

Umberto Panniello
Polytechnic of Bari

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PERSONAL DETAILS

Nationality Italian
Date of birth 09/04/1982
Place of birth Foggia (Italy)

ACADEMIC POSITIONS

2010 **Visiting scholar at Wharton Business School of University of Pennsylvania**
Philadelphia, USA
Tutor: Prof. Kartik Hosanagar
Prof. Shawndra Hill

2011 **Post-Doc in Business and Management Engineering**
Polytechnic of Bari.

2011 **Lecturer**
Course on "Business Management"
Polytechnic of Bari, Italy

2012 **Lecturer**
Course on "Business Intelligence and E-Commerce Business Models"
Polytechnic of Bari, Italy

2013 **Lecturer**
Course on "Business Intelligence and E-Commerce Business Models"
Polytechnic of Bari, Italy

2014 **Lecturer**
Course on "Business Intelligence and E-Commerce Business Models"
Polytechnic of Bari, Italy

2014 **Research fellow**
Polytechnic of Bari, Italy

EDUCATION

2001 – 2004 **Bachelor Degree in Business Engineering**
Polytechnic of Bari, Italy

2004 – 2007 **Master Degree in Business Engineering**
Graduation mark: 110/110
Polytechnic of Bari, Italy

2008 – 2010 **PhD in Business and Management Engineering**
Polytechnic of Bari.

2010 **Period of study at Stern Business School of New York University**
New York, USA
Tutor: Prof. Alexander Tuzhilin

2010 **Period of study at Wharton Business School of University of Pennsylvania**
Philadelphia, USA
Tutor: Prof. Kartik Hosanagar
Prof. Shawndra Hill

Courses

- 2008
- Course on MYSQL and JAVA language (Prof. Cafagna)
 - Statistical analysis of the data (Prof. Mignani and prof. Bernini)
 - Personalization and segmentation: technologies and research (Prof. Gorgoglione)

- Faraone, M.F., Gorgoglione, M., Palmisano, C., Panniello, U., Using context to improve the effectiveness of segmentation and targeting in e-commerce, *Expert Systems With Applications*, vol. 39, n. 9, pp. 8439-8451, 2012.
- Panniello, U., Gorgoglione, M., Incorporating Context Into Recommender Systems: An Empirical Comparison Of Context-Based Approaches. *Electronic Commerce Research*, vol. 12, n. 1, pp. 1-30, 2012.
- Lombardi, S., Gorgoglione, M., Panniello, U., The effect of context on misclassification costs in e-commerce applications. *Expert Systems With Application*, vol. 40, n. 13, pp. 5219 – 5227, 2013.
- Klaus, Ph., Gorgoglione, M., Panniello, U., Buonamassa, D. and Nguyen, B., Are you providing the 'right' experiences? The case of Banca Popolare di Bari. *International Journal of Bank Marketing*, vol. 31, n. 7, pp. 506 – 528, 2013.
- Panniello, U., Gorgoglione, M., Tuzhilin, A., Comparing context-aware recommender systems in terms of accuracy and diversity. *UMUAI Special Issue on Context-Aware Recommender Systems*, vol. 24, n. 1-2, pp. 35-65, 2014.

Under review papers

- Panniello, U., Gorgoglione, M., Tuzhilin, A., In CARS We Trust: How Context-Aware Recommendations Affect Customers' Trust And Other Performance Measures Of Recommender Systems. Third round of revision at *Information System Research (ISR)*.
- Panniello, U., Hill, S., Hosanagar, K., Gorgoglione, M., The impact of profit incentives on the relevance of online recommendations. Second round of revision at *MIS Quarterly*.

Conference presentations

- Gorgoglione, M., Faraone, M.F., Lombardi, S., Panniello, U., Tuzhilin, A., Palmisano, C., The effect of context on the predictive performance of segmentation, *WIAT WPRRS Workshop*, Sydney, Australia, December 2008.
- Gorgoglione, M., Panniello, U., Including Context in a Transactional Recommender System Using a Pre-Filtering Approach: Two Real E-Commerce Applications, *The 2009 IEEE International Symposium on Mining and Web*, Bradford, UK, May 2009.
- Panniello, U., Gorgoglione, M., Palmisano, C., Comparing Pre-Filtering and Post-Filtering Approach in a Collaborative Contextual Recommender System: an Application to E-Commerce, *10th International Conference on Electronic Commerce and Web*, Linz, Austria, September 2009.
- Panniello, U., Tuzhilin, A., Gorgoglione, M., Palmisano, C., Pedone, A., Experimental Comparison of Pre- vs. Post-Filtering Approaches in Context-Aware Recommender Systems, *3rd ACM Conference on Recommender Systems*, New York, USA, October 2009.
- Panniello, U., Gorgoglione, M., Does the recommendation task affect a CARS performance?, *4th ACM conference on Recommender Systems*, Barcellona, Spain, September 2010.
- Gorgoglione, M., Panniello, U., Experimental Comparison of Three Approaches to Context-Aware Recommender Systems, *XXI AiIG Annual Conference*, L'Aquila, Italy, October 14-15, 2010.
- Panniello, U., Gorgoglione, M., A Contextual Modeling Approach to Context-Aware Recommender Systems, *CARS 2011*, Chicago, USA, October 23-27, 2011.
- Gorgoglione, M., Panniello, U., Tuzhilin, A., The Effect of Context-Aware Recommendations on Customer Purchasing Behavior and Trust, *5th ACM conference on Recommender Systems*, Chicago, USA, October 23-27, 2011.

Working papers

- Panniello, U., Tuzhilin, A., Gorgoglione, M., Recommendation strategies. To be submitted to *MIS Quarterly*.
- Panniello, U., Hill, S., Fraud detection using different re-identification approaches. To be submitted to *Decision Support Systems*
- Panniello, U., Klaus, P., Gorgoglione, M., The Management Implications of Customer Experience Turning Customer Experience Into Managerial Actions. To be submitted to *European Management Journal*.
- Panniello, U., Hill, S., Gorgoglione, M., Fortunato, A., Social TV strategies. To be submitted to *Management Science*.

TEACHING AND EXECUTIVE EDUCATION

Polytechnic of Bari, Italy

Teaching courses on:

- Marketing
- Business Intelligence and E-business models
- Business Management

2011 - 2012

- **Conquist** (Bari, Italy) - Associate
Product developing and commercialization of a marketing tool for e-commerce and internet banking: automatic advertising and recommendations via web-site, newsletter or mobile devices.

2012

- **Conquist** (Bari, Italy) - Consulting researcher
Data mining models to predict the credit scoring in a financial firm.
- **Polytechnic of Bari** (Bari, Italy) - Consulting researcher
Analysis of the logistic process and development of a lean model in the Fashion domain.

2013

- **Chefsrus** (Bari, Italy) – Co-CEO
Development and commercialization of a social gaming network in agricultural and food domain.

2014

- **Megamark** (Trani, Italy) – Consulting researcher
Business analytics for supporting decisions in grocery domain.
- **Telecom** (Torino, Italy) – Consulting researcher
Social TV and second screen: using social media strategies to improve marketing actions.
- **Engineering** (Roma, Italy) – Consulting researcher
Puglia@Service: Internet-based services for developing a "smart" district (PON project).

PROFESSIONAL QUALIFICATIONS

Qualification to professional engineer in Italy

Junior affiliate of the AiIG – Italian Association of Management Engineers

SKILLS

- Software engineering
- Spss, SQL, Excel, Access, Weka
- Randomized experiments
- Statistical analysis
- Marketing analysis
- Teaching

LANGUAGES

English: fluent – IELTS certification for English language

Italian: mother tongue

Bari, 07/07/2014

Umberto Penella