

# Negative Airbnb Reviews: An Aspect Based Sentiment Analysis Approach

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**Aikaterini Vassilikopoulou** received her PhD in Marketing from the Athens University of Economics and Business (AUEB). She also holds an MSc in Economic Psychology from the University of Exeter, U.K. and an MBA from AUEB. For the past 17 years she has been teaching various marketing courses in higher education. She has also worked as a marketing manager in a wine industry company. Her academic work has been published in journals

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**Irene (Eirini) Kamenidou**, PhD, is a Professor of Marketing at International Hellenic University, Greece. She holds a PhD in food marketing and has more than ten years of working experience in the public and private sector on agricultural and food marketing. Her works have been part of various international academic journals and conferences such as Journal of Business Research, European Journal of Marketing, and International Marketing Review. Her research interests focus on agricultural and food marketing, tourism, retailing and social marketing. Irene has participated in several EU funded projects and served as a Dean of the Business School at Eastern Macedonia and Thrace Institute of Technology

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