

## I. Entrepreneurship, Innovation and SMEs

### Research themes

- Marketing (branding, product innovation, e-marketing, social media, etc)
- Service quality in hospitality
- Innovative business models (open innovation, alliances, product/process innovation, etc)
- Entrepreneurship, social entrepreneurship, e-entrepreneurship
- Business networks for growth and innovation (alliances, labor mobility, etc)
- Human resources and change management
- Supply chain management (transportation, greening)
- Knowledge management (ICT, etc)
- Corporate social responsibility

	Research Interests	Dissertation topics
<b>Mr Alexandros Charalambides, acharalampidis@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Digital Marketing Strategy</li> <li>• Social Media Marketing</li> <li>• Search Engine Marketing</li> <li>• Performance Marketing and Branding</li> <li>• Viral Marketing and e-WOM</li> </ul>	<ul style="list-style-type: none"> <li>• Creating successful online presence through digital media and tactics</li> <li>• The role of Social Media in the e-marketing plan of an organization or a brand?</li> <li>• How important is Search Engine Optimization in the success of a digital marketing plan</li> <li>• Evaluation of success of communications and integrated communications campaigns (ROI)</li> <li>• The impact of Viral Marketing on brand awareness and consumer trust</li> </ul>

	Research Interests	Dissertation topics
<b>Dr. A Cruz,acruz@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Brand strategy</li> <li>• Brand building through social media</li> <li>• Personal branding</li> <li>• Virality and online consumer behavior</li> <li>• Event organisation</li> <li>• Use of technology for teaching and learning purposes</li> </ul>	<ul style="list-style-type: none"> <li>• Brand strategy in B2B contexts</li> <li>• Brand strategy in SMEs</li> <li>• Use of social media in B2B marketing</li> <li>• Use of social media and new technologies for teaching and learning purposes e.g. the case of MOOCs (massive open learning courses).</li> <li>• Use of social media in events</li> <li>• Events and place marketing</li> <li>• Green marketing and sustainability in the ____ (e.g. construction) market</li> <li>• Personal branding through social media</li> <li>• What makes content viral?-the case of ____ (e.g. blogs, video)</li> <li>• The impact of user generated content in online consumer behavior.</li> </ul>

	<b>Research Interests</b>	<b>Dissertation topics</b>
<b>Dr. Anastasios Diamantidis,</b> <b>adiamantidis@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Human resource management</li> <li>• Knowledge management</li> <li>• Organisational behaviour</li> <li>• Information technology/systems management</li> <li>• Intellectual capital</li> <li>• Training evaluation</li> <li>• Employee performance</li> </ul>	<ul style="list-style-type: none"> <li>• Organisational sustainability policies and employee green behaviour</li> <li>• Antecedents of pro-environmental behaviours at work</li> <li>• Intellectual capital and business performance</li> <li>• The Impact of Human Resource Management on Environmental Performance</li> <li>• Human Resource Development Practices and Employee Engagement: Examining the Connection With Employee Turnover Intentions</li> <li>• The Impact of High-Performance Human Resource Practices on Employees' Attitudes and Behaviors</li> </ul>

	<b>Research Interests</b>	<b>Dissertation topics</b>
<b>Dr Alexandros Kapoulas,</b> <b>akapoulas@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Qualitative Marketing Research</li> <li>• Marketing Communications and Electronic Marketing Communications</li> <li>• Marketing Services</li> <li>• Relationship Marketing</li> <li>• Consumer Behaviour</li> <li>• Customer Relationship Management (CRM)</li> <li>• Branding, relationship branding, fashion branding, fashion victims and counterfeit</li> <li>• Financial crisis and its impact on consumer behaviour</li> <li>• The Virtual marketplace order and consumer perceptions</li> <li>• Academic Rhetoric - v-Reality</li> </ul>	<ul style="list-style-type: none"> <li>• Uncovering managerial and customer attitudes towards CRM through an interpretive research design</li> <li>• Electronic Relationship Marketing approach rhetoric -v-reality</li> <li>• Does Customer Relationship Management appear to have more intrinsic appeal amongst practitioners than Relationship Marketing and if so why?</li> <li>• Is the concentration of Relationship Marketing on 'value laden relationships' really a 'win-win' situation or are the practitioners simply using the relational metaphor as distraction to customers (and/themselves)?</li> <li>• CRM and eCRM within the National Health System</li> <li>• Counterfeit phenomenon and fashion victims</li> <li>• Financial crisis: an unexplored phenomenon and its impact in customers' consumption perceptions.</li> <li>• Web 2.0 technology and its impact on consumer behaviour</li> </ul>

		<ul style="list-style-type: none"> <li>• Online consumer behaviour: the e-self and its impact on consumption.</li> <li>• Exploring the new virtual market space order both for traditional and electronic customers: webethography</li> </ul>
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<b>Dr Anastasios Karamanos,</b> <b>akaramanos@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Positioning the entrepreneurial venture</li> <li>• Network effects in R&amp;D strategy</li> <li>• Structuring strategic alliances</li> <li>• Alliances and networks</li> <li>• Market positioning</li> <li>• Microfinance</li> <li>• Financial market efficiency</li> </ul>	<ul style="list-style-type: none"> <li>• Effectiveness of open innovation through alliances on innovative performance</li> <li>• Entrepreneurial intentions and its effects on success of entrepreneurial ventures</li> <li>• Assessing the effectiveness of microfinance schemes</li> <li>• Event studies of financial market efficiency</li> <li>• Signaling quality through open innovation</li> <li>• Developing effective market positioning</li> <li>• Interpersonal networks and their effects on knowledge transfer within and between firms</li> </ul>

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<b>Stelios Kehaghias,</b> <b>kehaghias@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Open innovation</li> <li>• Digital marketing</li> <li>• Bank marketing</li> <li>• Pricing strategies</li> <li>• Consumer behavior</li> <li>• Product servitization</li> <li>• Business models</li> <li>• Outsourcing</li> <li>• Competitive advantage/resource-based view of the firm</li> <li>• Innovation management</li> </ul>	<ul style="list-style-type: none"> <li>• How open innovation can contribute to competitive advantage</li> <li>• How can SMEs adopt effectively the open innovation paradigm – intra-organizational and extra-organizational factors</li> <li>• Customer co-creation as a source of competitive advantage</li> <li>• How digital marketing can be integrated effectively in the</li> <li>• Strategies for developing loyalty in the retail banking sector</li> <li>• Strategies for dealing effectively with low cost rivals</li> <li>• How consumer behavior changes in a recession and what are the implications for marketers</li> <li>• How private labels are</li> </ul>

		<p>transforming the supermarket industry</p> <ul style="list-style-type: none"> <li>• How is the change from product focus to experience focus affecting the marketing strategies of customer focused organizations</li> <li>• Analysis of the strategic implications of the freemium model</li> <li>• How outsourcing can contribute to a lean cost structure and the development of competitive advantage</li> <li>• What are the critical factors for increasing innovation in Balkan</li> <li>• SMEs and what are their strategic implications</li> </ul>
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<p><b>Prof Panayiotis Ketikidis,</b> ketikidis@city.academic.gr</p>	<ul style="list-style-type: none"> <li>• Supply chain management</li> <li>• Entrepreneurship and the institutional environment</li> <li>• Innovation management</li> <li>• Understanding entrepreneurial universities (focus on academics and students' attitudes and beliefs towards enterprising)</li> <li>• Triple helix</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Identification of the training needs of SMEs towards the implementation of green supply chain practices</li> <li>• Assessment of the intentions, drivers and barriers towards the utilization of ICT in relation to the implementation of green practices in SMEs</li> <li>• Identification of KPIs towards measuring the innovation output from SMEs and how is this innovation capacity utilized</li> <li>• Identification of the interaction content/capitalization between university, industry, government and society towards a proper engagement into regional economic development.</li> <li>• Barriers and facilitators of female entrepreneurship</li> <li>• Motivating factors for student entrepreneurship (focus on entrepreneurial intentions and self-efficacy)</li> </ul>

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<p><b>Christos Liassidis,</b> liassidis@city.academic.gr</p>	<ul style="list-style-type: none"> <li>• Customer Satisfaction</li> <li>• Promotion of Tourism</li> <li>• Area Marketing</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Customer satisfaction in the banking sector - the case of ... (a country)</li> <li>• Customer satisfaction in the banking sector - a comparison between public and private banking institutions</li> </ul>

		<ul style="list-style-type: none"> <li>• Customer satisfaction in the hotel industry - the case of . . .</li> <li>• Corporate Social Responsibility image and customer satisfaction.</li> <li>• Promotion of Hotel industry in "a country"</li> <li>• Promotional activities to attract tourism in "an area" OR "a city" or "a Greek island".</li> <li>• Effective use of Appeals in advertising</li> <li>• Fear versus humor in advertising</li> <li>• - the case of "a sector"</li> <li>• Effectiveness of celebrity endorsers -- Scandals</li> <li>• Effectiveness of Celebrity endorsers -- Comparison between international and local/domestic endorsers.</li> </ul>
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<b>Naoum Liotas,</b> <b>nliotas@</b> <b>city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Gestalt Organizational Consulting</li> <li>• Organizational Development Coaching</li> <li>• Presencing – Theory U in Organizations</li> <li>• Emotions in Organizations</li> <li>• Leadership</li> <li>• Arts in Human Resource Management</li> <li>• Arts in Training</li> <li>• Arts in Education</li> <li>• Transformational Learning</li> </ul>	<ul style="list-style-type: none"> <li>• State of the art in leadership training</li> <li>• Training leaders with emotional intelligence: the case of experiential learning</li> <li>• Latest developments of coaching and its uses on developing human potential</li> <li>• Leading from the future as it emerges: A critical approach to Theory U for Organizations</li> </ul>

	Research Interests	Dissertation topics
<b>Dr Evi Mattheopoulou,</b> <b>emattheopoulou @</b>	<ul style="list-style-type: none"> <li>• Corporate Communication</li> <li>• Corporate Social</li> </ul>	<ul style="list-style-type: none"> <li>• Human Resources: TheUnknown Strategic Partner. Factor Identification for Enhancing</li> </ul>

<b>city.academic.gr</b>	Responsibility <ul style="list-style-type: none"> <li>• Cultural Diversity Management</li> <li>• HR Management</li> <li>• Innovation and Entrepreneurship</li> <li>• International Operations Management</li> <li>• Organisational Behaviour</li> <li>• Virtual Organisation Management</li> </ul>	Corporate Sustainability <ul style="list-style-type: none"> <li>• Virtual Teams: A Promising Success Model or A Cause for Miscommunication? An In-Depth Analysis</li> <li>• Mastering Multicultural Diversity: A Comparative Analysis for SMEs in SE Europe</li> <li>• Corporate Social Responsibility: A Competitive Advantage or Myth? Case Study Analysis</li> <li>• Work-Life Balance as a Factor of Growth at Times of Crisis: Excelling Companies (specify Country)</li> <li>• Leadership Effectiveness on Corporate Restructuring during Crisis Periods</li> <li>• Communication as A Major Factor in Implementing Corporate Strategies. The Case of (define industry)</li> <li>• The Dynamics of Cultural Diversity in Building International Organisations: A Critical Analysis</li> <li>• Innovation Management:</li> <li>• Today's Challenge in the Food Industry</li> </ul>
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<b>Dr Dimitrios Nikolaidis,</b> <b>d.nikolaidis@city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Customer satisfaction and Customer Loyalty in the hotel and hospitality sector</li> <li>• Service Quality Sponsorships in the sporting industry</li> <li>• Public Relations</li> </ul>	<ul style="list-style-type: none"> <li>• Exploring factors which influence customer satisfaction and customer loyalty in the Hotel and Hospitality industry.</li> <li>• Assessing Service Quality standards in the hotel and hospitality sector in the region of SE Europe.</li> <li>• Customer Loyalty (Hotel and Hospitality)</li> <li>• Service Quality and Brand Personality in Hotel and Hospitality</li> <li>• Identifying the influence of Sponsorships into the art and sport sectors.</li> <li>• Public Relations as a tool to build a positive corporate image</li> <li>• Exploring the changes in the way PR is used: How companies are using Public relations today?</li> </ul>

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<b>Mrs. A. Papakonstantinou,</b> <b>a.papakonstantinou</b> <b>@</b> <b>city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Destination branding</li> </ul>	<ul style="list-style-type: none"> <li>• City branding: the case of _____ as a cultural destination</li> <li>• Exploring the projected identity of a destination: the case of _____</li> <li>• Branding _(city; town)_ as a touristic destination</li> <li>• Exploring stakeholders' attitudes towards _(city's; town's)_ current identity and brand image</li> <li>• Exploring the differences between perceived brand personality and applied brand personality. The case of _____</li> </ul>
	measurement	<ul style="list-style-type: none"> <li>• The contribution of Control Towers to the supply chain and logistical integration.</li> </ul>

	Research Interests	Dissertation topics
<b>Dr. Andrew Salisbury,</b> <b>asalisbury@</b> <b>city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Applying standardization techniques to educational establishments</li> <li>• Using IT in teaching.</li> <li>• Using psychology to enhance student participation.</li> <li>• Effective communication in the classroom.</li> </ul>	<ul style="list-style-type: none"> <li>• Using IT to enhance student engagement.</li> <li>• Standardization techniques to education</li> </ul>

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<b>Ms. Violeta Sfouri,</b> <b>sfouri@</b> <b>city.academic.gr</b>	<ul style="list-style-type: none"> <li>• Performance / growth of social ventures</li> <li>• Conflicting/competing goals of social ventures</li> <li>• Entrepreneurial opportunities in SE</li> </ul>	<ul style="list-style-type: none"> <li>• Investigating whether for profit social ventures are more effective than traditional not for profit</li> <li>• Exploring performance measurement in social ventures</li> <li>• The managerial and strategic implications arising from the pursuit of a dual bottom line objective</li> <li>• Exploring the entrepreneurial process of identifying opportunities in SE</li> <li>• Exploring the effects of cultural contexts on the success and failures of social ventures</li> <li>• Investigating whether SEs may subjugate their social mission to their profit mission in order to achieve sustainability.</li> </ul>

	<b>Research Interests</b>	<b>Dissertation topics</b>
<b>Dr. Leslie T. Szamosi,</b> <b>szamosi@city.</b> <b>academic.gr</b>	<ul style="list-style-type: none"> <li>• Organizational change / resistance to change</li> <li>• Extreme working conditions</li> <li>• Human resource management</li> <li>• Training and development</li> <li>• Foreign direct investment</li> <li>• Product-country image (PCI)</li> <li>• Tourism destination image (TDI)</li> <li>• Airline industry</li> <li>• Market entry strategy in emerging markets</li> </ul>	<ul style="list-style-type: none"> <li>• Human resource management in SME's / multinationals.</li> <li>• Understanding technology transfer – applications / development / marketing / R&amp;D</li> <li>• Preferences of consumer attitudes towards the countries and products of emerging nations</li> <li>• Development of the image of regions regarding leisure tourism (marketing / promotion)</li> <li>• Work place related issues (e.g., communication, stress, burnout, shift-work).</li> <li>• Validation of a measure of organizational support for revolutionary change, resistance</li> <li>• Topics related to the airline industry and its impact on leisure tourism (marketing / HRM)</li> <li>• Foreign direct investment in the SEE region</li> <li>• Understanding marketing (entry) strategy in emerging markets</li> </ul>