

Magdalini Eirinaki Eirinaki

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Education

PhD in Informatics, Athens Univ. of Economics and Business, Greece **May 2006**

Thesis Title: New Approaches to Web Personalization

Advisor: Michalis Vazirgiannis

MSc in Advanced Computing, Imperial College, University of London, UK **August 2000**

Thesis Title: Image Reconstruction Algorithms for Positron Emission Tomography

Advisor: Istvan Maros

BSc in Informatics, University of Piraeus, Greece **September 1998**

Thesis Title: Extranet-based workflow system: Modeling a medical equipment supply process

Advisor: George Vassilakopoulos

Employment

San Jose State University, Computer Engineering Department **August 2007 - present**

- Position: Associate Professor

University of California, Santa Cruz, Information Systems Management Department **2007**

- Position: Lecturer (Spring '07)

EXODUS S.A., Greece **2007**

- Position: Consultant, participated in European Union R&D Projects

University of California, Santa Cruz **2006 - 2007**

- Position: Visiting Researcher

Athens Univ. of Economics and Business, Greece **2002 - 2005**

- Position: Teaching Assistant, Computer Science Department
- Classes taught: Probability Theory, Data & Web Mining, Database Systems II (graduate course), Data & Web Mining (offered to ERASMUS exchange students), File and Database Management Systems

Athens Univ. of Economics and Business, Greece **2001 - 2006**

- Position: Research Assistant in European and National R&D Projects and Thematic Networks (IST/I-KnowUMine, IST/NEMIS, IST/h-TechSite, PENED/GSRT, PYTHAGORAS/GSRT, other GSRT projects)
- Participated in the preparation of research proposals and the corresponding deliverables (surveys, technical reports, software prototypes).
- Was assigned the project management and represented AUEB in European project and review meetings (IST/I-KnowUMine project, IST/h-TechSite).
- Supervised three undergraduate theses and numerous independent study projects

Hellenic Parliament, Greece **2004 - 2005**

- Position: Research Associate of Member of Hellenic Parliament (MP), Minister Alekos Papadopoulos
- Assistant and consultant in IT-related matters

UNISYSTEMS A.E. Computer Systems, Greece

2000 - 2001

- Position: Consultant
- Performed data analysis tasks for the credit card department of a major Greek bank (Ergasias Bank, now merged with Eurobank)

National Bank of Greece (Educational Center), Greece

1998

- Position: Intern
- Designed and implemented an electronic instructor evaluation system

Journal Publications (peer - reviewed)

- M. Eirinaki, S. Abraham, N. Polyzotis, N. Shaikh, “*QueRIE: Collaborative Database Exploration*”, in IEEE Transactions on Data and Knowledge Engineering – to appear, 2013
- M. Eirinaki, M. Louta, I. Varlamis, “*A Trust-Aware System for Personalized User Recommendations in Social Networks*”, in IEEE Transactions on Systems, Man, and Cybernetics: Systems (Part A), Vol.PP, Issue 99, 2013 (DOI 10.1109/TSMC.2013.2263128)
- M. Eirinaki, S. P. Singh Monga, S. Sundaram, “*Identification of Influential Social Networkers*”, in International Journal of Web Based Communities, Vol. 8, No. 2, pp. 136 – 158, 2012
- M. Eirinaki, S. Pisal, J. Singh, “*Feature-based Opinion Mining and Ranking*”, in Journal of Computer and System Sciences, special issue on “Information Retrieval, Decision Making Process and User Needs in Ubiquitous and Collaborative Computing”, Vol. 78, Issue 4, pp. 1175 - 1184, July 2012
- P. Giannikopoulos, I. Varlamis, M. Eirinaki, “*Mining Frequent Generalized Patterns for Web Personalization in the presence of Taxonomies*”, in International Journal of Data Warehousing and Mining, Vol. 6, No.1, pp. 58 - 76, 2010
- M. Eirinaki and M. Vazirgiannis. “*Web Site Personalization based on Link Analysis and Navigational Patterns*”, in ACM Transactions on Internet Technology (TOIT), Vol.7, No.4, pp. 21:1 – 21:27, October 2007
- M. Eirinaki and M. Vazirgiannis. “*Web Mining for Web Personalization*”, in ACM Transactions on Internet Technology (TOIT), Vol.3, No.1, pp. 1-27, February 2003

Book Chapters (peer - reviewed)

- Varlamis, M. Eirinaki, M. Louta, “*Application of social network metrics to a trust-aware collaborative model for generating personalized user recommendations*”, book chapter in “The Influence of Technology on Social Network Analysis and Mining”, eds. Tansel Ozyer et. al., Springer 2013, Lecture Notes in Social Networks (ISBN 978-3-7091-1345-5), pp. 49-74
- M. Eirinaki, D. Mavroeidis, G. Tsatsaronis, and M. Vazirgiannis. “*Introducing Semantics in Web Personalization: The role of Ontologies*”, book chapter in “Semantics, Web, and Mining”, eds. M. Ackermann, B. Berendt, M. Grobelnik, A. Hotho, D. Mladenic, G. Semeraro, M. Spiliopoulou, G. Stumme, V. Svatek, M. van Someren, LNCS 4289/2006, pp. 147-162, Springer 2006
- M. Eirinaki, Y. Vlachakis, and S.S.Anand. “*IKUM: An Integrated Web Personalization Platform Based on Content Structures and User Behavior*”, book chapter in “Intelligent Techniques in Web Personalization”, eds. B. Mobasher, S.S. Anand, LNCS 3169/2005, pp.272-288, Springer 2005

Conference & Workshop Publications (peer – reviewed)

- K. Jangid, P. Paul, M. Eirinaki, “*A mobile application for stock market prediction using sentiment analysis*”, in Proceedings of the 24th International Conference on Software Engineering and Data Engineering (SEKE 2012), July 2012, San Francisco, CA
- S. Pisal, J. Singh, M. Eirinaki, “*AskUs: an Opinion Search Engine*”, demo paper, in Proceedings of the 2011 edition of the IEEE International Conference on Data Mining series (ICDM 2011), December 2011, Vancouver, Canada
- A. Stavrianou, M. Eirinaki, “*A Personalized Forum Environment*”, in Proceedings of the 7th Intl. Conference on Web Information Systems and Technologies (WEBIST 2011), May 2011, The Netherlands
- J. Akbarnejad, G. Chatzopoulou, M. Eirinaki, S. Koshy, S. Mittal, D. On, N. Polyzotis, J. S. Vindhiya Varman, “*SQL QueRIE Recommendations*”, demo paper, in Proceedings of the 2009 edition of the 36th Intl. Conference on Very Large Databases (VLDB 2010), September 2010, Singapore
- J. Akbarnejad, M. Eirinaki, S. Koshy, D. On, N. Polyzotis, “*SQL QueRIE Recommendations: a query fragment-based approach*”, in Proceedings of the 4th International Workshop on Personalized Access, Profile Management, and Context Awareness in Databases (PersDB 2010, in conjunction with VLDB 2010), September 2010, Singapore
- I. Varlamis, M. Eirinaki, M. Louta, “*A study on social network metrics and their application in trust networks*”, in Proc. of the 2010 International Conference on Analysis of Social Networks and Mining (ASONAM 2010), pp. 168 – 175, August 2010, Odense, Denmark
- S. Mittal, J. S. Vindhiya Varman, M. Eirinaki, G. Chatzopoulou, N. Polyzotis, “*QueRIE: A Recommender System supporting Interactive Database Exploration*”, demo paper, in Proc. of the 2009 edition of the IEEE International Conference on Data Mining series (ICDM 2009), December 2009, Miami, Florida (to appear in Proc. of ICDM 2010 due to an editor’s error)
- G. Chatzopoulou, M. Eirinaki, N. Polyzotis, “*Προτάσεις ερωτημάτων για διαδραστική εξερεύνηση βάσεων δεδομένων*”, in Proc. of the 8th Hellenic Symposium of Database Systems (HDMS 2009), September 2009, Athens, Greece
- G. Chatzopoulou, M. Eirinaki, N. Polyzotis, “*Collaborative Filtering for Interactive Database Exploration*”, in Proc. of the 21st International Conference on Scientific and Statistical Databases (SSDBM 2009), pp. 3 – 18, June 2009, New Orleans, Louisiana
- A. Patel, N. Sharma, M. Eirinaki, “*Negative Database for Data Security*”, in Proc. of the International Conference of Computing in Engineering, Science and Information (ICC 2009), April 2009, Fullerton, CA
- G. Giannopoulos, T. Dalamagas, M. Eirinaki, T. Sellis, “*Boosting the Ranking Function Learning Process using Clustering*”, in Proc. of the 10th ACM International Workshop on Web Information and Data Management (WIDM 2008), pp. 125- 132, October 2008, Napa Valley, CA
- P. Giannikopoulos, I. Varlamis, M. Eirinaki, “*Mining Frequent Generalized Patterns for Web Personalization*”, in Proc. of the ECAI 2008 Workshop on Mining Social Data (MSoDA 2008), pp.11-15, July 2008, Patras, Greece
- T. Dalamagas, P. Bouros, T. Galanis, M. Eirinaki, T. Sellis, “*Mining User Navigation Patterns for Personalizing Topic Directories*”, in Proc. of the 9th ACM International Workshop on Web Information and Data Management (WIDM 2007), pp. 81-88, November 2007, Lisboa, Portugal
- M. Eirinaki, and M. Vazirgiannis. “*UPR: Usage-based Page Rank for Web Personalization*”, in Proc. of the 5th Hellenic Data Management Symposium (HDMS 2006), September 2006, Thessaloniki, Greece
- M. Eirinaki and M. Vazirgiannis. “*Usage-based PageRank for Web Personalization*”, in Proc. of 5th IEEE International Conference on Data Mining (ICDM 2005), pp. 130-137, November 2005, Houston, Texas
- M. Eirinaki, M. Vazirgiannis, and D. Kapogiannis. “*Web path recommendations based on Page Ranking and Markov Models*”, in Proc. of the 7th ACM International Workshop on Web Information and Data Management (WIDM 2005), pp. 2-9, November 2005, Bremen, Germany

- M. Eirinaki, D. Mavroeidis, G. Tsatsaronis, M. Vazirgiannis, “*Introducing Semantics in Web Personalization: The Role of Ontologies*”, in Proc. of Semantics, Web, and Mining, Joint International Workshops (EWMF/KDO 2005), pp. 147-162, October 2005, Porto, Portugal
- M. Eirinaki, C. Lampos, S. Paulakis, and M. Vazirgiannis. “*Web Personalization Integrating Content Semantics and Navigational Patterns*”, in Proc. of the 6th ACM International Workshop on Web Information and Data Management (WIDM 2004), pp. 72-79, November 2004, Washington D.C., USA
- S. Paulakis, C. Lampos, M. Eirinaki, and M. Vazirgiannis. “*SEWeP: A Web Mining System supporting Semantic Personalization*”, demo paper, in Proc. of the 15th European Conference on Machine Learning and the 8th European Conference on Principles and Practice of Knowledge Discovery in Databases (ECML/PKDD 2004), pp. 552-554, September 2004, Pisa, Italy
- C. Lampos, M. Eirinaki, D. Jevtuchova, and M. Vazirgiannis. “*Archiving the Greek Web*”, in Proc. of the 4th International Web Archiving Workshop (IWA'04), September 2004, Bath, UK
- M. Eirinaki, M. Vazirgiannis, and I. Varlamis. “*SEWeP: Using Site Semantics and a Taxonomy to Enhance the Web Personalization Process*”, in Proc. of the 9th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD2003), pp. 99-108, August 2003, Washington DC
- J. Vlahakis, M. Eirinaki, and S.S. Anand. “*IKUM: An Integrated Web Personalization Platform Based on Content Structures and Usage Behaviour*”, in Proc. of the Workshop on Intelligent Techniques for Web Personalization (ITWP'03), August 2003, Acapulco, Mexico
- M. Eirinaki, H. Lampos, M. Vazirgiannis, and I. Varlamis. “*SEWeP: Using Site Semantics and a Taxonomy to Enhance the Web Personalization Process*”, in Proc. of the 2nd Hellenic Data Management Symposium (HDMS 2003), September 2003, Athens, Greece

Invited Papers

- G. Chatzopoulou, M. Eirinaki, S. Koshy, S. Mittal, N. Polyzotis, J.S. Vindhiya Varman, “*The QueRIE system for Personalized Query Recommendations*”, in IEEE Data Engineering Bulletin, Vol. 34, No. 2, June 2011, pp. 56-61
- M. Eirinaki, M. Vazirgiannis, “*Web Mining*”, book chapter (online) in “AI Research in Greece”, editor George Vouros, published by the Hellenic Artificial Intelligence Society (EETN)

Tutorials

- M. Eirinaki and M. Vazirgiannis. “*Web Mining for Web Personalization*”, Tutorial, in the 16th European Conference on Machine Learning and the 9th European Conference on Principles and Practice of Knowledge Discovery in Databases (ECML/PKDD 2005), October 2005, Porto, Portugal

Invited Talks & Conference Presentations

- “*Personal vs. Social*”, Panel presentation, 4th International Workshop on Personalized Access, Profile Management, and Context Awareness in Databases (PersDB 2010), September 2010, Singapore
- “*SQL QueRIE Recommendations*”, 36th Intl. Conference on Very Large Databases (VLDB 2010), September 2010, Singapore
- “*SQL QueRIE Recommendations: a query fragment-based approach*”, 4th International Workshop on Personalized Access, Profile Management, and Context Awareness in Databases (PersDB 2010), September 2010, Singapore
- “*QueRIE: A Recommender System supporting Interactive Database Exploration*”, 2009 edition of the IEEE International Conference on Data Mining series (ICDM 2009), December 2009, Miami, FL

- “*Data Mining for Business Intelligence*”, Emerging Technologies in Software Engineering seminar, SJSU MBA/MS in Software Engineering Program, May 2008
- “*New Approaches to Web Personalization*”, Information Retrieval and Knowledge Management seminar, Technology and Information Management (TIM) department, University of California Santa Cruz, January 2006
- “*Ontologies in Web Personalization*”, invited talk (co-presented with M. Vazirgiannis), 2nd International Workshop on Knowledge Discovery and Ontologies (KDO-2005), October 2005, Porto, Portugal
- “*UPR: Usage-based Page Rank for Web Personalization*”, 5th Hellenic Data Management Symposium (HDMS 2006), September 2006, Thessaloniki, Greece
- “*Usage-based PageRank for Web Personalization*”, 5th IEEE International Conference on Data Mining (ICDM 2005), November 2005, Houston, Texas
- “*Web path recommendations based on Page Ranking and Markov Models*”, 7th ACM International Workshop on Web Information and Data Management (WIDM 2005), November 2005, Bremen, Germany
- “*Web Personalization Integrating Content Semantics and Navigational Patterns*”, 6th ACM International Workshop on Web Information and Data Management (WIDM 2004), November 2004, Washington D.C., USA
- “*SEWeP: A Web Mining System supporting Semantic Personalization*”, 15th European Conference on Machine Learning and 8th European Conference on Principles and Practice of Knowledge Discovery in Databases (ECML/PKDD 2004), September 2004, Pisa, Italy
- “*SEWeP: Using Site Semantics and a Taxonomy to Enhance the Web Personalization Process*”, 9th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD2003), August 2003, Washington DC
- “*SEWeP: Using Site Semantics and a Taxonomy to Enhance the Web Personalization Process*”, 2nd Hellenic Data Management Symposium (HDMS 2003), September 2003, Athens, Greece

Professional Activities

- General Chair/Steering Committee: CDSIA 2013, CDSIA 2012, CDSIA 2011
- Host: WISE 2013
- Registration Chair: IEEE SOSE 2013
- PC Chair: PersDB 2012
- Publicity co-Chair: ICISTM 2012
- Program Committee Member: IEEE Big Data 2013, SEKE 2013, KEOD 2013, IC3 2013, SEKE 2012, SOTICS 2012, SCA 2011, ICDE 2011, ICISTM 2011, IC3 2011, KEOD 2011, SEDE 2011, SEKE 2011, SOTICS 2011, WMCS 2011, INCoS 2010, KEOD 2010, IC3 2010, WMCS 2010, SEKE 2010, INCoS 2009, MSODA 2008, WMCS 2008, ACM WIDM 2007, SWIG 2006
- Reviewer:
 - Journals: ACM TOIT, ACM TKDD, IEEE TKDE, SNAM, CACM, ACM Computing Surveys, JIIS, JOPT, JODS, IPL, IJCA, DKE, CLSS, COMLAN, IJITDM
 - Conferences and Workshops: ICDM 2008, ICDM 2007, KDD 2007, WIDM 2006, KDD 2006, MDM 2006, SAC 2006, ICDM 2005, ER 2005, WI 2005, ICEIS 2005
 - Books: The Handbook of Technology Management

Grants & Awards

2011-present: NSF - TRUST (co-PI, award # CCF-0424422)

2011: CSU Research Fund Award (RSCA) (Spring-Summer 2012)

2011: COE Jr. Professorship Award (AY 2011 - 2012)

2010: CSU Research Fund Award (RSCA) (AY 2010-2011)

2008: COE Faculty Development Award (AY 2008-2009)

2003: ACM KDD Student Award

1999: National Scholarship Foundation of Greece (IKY): Scholarship for postgraduate studies in the foreign (through examination process)

1997: National Scholarship Foundation of Greece (IKY): Award for academic excellence

1996: National Scholarship Foundation of Greece (IKY): Award for academic excellence

1996: National Scholarship Foundation of Greece (IKY): Best student award

1995-1999: University of Piraeus: Awards for academic excellence

Extracurricular Activities

Bachelor of Music (Piano performance), awarded with Unanimous Distinction from the Greek Ministry of Culture