04829890** – Dose-dense sequential adjuvant chemotherapy in early breast cancer (Phase III)

## Publications

### Software

- [1] Korfiatis, N. (2026). grangersearch: An R Package for Exhaustive Granger Causality Testing with Tidyverse Integration. [arXiv](#) | [GitHub](#)

### Journal Articles

- [1] Dousios, D., Korfiatis, N., & Spanaki, K. (2025). The Persuasive Impact of Text and Audio Features on Technology Crowdfunding Campaigns: An empirical study on Kickstarter. *IEEE Transactions on Engineering Management*, Vol. 72, pp. 2049-2064. **(CABS 3, Scimago Q1)** [DOI](#)
- [2] Goussia, A., Dimitrakopoulos, F., Korfiatis, N., Koletsa, T., Batistatou, A., Kourea, H., Bobos, M., Papadopoulou, K., Charchanti, A., Bai, M., Tzaida, O., Petraki, K., Arapantoni-Dadioti, P., Psyrri, A., Gogas, H., Zagouri, F., & Fountzilas, G. (2025). Clinical outcomes and important prognostic biomarkers following dose-dense sequential adjuvant chemotherapy (dds-CT) in early breast cancer (eBC): Pooled-analysis of individual patient data. *ESMO Open*, Vol. 10, pp. 104621. **(Scimago Q1)** [DOI](#)
- [3] Kosmidis, P., Kosmidis, T., Papadopoulou, K., Korfiatis, N., Vozikis, A., Lampaki, S., Psyrri, A., Fountzilas, E., Christopoulou, A., Samantas, E., Vagionas, A., Mountzios, G., Gkoumas, G., Tsoukalas, N., Athanasiadis, I., Bafaloukos, D., Panopoulos, C., Koufaki, M., Fountzilas, G., & Linardou, H. (2025). SNF-CLIMEDIN: A HECOG prospective randomized trial of digital support and intervention in patients with advanced NSCLC—Final results. *Journal of Clinical Oncology*, Vol. 43, No. 16\_suppl, pp. 1515-1515. **(Scimago Q1)**
- [4] Kosmidis, P., Kosmidis, T., Papadopoulou, K., Korfiatis, N., Vozikis, A., Lampaki, S., Psyrri, A., Fountzilas, E., Christopoulou, A., Samantas, E., Vagionas, A., Mountzios, G., Gkoumas, G., Tsoukalas, N., Athanasiadis, I., Bafaloukos, D., Panopoulos, C., Koufaki, M., Fountzilas, G., & Linardou, H. (2025). Frequency of Adverse Events Reported Digitally by Patients with Advanced NSCLC: Analysis From CLIMEDIN, a HeCOG Study. *Journal of Thoracic Oncology*, Vol. 20, No. 10, pp. S392. **(Scimago Q1)**
- [5] Lontos, M., Goussia, A., Korfiatis, N., Papadopoulou, K., Kanellis, G., Visvikis, A., Petrakis, G., Tsiatas, M., Fountzilas, E., Samantas, E., Fountzilas, G., & Efsthathiou, E. (2025). The role of Cabazitaxel in Patients With Castration-Resistant and Osseous Metastases Prostate Cancer: A Hellenic Cooperative Oncology Group Phase II Study. *Clinical Genitourinary Cancer*, Vol. 23, No. 1, pp. 102253. **(Scimago Q1)** [DOI](#)
- [6] Mountzios, G., Papadopoulou, K., Korfiatis, N., Goussia, A., Samantas, E., Aravantinos, G., Christopoulou, A., Spathas, N., Fountzilas, E., Psyrri, A., Koliou, G., Meditskou, S., Kosmas, E., Bobos, M., Charchanti, A., Vamvakaris, I., Koumariou, A., Bafaloukos, D., Kosmidis, P., Fountzilas, G., & Linardou, H. (2025). Intercalated Avelumab plus platinum-based chemotherapy in patients with Extensive-Stage Small-Cell

Lung cancer (PAVE): Final Outcome, Immunophenotypic and biomarker analysis. *European Journal of Cancer*, Vol. 228, pp. 115660. **(Scimago Q1)**

- [7] Sgouros, J., Eliades, A., Papadopoulou, K., Korfiatis, N., Papamichael, D., Fountzilas, E., Tsolaki, E., Achilleos, A., Tsangaras, K., Loizides, C., Oikonomopoulos, G., Makatsoris, T., Kypri, E., Ioannides, M., Koumbaris, G., Fountzilas, G., Patsalis, P., & Pentheroudakis, G. (2025). Anti-EGFR re-challenge with chemotherapy in RAS wild-type advanced colorectal cancer (A-REPEAT study): efficacy and correlations with tissue and plasma genotyping. *ESMO Gastrointestinal Oncology*, Vol. 7, pp. 100120. **(Scimago Q2)** DOI
- [8] Chakkol, M., Johnson, M., Karatzas, A., Papadopoulos, G., & Korfiatis, N. (2024). Making Supply Chains Great Again: Examining structural changes to US manufacturing supply chains. *International Journal of Operations and Production Management*, Vol. 44, No. 5, pp. 1083–1108. **(CABS 4, Scimago Q1)** DOI
- [9] Kosmidis, P., Kosmidis, T., Papadopoulou, K., Korfiatis, N., Vozikis, A., Lampaki, S., Psyrris, A., Fountzilas, E., Christopoulou, A., Samantas, E., Vagionas, A., Mountzios, G., Gkoumas, G., Tsoukalas, N., Athanasiadis, I., Bafaloukos, D., Panopoulos, C., Koufaki, M., Fountzilas, G., & Linardou, H. (2024). SNF-CLIMEDIN: A prospective randomized trial of digital intervention in patients with advanced NSCLC—A HeCOG study. *Journal of Clinical Oncology*, Vol. 42, No. 16\_suppl, pp. 1520-1520. **(Scimago Q1)**
- [10] Linardou, H., Kosmidis, T., Papadopoulou, K., Korfiatis, N., Vozikis, A., Lampaki, S., Psyrris, A., Fountzilas, E., Christopoulou, A., Samantas, E., Vagionas, A., Mountzios, G., Gkoumas, G., Tsoukalas, N., Athanasiadis, I., Bafaloukos, D., Panopoulos, C., Koufaki, M., Fountzilas, G., & Kosmidis, P. (2024). Analysis of evolution of patient reported side effects during treatment for advanced NSCLC. *Annals of Oncology*, Vol. 35, pp. S863-S864. **(Scimago Q1)**
- [11] Mountzios, G., Papadopoulou, K., Korfiatis, N., Goussia, A., Samantas, E., Aravantinos, G., Christopoulou, A., Spathas, N., Fountzilas, E., Psyrris, A., Koliou, G., Meditskou, S., Kosmas, E., Bobos, M., Charchanti, A., Vamvakaris, I., Koumariou, A., Bafaloukos, D., Kosmidis, P., Fountzilas, G., & Linardou, H. (2024). Final outcome, immunophenotypic and biomarker analysis of intercalated avelumab plus platinum-based chemotherapy in patients with extensive-stage small cell lung cancer (PAVE). *ESMO Open*, Vol. 9, pp. 102770. **(Scimago Q1)** DOI
- [12] Yan, N., Dousios, D., Korfiatis, N., & Chalvatzis, C. (2024). Mapping the signaling environment between sustainability-focused entrepreneurship and investment inputs: A topic modeling approach. *Business Strategy and the Environment*, Vol. 33, No. 6, pp. 5405-5422. **(CABS 3, Scimago Q1)** DOI
- [13] Yang, N., Korfiatis, N., Zissis, D., & Spanaki, K. (2024). Incorporating Topic Membership in Review Rating Prediction from Unstructured Data: A Gradient Boosting Approach. *Annals of Operations Research*, Vol. 339, pp. 631–662. **(CABS 3, Scimago Q1)** DOI
- [14] Argyropoulou, M., Zissis, D., Korfiatis, N., & Zampou, E. (2023). Horizontal collaboration in the last mile distribution: Gauging managerial response to disruption and abnormal demand. *Benchmarking: An International Journal*, Vol. 30, No. 2, pp. 460–474. **(CABS 1, Scimago Q2)** DOI
- [15] Karatzas, A., Papadopoulos, G., Stamolampros, P., Raja, J., & Korfiatis, N. (2023). Front- and back-end employee satisfaction during service transition. *International Journal of Operations and Production Management*, Vol. 43, No. 7, pp. 1121–1147. **(CABS 4, Scimago Q1)** DOI
- [16] Linardou, H., Kosmidis, T., Papadopoulou, K., Korfiatis, N., Lampaki, S., Psyrris, A., Fountzilas, E., Christopoulou, A., Samantas, E., Vagionas, A., Mountzios, G., Gkoumas, G., Tsoukalas, N., Athanasiadis, I., Bafaloukos, D., Panopoulos, C., Koufaki, M., Vozikis, A., Fountzilas, G., & Kosmidis, P. (2023). Clinical and molecular study with digital support of advanced non-small cell lung cancer patients: SNF-CLIMEDIN, a prospective randomized Hellenic Cooperative Oncology Group study. *Annals of Oncology*, Vol. 34, pp. S816-S817. **(Scimago Q1)**
- [17] Aykol, B., Leonidou, L., Samiee, S., & Korfiatis, N. (2022). A meta-analysis of the antecedents and outcomes of consumer foreign country image perceptions: The moderating role of macro-level country differences. *Management International Review*, Vol. 62, No. 5, pp. 741–784. **(CABS 3, Scimago Q1)** DOI

- [18] Chopdar, P., Paul, J., Korfiatis, N., & Lytras, M. (2022). Examining the role of consumer impulsiveness in multiple app usage behavior among mobile shoppers. *Journal of Business Research*, Vol. 140, pp. 657-669. **(CABS 3, Scimago Q1)** [DOI](#)
- [19] Leonidou, L., Eteokleous, P., Christofi, A., & Korfiatis, N. (2022). Drivers, outcomes, and moderators of consumer intention to buy organic goods: Meta-analysis, implications, and future agenda. *Journal of Business Research*, Vol. 151, pp. 339-354. **(CABS 3, Scimago Q1)** [DOI](#)
- [20] Tsolakis, N., Zissis, D., Papaeuthimiou, S., & Korfiatis, N. (2022). Towards AI driven environmental sustainability: an application of automated logistics in container port terminals. *International Journal of Production Research*, Vol. 60, No. 14, pp. 4508-4528. **(CABS 3, Scimago Q1)** [DOI](#)
- [21] Symitsi, E., Stamolampros, P., Daskalakis, G., & Korfiatis, N. (2021). The informational value of employee online reviews. *European Journal of Operational Research*, Vol. 288, No. 2, pp. 605-619. **(CABS 4, Scimago Q1)** [DOI](#)
- [22] Poulos, M., Korfiatis, N., & Papavlassopoulos, S. (2020). Assessing Stationarity in Web Analytics: A study of Bounce Rates. *Expert Systems*, Vol. 37, No. 3, pp. e12502. **(CABS 2, Scimago Q2)** [DOI](#)
- [23] Stamolampros, P., Korfiatis, N., Chalvatzis, K., & Buhalis, D. (2020). Harnessing the Wisdom of Employees from Online Reviews. *Annals of Tourism Research*, Vol. 80, pp. 102694. **(CABS 4, Scimago Q1)** [DOI](#)
- [24] Stamolampros, P., Dousios, D., & Korfiatis, N. (2020). Evaluating Domestic Bias on Airline Passengers' Online Reviews: The Moderating Effect of Cultural Value Orientation. *International Journal of Hospitality Management*, Vol. 87, pp. 102466. **(CABS 3, Scimago Q1)** [DOI](#)
- [25] Stamolampros, P., Dousios, D., Korfiatis, N., & Symitsi, E. (2020). The Joint Effect of Consumer and Service Providers' Culture on Online Service Evaluations: A Response Surface Analysis. *Tourism Management*, Vol. 78, pp. 104057. **(CABS 4, Scimago Q1)** [DOI](#)
- [26] Korfiatis, N., Stamolampros, P., Kourouthanassis, P., & Sagiadinos, V. (2019). Measuring service quality from unstructured data: A topic modeling application on airline passengers' online reviews. *Expert Systems with Applications*, Vol. 116, pp. 472-486. **(CABS 1, Scimago Q1)** [DOI](#)
- [27] Kostagiolas, P., Lavranos, C., & Korfiatis, N. (2019). Learning analytics: Survey data for measuring the impact of study satisfaction on students' academic self-efficacy and performance. *Data in Brief*, Vol. 25, pp. 104051. **(Scimago Q3)** [DOI](#)
- [28] Stamolampros, P., & Korfiatis, N. (2019). Airline service quality and economic factors: An ARDL approach on US airlines. *Journal of Air Transport Management*, Vol. 77, pp. 24-31. **(CABS 1, Scimago Q1)** [DOI](#)
- [29] Stamolampros, P., Korfiatis, N., Kourouthanassis, P., & Symitsi, E. (2019). Flying to Quality: Cultural Influences on Online Reviews. *Journal of Travel Research*, Vol. 58, No. 3, pp. 496-511. **(CABS 4, Scimago Q1)** [DOI](#)
- [30] Stamolampros, P., Korfiatis, N., Chalvatzis, K., & Buhalis, D. (2019). Job Satisfaction and Employee Turnover Determinants in High Contact Services: Insights from Employees' Online Reviews. *Tourism Management*, Vol. 75, pp. 130-147. **(CABS 4, Scimago Q1)** [DOI](#)
- [31] Chopdar, P., Korfiatis, N., Sivakumar, V., & Lytras, M. (2018). Mobile shopping apps adoption and perceived risks: A cross-country perspective utilising the Unified Theory of Acceptance and Use of Technology. *Computers in Human Behavior*, Vol. 86, pp. 109-128. **(CABS 2, Scimago Q1)** [DOI](#)
- [32] Huang, G., Korfiatis, N., & Chang, C. (2018). Mobile Shopping Cart Abandonment: The role of Conflicts, Ambivalence and Hesitation. *Journal of Business Research*, Vol. 85, No. C, pp. 165-174. **(CABS 3, Scimago Q1)** [DOI](#)
- [33] Kostagiolas, P., Kourouthanassis, P., Martzoukou, K., Korfiatis, N., & Niakas, D. (2018). Information seeking behavioural paths of physicians for diabetes mellitus care: a qualitative comparative analysis of information needs, sources, and barriers. *Health Systems*, Vol. 7, No. 1, pp. 13-28. **(CABS 2, Scimago Q2)** [DOI](#)

- [34] Stamolampros, P., Korfiatis, N., & Symitsi, E. (2018). Exploring the Behavioral Drivers of Review Valence: The Direct and Indirect Effects of Multiple Psychological Distances. *International Journal of Contemporary Hospitality Management*, Vol. 30, No. 10, pp. 3083-3099. **(CABS 3, Scimago Q1)** [DOI](#)
- [35] Lavranos, C., Kostagiolas, P., Korfiatis, N., & Papadatos, J. (2016). Information seeking for musical creativity: A systematic literature review. *Journal of the American Society for Information Science and Technology*, Vol. 67, No. 9, pp. 2105-2117. **(CABS 3, Scimago Q1)** [DOI](#)
- [36] Huang, G., & Korfiatis, N. (2015). Trying before buying: The moderating role of online reviews in trial attitude formation towards mobile apps. *International Journal of Electronic Commerce*, Vol. 19, No. 4, pp. 77-111. **(CABS 3, Scimago Q1)** [DOI](#)
- [37] Korfiatis, N., Lytras, M., & Zicari, R. (2015). Gender Effects and Cooperation Styles in the Facebook Community: A Quasi-Experimental Assessment. *Computers in Human Behavior*, Vol. 48, pp. 44-50. **(CABS 2, Scimago Q1)** [DOI](#)
- [38] Kostagiolas, P., Lavranos, C., Papavasopoulos, S., Korfiatis, N., & Papadatos, J. (2015). Music, Musicians, and Information Seeking Behavior: A Case Study on a Community Concert Band. *Journal of Documentation*, Vol. 71, No. 1, pp. 3-24. **(Scimago Q1)** [DOI](#)
- [39] Kostagiolas, P., Korfiatis, N., Kourouthanassis, P., & Alexias, G. (2014). Work-related factors influencing doctors search behaviours and trust towards medical information resources. *International Journal of Information Management*, Vol. 34, No. 2, pp. 80-88. **(CABS 2, Scimago Q1)** [DOI](#)
- [40] Korfiatis, N., & Poulos, M. (2013). Using Online Consumer Reviews as a Source for Demographic Recommendations: A Case Study Using Online Travel Reviews. *Expert Systems with Applications*, Vol. 40, No. 14, pp. 5507-5515. **(CABS 1, Scimago Q1)** [DOI](#)
- [41] Wu, P., & Korfiatis, N. (2013). You Scratch Someone's Back and We'll Scratch Yours: Collective Reciprocity in Social Q&A Communities. *Journal of the American Society for Information Science and Technology (JASIST)*, Vol. 64, No. 10, pp. 2069-2077. **(CABS 3, Scimago Q1)** [DOI](#)
- [42] Korfiatis, N., García-Bariocanal, E., & Sánchez-Alonso, S. (2012). Evaluating content quality and helpfulness of online product reviews: The interplay of review helpfulness vs. review content. *Electronic Commerce Research and Applications*, Vol. 11, No. 3, pp. 205-217. **(CABS 2, Scimago Q1)** [DOI](#)
- [43] Kostagiolas, P., Korfiatis, N., & Poulos, M. (2012). A long-tail inspired measure to assess resource use in information services. *Library & Information Science Research*, Vol. 34, No. 4, pp. 317-323. **(Scimago Q2)** [DOI](#)
- [44] Kostagiolas, P., Samioti, F., Alexias, G., Korfiatis, N., & Niakas, D. (2012). Examining patterns of information behavior among healthcare professionals: a case study on health psychologists. *New Review of Information Networking*, Vol. 17, No. 2, pp. 108-119. **(Scimago Q3)** [DOI](#)
- [45] Poulos, M., & Korfiatis, N. (2012). A methodology for binary encoding of citation metadata. *International Journal of Metadata, Semantics and Ontologies*, Vol. 7, No. 4, pp. 295-301. **(Scimago Q4)** [DOI](#)
- [46] Poulos, M., Korfiatis, N., & Bokos, G. (2011). Towards text copyright detection using metadata in web applications. *Program: Electronic library and Information Systems*, Vol. 45, No. 4, pp. 439-451. **(Scimago Q3)** [DOI](#)
- [47] Papavasopoulos, S., Poulos, M., Korfiatis, N., & Bokos, G. (2010). A non-linear index to evaluate a journal's scientific impact. *Information Sciences*, Vol. 180, No. 11, pp. 2156-2175. **(Scimago Q1)** [DOI](#)
- [48] Poulos, M., Papavasopoulos, S., Belesiotis, V., & Korfiatis, N. (2009). A semantic self-organising webpage-ranking algorithm using computational geometry across different knowledge domains. *International Journal of Knowledge and Web Intelligence*, Vol. 1, No. 1-2, pp. 24-47. **(Scimago Q4)** [DOI](#)
- [49] Korfiatis, N., Poulos, M., & Bokos, G. (2007). Social metadata for the impact factor. *The Electronic Library*, Vol. 25, No. 2, pp. 166-175. **(Scimago Q2)** [DOI](#)
- [50] Korfiatis, N., Poulos, M., & Bokos, G. (2006). Evaluating authoritative sources using social networks: an insight from Wikipedia. *Online Information Review*, Vol. 30, No. 3, pp. 252-262. **(CABS 1, Scimago Q2)** [DOI](#)

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### Conference Proceedings

- [1] Kleitsikas, C., Korfiatis, N., Leonardos, S., & Ventre, C. (2025). Bitcoin's Edge: Embedded Sentiment in Blockchain Transactional Data. *IEEE International Conference on Blockchain and Cryptocurrency 2025*.
- [2] Palla, G., Korfiatis, N., Hatzithomas, L., Palla, P., & Lekakos, G. (2024). The Device Effect on Visitor Critique: A Study of Mobile and Desktop Museum Reviews on TripAdvisor. *Design, Operation and Evaluation of Mobile Communications. Proceedings of the 26th International Conference on Human-Computer Interaction (HCI International 2024)*, 290-300. DOI
- [3] Karatzas, A., Stamolampros, P., Daskalakis, G., & Korfiatis, N. (2018). The effect of manufacturers' service transition on employee job satisfaction. *Proceedings of the 25th International EurOMA Conference 2018*. Budapest, Hungary.
- [4] Leonidou, L., Katsikeas, C., Aykol, B., & Korfiatis, N. (2018). A Meta-Analysis of Power in Buyer-Seller Relationships: An Abstract. *Academy of Marketing Science World Marketing Congress*, 731-732. DOI
- [5] Leonidou, L., Aykol, B., & Korfiatis, N. (2018). A meta-analysis of the link between power, conflict, opportunism, and satisfaction in business-to-business relationships. *European Marketing Academic Annual Conference (EMAC 2018)*. Glasgow, United Kingdom.
- [6] Huang, G., & Korfiatis, N. (2017). To Abandon or Not to Abandon a Mobile Shopping Cart: The Role of Ambivalence. *Proceedings of the American Marketing Association Winter Educators Conference 2017*. Orlando, Florida.
- [7] Mertz, M., Korfiatis, N., & Zicari, R. (2014). Using Dependency Bigrams and Discourse Connectives for Predicting the Helpfulness of Online Reviews. *E-Commerce and Web Technologies (EC-Web 2014), Lecture Notes in Business Information Processing*, 146-152. DOI
- [8] Korfiatis, N. (2013). Big Data for Enhanced Learning Analytics: A Case for Large-Scale Comparative Assessments. *Metadata and Semantics Research (MTSR 2013), Communications in Computer and Information Science*, 225-233. Thessaloniki, Greece. DOI
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- [10] Korfiatis, N., Loebbecke, C., & Cremer, S. (2012). Successfully Bidding for Online Projects: The Impact of Project-Focused Messages. *International Workshop on e-Business (WEB 2012), Pre-ICIS Workshop*. Orlando, Florida.
- [11] Rill, S., Adolph, S., Drescher, J., Reinel, D., Scheidt, J., Schütz, O., Wogenstein, F., Korfiatis, N., & Zicari, R. (2012). A Phrase-Based Opinion List for the German Language. *Proceedings of the 11th Conference on Natural Language Processing (KONVENS)*, 305-313. Vienna, Austria.
- [12] Wu, P., Van der Heijden, H., & Korfiatis, N. (2011). The Influences of Negativity and Review Quality on the Helpfulness of Online Reviews. *International Conference on Information Systems (ICIS)*. Shanghai, China.
- [13] García-Barriocanal, E., Sicilia, M., & Korfiatis, N. (2010). Exploring hotel service quality experience indicators in user-generated content: A case using TripAdvisor data. *Mediterranean Conference on Information Systems (MCIS)*. Tel-Aviv, Israel.
- [14] Poulos, M., & Korfiatis, N. (2010). Developing a Diagnosis Aiding Ontology Based on Hysteroscopy Image Processing. *Proceedings of the 4th International Conference on Metadata and Semantics Research, Communications in Computer and Information Science*. Alcalá de Henares, Spain. DOI
- [15] Korfiatis, N., Rodríguez, D., & Sicilia, M. (2008). The impact of readability on the usefulness of online product reviews: A case study on an online bookstore. *Proceedings of WSKS 2008, Lecture Notes in Computer Science*, 423-432. DOI

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- [17] Sicilia, M., García-Barriocanal, E., & Korfiatis, N. (2008). Using Imperfect Information in Online Social Systems: Applications and Measures of Betweenness. *Proceedings of IPMU '08, Torremolinos, (Malaga), June 22-27, 2008*, 1105–1112. Torremolinos, Spain.
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- [1] Kouroupis, M., Korfiatis, N., & Cornford, J. (2020). Artificial Intelligence assisted detection of Diabetic Retinopathy on Digital Fundus Images: Concepts and Applications in the NHS. In Lytras, M., & Sarirete, A. (Eds.), *Innovation in Health Informatics: A Smart Healthcare Primer*, 261-278. Elsevier. [DOI](#)
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D.) in *Tourism Management* has been cited in “Transformación digital y empleo público: El futuro del trabajo del gobierno” by *Inter-American Development Bank*.

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- [5] **European Commission** (2018). The 2012 paper “Evaluating content quality and helpfulness of online product reviews” (co-authored with García-Bariocanal, E. and Sánchez-Alonso, S.) in *Electronic Commerce Research and Applications* has been cited in “Behavioural study on the transparency of online platforms” by *European Commission, Consumers, Health, Agriculture and Food Executive Agency*.
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## Teaching Experience

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### Ionian University (2022–Present)

Business Analytics, Data Science Methods, Machine Learning, Database Systems

### University of East Anglia (2015–2022)

Business Analytics (MSc), Research Methods, Data Mining, Operations Management

### Goethe University Frankfurt (2011–2015)

Big Data Analytics, Database Systems, Information Systems

### Copenhagen Business School (2005–2009)

Database Systems, Information Systems (Teaching Assistant)

## PhD Supervision

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### Completed (First Placement)

- Panagiotis Stamolampros (University of East Anglia, 2019) → University of Leeds
- Yimeng Li (University of East Anglia, 2020) → School of Management, Guizhou University, Guiyang
- Nancy Yang (University of East Anglia, 2021) → Warwick Business School
- Rasem Quidah (University of East Anglia, 2023) → University of Suffolk
- Fahad Alaboush (University of East Anglia, 2024) → University of Hail, Kingdom of Saudi Arabia
- Rawan Quidah (University of East Anglia, 2024) → University of East Anglia

### Current

- Halla Obeidat (Norwich Business School, University of East Anglia, 2021–)
- Andreas Ringas (Department of Informatics, Ionian University, 2025–)
- Alexandra Diavati (Department of Informatics, Ionian University, 2025–)
- Angelos Papavlassopoulos (Department of Information Science, Ionian University, 2026–) [co-supervisor]



## Professional Activities

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### Editorial Boards

Associate Editor, *Tourism Review* (2020–Present)

### Reviewing

Management Information Systems Quarterly, European Journal of Operational Research, Tourism Management, Journal of Business Research, International Journal of Hospitality Management, Computers in Human Behavior, Journal of Travel Research, Annals of Tourism Research

### Professional Memberships

- Fellow, Higher Education Academy (UK)
- Member, Association for Information Systems (AIS)
- Member, INFORMS

## Technical Skills

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**Programming:** R (primary), Python, SQL, Scala

**ML/AI:** scikit-learn, TensorFlow, PyTorch, LangChain, Hugging Face, LLMs (GPT, LLAMA, BERT)

**Statistics:** R/tidyverse, SAS, Stata, SPSS

**Platforms:** Databricks, AWS (Bedrock, SageMaker), Azure OpenAI

**Clinical Standards:** CDISC, SDTM, ADaM

## Languages

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English (Fluent) • German (Advanced) • Greek (Native)

Full publication list available at [nkorf.github.io/nkorf](https://nkorf.github.io/nkorf)