

3rd Annual Academic Conference

Entering a New Era

Saturday, 26th September 2020
CIM Nicosia Campus

Programme



3rd ANNUAL ACADEMIC
CONFERENCE

- 09:30 - 10:00** **Registration - Coffee**
- 10:20 - 10:30** **Welcome**
- **Dr Katerina Pavlou**, Director of the Cyprus Centre for Business Research
- **Dr Myria Kkali**, Academic Director Nicosia Campus
- 10:30 - 11:00** **Keynote Lecture**
Chair: **Christos Hadjiyannis**, CIM

“Entering the New Era of Luxury Consumption: A Research Agenda and Future Directions”
- **Prof. Paurav Shukla**, University of Southampton
- 11:00 - 11:45** **String 1: Services**
Chair: **Dr Georgia Thrasyvoulou**, CIM

“Food Safety Culture Challenges Facing the Greek Food & Beverage Sector”
- **Dr Derek Watson**, University of Sunderland
- **Sophia Pandi**, University of Sunderland

“An Innovative Organisational Design of Small and Medium Wineries”
- **Dr George Afxentiou**, CTL Eurocollege

“Internationalisation of Food Manufacturing Industry of Chinese Emerging Food Markets, A case study of Inner Mongolia Food Producers”
- **Yuan Zhain**, University of Sunderland
- **Dr Derek Watson**, University of Sunderland
- 11:45 - 12:00** **Coffee Break**
- 12:00 - 12:45** **String 1 continued: Services**
Chair: **Dr Myria Kkali**, CIM

“Entrepreneurial Spirits and SME Branding - A Symbiotic Relationship”
- **Dr Irene Kujala**, Åbo Akademi, Finland

“Is the Adoption of IFRS Enough? What About Proper Implementation?”
- **Dr Alexis Kythreotis**, European University Cyprus
- 12:45 - 14:00** **String 2: People**
Chair: **Dr Roman Puchkov**, CIM

“The Mediating Effect of Embitterment on Psychological Contract Breach and Burnout”
- **Dr Evie Michaelidis**, CIM
- **Mia Delfini**, CIM

“The Tomorrow’s Clients in the Hospitality Sector”

- Sophia Pandi, University of Sunderland
- Dr Derek Watson, University of Sunderland

“Women entrepreneurs in SMEs: a tool for unlocking Cultural Tourism Potential”

- Dr Sotiroula Liasidou, Cyprus University of Technology
- Anastasia Aslanides, Cyprus University of Technology
- Christiana Stylianou, Cyprus University of Technology

14:00 - 15:00

Lunch Break

15:00 - 15:30

Keynote Lecture

Chair: Dr Haris Machlouzarides, CIM

“Responsible Artificial Intelligence (AI): Ethical Thinking of AI in Digital Marketing”

- Dr Yichuan Wang, University of Sheffield

15:30 - 15:50

String 3: Technologies

Chair: Dr Georgia Thrasyvoulou, CIM

“Political Marketing: Introducing the award-winning CIS Model”

- Dr Constantinos Constantinou, CIM

15:50 - 16:00

Coffee Break

16:00 - 16:30

Views from the Industry

Chair: Dr Fotis Pavlou, CIM

“Digitalization of Games Promotion: Channel Marketing, Message Development and Creatives Production in Digital Promotion of Online Games”

- Alena Terekhova, Global Product Marketing Director, Wargaming

16:30 - 17:00

Round Table Discussion

Chair: Dr Maria Socratous, CIM

“Entering a New Era”



Keynote Speaker

Prof. Paurav Shukla

Professor of Marketing, Head of the Department of Digital and Data Driven Marketing, University of Southampton, UK

Paurav Shukla is Professor of Marketing at the University of Southampton (Southampton Business School) where he is also Head of the Department of Digital and Data Driven Marketing. His research interests include cross-cultural marketing, brand management, comparative consumer behaviour, and marketing in emerging markets. Prof. Shukla's research highlights the hidden meanings and associations embedded within consumption practices across cultures and offers novel insights for researchers and practitioners. His career began in industry, and he continues to work hand in hand with industry as a researcher, practitioner and advisor. He has travelled extensively throughout Europe, North America, Africa and Asia advising and training senior managers and entrepreneurs about strategic brand management, customer centric marketing and digital marketing strategy to increase their competitiveness.

He has written widely in the areas of his research domain in top-tier academic journals and has contributed chapters to edited books, case studies and popular accounts of his work have appeared in the Sunday Times, The Guardian, BBC, Woman's Wear Daily (the fashion bible), Luxury Society, Business Week, Sputnik Radio, National Post of Canada and LiveMint Wall Street Journal, among others. He has been involved as guest editor for journals, on the editorial and review boards of several renowned conferences and journals, conference chair, and track chair for prestigious conferences.

Prof. Shukla has consulted global consumer brand firms such as Unilever, GSK, Zurich insurance; leading as well as budding digital companies including iCrossing, Mavens, Urban Rivals, CGEye; International luxury, fashion and retail brands Spiewak, Stella, Lillie Design; not for profit organisations such as Drinkaware; and large financial and insurance firms including ICICI Prudential, Punjab National Bank, and Life Insurance Corporation of India.

He continues to serve on the board of many organisations in the US, the UK and India. He holds visiting professorships at prestigious international universities, such as Aalto School of Economics (formerly Helsinki School of Economics), Finland; Frankfurt School of Finance & Management, Germany; and Misr International University, Egypt.



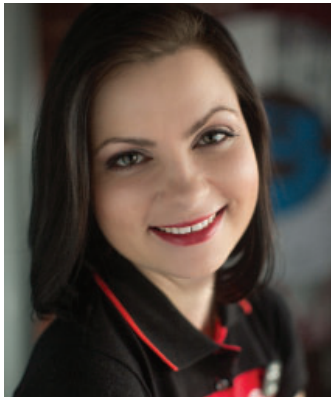
Keynote Speaker

Dr Yichuan Wang

Associate Professor in Digital Marketing,
University of Sheffield, UK

Yichuan Wang is Associate Professor in Digital Marketing at the University of Sheffield, UK. He holds a Ph.D. in Business & Information System from the Raymond J. Harbert College of Business, Auburn University (USA). His research interests focus on examining the role of digital technologies and systems (e.g., big data analytics, AI, and social media) in influencing practices in marketing, tourism management, and healthcare management. His research has been published in the British Journal of Management, Annals of Tourism Research, Journal of Travel Research, Industrial Marketing Management, Information & Management, Journal of Business Research, IEEE Transactions on Engineering Management, and International Journal of Production Economics. He has been editing several special issues on digitalization-related topics in journals and chairing mini tracks in the leading IS conferences such as HICSS, AMCIS, and ECIS. He sits in the editorial board of Enterprise Information System.

He has been a consultant for both private and public sectors in the USA, China, and Taiwan. In recent years, he has led and being closely involved with industry on a number of international projects in healthcare domains, including Louisiana State University Health Sciences Center (LSUHSC) in Shreveport and Monroe (USA), AskaPatient.com, and First Affiliated Hospital of Zhengzhou University (China).



Professional Speaker

Alena Terekhova

Global Product Marketing Director,
Wargaming, Cyprus

Alena Terekhova is Global Product Marketing Director of Wargaming, based in Nicosia, Cyprus. Ms Terekhova has developed and executed global brand communication and marketing campaigns for such brands as World of Warships, World of Tanks, KIA, Mazda and Land Rover. At Wargaming, she has directed media campaigns to attract over 2 million new players to the recently released game - World of Warships: Legends, available on PS4 and Xbox One. She has also introduced Wargaming to celebrity marketing by running their first collaboration with an Action Hero Actor, Steven Seagal, later signing on the Hockey player and Stanley Cup winner, Alexander Ovechkin. Before then, she conducted global creatives production to support marketing activities and lead brand communication for World of Warships.

In the automotive industry, she developed and performed a Regional GoToMarket brand strategy for a new KIA AutoCentre in Belarus. Earlier, she led brand communication for Mazda and Land Rover, where she organized an initial showcase for a Mazda concept car in Belarus during the MotorShow 2011, bringing forward MAZDA as the outstanding auto brand in the region. Alena also started and launched a client relationship event program to increase the average check of MAZDA and LAND ROVER AutoCenter customers. She is an expert in PR, media buying, influencer marketing, business development and budget planning.

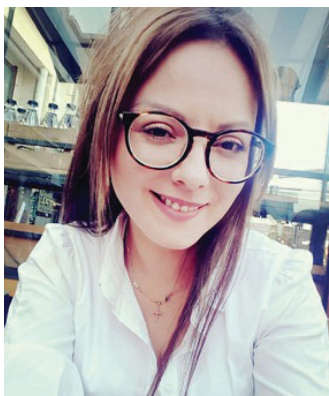


Speaker

Dr Derek Watson

Associate Professor, University of Sunderland

Dr Derek Watson is Associate Professor and Senior Fellow of the Higher Education Academy, founder of the Faculty 'Business Clinic' and the Doctoral lead for the University's 'Research Fridays' programme. He has rich experience of mapping skills requirements in emerging sectors. Dr Watson has extensive links and networks as a result of sourcing and embedding external engagement opportunities across the curriculum, with an international portfolio of clients and contacts, such as the British Cabinet Office, Indian Government Council of Scientific and Industrial Research, Dubai Police and Canon International. His research focuses on academic-industry collaboration and food safety cultural compliance.



Speaker

Sophia Pandi

PhD candidate, University of Sunderland

Sophia is currently a third year part-time PhD research student in the Faculty of Business, Law & Tourism at the University of Sunderland. She is also working as an academic tutor and delivers guest speaker sessions. She holds a BA (Hons) in Business and Marketing and two postgraduate (Hons) degrees in Project Management and E-Commerce Applications. Her research focuses on food safety culture in the hospitality sector and food manufacturing. Its objective is to provide viable recommendations for effective compliance, enhanced productivity and employee commitment. Her work experience (fifteen years in consultancy in private and public organizations in the business and hospitality Industry globally) informs her research and teaching. She is attending continuous professional development by actively participating in international and global conferences; disseminating my research findings and publishing academic papers; she is certified from HEA (Higher Education Academy) with Associate Fellowship.



Speaker

Dr George Afxentiou

Assistant Professor, CTL Eurocollege

Georgios Afxentiou (DBA) is head of research, an Assistant Professor in business and a member of the Quality Assurance Committee at CTL Eurocollege in Cyprus. A certified management consultant (CMC), he also provides consulting services to businesses in Cyprus through the Georgios Afxentiou Research Laboratory. He teaches management, entrepreneurship, innovation strategy, strategic management, marketing and operations. He is a researcher in business administration with focus on the organizational design of businesses and publishes articles and papers in academic and professional journals.



Speaker

Dr Irene Kujala

Assistant Professor, Åbo Akademi University

Dr Irene Kujala completed her PhD in International Marketing at the Åbo Akademi University (Finland, 2016). She is currently an assistant Professor for International Marketing at the Åbo Akademi University. She worked as a visiting lecturer for MBA International Business course at the Cyprus International Institute of Management for three consecutive semesters from 2017-2018. Her research interests focus on emerging markets strategies, SMEs internationalization and Business network relationship development. She has previously worked with global companies in the area of marketing and sales. As an entrepreneur, she founded a hospitality business in Finland, which has been running successfully since 2007.



Speaker

Dr Alexis Kythreotis

Assistant Professor, European University Cyprus

Alexis Kythreotis is Assistant Professor and Chairperson in the Department of Accounting, Economics and Finance at European University Cyprus. He holds a PhD from Athens University of Economics and Business and an MBA from the University of Cardiff. His thesis was published in 2012 under the title “Qualitative Characteristics in Accounting Disclosures”. Prior to coming back to academia, Alexis worked as an accountant in EFG Eurobank in Athens. His research generally focuses on financial accounting, market-based accounting research and the quality of financial statements. Specifically through historical accounting data, Alexis examines the adoption of International Financial Reporting Standards (IFRS) and the value relevance, reliability, timeliness, predictability and persistence of financial statements. In recent years, he has presented his research at many international conferences and has published his work in scientific journals.



Speaker

Dr Evie Michailidis

Lecturer, CIM

Dr Evie Michailidis holds a BSc in Psychology, an MSc in Occupational and Organizational Psychology, and a PhD in Psychology – all from the University of Surrey in the UK. Her research expertise is in the field of Occupational Health Psychology and includes looking at stress, work life balance, work-related rumination, sleep, embitterment, burnout and in general anything around employees’ health and well-being. She has written articles for both peer-reviewed academic and non-academic publications, and has presented at numerous academic and professional conferences. She is a member of the British Psychological Society and the European Association of Work and Organizational Psychology.



Speaker

Mia Delfini
HR Specialist

Mia Delfini holds a BA in English Linguistics and Spanish Studies from Lancaster University (England) and an MSc in TESOL from Stirling University (Scotland). She has spent the past 6 years teaching English at various universities in Germany while at the same time pursuing a PhD in Computational Linguistics. For the past 3 years she has been working in the advertising field recruiting and headhunting Europe-based film and multimedia talents for Orangereel Creative Collective, the talent management branch of a Cyprus and Lebanon-based film production house. On moving back to Cyprus, in an attempt to make a career change, she obtained an MSc in Human Resource Management and Corporate Strategy from the Cyprus Institute of Marketing (Nicosia), for which she was awarded the YPH prize for academic excellence.



Speaker

Dr Sotiroula Liasidou
Assistant Professor, Cyprus University of Technology

Sotiroula Liasidou has a PhD in Management (with emphasis on Tourism and Air Transport Management) from the University of Exeter, UK, an MSc in Tourism Management from the University of Surrey, UK and a BA (Hons) in Hospitality Management from Middlesex University, UK. Her academic qualifications also include an HND in Hotel and Catering Management from the Higher Hotel Institute of Cyprus. Currently, she is an Assistant Professor in the Department of Hotel and Tourism Management, Faculty of Management and Economics, at the Cyprus University of Technology (CUT).



Speaker

Anastasia Aslanides

Researcher, Cyprus University of Technology

Anastasia Aslanides studied Business Administration & Economics (University of Macedonia, Thessaloniki) and furthered her studies according to her career requirements in the UK, France, and Switzerland. Joining Cyprus Airways in 1979, she offered her services for various projects as team member or project manager and she has been assigned to the duties of Head of Commercial Planning & International Affairs Department. Since 2009 she has been external associate in various research projects and studies in the broader field of air-transport and tourism industry. Combining her experience in tourism and culture with journalism, she earned an M.A. degree from the Open University of Cyprus, Postgraduate Program in Communication and New Journalism. She is currently involved in academic and business research.



Speaker

Christiana Stylianou

PhD candidate, Cyprus University of Technology

Christiana Stylianou has been a PhD Candidate in the Department of Hotel and Tourism Management of the Cyprus University of Technology since 2018. She holds a Master's degree in Business Administration from the University of Cyprus. In 2016, she received a Bachelor's degree in Hotel and Tourism Management from the Cyprus University of Technology. Her career spans five years in the field of Hotel Management and she is currently working as an HR Manager at a five-star Hotel. Her research interests revolve around Entrepreneurship, Female Entrepreneurship, Innovation, Human Resources Management, Human Relations and Hospitality Management.



Speaker

Dr Constantinos Constantinou

Research Fellow, Cyprus Centre for Business Studies

Constantinos Constantinou is a Research Fellow at the Cyprus Centre for Business Studies and Editor-in-chief of The Market: International Journal of Business. He was previously Media and Communication Trainee at the European Defence Agency in Brussels and continues to assist with research at the Centre for European and International Affairs at the University of Nicosia (UNIC). He holds a PhD in Business Administration from the European University Cyprus (EUC), an MA in International Relations and European Studies from UNIC, and MBA/BA in European Studies from EUC. His research focuses on political marketing and communication, specifically, regarding the marketing of war. His latest published work in a scientific journal examines how popular culture may fall within the context of foreign policy.



Speaker

Yuan Zhai

PhD candidate, University of Sunderland

Yuan entered the University of Sunderland in February 2018 to pursue a doctorate under Dr. Derek Watson. Prior to that, he received a master's degree in science from the University of Warwick in 2016. In 2014, he received a bachelor's degree in engineering from Imperial College London. He started studying in the UK when I was 14 years old and won the silver and gold medals in the UK mathematics challenge in 2009 and 2010 respectively. From 2016 to 2017, he served as the business manager of China Energy Construction Group International Co., Ltd., responsible for reviewing all the commercial contract terms signed by the enterprise with foreign governments or enterprises. Since his master's degree, he has focused on exploring business management, quality and safety control, international strategy and return on investment. He has delivered speeches in universities, academic conferences, participated in and organised some Sino-British enterprise association and educational exchange activities, and maintained good communication and research with experts and professors from different British universities.

