

- Konstantinos Halkiopoulos (halkion@upatras.gr)

Konstantinos Halkiopoulos is an Assistant Professor at the Department of Management Science and Technology of the University of Patras: "Knowledge Extraction Techniques with Application to Marketing". He holds a BSc degree in Mathematics (BSc) with specialization in the field of Computer Science. He holds a Master's degree (MSc) with specialization in "Mathematics of Computers and Decision" and in particular in "Mathematical Foundations of Computer Science and Applications in Artificial Inference and Decision Making", from the Interdepartmental Master's Programme of the Department of Mathematics and the Department of Computer Engineering & Informatics of the University of Patras. At the same time, he holds a Master's Degree (MEd) in "Leadership and Management in Education", School of Education, University of Rome "ROMA TRE". He holds a PhD from the Departments of Mathematics and Computer Engineering & Informatics of the University of Patras. His research interests focus on the scientific fields of Artificial Intelligence, Expert Systems and Data Mining with application in Marketing and parallel utilization of Psychometric Tools for Behavioral Data Analysis, with emphasis on innovative fields such as Digital Marketing, Neuromarketing, Digital Leadership, Neuroleadership, Cognitive Science etc. He has professional and research experience in the development and management of multimedia applications, development of integrated platforms for the management of electronic content using "Semantics Web" technologies, Relational Database Management Systems (RDBMS) and Applied Information Systems for decision making. He has participated in numerous research projects and has published in international journals and conferences.