

presents the

CIM SUMMIT 2018



KEEPING AHEAD OF CHANGE

Featured Speakers



Positive Leadership and Positive Change
Ben Tiggelaar,
 Behavioural Scientist, Author,
 Visiting Professor
 IE Business School,
 Spain



Disruption in Ecosystems
Shaz Ansari,
 Professor of Strategy &
 Innovation, University of
 Cambridge,
 Judge Business School,
 UK



Overcoming Customer Apathy in the Age of Digital Marketing
Omar Merlo,
 Assistant Professor of Marketing
 and MSc Programme Director,
 Imperial College Business
 School, UK



Advertising: Creativity and Cultural Change
Sarah Turnbull,
 DBA Director,
 Faculty of Business and Law,
 University of
 Portsmouth, UK

Saturday 31st March 2018 | Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia

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Coordinator



Organizer



The Summit

The CIM Summit is a reference point in the fields of Management and Marketing studies in Cyprus and in Europe. The CIM Summit is organised on an annual basis and aims to provide the opportunity to Cypriot firms to be informed about the latest developments in the areas of Marketing and Management. World-renowned academics from Europe's leading Business Schools attend and share their knowledge with attendees representing the leading companies of Cyprus and Europe. In 2018, the Summit will mark its 11th anniversary. Over the last 11 years, the CIM Summit has established itself as Cyprus's leading business event.

Objectives

The main objectives of the Summit are to update Cyprus's managers and executives about the latest developments in the fields of Marketing and Management. At the same time, the Summit allows executives to network and talk business. With the Summit, CIM actively promotes research and offers added value to its students, staff, and alumni, all of whom are encouraged to attend.

The Summit is addressed to:

- Business Executives;
- Senior Government Officials;
- Marketing Managers;
- Human Resource Managers;
- Sales Managers;
- Production Managers;
- Logistics Managers;
- Brand Managers;
- And any other executive who would like to be informed on the latest trends in Business.

Summit Details

Saturday 31st March 2018, 09:00am, Bank of Cyprus Headquarters (Ayia Paraskevi), Nicosia.

Admission free (registration is essential).

A Certificate of Attendance will be awarded to all participants.

Under the auspices of Mr Demetris Syllouris, President of the House of Representatives.

Organiser

The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing (CIM) has been operating in Nicosia since 1978 and in Limassol since 1984. The Institute is widely considered the finest Business School in the country. Over the last 40 years, CIM has evolved into a major international centre for the development of business education, specialising in Management, Accounting & Finance, Shipping, Tourism, Banking, and Insurance, and other related fields. CIM has provided the opportunity to more than 5,000 students to acquire world-class qualifications, to excel in their careers, and to prosper in their lives. CIM has always been a pioneer in the teaching of adult, in-career people. Offering exclusively evening classes to working individuals, it continues to attract especially those who, for one reason or another, missed out on the opportunity to study right after graduating from high school but who have always had the will to learn and further their careers. At CIM, as we like to say, Learning Never Ends. As well as offering high-quality education that combine theory and practice, CIM also offers expert and customised training, tailored to our customers' needs. In an increasingly competitive market, CIM offers excellent, high-quality and affordable education and training. **At CIM, we teach success.**



Coordinator

IMH

IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 80 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal (www.inbusinessnews.com), the GOLD Portal (www.goldnews.com.cy) and the REPORTER Online (www.reporter.com.cy). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities



08:30 – 09:00	Registration
09:00 – 09:15	Opening Ceremony <ul style="list-style-type: none">• Welcome address by Mr. Yangos Hadjiyannis, Deputy Director-General, CIM• Welcome address by Mr Demetris Syllouris, President of the House of Parliament
09:15 – 10:00	Positive Leadership and Positive Change Leading change is complex. No news there. But why is it often so hard to really implement the things we've put on paper? How can we finally do what we've intended to for so long in a positive and effective way? Dr Ben Tiggelaar covers these questions and others from a practical approach grounded in behavioural science and positive psychology. Ben Tiggelaar , Behavioral Scientist, Author, Visiting Professor IE Business School, Spain
10:00 – 10:05	Q&A Session
10:05 – 10:35	Disruption in Ecosystems Disruptive innovation poses a dilemma for incumbent firms and new entrants. Incumbents may want to ride the wave of destruction but tend to be reluctant to relinquish their advantage. New entrants have to seek the support of the very incumbent firms that stand to be "disrupted" by their innovations. What does an ecosystem lens bring to understanding innovation? The aim of the session is to interactively provide participants with research ideas and theoretical insights from research on disruptive innovations. Shaz Ansari , Professor of Strategy & Innovation, University of Cambridge, Judge Business School, UK
10:35 – 10:40	Q&A Session
10:40 – 11:10	Coffee Break
11:10 – 11:40	Overcoming Customer Apathy in the Age of Digital Marketing The growth of digital has increased the opportunities available to companies to interact with their customers. However, this does not necessarily mean that consumers are interested in engaging with brands. In fact, evidence suggests that they may be more apathetic than we assume. Drawing on some of the latest research in marketing, this presentation discusses the problem of customer apathy in the digital age, and proposes ways in which organisations may deal with it to create value for both the customers and themselves. Omar Merlo , Assistant Professor of Marketing, Imperial Business School, UK
11:40 – 11:45	Q&A Session
11:45 – 12:15	Advertising: Creativity and Cultural Change Advertising has traditionally been seen as a mirror of society, reflecting social attitudes, values and norms. However, consumers are now engaging with advertising in new ways; co-creating and sharing ideas and brand communication. As a result, advertising has become a cultural phenomenon and creativity is being harnessed to drive social change. Sarah Turnbull , DBA Director, Faculty of Business and Law, University of Portsmouth, UK
12:15 – 12:20	Q&A Session
12:20 – 13:00	Panel Discussion
13:00 – 13:15	Proclamation of 2018 CIM Honorary Fellows
13:15 – 13:30	Closing Ceremony - Award of Certificates

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PhoenixPro specialises in business transformation through digital and technology innovation. We are widely recognized for our leadership in designing and executing business transformation strategies through highly specialized solutions. Our Technology Transformation services deliver business-aligned Digital and Technology Strategies, delivering or responding to disruptive business models. Our Procurement & Sourcing solutions implement digital strategies with the highest quality and optimum cost. Finally, our Cybersecurity-as-a-Service portfolio protects your brand identity and operations, in a way that completely changes how you buy and consume information security.

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GDL Green Energy Group



GDL Green Energy Group is a dynamic group operating in the field of “Green energy” in Cyprus. It consists of a flexible structure of dynamic companies which provide products and services in relation to Renewable Energy Sources and Energy Conservation. With many years of experience and highly qualified staff, the group offers integrated solutions with a range of specialized products and services such as: Photovoltaic Systems, Solar Thermal systems, Heating / Cooling / Ventilation, ESCO Projects and Energy saving studies.

Speakers Biographies



Ben Tiggelaar, Behavioral Scientist, Author, Visiting Professor, IE Business School, Spain

Probably the best-known Dutch management teacher, Dr Ben Tiggelaar is an independent researcher and writer who has studied the subjects of change and leadership for over 25 years. His goal: helping people to turn their dreams into action in a positive and effective way. Since 2000, seven of his books have topped the Dutch management books bestseller list. His annual 'MBA in One Day' seminar, which over 17,600 managers have attended, is the best-attended seminar ever in the Netherlands and has licensees in all parts of the world. His most popular book, *Dream, Dare, Do*, about effective self-management, is available in English, German, Arabic and Dutch. He is a visiting professor at IE Business school, one of the top ranked business schools in Europe. He also gives a number of 'in-company' lectures and seminars each year and writes columns on work, management and entrepreneurship in several popular Dutch newspapers and magazines. Alongside his work, Dr. Ben Tiggelaar is ambassador for the aid organisation Compassion.



Shaz Ansari, Professor of Strategy & Innovation, University of Cambridge, Judge Business School, UK

Professor Ansari has published in several leading academic journals including *Academy of Management Journal*, *Academy of Management Review*, *Strategic Management Journal*, *Organization Science*, *Journal of Management Studies*, *Strategic Organization*, *Research Policy*, *Industrial and Corporate Change*, *Journal of Management Inquiry* and *Organization Studies*. He serves on the editorial boards of *Academy of Management Journal*, *Academy of Management Review*, *Journal of Management*, *Organization Science*, *Journal of Management Studies* and *Organization Studies* and is a member of the Erasmus Research Institute of Management (ERIM) at Erasmus University in Rotterdam, the Netherlands. He is also a consultant at Thinfilms Inc., a New Jersey firm providing thin film services (in particular coating services) to over 150 corporations in the hybrid microelectronics, semiconductor, optical, medical and sensor industries.



Omar Merlo, Assistant Professor of Marketing and MSc Programme Director, Imperial College Business School, UK

Dr Merlo holds degrees in Business and in Political Science and a postgraduate Honours degree in Business Strategy. He earned his Ph.D. in marketing strategy from the University of Melbourne. His research focuses primarily on marketing's role within the firm, services marketing and customer relationship management. As a consultant and executive educator, he has worked with many organisations worldwide, such as McKinsey & Co., Airbus, ARM, ING Bank, Barclays, The Gap, Nissan, Essex County Council, Petronas, Finmeccanica, Safran, Laing O' Rourke, ABB, KPN, Astellas, Beijing Capital Land, Agricultural Bank of China, Qatar Commercial Bank, Konecranes, City of Helsinki, Cambridge Addenbrooke's Hospital, Illy Coffee, University of Sao Paulo, Hong Kong University, Tsinghua University, Telstra, and Australia Post, among others.



Sarah Turnbull, DBA Director, Faculty of Business and Law, University of Portsmouth, UK

Sarah is a Fellow of The Chartered Institute of Marketing and, prior to her academic career, worked in global advertising as Account Director for Emirates for 9 years. Her work involved extensive travel throughout the Middle East. She joined the University of Portsmouth in 2006 to research advertising practice. Her recent book *Marketing Communications: discovery, creation and conversations*, co-authored with Chris Fill, is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising. It is the leading text book for undergraduate and postgraduate students in the UK. Her work has been published in a number of international marketing journals including; *The Journal of International Advertising*, *Journal of Marketing Communications*, *Journal of Direct, Data and Digital Marketing Practice*, *The Marketing Review* and *Qualitative Market Research: An International Journal* and *Journal of Islamic Marketing*. She has won a number of awards for her research including Emerald Best International Symposium (2014 Academy of Management, Philadelphia) and Emerald Literati Awards (2017). Her recent media appearances include BBC Radio Berkshire.

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- Registration is subject to availability of places.
- Registration may only be completed if the target audience criteria are met.
- Registration is only valid when a confirmation email has been received.

BOOKING FORM (PLEASE RETURN BY FAX TO +35722679820)

Registration Deadline: 26 March 2018

**Admission
 FREE**

Delegate Information

Company/Organisation:

Address: City: Postal Code:

Telephone: Fax:

E-mail: Website:

1st Participation

Mr Mrs Ms Dr

Name:

Job Title:

E-mail:

2nd Participation

Mr Mrs Ms Dr

Name:

Job Title:

E-mail:

3rd Participation

Mr Mrs Ms Dr

Name:

Job Title:

E-mail:

4th Participation

Mr Mrs Ms Dr

Name:

Job Title:

E-mail:

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CONFERENCES: TERMS & CONDITIONS OF PARTICIPATION

Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

Cancellations must be received by no later than 26 March 2018, by email or by post.