



Saturday  
14.09.2024  
CIM Nicosia Campus

7<sup>th</sup>  
Annual  
Academic  
Conference

# Programme

Achieving transformation for the greater good:  
Equality, Diversity,  
Inclusion & Sustainability



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

**09:00 – 09:30 Registration & Coffee**

**09:30 – 09:45 Welcome**

- Dr Katerina Pavlou, CIM & Cyprus Centre for Business Research

**09:45 – 10:15 Keynote Lecture**

Chair: Dr Christos Hadjiyannis, Dean, CIM

**“Transformation for all: Learning from Philosophy, Disability Studies and the Arts”**

- Prof. Julie Allan, University of Birmingham

**10:15 – 10:45 String 1: Services**

Chair: Dr Christiana Charalambidou, CIM

**“Connecting the Dots on Urban Planning with Inclusive Tourism and Accessibility for People with Disabilities: The Case of Limassol, Cyprus”**

- Ms Christiana Stylianou, CUT, Dr Sotiroula Liasidou, CUT  
- Ms Anastasia Aslanides, CUT

**“The Integration of Service Robots in Hospitality: Enhancing Hospitality Experiences”**

- Dr Zanete Garanti, City Unity College  
- Ms Galina Berjozkina, City Unity College

**10:45 – 11:00 Coffee Break**

**11:00 – 11:30 Keynote Lecture**

Chair: Dr Georgia Thrasyvoulou, CIM

**“Gender in Higher Education”**

- Dr Miranda Christou, University of Cyprus

**11:30 – 13:15 String 2: People**

Chair: Dr Georgia Thrasyvoulou, CIM

**“Digital Manipulation by Enterprise Leaders:  
A Cross-Cultural Comparison of China and the UK”**

- Dr Yuan Zhai, Teesside University  
- Dr Derek Watson, Sunderland University

**“Emplacement Leadership – Navigating the Unknown:  
Lessons from the RNOAFA Approach of “Growing Leaders”**

- Prof. Elena Antonacopoulou, GNOSIS Research  
- Dr Christian Moldjord, Royal Norwegian Air Force Academy  
- Mr LtCol Kare Skarsvag, Royal Norwegian Force Academy  
- Major Christina Stokkeland, Royal Norwegian Force Academy  
- Dr Cornelia Vikan, Royal Norwegian Air Force Academy

**“Exploring the Factors Affecting Career Advancement of Women in Journalism:  
an Examination of the Glass Ceiling Theory in Cyprus”**

- Mr Polykarpos Thoma, CIM
- Dr Maria Socratous, CIM

**“The Balancing Act Take Two. The gendered caring penalty for working  
in the performing arts”**

- Prof. Almuth McDowall, Birkbeck, University of London

**“Leadership amongst in-migrant Chinese women in the UK”**

- Ms. Ivy Sheng, Heriot-Watt University
- Prof. Laura Galloway, Heriot-Watt University

**13:15 – 14:00 Lunch Break**

**14:00 – 14:45 String 3: Business**

Chair: Dr Louis Kangas, CIM

**“Energy Transition: Economic Trends and Implications in Italy and Europe”**

- Prof. Valerio Mancini, Rome Business School

**“Western Strategic Communications and the formation of Geopolitics  
amidst the Ukrainian Crisis”**

- Dr Panayiotis Hadjipavlis, CERIDES – Excellence in Innovation and Technology,  
European University Cyprus, Research Fellow
- Dr Constantinos Constantinou, CIM

**14:45 – 15:00 Coffee Break**

**15:00 – 15:35 Views from the Industry**

Chair: Dr Constantinos Constantinou, CIM

**“Sustainability from the eyes of a Marketer.  
Is it a passing trend or an ongoing investment for the brands?”**

- Mr Panos Choutris, EY Cyprus

**15:35 – 16:00 Round Table Discussion**

Chair: Dr Maria Socratous, CIM

**“Achieving transformation for greater good:  
Equality, Diversity, Inclusion & Sustainability”**



## Keynote Speaker

### Prof. Julie Allan

University of Birmingham, Professor of Equity and Inclusion

Julie Allan is Professor of Equity and Inclusion at the University of Birmingham and has been Visiting Professor at the Universities of Borås and Örebro in Sweden and Stavanger in Norway. Her work focuses on disability studies, inclusion social justice and rights. Julie has advised the Welsh Assembly, the Scottish Parliament and the Dutch and Queensland Governments on inclusion and has been an expert advisor with the Council of Europe. Her recent books are *On the self: Discourses of mental health and education* (with Valerie Harwood) and *Students, teachers, families, and a socially just education: Rewriting the grammar of schooling to unsettle identities* (with Francesca Peruzzo).



## Keynote Speaker

### Dr Miranda Christou

University of Cyprus, Associate Professor in Sociology of Education and UNESCO Co-chair in Gender Equality and Empowerment

Miranda Christou is Associate Professor of Sociology of Education at the University of Cyprus and a UNESCO co-chair on Gender Equality. Her research interests focus on questions of nationalism, globalization and the expansion of radical right youth movements. She has worked on European projects such as: "INCLUD-ed: Strategies for Inclusion and Social Cohesion in Europe from Education" (FP6, 2006-2011) and "SOLIDUS: Solidarity in European Societies: Empowerment, Social Justice and Citizenship" (Horizon 2020-2015-2018). She has published her work in various journals including *Current Sociology*, *Qualitative Inquiry* and *British Journal of Sociology of Education*. She was co-editor (with Spyros Spyrou) of the book *Children and Borders* (2014, Palgrave Macmillan).



## Speaker

### **Prof. Almuth McDowall**

Birkbeck University of London

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

### **Ms Anastasia Aslanides**

CUT

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. Having a long term experience in the aviation industry, mainly in the field of commercial planning & international affairs, since 2009 she has been active in the wider field of air transport and the tourism industry in various research projects. Combining her experience in tourism and culture with journalism, she earned a sound M.A. degree in Communication and New Journalism, OUC. Anastasia is currently involved in business and academic research, as a Research Associate at the Department of Hospitality and Tourism Management, CUT.



## Speaker

### Dr Christian Moldjord

Royal Norwegian Air Force Academy

Dr. Christian Moldjord (1963), PhD in Organizational and Military Psychology, Norwegian Defense University College, Norway. Former officer and Associate Professor with over 25 years' experience in military leadership development, team development, organizational development and research in military psychology and organizational learning in operational environments. Chief editor of the books: *Military Leadership and the Human Factors* (2005) and *Life and Learning in Operational Environments* (2007). Latest publication: Moldjord, Fredriksen & Browning (2021). *Fear and Pride Among Fighter Pilots: Combat Emotions During a Bombing Campaign*. *Armed Forces & Society*; Moldjord, C. (2023). *Learning culture in operational environments - The Norwegian Air Force as an example*. In R Johansen & J.K Arnulf. *Military leader - and leadership development in theory and practice*. Universitetsforlaget.



## Speaker

### Ms Christiana Stylianou

CUT

Christiana is a PhD candidate at the Faculty of Tourism Management, Hospitality, and Entrepreneurship at the Cyprus University of Technology (CUT), specialising in Female Entrepreneurship, Alternative Forms of Tourism, and Sustainability. She holds a Master of Business Administration (MBA) from the University of Cyprus and a Bachelor's Degree in Hotel and Tourism Management from CUT. With a diverse background in the hospitality industry, Christiana also serves as a guest lecturer for BSc students in Hotel and Tourism Management at CUT. Additionally, she is the Training and Business Development Manager at GrantXpert Consulting, where she is involved in various local and EU-funded projects and trains and mentors professionals in entrepreneurship development and organizational effectiveness.





## Speaker

### **Major Christina Stokkeland** Royal Norwegian Force Academy

Christina Stokkeland is a retired major (OF-3) in the Air Force and a senior lecturer at the Norwegian Defence University College / Air Force Academy. Her military career spans more than 39 years as an officer in the Norwegian Armed Forces. Since 2002, she has lectured on leadership and management processes and skills at the Academy, developing and teaching numerous courses within the Norwegian Armed Forces educational system. After retiring she still works with the Armed Forces and continues to teach and conduct research in the same fields as when she was permanently employed.



## Speaker

### **Dr Constantinos Constantinou** CIM

Dr Constantinos Constantinou is the Director of Research and Head of Undergraduate Studies, Nicosia at CIM-Cyprus Business School. He is also the Editor-in-Chief of *The Market: International Journal of Business* and has previously served as a post-doctoral Research Fellow and Associate Director of the Cyprus Centre for Business Research – CIM. He has also worked as a Research Fellow at the Centre for European and International Affairs at the University of Nicosia (UNIC), and in the Media and Communication Department of the European Defence Agency in Brussels. Further, he is a Senior Research Fellow at the CCBR – CIM and a reviewer for journals such as the *Journal of Marketing Communications*, the *International Journal of Business Performance Management*, and the *Review of Marketing Science*.

At CIM-Cyprus Business School, he holds the position of Associate Professor of Marketing, acting as a lecturer for UWL/CIM undergraduate and postgraduate modules. In addition, he acts as a supervisor for UWL/CIM Masters students' dissertations and has served as the Project Manager for the launch of CIM's online MBA. Constantinos holds a PhD in Business Administration from the European University Cyprus (EUC), an MA in International Relations and European Studies from UNIC and an MBA/BA in European Studies from EUC. His research focuses on political marketing and communication.

## Speaker

### Dr Cornelia Vikan

Royal Norwegian Air Force Academy

Bio Text



## Speaker

### Dr Derek Watson

Sunderland University

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 the University of West London doctoral 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 Centre for Business Research – CIM-Cyprus Business School.



## Speaker

### Prof. Elena Antonacopoulou

GNOSIS Research

Elena P. Antonacopoulou (PhD) founded the GNOSIS Institute to promote knowledge philanthropy and to avert 'humane poverty' by designing innovative leadership and organisational development programs. As a seasoned scholar her accumulated body of work addresses The Future of Work, Organisational Learning and Strategic Resilience and Renewal, with a focus on the Leadership implications. She is published widely in international journals, edited books and policy reports. She has been elected and served in multiple leadership roles in the top professional bodies in the management field (AOM, EURAM, EGOS, BAM) and her practice-relevant scholarship has earned her many research grants, awards and accolades recognising the impact of the ideas.

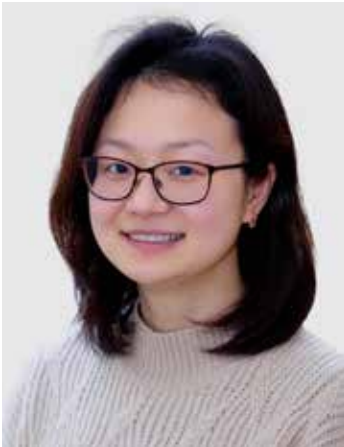


## Speaker

### Ms Galina Berjozkina

City Unity College

Galina Berjozkina is a Senior Lecturer in the Department of Hospitality and Tourism Management at City Unity College Nicosia. She holds a Bachelor's Degree in Tourism and Hospitality Management and an MBA from BIA University of Applied Sciences, Latvia, and is currently pursuing a PhD at the University of Strathclyde, UK, where she represents her department and organizes an annual academic seminar series for postgraduate students. Berjozkina is actively engaged in research and seminar organization, having served as Guest Editor for a Special Issue of the journal *Worldwide Hospitality and Tourism Themes (WHATT)* and maintaining a robust publication record. She has presented, chaired sessions, and delivered keynote speeches at international conferences in various countries. Her research interests encompass tourism and hospitality management, sustainable tourism, and tourism planning and development, and she has authored a book on Destination Marketing.



## Speaker

**Ms. Ivy Sheng**  
Heriot-Watt University

Ivy Sheng is a postgraduate researcher in management with a focus on Equity, Diversity, and Inclusion (EDI). With a decade of professional experience in cross-cultural contexts, Ivy brings a wealth of practical knowledge to her academic pursuits. Her research delves into creating inclusive work environments and promoting diverse leadership. Passionate about bridging cultural gaps and fostering equitable workplaces, Ivy combines real-world insights with academic rigour to contribute meaningfully to the field of management.



## Speaker

**Prof. Laura Galloway**  
Heriot-Watt University

Laura Galloway PhD is a Professor of Business and Enterprise at the Edinburgh Business School and is joint Editor in Chief of the *International Journal of Entrepreneurship & Innovation*. She has a background of research in entrepreneurship, leadership and small business and has published widely in these areas.



## Speaker

### Mr LtCol Kare Skarsvag

Royal Norwegian Force Academy

Kåre Inge Skarsvåg is a LtCol (OF-4) in the Norwegian Airforce and holds the position of senior lecturer at the Norwegian Defense University College/Royal Norwegian Airforce Academy where he has been working for the last 16 years. His lecturing focuses on military leadership, leader development, coaching and mentoring as well as organizational development. In the latest years he has developed and lectured on a leader development course for active pilots and is the academic coordinator for the Armed Forces Mentoring Programme which aims to develop military leaders and leadership processes within the higher echelons of the Norwegian Armed Forces. He is currently finishing a book on coaching in crises and has contributed to several research articles and book chapters in recent years.



## Speaker

### Dr Maria Socratous

CIM

Dr Maria Socratous holds a PhD in Management with a specialization in gender discrimination in the workplace. Dr Socratous is working for the Cyprus Deputy Ministry of Tourism and is also an Associate Professor at CIM-Cyprus Business School and the Cyprus University of Technology. She is a fellow of the Chartered Institute of Personnel and Development (CIPD) since 2009, Research Fellow at the 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

### **Dr Panayiotis Hadjipavlis**

CERIDES – Excellence in Innovation and Technology,  
European University Cyprus, Research Fellow

Panayiotis Hadjipavlis is a defence and aviation specialist with 30 years of experience in defence strategic analysis, airspace geopolitics and flight safety issues. He is characterised by a comprehensive and interdisciplinary approach to analysing political and security related issues, a virtue attributed to his diverse academic background. Panayiotis graduated as a jet pilot from the Hellenic Air Force Academy, where he also earned a BSc in Aviation Science. He also holds a BA in European Studies (European University Cyprus), an MBA (University of Sunderland, UK), an MSc in Aviation Safety Management (City University, UK), a Master II in Religions, Cultures and Politics in Modern and Contemporary Europe (Ecole Pratique des Hautes Etudes, France) and a Professional Master in Superior Military Studies. In July 2021, he earned a doctoral degree in Geopolitics of the Airspace from Newcastle University, UK.

Panayiotis is a visiting lecturer at the Centre for Security and Intelligence Studies (BUCSIS) of the University of Buckingham, UK, a Research Associate of the Centre for European and International Affairs of the University of Nicosia and a Research Fellow of CERIDES, European University Cyprus. At the same time, he has been an associate editor to several academic publications.

Panayiotis' research interests include the geopolitics of airspace, techno-geopolitics, the geopolitics of the Eastern Mediterranean, Near East and Sahel regions, issues of state sovereignty and European Defence Cooperation.

As regards his professional career, Lieutenant Colonel (AF) Panayiotis Hadjipavlis has served in several critical posts at the Cyprus Ministry of Defence. Since 2019, he has served as a strategic analyst for the Sahel region in Africa at the EU Military Staff/ European External Action Service, while since September 2021 he has been also posted as the Head of the Africa Section of the EUMS Strategic Analysis Section.



## Speaker

### Mr Panos Choutris

EY Cyprus

Panos Choutris is a Director at EY Cyprus, leading the Climate Change and Sustainability Services (CCaSS). Prior to joining EY in 2019, he held several Risk Management related positions for more than ten years in the Banking and Wealth Asset Management sectors. He holds a Master's degree in Risk Management & Financial Engineering from Imperial College London and a combined Bachelor's and Master's degree in Applied Mathematics and Physical Sciences from the National Technical University of Athens.

In his current role, Panos has been helping clients from several industry sectors within Europe in their ESG journey, through projects of climate adaptation and mitigation strategies, decarbonization projects, climate risk management frameworks and scenario analysis, data strategies and implementation, as well as governance and reporting.



## Speaker

### Mr Polykarpos Thoma

CIM

Polykarpos Thoma is a journalist currently working at Sigma TV station, where he contributes to television broadcasting. With a diverse background, he has previously worked in electronic media and print publications. Polykarpos holds a BA in Communication, Media, and Culture from Panteion University in Greece, as well as an MPhil in Sociology specialising in Media and Culture from the University of Cambridge. Recently, he obtained an MBA from CIM-Cyprus Business School. Polykarpos is passionate about exploring the intersection of media, gender, culture, and society.



## Speaker

### Prof. Valerio Mancini

Rome Business School

Professor Valerio Mancini serves as Director of Research at Rome Business School and holds teaching positions in different topics at RBS' Master programs and at leading institutions globally. With extensive experience in international relations, he collaborates with prestigious organizations like the UNODC, UNICRI, EU and OECD. His recent publications include "Football & Geopolitics" (Mondo Nuovo, 2021), "Football, Politics and Power" (Mondo Nuovo, 2023), and "Art, Fashion, Geopolitics" (Egea, 2023). Professor Mancini also teaches at Sapienza University of Rome (Enterprise Communication Management), University of Perugia (Master Sport Management), and Unicollege Florence (Geopolitics, Diplomacy and Peacekeeping). He is a Brand Ambassador for L'Aquila Calcio 1927, a Business Advisor for the "Thatsfan" sports tokenization platform, and a Brand Ambassador for Rome Future Week. Additionally, his book "Football, Politics and Power" has been translated into Spanish and Catalan and presented in more than 10 countries worldwide.



## Speaker

### Dr Yuan Zhai

Teesside University

Dr Yuan Zhai as an engaged scholar, he conducts interdisciplinary research exploring strategies for organizations to leverage innovations like AI to create shared value in emerging markets. Yuan actively disseminates his findings through academic publications and practitioner-oriented channels. He guest edits special journal issues, organizes conferences, and develops collaborative projects that bridge research and practice. Yuan is dedicated to capacity building and co-creation initiatives that empower local universities, entrepreneurs, and youth to lead locally-sustained development.





## Speaker

### Dr Zanete Garanti

City Unity College

Dr. Zanete Garanti is Head of Research and Associate Professor at City Unity College Nicosia. She earned her PhD, Master's, and Bachelor's degrees from the Latvia University of Life Sciences and Technologies. Her research delves into sustainable and smart development, with a focus on the tourism and hospitality sectors and social media marketing. Dr. Garanti has published extensively in prestigious journals like the *Worldwide Hospitality and Tourism Themes* and the *International Journal of Bank Marketing* (Emerald). She also holds the position of Editor for the *Worldwide Hospitality and Tourism Themes* journal.





