

SATURDAY 09.04.2022 | 08:30 - 13:00
Nicosia Municipal Theatre | Nicosia

A Whole NEW WORLD



FEATURED SPEAKERS



**AHARON COHEN
MOHLIVER**

Assistant Professor
of Strategy and Entrepreneurship,
London Business School



DEREK BUNN

Professor of Decision Sciences,
Management Science and
Operations,
London Business School



**JEREMY
HUTCHISON-KRUPAT**

University Senior Lecturer in
Innovation & Operations Management,
JBS, University of Cambridge



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IBM Research,
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The Summit

The CIM Summit 2022 is a reference point in the field 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.

2022 MARKS THE 14TH ANNIVERSARY OF THE CIM SUMMIT

Objectives

The main objectives of the Summit are to inform and inspire Cyprus' managers and executives. Moreover, it also provides a platform for managers and executives to network and discuss the latest developments in their respective fields. Finally, with this Summit, the CIM actively promotes business education and offers added value to its members and alumni who 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, 9 April 2022

08:30 - 13:00

Nicosia Municipal Theatre | Nicosia

- Any registration is subject to confirmation by the Organisers.
- A Certificate of Attendance will be awarded to all participants.

Organiser



The Cyprus Institute of Marketing (CIM) was founded in September 1978 and operates in Nicosia and Limassol. As the first Business School in Cyprus, its main purpose has always been to fill the gap that exists in Cyprus' tertiary education by offering high-quality education to in-career individuals. When, in 1978, CIM pioneered by offering Management and Marketing Degrees in Cyprus, most companies had not yet recognised the importance of marketing and management in business activity; that corporations have now acknowledged the prominence of the sciences of marketing and of management is a testament to the immense impact CIM has had on business activity in Cyprus. Since then, CIM has expanded into areas beyond Management and Marketing, offering Diplomas and Degrees in Banking, Insurance, Finance, Shipping, European Studies, Financial & Computer Studies and an MBA. Running evening-only classes, CIM combines theory and practice. CIM has won the respect of the Cyprus business world and, with more than 5,000 alumni in Cyprus and abroad, it is the leading Business School in the country.

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|---------------|--|
| 08:30 – 09:15 | Registrations |
| 09:15 – 09:45 | Opening Ceremony Welcome Addresses <ul style="list-style-type: none">• Yangos Hadjiyannis, CEO, CIM• Peter John, Vice-Chancellor, UWL*• H.E. Mr. Stephen Lillie, British High Commissioner to Cyprus*• Constantinos Petrides, Minister of Finance, Cyprus* |
| 09:30 – 10:15 | Energy Utilities and their Challenges of Security, Sustainability and Affordability Derek Bunn , Professor of Decision Sciences, Management Science and Operations, London Business School |
| 09:45 – 10:00 | Q&A Session |
| 10:00 – 10:30 | Digital Assets Nitin Gaur , IBM Financial Services, USA |
| 10:30- 10:45 | Q&A Session |
| 10:45- 11:15 | Networking Coffee Break |
| 11:15 – 11:45 | The Challenges of Effective Innovation within a Large Corporate: The Relationship between structure, processes, incentives and culture Jeremy Hutchison-Krupat , Senior Lecturer in Innovations & Operations Management, Judge Business School, University of Cambridge |
| 11:45 – 12:00 | Q&A Session |
| 12:00 – 12:30 | Corporate Activism in a Polarized World Aharon Cohen Mohliver , Assistant Professor of Strategy and Entrepreneurship, London Business School |
| 12:30 – 12:45 | Q&A Session |
| 12:45 – 13:15 | Panel Discussion |
| 13:15- 13:30 | Closing Ceremony – Proclamation of CIM Honorary Fellows 2022 |



*invitation

Speaker Profiles



Aharon Cohen Mohliver

Assistant Professor of Strategy and Entrepreneurship, London Business School

Professor Mohliver is a strategy scholar specialising in quantitative research of business ethics and corporate social responsibility (CSR). He helps organizations understand why misconduct emerges, and thus help them preempt behaviours that harm the organization or its broader stakeholder environment. In a related stream Aharon studies the implications of social polarization for firms wanting to engage in CSR. Aharon's research asks why some firms, but not others, engage in behaviour that is viewed unfavourably. These reasons include the information network in which the firm is embedded, competitive pressures, regulation, the firm's own history and internal processes of hiring and promotion. Aharon studies these social antecedents of misconduct in a variety of organisational settings ranging from executive stock option backdating and financial restatements, to student plagiarism and violence in professional sports. His research examines questions about the diffusion of wrongful practices, the effects of recessions and booms on morality and the effects of institutional changes on firm corrective action. In a related research stream, Aharon examines the implications of social polarization on the effectiveness of CSR. Specifically, this research explores the conditions under which one firm's actions to support diversity, environmental sustainability and labour safety can in fact push its competitors to pollute, discriminate and abuse labour. Aharon's research is published in leading academic journals such as *Organization Science* and *Administrative Science Quarterly*, he serves on the editorial board of the *Strategic Management Journal* and his dissertation was cited in major legislation affecting ownership structure in Business Groups in Israel. Before joining London Business School, Aharon was the domestic policy advisor to MP Benjamin Netanyahu (2005-2007), and advised the Israeli Securities Authority and the Committee on Competitiveness in the Israeli Prime Minister's Office (2010-2012). Aharon holds a PhD in Management from Columbia Business School, and Masters degrees from Columbia University (MA) and the Hebrew University (MA, Finance and Strategy). Aharon is currently Assistant Professor of Strategy and Entrepreneurship at London Business School and has taught courses covering Strategic Management, Strategic Analysis, Sociological Foundations of Strategy and Behavioral Strategy. He has taught EMBA, MBA, Masters in Management, Specialised Executive Programs and PhD students. Aharon is now teaching the Executive MBAs at London Business School.

Speaker Profiles



Derek Bunn

Professor of Decision Sciences, Management Science and Operations, London Business School

Professor Derek W Bunn is the author of over 200 research papers and 10 books in the areas of forecasting, decision analysis and energy economics. As Professor of Decision Sciences at London Business School, he has been the recipient of several professional and industry awards, including the Goodeve Medal, from the UK Operational Research Society. His work has been extensively cited, and translated into more than six languages. Professor Bunn read Natural Sciences at Trinity College, Cambridge University; received a PhD from London Business School; and was subsequently elected CEGB Fellow in Engineering at Oxford University. He has also been a visiting professor at Stanford University in California. He was an elected council member of The Institute of Management Sciences (1992-1994), representing international interests in the merger executive with ORSA to create INFORMS. More recently he has served as council member of the British Institute of Energy Economists. He has been chief editor of the Journal of Forecasting since 1984, and was formerly chief editor of Energy Economics. He is also the founding editor of the Journal of Energy Markets and has served on the editorial boards of 11 other journals, including Management Science. He is currently chairman of the UK Government Panel of Technical Experts for the Electricity Market and he also serves as an independent member of the industry panel that oversees the wholesale electricity trading. He has acted as a special advisor to the House of Commons Select Committee on Energy and Climate Change, consultant to the UK Competition Commission on Electricity Market Abuse, Expert Advisor to the National Audit Office (in their review of the electricity industry reforms), peer reviewer on modelling work for DECC and Ofgem, and Expert Witness in several litigation cases before the High Court and at international Tribunals. He has been a regular keynote speaker and chair at many international research and practitioner conferences.



Jeremy Hutchison-Krupat

University Senior Lecturer in Innovation & Operations Management, JBS, University of Cambridge

Jeremy is a Senior Editor at Production and Operations Management and an Associate Editor for the Product and Process Innovation area of Decision Sciences. He regularly teaches executive education programmes to help leaders improve their ability to address innovation challenges. He has authored a number of case studies, pedagogical exercises and computer simulations, which help provide a rich context to teach innovation. Prior to pursuing his PhD at the Georgia Institute of Technology, Jeremy worked at the Avery Dennison Corporation where he played an integral role in the management of their North American R&D operations. More broadly, from 1995-2006 Hutchison-Krupat has had a diverse work experience in roles that ranged from design engineer to supply chain optimisation manager, within industries ranging from integrated circuit boards to distribution centres and consumer goods.

Speaker Profiles



Nitin Gaur
IBM Financial Sciences, IBM Research, USA

Nitin Gaur currently leads IBM Financial Sciences research practice, as a part of IBM Research. In this role, Nitin leads a team that aspires to play a pivotal role in reshaping the future of the financial services industry with faculty, advanced technology, and superior design in the field of financial sciences and financial technology. Transforming the financial services industry with technology into a new era with Blockchain, AI, and ML, qualitative. and quantitative modeling. In previous role, Nitin Gaur, served as Founder and Director of IBM Digital Asset Labs - serving to devise industry standards, use cases, and working towards making blockchain for the enterprise a reality. In parallel Nitin also served as CTO of IBM World Wire - a cross border payment solution utilizing digital assets. Nitin also Founded IBM Blockchain Labs and led the effort in establishing blockchain practice for the enterprise. Prior to this role he was working in capacity of CTO, IBM Mobile Payments and Enterprise Mobile Solutions. Nitin holds MS in Management Information systems and MBA in Finance from University of Maryland. Nitin is also appointed as an IBM Distinguished Engineer and is an IBM Master Inventor with a rich patent portfolio. Nitin Gaur is also serves as Research and Portfolio Manager for Portal Asset Management - a Multi Manager Fund Specializing in Digital Assets and DeFi investment Strategies.

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NAGA was established in 2015, and its aim ever since has been to revolutionize the world through decentralizing financial technology and providing access to the best market tools for everyone across the globe. With the ecosystem of innovative ventures, NAGA allows everyone to access, store, trade and invest in financial markets, cryptocurrencies, and virtual goods. Through hard work, dedication and determination, the German-based company became one of the fastest-growing and well-established Social Trading platforms in the industry, and today its platform holds a trading community of more than 1 million registered users. More information about NAGA can be found through the official website: <https://www.naga.com>

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Coordinator



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 110 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 (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. www.imhbusiness.com