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EDUCATION

University of South Carolina, Darla Moore School of Business

Ph.D. in Business Administration, Marketing Emphasis August 2015 – May 2020 (expected)

University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Bachelor of Science in Business Administration August 2011 – May 2015

RESEARCH INTERESTS

Substantive: Consumer responses to product and service failures; government interventions and regulations; product recalls; user-generated content; online communities; social media; the digitization of “offline” processes

Methodological: Interrupted time series analysis; hierarchical linear modeling; longitudinal analysis of secondary data gathered through Web scraping; HTML data parsing

HONORS AND AWARDS

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2019
- University of South Carolina Graduate School Travel Grant, Spring 2019
- University of South Carolina Graduate School Travel Grant, Spring 2018
- Undergraduate Business Excellence in Marketing Award, Spring 2015
- Buckley Public Service Scholar, Spring 2015
- Wade S. Dunbar, Jr. Scholarship, Kenan-Flagler Business School, Fall 2014
- John Duke Baldrige, Jr. Scholarship, Kenan-Flagler Business School, Fall 2013
- University of North Carolina at Chapel Hill Dean’s List – all eligible semesters

RESEARCH UNDER REVIEW

Omitted temporarily.

WORKS IN PROGRESS

Pagiavlas, Sotires and Felipe Thomaz, “User-Generated Service: The Moderating Role of Firm Involvement.” Dissertation Essay 2.

Thomaz, Felipe and **Sotires Pagiavlas**, “Soon We Might All Be Dark Web Denizens: Exploitation of the Customers’ Digital Footprint, the Push Towards Extreme Privacy Measures, and the Loss of Marketing Acuity.”

CONFERENCE PRESENTATIONS (* denotes the presenter)

Pagiavlas, Sotires* and Felipe Thomaz (2019), “Can Anyone Help Me? User-Generated Service and the Moderating Role of the Firm.” *AMA Winter Educators’ Conference*, Austin, TX.

Pagiavlas, Sotires* and Felipe Thomaz (2018), “User-Generated Service Online: The Moderating Role of Firm Involvement.” *Frontiers in Service Conference*, Austin, TX.

Pagiavlas, Sotires* and Felipe Thomaz (2018), “User-Generated Service Online: The Moderating Role of Firm Involvement.” *AMA Winter Educators’ Conference*, New Orleans, LA.

Thomaz, Felipe* and **Sotires Pagiavlas** (2017), “Soon We Might All Be Dark Web Denizens: Exploitation of the Customers’ Digital Footprint, the Push Towards Extreme Privacy Measures, and the Loss of Marketing Acuity.” *JAMS Thought Leaders’ Conference*, Beijing, China.

Pagiavlas, Sotires* and Felipe Thomaz (2017). “Social Service in Online Communities.” *Southeast Marketing Symposium*, Lexington, KY.

TEACHING EXPERIENCE

Instructor

- MKTG 465: Marketing Strategy and Planning, Fall 2018
 - Instructor Performance Rating: 4.86 / 5

Teaching Assistant

- MKTG 857: Marketing Models, Fall 2015
- MKTG 708: Customer Relationship Management and Data Mining, Spring 2016
- MKTG 352: Principles of Marketing Research, Fall 2017
- MKTG 465: Marketing Strategy and Planning, Fall 2017 and Fall 2018

TEACHING INTERESTS

Digital and social media marketing; social media analytics; marketing strategy; case-based “capstone” courses; services marketing

OTHER RELATED EXPERIENCE

Research Assistant for Expert Witnesses

- Dr. Valarie Zeithaml (University of North Carolina at Chapel Hill), Fall 2014 and Spring 2018
 - Assisted in experimental design, survey development, and writing literature reviews of academic- and industry-related content.
- Dr. William Bearden (University of South Carolina), Summer 2019
 - Assisted in finding academic and industry literature to support arguments made in the proceedings.

SERVICE

Conference Paper Reviewer, 2019 AMA Winter Educators' Conference

Vice President, University of South Carolina Doctoral Student Association (2018 – Present)

Board Member, University of South Carolina Doctoral Student Association (2016 – 2018)

Mentor and Program Planning Committee Member, Teens Engaging in Aspiring Mentorships and Uplifting Partnerships (2008 – Present)

- Mentor at-risk foster youth from various North Carolina counties through a week-long program focused on entrepreneurial leadership development, educational planning, financial literacy, and self-sufficiency. Sponsored by Winston-Salem State University.

DISSERTATION

Dissertation Title: Two Essays Examining Consumer Responses to Product and Service Failures

Proposal Defended: May 9, 2019

Essay 1: Omitted temporarily.

- **Status:** Under review.

Essay 2: “User-Generated Service: The Moderating Role of Firm Involvement”

- **Status:** In progress; revising empirical approach.

COMPUTER SKILLS

Python; Scraper; Stata; R; SAS

RELEVANT COURSEWORK

- Concepts and Theories in Consumer Research	Priyali Rajagopal
- Current Topics in Consumer Research	Anastasiya Pocheptsova
- Research Methods & Philosophies in Marketing	Randall Rose
- Marketing Strategy	Satish Jayachandran
- Marketing Models	Ramkumar Janakiraman
- Advanced Statistics for Business and Economics	Kathleen Whitcomb
- Experimental Research Methods	Kathleen Whitcomb
- Hierarchical Linear Modeling	Xiaofeng Liu
- Survival Analysis I	Jiajia Zhang
- Econometrics and Regression I	McKinley Blackburn
- Econometrics and Regression II	Orgul Ozturk
- Strategic HR Metrics	Paul Bliese
- Introduction to Longitudinal Data Analysis	Alexander McLain
- Applied Research Methods I*	Jeffrey R. Edwards
- Applied Research Methods II*	Jeffrey R. Edwards
- Web Scraping: Data Collection and Analysis**	Richard Landers

* *Ph.D. course in Organizational Behavior taken as an undergraduate at UNC Chapel Hill*

** *Three-day short course taken through the University of Nebraska-Lincoln's CARMA program*

REFERENCES

Kartik Kalaignanam

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