

Alexandros Aristidou

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Education

The University of Texas at Austin - McCombs School of Business
PhD in Management (Specialization: Organizational Behavior)

Austin, USA
06/26-Present

Esade Business School & CEMS

(Dual Degree with CEMS) MS in International Management: (US) GPA: 3.9

Barcelona, Spain
08/21-07/23

- Graduated in the top 10% of the cohort, received a Distinction award for academic performance.
- Received the top classification grade (top 5%) for my thesis on pricing performance.
- Exchange student at FGV EAESP in São Paulo, Brazil, during the CEMS Management degree.
- CEMS Club Barcelona President | CEMS Management program ranked 4th worldwide in 2026.

University of Edinburgh

MA (Hons) in Economics and Mathematics: (US) GPA: 4.0

Edinburgh, UK
09/17-06/21

- Received a First Class Honors (Top Classification) degree with the highest overall grade in my cohort.
- Received the top classification grade for my thesis on behavioral biases in reviewing behavior.
- Ranked 1st, 5th, and 1st in years 1, 2, and 4, respectively, out of a 391-student cohort.
- Spent year 3 as an exchange student at the University of Queensland, Australia, where I received High Distinction for Economics and Distinction for Mathematics.
- Related coursework: Applied Statistics, Statistical Methodology, Statistical Model and Analysis, Mathematical Analysis, Applied Mathematical Analysis, Several Variable Calculus and Differential Equations, Programming & Data Analysis, Linear Programming Modelling and Solution, Advanced Mathematical Economics.

Academic Research Experience

Master's Thesis: Self-selection and social influence biases in reviewing behavior

University of Edinburgh – supervised by Dr. Jovan Vojnovic

- Processed a large-scale Amazon reviews dataset ($N \approx 600K$) derived from UCSD Prof. Julian McAuley's corpus, reducing the original 200M+ records through data cleaning, filtering, and feature engineering.
- Modeled distributional bias in ratings, showing that self-selection and social influence produced a bimodal J-curve (1- and 5-star dominance) through mechanisms of fairness and reciprocity.
- Identified reciprocity-driven behavior among infrequent reviewers, who were statistically more likely to provide extreme ratings than frequent reviewers and demonstrated social influence effects, finding that higher (lower) prior average ratings increased the likelihood of subsequent reviewers giving higher (lower) scores.
- Developed an NLP-based sentiment and emotion classification framework for review text, revealing that trust was the central emotional driver behind both advocacy and retaliation.
- Applied ordinal logistic and probit models to test the gap between expected and perceived quality on rating extremity and likelihood of a review, linking behavioral theory with empirical evidence.

Master's Thesis: Pricing performance and elasticity modeling in the Quick Service Restaurant Industry

ESADE Business School – supervised by Dr. Ignasi Alguero

- Analyzed three years of sales and transaction data from 6,000 Burger King stores across EMEA to examine the relationship between price changes, competitor actions, and performance outcomes.
- Developed a dynamic elasticity model to monitor pricing responsiveness and forecast performance
- Integrated macroeconomic indicators and product mix analytics to classify items as traffic drivers vs. low-impact SKUs, accounting for psychological pricing thresholds and consumer behavioral patterns.

Industry Research Experience

Value Perception on Home Delivery Consumption

Industry Research Project

- Designed and executed a large-scale survey ($N \approx 1,000$) measuring consumer perceptions of value and promotion framing, translating key findings into testable behavioral hypotheses.
- Validated insights through randomized in-store field experiments across 700 restaurants in Spain and Portugal, assessing causal links between communication framing, perceived value, and purchasing behavior.

- Performed causal analysis of experimental data, comparing test and control groups to estimate effect sizes, pre-post and net of control, and validated the impact of behavioral interventions.

Understanding Barriers and Improving Psychological Safety

We Moving Stories – Survey, Focus Groups, and Interviews with employees

- Initiated to lead qualitative and survey research bringing forward perspectives from 200+ employees on barriers to psychological safety and voice.
- Investigated motivational and engagement effects following a top-down mandate to eliminate remote work, identifying declines in trust, morale, and perceived fairness.
- Developed focus group and interview protocols, analyzed qualitative and quantitative data, and synthesized findings to inform HR strategy, following annual employee engagement reports with low psychological safety.
- Translated insights into action, advising senior leadership on embedding psychological safety into management training, communication practices, and organizational micro-habits. Results from the following engagement survey showed a 10-point increase in psychological safety measurement.

Industry Experience

Restaurant Brands International (Burger King, Tim Hortons, Popeyes, Firehouse Subs)
Manager (Marketing Analytics / Media Lead and Brand Culture)

Zug, Switzerland
09/23-06/26

- Designed and led mixed-methods research combining surveys, interviews, and data analysis to generate behavioral insights and preferences, which were subsequently validated through A/B and field experiments.
- Applied econometric and media-mix modeling to estimate the causal impact of marketing, communication, and innovation initiatives on behavioral and perceptual outcomes across markets.
- Conducted large-scale data analyses using statistical and predictive modeling to uncover behavioral patterns and generate actionable insights for experimentation and strategic testing.
- Promoted twice within two years for analytical and cross-cultural leadership across MENA, Europe, and Africa.

Amazon UK
Operations and Logistics Intern

Edinburgh, UK
06/21 – 08/21

- Analyzed large-scale fulfillment and staffing data using Python and Excel to optimize shift scheduling, process efficiency, and workflow coordination, improving next-day delivery performance and output productivity.
- Collaborated directly with frontline associates and area managers to implement and observe scheduling and workflow changes, gaining firsthand insight into how communication and feedback shape team performance.
- Awarded “Amazon Intern Project of the Month” in EMEA and mentored other interns on people-centric impact.

Cyprus National Guard
Lance Corporal in the Mechanized Infantry

Nicosia, Cyprus
07/15 - 01/17

- Engaged in military training, including intensive military operations as a Gunner on armored vehicles. Gained firsthand experience with rigid hierarchy and team coordination in high-stakes environments.
- Earned an honorary promotion to Lance Corporal in recognition of leadership and disciplinary record.

Technical, Analytical & Language Skills

- **Data Analysis and Statistics:** Regression, ANOVA, causal inference, stochastic modeling, cross-validation.
- **Programming & Tools:** SQL, R, Python, Power BI, Stata, Wolfram Mathematica
- **Survey & Experimental Research:** Design, sampling, A/B testing, Pollfish, Qualtrics, Qualls, Focus Groups
- **Software:** MS Office (Advanced), Google Analytics, SAP Business Objects
- **Languages:** Greek (Native), English (Fluent), Spanish (Intermediate)

Additional Information

- **TA Experience at the University of Edinburgh:** Undergraduate courses in Microeconomics
- **Podcast Host:** The Inner Wonder Podcast. Personal development and human potential. [Information here](#)
- **Awards:** Twice recipient of Leventis Foundation Scholarship | Straight (4) A* in GCE A-Levels | Twice recipient of Edinburgh Award | Thrice recipient of School of Economics Prize in academic achievements