

PANAGIOTIS SARANTOPOULOS

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Athens University of Economics and Business
Department of Business Administration
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RESEARCH INTERESTS

Substantive: Retailing and Pricing, Digital Marketing, AI Impact on Marketing

Methodological: Experiments (Lab, Online, Field, Quasi-), Regression Models, Differences-in-Differences

TEACHING INTERESTS

Digital Marketing, Marketing Research and Analytics, Quantitative Methods

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

2022 – present Assistant Professor of Marketing, Athens University of Economics and Business
2022 – present Associate Professor of Marketing (0.2 FTE), The University of Manchester

PREVIOUS EMPLOYMENT

2016 – 2022 Assistant Professor of Marketing, The University of Manchester
2016 Postdoctoral Fellow, Athens University of Economics and Business
2013 – 2016 Doctoral Candidate, Athens University of Economics and Business
2010 – 2013 Business Analyst, Sony Central and South-East Europe
2010 Appraiser, Unión de Créditos Inmobiliarios
2009 – 2010 Analyst, IBM España
2008 – 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
2018 Teaching Excellence for Undergraduate Teaching, Alliance Manchester Business School
2015 European ECR Best Activation Award, ECR European Leaders' Forum, Brussels
2015 Best Paper Award, Student Conference in Management Science and Technology

MEMBERSHIPS OF ACADEMIC AND PROFESSIONAL BODIES

2019 – present Fellow, Higher Education Academy
2013 – present Member, European Marketing Academy
2013 – present Member, American Marketing Association

PUBLICATIONS

- Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the **Management Science Reproducibility Collaboration**.^{*} (2024) "Reproducibility in Management Science," *Management Science*, 70 (3), 1343-1356.
- Alsaeed, G.[†], Keeling, K., **Sarantopoulos, P.**, and Gadalla, E. (2023) "Source, Message and Medium? The Role of Personal Values in Forming Credibility Perceptions of Non-Sponsored Product Review Videos." *European Journal of Marketing*, 57 (5), 1272-1297.
- 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.

MANUSCRIPTS UNDER REVIEW

- Vomberg, A., Homburg, C., and **Sarantopoulos, P.**, "Algorithmic Pricing: Effects on Consumer Trust and Price Search," Second round review at *International Journal of Research in Marketing*.
- Kennedy, K.[†], He, H., and **Sarantopoulos, P.**, "Shopper AI: A Taxonomy and Implications of Artificial Intelligence in Consumer Buying Decisions and Purchases," Second round review at *Journal of Service Research*.
- [‡]**Sarantopoulos, P.**, Liu, N., Kim, S. and He, H., "AI Service Rejection and its Impact on Customer Satisfaction," Under review at *Journal of Service Research*.
- Sarantopoulos, P.**, and He, H., "Navigating Sustainability: The Impact of Retailers' Location Strategy on Consumer Reactions to Sustainability Initiatives," Under review at *Psychology and Marketing*.

^{*}Member of the Management Science Reproducibility Collaboration

[†]Doctoral student I supervised

[‡]All authors contributed equally

WORK IN PROGRESS (SELECTED)

“Influencer Marketing: The Paradox of Sponsorship Disclosure,” (with Alsaeed, G., Keeling, K., and Gadalla, E.), Targeted at *Journal of Business Research*.

“The Impact of Personalized Pricing and Anthropomorphised Agents on Consumer Purchase Decisions,” (with Atia Z., and He H.), Targeted at *Journal of Retailing*.

PEER-REVIEWED CONFERENCE AND INVITED PRESENTATIONS

- 2024 “The Impact of Personalized Pricing and Anthropomorphised Agents on Consumer Purchase Decisions,” with Atia Z., and He H. presented at *American Marketing Association Service SIG Conference*, Bordeaux, France, June.
- 2024 “Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses,” with Vomberg A., and Homburg C. presented at *Congrès de l’Association Française du Marketing*, Paris, France, June.
- 2024 “The Impact of Personalized Pricing and Anthropomorphised Agents on Consumer Purchase Decisions,” with Atia Z., and He H. presented at *European Marketing Academy Conference*, Bucharest, Romania, May.
- 2024 “Retailers’ Environmental Sustainability Initiatives: The Roles of Location Strategy, Sustainability Record, and Consumer Identity,” with He H. presented at *European Marketing Academy Conference*, Bucharest, Romania, May.
- 2023 “Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses,” with Vomberg A., and Homburg C. presented at *EMAC-GAMMA Joint Symposium on Artificial Intelligence in Marketing and Management*, Global Marketing Conference, Seoul, South Korea, July.
- 2023 “Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses,” with Vomberg A., and Homburg C. presented at *ELTRUN e-Business Center Seminar*, Athens, Greece, June.
- 2023 “Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses,” with Vomberg A.[§], and Homburg C. presented at *Leading and Management in the Digital Age Conference*, Athens, Greece, June.
- 2023 “Algorithmic Pricing: Consumer Reactions and Effective Retailer Responses,” with Vomberg A., and Homburg C. presented at *Theory and Practice in Marketing Conference*, Lausanne, Switzerland, May.
- 2023 “Decision Making Under the Uncertainty: Machines better than Humans?,” with Atia Z., and He, H. presented at *European Marketing Academy Conference*, Odense, Denmark, May.
- 2022 “Influencer Marketing: Exploring Consumers’ Perceptions Towards Sponsored Content,” with Alsaeed G., Keeling K., and 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.

[§]Italics of co-author’s name indicate co-author made the presentation.

- 2022 “Algorithmic 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. 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. 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 Alsaed 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.
- 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., Raval 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 Griva 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

Management Science Reproducibility Project
Journal of Marketing Research
Journal of Retailing
Journal of Business Research
Journal of Services Marketing
Psychology & Marketing
Journal of Retailing and Consumer Services
 American Marketing Association (AMA) Winter Academic Conference
 American Marketing Association (AMA) Summer Academic Conference
 European Marketing Academy (EMAC) Annual Conference
 Academy of Marketing Science (AMS) Annual Conference

RESEARCH GRANTS

- 2022 Food Hack Videos and Purchase Behavior in Virtual Stores (£3,700)
 Principal Investigator, Alliance Manchester Business School Covid Recovery Fund
- 2022 – 2024 Enhancing the Positive Impact of Marketing with AI (£60,000)
 Co-Applicant, Alliance Manchester Business School PhD Targeted Scholarships Fund
- 2019 – 2020 Food Hack Videos and Purchase Behavior in Virtual Stores (£2,500)
 Principal Investigator, Alliance Manchester Business School Research Support Fund
- 2018 4* Publication Support (£1,500)
 Principal Applicant, Alliance Manchester Business School Research Support Fund
- 2015 – 2016 ShopShights (€80,000)
 Co-Investigator, Johnson & Johnson Hellas
- 2013 – 2016 Shopper Journey (€150,000)
 Co-Investigator, Procter & Gamble Hellas

SUPERVISION OF RESEARCH STUDENTS

Athens University of Economics and Business

- 2023 – present Panagiotis Tsiachlis (PhD)

The University of Manchester

2021 – present Zainab Atia (PhD)
2019 – 2023 Alaa Almirabi (PhD) [Placement: King Abdulaziz University]
2018 – 2023 Kathleen Kennedy (DBA) [Placement: University of Arizona]
2017 – 2022 Ghadeer Alsaeed (PhD) [Placement: King Faisal University]
2016 – 2021 Oladunni Omebere-Iyari (PhD) [Placement: University of Westminster]

OTHER DISSERTATIONS SUPERVISED

Athens University of Economics and Business

2016 – present MSc Business Analytics Dissertations
2016 – present MSc Management Science and Technology Dissertations
2013 – 2016 BSc Management Science and Technology Dissertations

The University of Manchester

2018 – present Global MBA Live Business Projects
2016 – 2022 MSc Marketing Dissertations
2016 – 2019 BSc IT Management for Business Dissertations

TEACHING

Athens University of Economics and Business

2024 – present Principles of Marketing (BSc)
2023 – present Marketing Planning and Strategy (MSc)
2023 – present Strategic Digital Marketing (BSc)
2023 – present Information Systems Management (MBA)
2016 – present Marketing Analytics (MSc)

The University of Manchester

2017 – present Quantitative Methods for Business and Management (BSc)
2020 – 2023 Data Science for Business Decision Making (Executive)
2019 – 2022 Marketing Analytics (MSc)
2016 – 2020 Principles of Marketing (BSc)
2017 – 2020 Integrative Team Project 2 (BSc)
2017 – 2019 Quantitative Research Methods (PhD)
2016 – 2018 Marketing Management (MSc)

SERVICE AND LEADERSHIP

Athens University of Economics and Business

2023 – present Academic Coordinator, Departmental Erasmus Program
2023 – present Member, i-MBA Interdepartmental Curriculum Committee
2023 – present Member, i-MBA Interdepartmental Steering Committee
2023 – present Member, Adjunct Lecturers in Marketing Selection and Hiring Committee

The University of Manchester

2019 – present Examiner, Ph.D. Business and Management
2021 – 2022 Probation Mentor, Marketing Group
2020 – 2022 Reviewer, Faculty of Humanities Peer Review of Teaching
2020 – 2022 Research Seminars Coordinator, Marketing Group
2019 – 2022 Deputy Director, MSc Marketing
2020 Supervisor Representative, Faculty of Humanities Postgraduate Research Review

External Roles

2023 Judge, National Customer Service Awards, Hellenic Institute of Customer Service
2020 Evaluator, Committee on Promotion and Tenure, Lebanese American University
2019 Examiner, Ph.D. Management and Business, The University of Leeds

LANGUAGES

Greek, English, Spanish (conversational)

OTHER SKILLS

R, Python, \LaTeX , SPSS, Qualtrics, VBA, HTML, CSS

PERSONAL

Married (One daughter), Dual citizenship (Greek and British)