

# 5<sup>th</sup> Annual Academic Conference

## Igniting the New World of Business

Saturday, 17th September 2022

CIM Nicosia Campus

### Programme





**5<sup>th</sup> ANNUAL ACADEMIC  
CONFERENCE**

09:15 - 09:45

**Registration - Coffee**

09:45 - 10:00

**Welcome**

- Dr Louis Karaolis, CIM

10:00 - 10:30

**Keynote Lecture**

Chair: Christos Hadjiyannis, Dean, CIM

**“Work-life balance through a diversity lens – implications for theory, research and practice”**

- Prof. Almuth McDowall, Birkbeck University

10:30 - 11:00

**String 1: Services**

Chair: Dr Myria Kkali, CIM

**“A Perfect Storm, Brexit, COVID-19 and Increased cases of Food Contamination. A case study of how British Food Manufacturers foster food safety cultures”**

- Dr Derek Watson, University of Sunderland

- Dr Yuan Zhai, Teesside University

- Prof. Jessica Lichy, IDRAC Business School

**“Harmonising the Transparency of Political Advertising in the EU”**

- Dr Louis Karaolis, CIM

11:00 - 11:15

**Coffee Break**

11:15 - 11:45

**Keynote Lecture**

Chair: Dr Georgia Thrasyvoulou, CIM

**“Igniting the ‘New’ in the New World of Business”**

- Ass. Prof. Alexia Panayiotou, University of Cyprus

11:45 - 12:05

**Views from the Industry**

Chair: Dr Constantinos Constantinou, CIM

**“Why Business does not trust Academia (8 A.C.A.D.E.M.I.C. Challenges to solve!)”**

-Mr Peter Andreou, PeopleAchieve

12:05 - 13:00

**String 2: Business**

Chair: Dr Christiana Charalambidou, CIM

**“The Effectiveness of the Fraud Triangle and SAS No.99: A Meta-Analytic Approach”**

- Dr Alexis Kythreotis, European University Cyprus

- Mr Milad Soltani, European University Cyprus

**“Understanding the Involvement of Female Tourism Entrepreneurs towards Place Branding during the Covid-19 Crisis”**

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

**“Activities and Capabilities of Institutional Actors in International Project Business”**

- Dr Irene Kujala, Abo Akademi University, Finland

**13:00 - 13:45**

**Lunch Break**

**13:45 - 15:00**

**String 3: People**

Chair: Dr Constantinos Constantinou, CIM

**“Strategic Human Resource Management and Diversity Management in Cyprus: Focusing on multicultural employees’ probation period”**

- Ms Giota Lilli, CIM

**“Employability and Professional Future: Analysis of the New Post-Pandemic challenges”**

- Prof. Valerio Mancini, Rome Business School

**“Understanding the Dimensions of Human Capital – Organizational Implications and Application”**

- Dr Derek Watson, University of Sunderland
- Ms Garcia Green-McLennon, University of Sunderland

**“The role of technostress on remote workers’ affective, social, and psychosomatic wellbeing at work”**

- Dr Evie Michailidis, CIM

**“Cross-National Validation of the E-Work Well-Being in a Southern European Sample”**

- Dr Maria Charalampous, CIM

**15:00 - 15:15**

**Coffee Break**

**15:15 - 15:45**

**Round Table Discussion**

Chair: Dr Maria Socratous, CIM

**“Igniting the New World of Business”**



## Keynote Speaker

**Ass. Prof. Alexia Panayiotou**  
University of Cyprus

Alexia Panayiotou is an associate professor in the Department of Business and Public Administration at the University of Cyprus. She completed undergraduate and graduate studies at Stanford University and has a doctorate in Human Development and Psychology from Harvard University. Her research interests include critical management pedagogy; gender and work; feminist analysis of organizations; the representation of management and organizations in popular culture; organizational space and symbolism; organizational paradoxes; visibility; and organizational narratives. Her work has appeared, amongst others, in the Academy of Management Learning and Education, Management Learning, Strategic Organization, Organization, and the Journal of Management Inquiry. Her article "Paradoxes of Change" (co-authored with G. Kassinis) received the 2016 Best Paper Award in the Academy of Management Organizational Development and Change division and was a finalist for the all-Academy Dexter Award. Dr. Panayiotou has served as an Associate Editor of Management Learning, an Associate Editor of the European Management Review and has been on the Editorial Boards of the British Journal of Management and Equality, Diversity and Inclusion.

With extensive NGO experience both in Cyprus and the US, Dr. Panayiotou remains passionate about social change. She has served as the Cyprus expert in the European Commission's Expert Group on Gender, Employment and Social Inclusion, an independent expert for the Mutual Learning Programme of the European Employment Strategy, and as a board member of the Mediterranean Institute of Gender Studies. Dr. Panayiotou is also one of the first 100 core members of the global network Women Waging Peace and instrumental in setting up the first battered women's center in Cyprus and its related hotline. Dr. Panayiotou is also a core member of the University of Cyprus Gender Studies program, where she teaches both MA and PhD students.



## Keynote Speaker

**Prof. Almuth McDowall**  
Birkbeck University

Almuth is Professor of Organisational Psychology at Birkbeck University of London where she leads her department and is part of the school's executive team. Her research has been funded by the Ministry of Defence, the College of Policing, the Chartered Institute of Personnel and Development and the Home Office, as well as a range of other funders. Almuth has won awards for her research and her commitment to furthering the practice of psychology in the workplace in the UK. She regularly contributes to the media fuelled by her belief that research needs to speak to organisations directly to have impact and contemporary relevance. She is a Chartered Psychologist, Academic Fellow of the CIPD and Fellow of the International Society for Coaching Psychology. Alongside she is a practicing psychologist working with the private, public and third sector delivering bespoke assignments. Her research interests are varied and include diversity and neurodiversity, worklife balance and occupational health, and professional competence and coaching.



## Speaker

**Dr Alexis Kythreotis**  
European University Cyprus

Alexis Kythreotis is an Assistant Professor in Accounting at European University Cyprus. He is also the Chairperson of Accounting, Economics and Finance Department and the Coordinator of the BSc in Accounting. Dr Kythreotis 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

### **Ms Anastasia Aslanides**

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, she offered her services for various projects as a team member or project manager and she has held the role of Head of Commercial Planning and International Affairs Department. Bringing along over 30 years of experience in the airline industry, 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. 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 a member of various professional and social organizations.



## Speaker

### **Ms 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 a BSc in Hotel and Tourism Management from the Cyprus University of Technology and an MBA from the University of Cyprus. She is the Academic Coordinator and Programme Leader of three Master's Programmes of the Business School at Unicaf University and its partner UK Universities (the University of East London and Liverpool John Moores University). Her research interests revolve around female entrepreneurship, alternative forms of tourism with an emphasis on rural tourism, gastronomy tourism, and sustainable tourism development.





## 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, his is also a Visiting Professor at the University of Panama in Food Culture and a Senior Research Fellow at the Cyprus Business School while also serving on the editorial board of *The Market: International Journal of Business*.



## Speaker

### Dr Evie Michailidis

CIM

Dr Evie Michailidis, completed all her studies; BSc in Psychology, MSc in Occupational and Organizational Psychology, PhD in Psychology at the University of Surrey, UK.

Her main research interest lies in the field of Occupational Health Psychology, such as 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, along with presenting 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

### **Ms Garcia Green-McLennon**

University of Sunderland

Garcia Green-McLennon is the Director of Student Financing at the University of Technology (UTech), in Kingston, Jamaica. She is currently pursuing a Doctorate in Business Administration at the University of Sunderland, UK, and holds a Master of Science Degree in Public Sector Management and a B.Sc. in Management Studies and International Relations; both from the University of the West Indies (UWI) Jamaica. She has served in a number of capacities both regionally and locally. She is currently an Advisor to the UTech, Ja. Debating and Public Speaking Society and has served as Regional V.P. of the Association of Caribbean Higher Education Administrators (ACHEA). She is a former Board Director of Jamaica's National Youth Service and has served as International Adjudicator at the World Universities Debating Championships in Ireland, Botswana, the Philippines, Mexico and at the Pan-American Championships in the USA. She is also an Adjunct Faculty member at the UWI, Mona in the Department of Management Studies.



## Speaker

### **Ms Giota Lilli**

CIM

Giota Lilli holds a Bachelor's Degree in Social Sciences (University of Cyprus), a Higher Diploma in Project Management (London School of Business and Finance), and an MSc in Human Resource Management and Corporate Strategy (Cyprus Institute of Marketing).

She is currently working as a R&D Project Manager at a software company, and she has previously worked as a Project Manager, Social Worker, Flight Attendant, and L&D Officer.

Giota is fluent in Greek and English, and she has a good command of the Spanish and Italian language.



## Speaker

### **Dr Irene Kujala**

Abo Akademi University, 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 Jyväskylän 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

### **Prof. Jessica Lichy**

IDRAC Business School

Passionate for 'digital', Jessica Lichy has an MBA, PhD and post-doc 'HDR' in online/digital consumer behaviour, adopting an inter-generation and cross-cultural approach. She is employed as a research professor at IDRAC Business School (France) and is a research-active visiting professor at University of Sunderland. Her research interests include Big Data and digital transformation from an end-user perspective.



## Speaker

### Dr Louis Karaolis

CIM

Dr Louis Karaolis is Head of Law and Director of Academic Affairs at the Cyprus Institute of Marketing. Dr Karaolis received his doctorate in law from the University of Oxford, where he was awarded an Arts and Humanities Research Council Scholarship and a Law Faculty Scholarship. Dr Karaolis has taught law at several universities, including the University of Oxford – where he taught law and public policy at the Blavatnik School of Government, and at the University of Surrey – where he taught EU law. Dr Karaolis was also researcher in law at the Laboratory for Advanced Research on the Global Economy (LAB) situated at the London School of Economics and Political Science (LSE).



## Speaker

### Dr Maria Charalampous

CIM

Dr Maria Charalampous is a Special Scientist in Psychology and Business and Public Administration at different institutions in Cyprus (including CIM and the University of Cyprus). Her main area of interest is Occupational Psychology, with her most recent research exploring remote e-working, work-life balance, switching off, and well-being at work. Her work has tested multiple well-being models and used mixed methodology including survey studies, development and validation of psychometric measures, qualitative studies, and secondary data analyses. Maria is also a qualified test user (ability and personality) and has experience with recruiting and assessing individuals at work. She has published her work on remote e-working in well-reputed business psychology journals. Maria is currently assisting as an early career researcher on a funded project which explores the impact of remote e-working on people with disability and neurodiversity.



## Speaker

### **Mr Milad Soltani**

European University Cyprus

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



## Speaker

### **Mr Peter Andreou**

PeopleAchieve

Peter Andreou is one of the best International Inspirational and Humorous Keynote Speakers, Leadership Trainers and Conference Facilitators.

A High Impact, High Energy Speaker specifically tailoring insight at the level, depth and industry of his stakeholders.

He provides deep Learning with clarity, humour and never forgotten fun experiences. He helps set a Visionary Strategy and inspires Top Teams to own the Strategy. He helps Organisations Differentiate themselves by adding more value to their clients and stakeholders and drastically improves sales! He has trained over 25,000 Leaders and Managers in over 200 multi-nationals in 32 countries with 30 years' experience having run over 2000 workshops and conferences.

He is the CEO and owner of PeopleAchieve, an International Training Consultancy. He now specialises in Strategy, Leadership Implementation and Inspirational Conferences.



## Speaker

### Dr Sotiroula Liasidou

Cyprus University of Technology

Sotiroula Liasidou has a PhD in Management (with emphasis on Tourism) 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.



## Speaker

### Prof. Valerio Mancini

Rome Business School

Expert in international relations, communication, political marketing and geopolitics. Director of the Research Center and Professor at Rome Business School, "Istituto Armando Curcio" and Italian Design Institute (Italy).

Member of the Italian National School of Administration - Department for Economics, Finance and Statistics (DEFS), Presidency of the Council of Ministers; He was lecturer in the United States, Argentina, Colombia, Brazil, Cyprus, Nigeria, France, Poland, India and Syria; In 2019 he was involved as international consultant of the Colombian Attorney General for the preliminary work of the justice reform project. Further, he also serves on the editorial board of *The Market: International Journal of Business*.

Prof. Mancini worked with international organizations worldwide (UNODC, UNICRI, MAOC-N and OECD) and is consultant for the International Academy for Security and Defense (MASTERY) and 3rand Up company. Author of several articles and press reports and co-author of international studies and academic publications, he worked as a foreign news reporter for the Colombian newspaper "El Espectador" and, since 2010, is the correspondent in Italy for the Colombian radio program "UN Analisis". Author of «Football & Geopolitics» (2021).



## Speaker

### Dr Yuan Zhai

Teesside University

Dr Yuan Zhai joined the higher education sector in the UK since 2021 as a lecturer in business. Throughout his career, he has been involved in several social science research activities across a number of countries, including Singapore, Malaysia, China, France, Brazil, India, and Russia. His research interests include, but are not limited to, enterprise strategy, operation and supply chain management, and enterprise internationalization. Dr Zhai has considerable experience conducting social science research outside the university setting. In addition to doing social science research, his role as a consultant for enterprises and social organizations helped him facilitate a few projects for Chinese enterprises and universities, as well as educational and training projects for UK universities.

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