

Dimitrios E. Pournarakis

Information Technology Scientist, PhD
Athens University of Economics & Business

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PERSONAL INFORMATION

Date of Birth: 28/05/1983
Marital Status: Married
Nationality: Greek / American
Military Service: 2005 – 2006, Hellenic Air force

SPECIALIZATION

I am an Information Technology Scientist with strong interest in Digital Marketing. I apply computational tools to data oriented problems that focus, but are not limited to, analyzing consumer perceptions in social networks as well as conversion optimization of marketing campaigns.

EDUCATION

2013 – 2017	PhD in Digital Marketing & Big Data Analytics Athens University of Economics & Business Supervised by: George M. Giaglis Thesis Title: BRAND EQUITY ASSESSMENT - A Computational Model for Mining Consumer Perceptions in Social Media
2010 – 2012	MBA international Athens University of Economics & Business
2006 – 2007	MSc in Information Systems City University London
2001 – 2006	BSc in Management of Information Systems Athens University of Economics & Business
2004	Erasmus, Corporate Finance Brunel University

WORK EXPERIENCE

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| 2008 – 2013 | IT Consultant, IBM
Drove and coordinated the offshore global delivery team, located in India, in designing, building and delivering large scale CRM projects. |
| 2015 – 2017 | Project Manager, Athens University of Economics & Business
Responsible for the design and deployment of the new AUEB website. |
| 2013 – Present | Researcher, Athens University of Economics & Business
Member of IST Lab and sociomine research team, involved in research in Online Social Networks through use of Data Science (SQL, R, Python, Gephi, etc.) |
| 2013 – Present | Business Development Manager, Nimbata
As a founding member I am in charge of web development, business development and data analysis (<i>HTML, CSS, Unix, SQL</i>). |

VOLUNTEER WORK EXPERIENCE

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| 2014 – Present | Mentor, Google Startup Weekend
Part of mentor network for Google's startup weekend network in Volos, Greece |
| 2015 | Mentor, Ionian University
Part of the mentor team for the Adriatinn Innovation weekend |

TEACHING EXPERIENCE

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| 2005 – 2016 | Teaching Assistant, Athens University of Economics & Business
<i>Conducted tutorials and supervised student essays</i> |
|-------------|---|
- Introduction to Computer Science (*Undergraduate*)
 - Introduction to Social Network Analysis (*Undergraduate*)
 - Information Systems I (*Undergraduate*)
 - Information Systems II (*Undergraduate*)
 - Management of Information Systems (*MBA Telecoms & MBA International*)
 - Social Network Analysis (*MSc in Decision Sciences - MBA International - MSc in Business Analytics*)

REVIEWER FOR SCIENTIFIC JOURNALS

Decision Support Systems, Information Systems and e-Business Management

LANGUAGES

English: Native, Cambridge Proficiency Certificate
Greek: Native
French: DELF B2

COMPUTING SKILLS

Data Analysis: SQL, Excel, R
Web Development: HTML, CSS, JavaScript
General Programming: PHP, Python, C (Basic Skills)
Server Administration: UNIX, Windows Server
Enterprise Software: Certified Oracle Siebel 8 Consultant
Visualization Tools: Gephi, Inkscape, GIMP
CMS Tools: WordPress, Drupal

SCHOLARSHIPS - CERTIFICATIONS

1998	National Bank of Greece 1st prize in essay writing on the subject of “Savings and its benefits”
2005	IK Υ Scholarship for outstanding performance during the Erasmus Program
2009	Oracle Certification in Oracle Siebel 8 suite, awarded from Oracle with distinction
2009	IBM Certification in IT Governance
2010	IBM Scholarship to attend AUEB’s international MBA
2013	General Secretariat of Research and Technology - Greece Three year scholarship to finance PhD in Management Science & Technology at Athens University of Economics & Business
2015	National Bank of Greece 4th prize with Nimbata startup in the 2015 "Innovation & Technology" Competition

MAJOR SOFTWARE DEVELOPMENT PROJECTS

2013 - 2016	<p>Sociomine Research Platform</p> <p>Academic research platform set in Ubuntu server for Data mining and Data Analysis through Machine Learning Technologies. Ubuntu Administration, Python, R, SQL</p>
2013 – Present	<p>Nimbata</p> <p>Website : http://www.nimbata.com</p> <p>Frontend development with HTML, CSS, Inkscape, JavaScript</p>
2011 - 2012	<p>IBM Social Media Analytics (COBRA)</p> <p>SQL, Regex, Data Analysis</p> <p>Development, Configuration and Analysis in COBRA, applied in data through various verticals (banking, telco, retail, insurance, etc.)</p>
2008 - 2011	<p>Oracle Siebel Upgrade</p> <p>Oracle Siebel, SQL, Windows Server Administration</p> <p>Team member of large transformational project in one of the leading telecommunication providers in Greece</p>

INVITED TALKS

2015	<p>“Disrupting the marketing scene”, University of Thessaly, Change Management Open Seminars</p>
2015	<p>“Using time-series and sentiment analysis to detect the determinants of Bitcoin prices”, Athens University of Economics & Business, 12th FSDET</p>
2014	<p>“Integrating call tracking in digital marketing campaigns”, EEDE, 10th internet & e-business innovation forum</p>
2013	<p>“IBM Social Media Landscape”, ALBA Business School, Executive MBA</p>

PUBLICATIONS

1. Pournarakis, D; Sotiropoulos, D; Giaglis, G. (2017) “A computational model for mining consumer perceptions in social media”, *Decision Support Systems*, Volume 93, January 2017, Pages 98-110 (ABS: 3 - Impact Factor: 2.604)
2. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2016) “SVM-Based Sentiment Classification: A Comparative Study against State-of-the-Art Classifiers”, *International Journal of Computational Intelligence Studies (Accepted - forthcoming)*
3. Giaglis, G, Bilanakos, C; Georgoula, I; Pournarakis, D; Sotiropoulos, D; (2016) “Economic, Technological and Behavioral Factors, Affecting the Price of Bitcoin”, *Ledger* (under review)
4. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2016) “A Genetic Algorithm Approach for Topic Clustering: A Centroid-Based Encoding Scheme”, *Proceedings of the 7th International Conference on Information Intelligence, Systems and Applications*, 13-15 July 2016, Halkidiki, Greece
5. Georgoula, I; Pournarakis, D; Sotiropoulos, D; Bilanakos, C; Giaglis, G;(2015) “Using Time-Series and Sentiment Analysis to detect the Determinants of Bitcoin Prices”, *Proceedings of the 9th Mediterranean Conference on Information Systems*, 3-5 October 2015, Samos, Greece
6. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2015) “Semantically aware time evolution tracking of communities in co-authorship networks.” *Proceedings of the 19th Panhellenic Conference on Informatics*, 1-3 October 2015, Athens, Greece
7. Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2015) “Tracking the Evolution of Communities in Co-Authorship Networks: A Semantically Aware Approach” *Proceedings of the 6th International Conference on Information Intelligence, Systems and Applications*, 6-8 July 2015, Corfu, Greece
8. Bouros, N; Sotiropoulos, D; Pournarakis, D; Giaglis, G, (2014) “Social Network Analysis Within The ICMB Community: Co-Authorship Networks” *Proceedings of the ICMB 2014: 13th International Conference on Mobile Business*, 2014, 4-5 June 2014, London, UK
9. Pournarakis, D., Kounavis, C., Sotiropoulos, D., Giaglis, G. (2013) “AT&T VS VERIZON: Mining Twitter for customer satisfaction towards North American Mobile Operators.” *Proceedings of the 12th International Conference on Mobile Business (ICMB 2013)*, June 10-13, 2013, Berlin, Germany