

4th Annual Academic Conference

Powering the Future

/ Saturday, 25th September 2021
CIM Nicosia Campus

Programme



4th ANNUAL ACADEMIC
CONFERENCE

09:30 - 10:00

Registration - Coffee

10:20 - 10:30

Welcome

- Dr Katerina Pavlou, Director, Cyprus Centre for Business Research

10:30 - 11:00

Views from the Industry

Chair: Dr Maria Socratous, Director of Business Studies, CIM

"Branding"

- Ms Despo Lefkariti, CEO, Delema McCANN

11:00 - 11:45

String 1: Services

Chair: Dr Myria Kkali, CIM

"Brexit, COVID-19, and its effects on the UK Food Sector's Safety Culture" (live streaming)

- Dr Derek Watson, University of Sunderland

"Hotels' Social Responsiveness During Crises - the Case of Cyprus"

- Dr Sotiroula Liasidou, Cyprus University of Technology

- Dr Maria Socratous, Director of Business Studies, CIM

- Ms Anastasia Aslanides, Cyprus University of Technology

- Dr Kosmas Pipyros, CTL Eurocollege

- Ms Christiana Stylianou, Cyprus University of Technology

11:45 - 12:00

Coffee Break

12:00 - 13:15

String 2: Business

Chair: Dr Christiana Charalambidou, CIM

"Entrepreneurial Spirits and SME Branding - A Symbiotic Relationship"

- Dr Irene Kujala, Abo Akademi, Finland

"Nation & City Branding: The Application of Corporate Marketing Concepts to Countries"

- Prof. Valerio Mancini, Rome Business School

"Relevance and Faithful Representation (Reliability) of Annual and Semi-Annual Financial Statements: A Trade Off? Empirical Evidence from the Manufacturing Industry"

- Dr Alexis Kythreotis, European University Cyprus

- Mr Milad Soltani, European University Cyprus

13:15 - 14:15

Lunch Break

14:15 - 14:45

Keynote Lecture

Chair: Dr Christos Hadjiyiannis, Dean, CIM

"Future of Work"

- Prof. Simon L. Dolan, President, Global Future of Work Foundation

14:45 - 15:30

String 3: People

Chair: Dr Katerina Pavlou, CIM

"SMEs: Factors Affecting Customer Loyalty in Independent Bookstores: How Well are Customer Needs Being Met? A Cross-generational Study"

- Ms Sofia Stella Christou, CIM/UWL
- Dr Georgia Thrasyvoulou, Director of HR & Student Affairs, CIM

"How can Technostress Impact on how Remote e-Workers Feel and Behave? An Exploratory Longitudinal Study."

- Dr Maria Charalampous, Coventry University
- Andrea Ceschi, Verona University
- Michela Vignoli, University of Trento

15:30 - 15:45

String 3: Technologies

Chair: Dr Haris Machlouzarides, CIM

"Human Shielding™"

- Ms Yiota Nicolaidou, CEO, Y. Secure World Vision

15:45 - 16:00

Coffee Break

16:00 - 16:30

String 4: Shipping

Chair: Dr Georgia Thrasyvoulou, Director of HR & Student Affairs, CIM

"Covid-19 and the Energy Trade: Evidence for Tanker Trade Owner"

- Dr Nektarios Michail, Cyprus Centre for Business Research
- Dr Konstantinos Melas, Cyprus Centre for Business Research

"Buy Together, but Recycle Alone: Sen Timent Driven Herding Behaviour in the Ocean-going Shipping Industry"

- Dr Konstantinos Melas, Cyprus Centre for Business Research
- Dr Nektarios Michail, Cyprus Centre for Business Research

16:30 - 17:00

Keynote Lecture

Chair: Dr Constantinos Constantinou, CIM & Cyprus Centre for Business Research

"Bridging the Political Gap: People at the Centre"

- Dr Nicos Antoniadou, Associate Professor, DeVry University, Keller Graduate School of Management, New York

17:00 - 17:30

Round Table Discussion

Chair: Dr Maria Socratous, Director of Business Studies, CIM

"Powering the Future"



Keynote Speaker

Prof. Simon L. Dolan

President, Global Future of Work Foundation

Simon L. Dolan is the President of the Global Future of Work Foundation. Previously, he has been a full professor and the Future of Work Chair at ESADE Business school (Barcelona). He has been a full tenured Professor of HRM/OB at the School of Industrial Relations, the University of Montreal since and at McGill University. He had obtained his Ph.D. from the Carlson Graduate School of Management, the University of Minnesota. Professor Dolan taught as visiting professor/scholar in many universities throughout the globe primarily at the MBA and Ph.D. levels. Prof. Dolan has written extensively in the joint fields of human resource management, industrial/organizational psychology, occupational stress, Business Coaching, culture reengineering and the future of work. He has published more than 150 papers in referee journals, refereed proceedings and chapters in published books.

Prof. Dolan speaks several languages among them English, French, Spanish and Hebrew, and understands German and Polish. He had respectively given over 600 speeches and conferences around the globe. He is a prolific book writer with over 75 books published, some being listed as bestselling on the respective publishers (McGraw Hill, Pearson, and Palgrave-Macmillan).

For more see: www.simondolan.com



Keynote Speaker

Dr Nicos Antoniadis

Associate Professor, DeVry University, Keller Graduate School of Management, New York

Dr Nicos Antoniadis (B.A., M.A., D.B.A.) is a Greek-Cypriot refugee (Famagusta-Cyprus) living in NYC. He is a Professor of Marketing and acted as adviser to several politicians and organizations in Cyprus. He worked as a lecturer and students' adviser in UK Universities (Cyprus Campuses) and U.S. Universities (CUNY; St. John's University). Nicos is the author of one book, two eBooks, and several academic papers in Political Marketing. In 2015, he developed AMPCOPE Political Test (Antoniades Measuring Political Competitiveness and Performance), an online tool that measures political competitiveness and performance. AMPCOPE is registered with the U.S. Copyright Office and was nominated for the AMA Marketing Awards. He is an award-winning scholar: (a) CIS Model: Packaging Government Ideas, 7th International Conference on Management and Education Innovation, University of Greenwich, London 2019; and, (b) "Recognized for Outstanding Research and Contributions" among the influential few studies featured in Heliyon's edition, Elsevier, February 2019. Nicos Antoniadis presented to various international academic conferences (i.e., Harvard; CUNY; University of Greenwich). He is a member of "The Market: International Journal of Business" Journal Editorial Board and acted as a reviewer for the Academy of Marketing (AM), the American Marketing Association (AMA), the Journal of Political Marketing, Economics Bulletin, Palgrave Communications, Common Ground, and the Journal of Marketing Analytics. He is an editor at the *ikypros* portal, L.A. Voice, and HellasJournal. Nicos Antoniadis is an Associate Professor at DeVry University, Keller Graduate School of Management, New York, and an Adjunct Professor of Marketing and Political Marketing at St. John's University, New York.



Keynote Speaker

Ms Despo Lefkariti

CEO, Delema McCANN

Following studies in Marketing in London, Despo started her career in the family petroleum company, Petrolina Hellas, in Greece. In 1985, she returned to Cyprus to found DELEMA, one of the largest and most creative communication agencies in Cyprus, now affiliated with McCANN Worldgroup, the largest and most effective communication network in the world.

She is the President of FED (Self-Regulation association) and SDEK (Communication Agencies Association).



Speaker

Ms Anastasia Aslanides

Research Associate, Cyprus University of Technology

Anastasia Aslanides studied Business Administration and 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 had been assigned to the duties of Head of Commercial Planning & International Affairs Department. Since 2009 she continued her career as an external associate in 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 a sound M.A. degree from the Open University of Cyprus, Postgraduate Program in Communication and New Journalism and joined the research team of the Advanced Media Institute in the field of "Culture, Tourism, Migration and Place Branding in Communication". She participated in several international conferences and published her work in peer-reviewed academic journals, articles and book chapters of academic and other interest. Anastasia is currently involved in business and academic research in areas of her expertise, as a Research Associate at the Department of Hotel and Tourism Management of CUT. She is member of various professional and social organizations.



Speaker

Dr Alexis Kythreotis

European University Cyprus

Dr Alexis Kythreotis is an Assistant Professor in Accounting at European University Cyprus, the Chairperson of Accounting, Economics and Finance Department in addition to the Coordinator of the BSc in Accounting. He holds a PhD in Financial Accounting from Athens University of Economics and Business, and an MBA from Cardiff University. His thesis was published in 2012 with the title "Qualitative characteristics in Accounting Disclosures" and his research generally lies on Financial Accounting, Fraud, Market-based accounting research and the Quality of Financial Statements. Additionally, he holds the European Certificate in E-learning Courses Design and Teaching from UOC, Universitat Oberta de Catalunya. Before his academic career, Alexis worked as an accountant at EFG Eurobank in Athens.



Speaker

Dr Derek Watson

Associate Professor in Cultural Management

Dr Derek Watson is an 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. 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 Food Safety Cultural Compliance and Academic-Industry collaboration, investigating the impact of knowledge exchange on practice in both the classroom and the workplace. He actively documents his consultancy experience via international academic journals and has delivered lectures and seminars at universities and symposiums on a global scale. He has been appointed on the editorial board for the 'International Journal of Academic Research in Management'. Dr Watson is also a Doctoral External Examiner, academic reviewer of several international journals and currently employed as 'External Examiner' for Staffordshire and Chester University DBA programmes. In addition, he is also a Visiting Professor at the University of Panama in Food Culture and a Senior Research Fellow at the Cyprus Centre for Business Research - CIM.



Speaker

Dr Georgia Thrasyvoulou

Director of HR & Student Affairs, CIM

Dr Georgia Thrasyvoulou has been a Post-Doctoral Research Fellow at Cyprus Centre for Business Research at CIM since 2017, where she is actively engaging with the centre's research activities and conferences. She holds a Psychology Degree from the University of Cyprus, a master degree and a PhD in Organisational Psychology from the University of Leeds. She is a licensed Occupational and Organisational Psychology Practitioner. She is also a holder of a Post-Graduate Certificate (PGCeHE) for teaching and learning in Higher Education and a fellow member of the Higher Education Academy (FHEA). She has been a part-time Lecturer and Academic Supervisor at CIM since 2019. On a daily basis, she works as a Lecturer and Programme Leader for the MSc Business Psychology course at UNICAF University.



Speaker

Dr Irene Kujala

Åbo Akademi, Finland

Dr Irene Kujala obtained her Master of Science in International Business from the University of Vaasa in Finland and her Ph.D degree in International Marketing from the Åbo Akademi University, Turku, Finland. Her research interests focus on small and medium-sized firm internationalization, business network relationships, emerging African markets strategies, as well as critical events in internationalization and business network relationships. She previously taught at the Jyväskylä University of Applied Science (Finland) and the Cyprus Institute of Marketing. Currently, Dr Irene Kujala is an Assistant Professor/ University Lecturer at the Åbo Akademi Faculty of Social Sciences, Business and Economics, Turku, Finland.



Speaker

Dr Konstantinos Melas

Cyprus Centre for Business Research

Dr Konstantinos Melas is a Post-doctoral Fellow at the Cyprus Centre for Business Research, and a Lecturer in Shipping and Finance at Metropolitan College (Greece). His research interests cover maritime economics, commodity markets, logistics and corporate finance. He has published papers in established refereed journals, such as the Asian Journal of Shipping and Logistics, Transportation Research Interdisciplinary Perspective, Journal of Shipping and Trade, among others. He holds a Ph.D. in Commerce, Finance and Shipping from Cyprus University of Technology, a M.Sc. in International Accounting and Finance from City University, London and a B.Sc. in Economics from Aristotle University of Thessaloniki. Before joining the academia, he has worked in junior managerial positions in the shipping and the asset management sectors.



Speaker

Prof. Valerio Mancini

Rome Business School

Valerio Mancini holds an LLM in International cooperation against transnational organized crime from the University of Teramo, an MA in International relations and EU integration from the Catholic University of Milan, an MA in Economic security, intelligence and geopolitics from SIOI Rome, and a BA in Political science and international relations from the Catholic University of Milan.

He is an expert in international relations, political marketing, geopolitics and export management. He is the Director of the Rome Business School Research Center and Head of the Trans-national Crime Department at the Multidisciplinary Institute for Security Management and Antisociality Prevention. He is also Consultant for the International Academy for Security and Defense and for different Italian companies. Valerio has worked with international organizations worldwide (UNODC, UNICRI, MAOC-N and the OECD) and for the Italian permanent representation to the OECD in Paris. He is Professor at Rome Business School and at the "Istituto Armando Curcio" - Rome and visiting lecturer in Argentina (Universidad Católica de Argentina), Colombia (Universidad Católica de Colombia), Brazil (Baiana Business School), and Syria (MHR Group International). He is author of books, articles and reports and co-author of academic publications. Earlier, he was a foreign news reporter for the Colombian newspaper "El Espectador" and, since 2010, he is a correspondent in Italy for the Colombian radio program "UN Análisis". Besides Italian (mother tongue), Prof. Mancini also speaks Spanish, English and French, with basic knowledge of Portuguese too.



Speaker

Dr Maria Socratous

Director of Business Studies, CIM

Dr Maria Socratous holds a PhD in Management with a specification in gender discrimination in the workplace. Dr Socratous is working for the Cyprus Deputy Ministry of Tourism and as a Lecturer at the Cyprus Institute of Marketing and the Cyprus University of Technology. She is a fellow of the Chartered Institute of Personnel and Development (CIPD) since 2009, Research Fellow at Cyprus Centre for Business Research at CIM since 2017, where she is actively engaging with the Centre's research activities and conferences. Dr Socratous is a Reviewer for the International Journal of Human Resource Management and Gender in Management: an International Journal.



Speaker

Mr Milad Soltani

European University Cyprus

Milad Soltani is a Ph.D. Candidate in Business Administration at European University Cyprus. His thesis is titled "Financial Fraud Assessment model in Developing Countries". His research interests revolve around the areas of Financial Fraud, Financial Accounting, and Management Accounting.



Speaker

Dr Nektarios Michail

Cyprus Centre for Business Research

Dr Nektarios Michail is an Economist at the Central Bank of Cyprus, and has more than 8 years of experience in the financial services industry, having worked at the European Central Bank, the Bank of Cyprus, as well as a Cyprus Investment broker and a broker fund. Through his experience, Nektarios has obtained a hands-on experience with real-life economic issues, with proven success in forecasting and analysis. He holds a PhD in Financial Economics from Cyprus University of Technology, and his research, focused on economic policy and banking, as well as international and maritime economics, has been published in a variety of academic journals, as well as featured in the leading newspapers of Cyprus.



Speaker

Ms Sofia Stella Christou

CIM/UWL

Sofia Stella Christou holds a BSc in Zoology, an MSc in Wildlife Management and Conservation (both from the University of Reading) and an MSc in Digital Marketing (CIM/UWL). She works at the Soloneion Book Centre in Nicosia, Cyprus as the Business Development Manager as well as the Digital Marketing Manager. Her MSc thesis focused on consumer loyalty and customer satisfaction in the Cypriot SME marketplace, and is in the process of being submitted for publication to several peer-reviewed journals. Her scientific background has greatly aided her latest research by heavily relying on statistical analysis.



Speaker

Dr Sotiroula Liasidou

Cyprus University of Technology

Dr 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

Ms Yiota Nicolaidou

Assistant Professor, CTL Eurocollege, Cyprus

Yiota Nicolaidou is a Security Mechanics Strategist, Founder, and CEO of Y. Secure World Vision. She is a self-made businesswoman, tech entrepreneur, a philanthropist, and an admitted Fighter against terrorism. Trained for the design of safety critical systems, the protection of highly classified Information even from invisible attacks and Fault Tolerance; brings a realistic and actionable angle to the protection of organizations and businesses. Yiota's expertise has been recognized on an international level and sought out by top semiconductor companies, governmental agencies fighting cyber-terrorism and other government-based safety critical infrastructure re-design related projects to public protection, valuable assets, and classified information protection. She focuses on holistic security (covering hybrid attacks) and strategy, with her training models taking advantage of mental and behavioural models and brain capabilities in order to offer to her clients an effortless, easy and at the same time long-term protection. Yiota is a producer and presenter of a blog and podcast called "Your Security Boost" while making appearances as a national speaker, guest writer for security-related magazines in addition to local radio and TV shows.



Speaker

Dr Kosmas Pipyros

Senior Lecturer, CTL Eurocollege, Cyprus

Dr Kosmas Pipyros holds a PhD in Information Systems Security from the Athens University of Economics and Business, Department of Informatics, an MSc in Information Systems Security from the same University and an LLB in Law from the Aristotle University of Thessaloniki. He is a Research Associate at the Department of Law at the University of Cyprus and a Post-doctoral Research Fellow at the Cyprus Institute of Marketing. He is also a part-time Senior Lecturer at CTL Eurocollege, Limassol. On a professional basis as a full-time employment, he holds the position of a Military Legal Advisor in the Ministry of National Defence of Greece, dealing with issues of International Law and Information Security. His academic research interests are mainly focused on International Law and Cybersecurity using a multidisciplinary approach of investigation and discussion.



Speaker

Christiana Stylianou

Cyprus University of Technology

Christiana Stylianou is a PhD Candidate in Entrepreneurship and Hospitality Management in the Department of Hotel and Tourism Management, at the Cyprus University of Technology. She holds an MBA from the University of Cyprus and a BSc in Hotel and Tourism Management from the Cyprus University of Technology. She is currently acting as a Faculty Member and a Programme Leader of various Master Degree Programmes of Unicaf University and its partner university, UEL - University of East London. Her career began in the hospitality sector, and she keeps collaborating hand in hand with professionals in the industry. She is fascinated by the exploration of central elements of memorable tourism experiences and fulfilment and her research interests revolve around female entrepreneurship and gender equality, alternative forms of tourism, and hospitality management.



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