Research Laboratories
A Bridge to Partnership in Research

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RECTOR & VICE-RECTORS

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Dear Reader,

The Athens University of Economics and Business (AUEB) is a leading European University, specially known for its top quality research. In almost all its academic Departments, AUEB faculty have been receiving some of the top distinctions of their field, gaining research grants from competitive programs, publishing their research or serving as editors in some of the most well-known journals, leading international conferences, and receiving wide international professional recognition. Similarly, the doctoral students graduating from AUEB have been receiving top quality awards, getting their work accepted in leading journals or conferences, and receiving offers for faculty positions at excellent schools internationally. This outstanding performance has contributed towards AUEB’s wide research recognition, bringing the school to the top 10-15 places among all non-US schools in a number of research rankings, including those by SSRN, while some of its graduate programs are also featuring well in global rankings.

The research laboratories of AUEB are consistent with this top performance. They reflect the full diversity and rigor of research activity and interests of AUEB’s faculty, and aim to facilitate and bring forward the research conducted by faculty and students. Their work supports courses and academic programs, and generates knowledge, published research, community outreach, and partnerships among academics, government, and industry. They support doctoral research, undertake applied research projects funded by the European Union or national research organizations, and collaborate with national and international research partners. The results of their work are published in international publications or presented in international conferences, while more applied work supports organizations and governments to face the challenges of the 21st century.

This document is the first activity report of AUEB’s research laboratories. Within this report you will find a summary presentation of the activities of each research laboratory during the period 2000-2008. Our objective is not only to present the work conducted at the research laboratories of AUEB, but also (and mainly) to enhance collaborations with other leading institutions and researchers worldwide. In the current era, characterized as ‘knowledge society’ or ‘network economy’, we hope that this guide will contribute towards a dissemination of knowledge to both the research and practitioners communities, and will also act as a bridge for future collaborations that will benefit people, organizations, and the society at large.

I hope you will enjoy reading through this report, and I look forward to your participation in our research activities.

Sincerely,

Prof. Gregory P. Prastacos
Rector
An Overall View of the Research Areas
An Overall View of the Research Areas

1. Introduction
The Athens University of Economics and Business (AUEB) is comprised of eight academic Departments, in the areas of Economics, International and European Economic Studies, Business Administration, Marketing and Communication, Management Science and Technology, Accounting and Finance, Informatics, and Statistics. The University offers undergraduate, graduate and doctoral degrees in the above academic disciplines, and is considered one of the leading European Universities in its areas. The faculty of each Department conducts extensive research within the Department's research laboratories.

This section presents an overview of the research areas where AUEB's research laboratories are active. In each area we present the laboratories involved, as well as some indicative projects. Given the wealth of areas and projects, we apologize beforehand for any unintended omissions.

2. An Overview of the Research Areas

Accounting
Accounting and Accounting Information Systems are the domain of research activities of the Laboratory of Accounting Applications. The laboratory has undertaken a large number of applied projects, such as: "Services Providing Access and Support to an Integrated Information System for Double Entry Accounting", in order to cover the needs of the General Accounting Office Departments", "Test of Compliance of Software Applications of Integral Economic Accounting System of Organizations of Local Municipalities", "Upgrade and Extension of Services of the Library of the Athens University of Economics and Business", "Study on the Development and Implementation of Accounting - Cost Information System for Panteion University", "Installation of an Integrated Information System for DIKATSA" etc. The laboratory also participates in theoretical research projects and supports PhD research in the field of accounting.

Business Strategy
Business Strategy is an important area of research at AUEB; it is addressed by at least three research laboratories: the Laboratory of Strategy and Entrepreneurship, the Management Science Laboratory and the Laboratory of Business Strategy. The Laboratory of Strategy and Entrepreneurship (ESTE) conducts research on a number of themes in strategy and entrepreneurship. The laboratory recently participated in a European project aiming to develop new instruments and tools for competitive and sustainable development at regional and SME level. The project was distinguished as best practice of promotion of innovation and competitiveness in SMEs and was awarded a UNESCO prize for its contribution to education for sustainable development. In addition, ESTE implements national and international research projects on national competitiveness and innovation (e.g. projects on green entrepreneurship, sustainability and renewable forms of energy) as well as internationalisation (e.g. projects for global SMEs and multinational subsidiaries). It has also promoted several conferences and activities on entrepreneurship.

The Management Science Laboratory (MSL) specializes in strategic performance management and Balanced Scorecard strategies. Through a series of basic and applied research projects, MSL researchers have developed and implemented novel methodologies for the design and implementation of strategy through the use of the Balanced Scorecard. The methodology has been implemented in a number of organizations in the banking, software, and educational fields internationally, and has received wide recognition. The Laboratory of Business Strategy (LBS) is also active in the area of business strategy, mainly conducting seminars for executives.

Economic Policy
An important area of research activity at AUEB relates to various aspects of Economic Policy. The Laboratory of Economic Policy (EMOP) is considered to be the pioneer research laboratory in Greece in this field, with numerous successful research endeavours in cooperation with distinguished economists and institutions in Greece and abroad. One of the major EMOP activities is the annual organization of one of the leading European Conferences on Competition and Regulation Authorities. Distinguished economists and policy makers from all over the world participate in this conference, which has been organized during the summertime for the last three years. In the past few years EMOP has also organized international conferences in cornerstone areas of economic policy, such as: ‘Dynamic Macroeconomics’, “Ethics-Law-Economics”, “Greek Economy: Future and Prospects”, “Motives for Political Economy” etc. EMOP has also been active in publishing annually the series “Economic Policy Studies”. The series already numbers 10 volumes, with every year touching on a different topic.

Econometrics
Econometrics is a research area where AUEB has traditionally excelled in. During the last three decades, this area has assumed a leading role in economic analysis as computing power has increased exponentially. No wonder that it is one of the three subjects, along with macroeconomic and microeconomic theory, taught in any graduate economics program at home or abroad. As a tool, econometrics pervades a wide spectrum of applied economic fields, from Industrial Organization, to Labour, Development, Health, Finance, Marketing, to name a few.

The Econometrics Lab at AUEB supports research not only in pure econometric theory, but also in a multitude of applied areas by promoting the use of computationally intensive quantitative methods such as Monte Carlo simulation, Bayesian, time series, panel, spatial, and neural networks methods. The lab is staffed by internationally renowned economists with publications in top journals such as Econometrica, Review of Economics Studies, Journal of Econometrics, Econometrica Journal, Econometric Reviews and others.
E-Learning
At least two research laboratories are active in the area of e-Learning. The Organizational Information Systems (OIS) research group of the Information Systems Technology Laboratory (ISTLab) is one of the most active research groups in its field, with leading collaborations and dynamic presence in the Greek research and business community. It has successfully developed and applied a methodology of asynchronous e-learning courses with particular emphasis on instructional design and usability aspects. More than 6,000 employees in the Greek banking sector have been trained successfully through custom-made e-learning courses designed and developed by the OIS Research Group. In the area of Virtuality, the OIS research group aims to bring together theoretical conceptualizations and practical applications of virtuality applications that affect everyday life in the area of human interaction with information, nature and others. An International Workshop of IFIP WG9.5, which will be organized by OIS/ISTLab and held at AUEB in April 2009, will focus on conceptualizations and applications of virtuality in everyday life, including socialization, governance, education, entrepreneurship, and entertainment. The Laboratory for Multimedia Communication has also developed a large number of e-learning products in the fields of marketing, finance, public relations etc. The laboratory is also developing multimedia communication material for the University.

Environmental, Resource and Energy Economics
The Athens University of Economics and Business conducts considerable research in the area of Environmental, Resource and Energy Economics. One of the labs where such research is conducted is EUROLAB, where active research is undertaken by faculty members and doctoral students in areas such as environmental policy and valuation of environmental resources; resource management and energy economics; water management; ecological economics; sustainable development; the link between environment and development; spatiotemporal analysis of economic-ecological systems; and evolutionary games. Substantial research output is published in top level scientific journals, and close links exist with the international scientific community and world renowned institutions and organizations. The research is supported by leading collaborations and is conducted jointly with some major European organizations. InHabitants of isolated areas was a project indicative of this activity. The project was financed by the European Commission and was conducted jointly with some major European organizations. The project’s objective was the design and application of innovative techniques for the provision of financial services, customized to the needs of inhabitants of isolated areas all over Europe, as well as their businesses. The project’s outcome was a business model and a technological solution for a virtual bank branch operating in such areas, and the product that was designed and developed, was actually introduced and evaluated.

Finance
Finance is the subject area for research in at least three research laboratories at AUEB. The Laboratory for Applied Finance undertakes research in a number of areas of finance. Examples of research undertaken in the past include "An Empirical Investigation of Credit Risk" and "Comparison of Value at Risk Models" (both jointly financed by the Hellenic Ministry of Education and the European Commission). The research laboratory supports the organisation of the research seminars in finance organised by the Department of Accounting and Finance, and was the host of the European Finance Association Conference that took place in Greece in 2008. Research in the area of Finance is also conducted within the Economics Department and its Econometrics Laboratory. This work mainly concerns asset and derivatives pricing, optimal portfolio allocation and hedging, banking and theories of interest rates, risk valuation, corporate finance, regulation of financial markets and market microstructure. This work has been published in leading academic journals in the area of finance, such as the Journal of Financial and Quantitative Analysis, Journal of Money, Credit and Banking, Journal of Financial Research, International Journal of Central Banking, Journal of Empirical Finance, and Journal of Financial Econometrics. Members of the Economics Department and its Econometric Laboratory have consulted the Greek Government (Treasury), the ECB, the Greek Central Bank, the Bank of England, commercial banks and other financial and regulatory institutions.

In the related area of Financial Engineering, the Financial Engineering Research Unit (FRC) of the Management Science Laboratory (MSL) is conducting a large number of research and consultancy projects. A characteristic example is the "Measurement and Performance Attribution for Multi-currency Fixed Income Portfolios", which was conducted for the Bank of Greece, with the objective to design, develop and implement a framework for a reliable measurement and allocation of multi-currency fixed income portfolios. The FRC unit has also extensive collaborations with local municipalities, and supports a number of doctoral students. Electronic Payment Systems are among the research interests of the Computer and Communication Systems Laboratory (CCSLab). "Starfish: STate of the ARt Financial Services for the InHabitants of isolated areas" was a project indicative of this activity. The project was financed by the European Commission and was conducted jointly with some major European organizations. The project's objective was the design and application of innovative techniques for the provision of financial services, customized to the needs of inhabitants of isolated areas all over Europe, as well as their businesses. The project's outcome was a business model and a technological solution for a virtual bank branch operating in such areas, and the product that was designed and developed, was actually introduced and evaluated.
CCSLab was also a partner for "MobiSmart: Secure Mobile-Payment Platform Based on EMV-Compliant Smart Cards", another project related to payment systems. It was on the design and implementation of a secure framework for payments from mobile devices. It involved the manufacturing of a novel Bluetooth-enabled reader for EMV smart cards, the design of an architecture for virtual Points of Sale (vPoS) and software for mobile phones. As part of the project, the MobiSmart architecture was integrated with the back office of a bank partner in order to perform its evaluation.

Human Resource Management
In the area of Human Resource Management, the Laboratory of Corporate Communication and Human Resource Management participates (since 1993) in the Research Network CRANET, which is considered as the most important network in Europe in the field of human resource management research. CRANET deals with comparative research in human resource management activities such as employee selection, training and development, compensation and performance management in approximately 25 countries. The laboratory also participates (since 1997) in the Research Network GLOBE (Global Leadership and Organizational Behaviour Effectiveness Research Project) which is coordinated by the Wharton School (USA) and deals with cross cultural research across 61 countries. The network collects data and studies elements of societal and organizational culture and their impact on leadership style. It also examines the style of leadership of CEO's in new (entrepreneurial) and older (professional) enterprises. The laboratory is also active in other research projects and supports doctoral work.

In the same area, the Management Science Laboratory (Innovation and Knowledge Management Unit - InnKnow) is working on human resource management policies from the competency management perspective. MSL researchers have developed new, forward-looking methodologies for designing competency management systems, whereby the strategy of the organization, industry best practices and industry trends are integrated within an effective planning and implementation framework. The methodology has been successfully implemented in the banking sector, has been published in international journals, presented at international conferences and has been adopted by one of the largest consulting enterprises. The laboratory is also active in other related projects and supports a number of doctoral students working in the area.

During the recent years, two AUEB PhD students in the area won international distinctions: one of them won the 1st place in the European Doctoral Contest in HR Management (2005), while another won the 2nd European award from the European Association of Personnell Management (2001).

Industrial Relations and Negotiations
Industrial Relations and Negotiations are the subject area for research in the Centre of Industrial Relations and Negotiations (CIRN). In a project funded by the General Secretariat for Research & Technology (GSRT) of the Greek Ministry of Development, researchers of the laboratory studied issues related to political goals, virtual negotiations and their contribution to the effectiveness of Greek organizations. In another project funded by the European Union, the researchers created a compromised mediation and arbitration mechanism for national industrial relations systems. The laboratory also undertakes consulting projects related to negotiations in the working environment.

Innovation Management
At a time when innovation is a policy priority for the European Union, and is considered a driving force for competitiveness and economic growth, Innovation Management is a key pillar of research at AUEB. At least three laboratories are researching innovation related themes. The InnKnow research team at the Management Science Laboratory has conducted two major projects funded by the European Commission (DG Enterprise) in partnership with leading organizations including Johanneum Research, ZEW, TUDelft, Innova Europe and BETA Strasbourg. These projects analyze the relationships between the characteristics of EU funded RTD projects and innovation impact, economic efficiency and economic development. The projects have been considered among the most successful in Europe and results were presented at an International Conference in Berlin organized under the auspices of the European Commission. The Strategy and Entrepreneurship Laboratory also works on the innovation thematic, as does ALARM, the Athens Laboratory of Research in Marketing.

International and European Economic Studies
In the area of International and European Economic Studies the Laboratory of European Affairs (EUROLAB) concentrates mainly on theoretical and applied analysis on topics concerning the European and international economy, as well as specific topics in economics such as international and public economics, labour economics, economics of development, natural resources, agricultural economics, poverty and inequality.

The laboratory is very active in organizing seminars and workshops with distinguished speakers from all over the world, as well as international conferences on topics, such as "Global Economic Imbalances, Prospects and Remedies", "Designing the New EU", and "Managing EU Enlargement", to mention the most recent.
Internet Technologies and Applications

Internet Technologies and Applications is a main topic of research at AUEB, where various research groups study the technical, economic, business and social aspects of the Internet. The Laboratory for Electronic Business (ELTRUN) has conducted, for several years now, various innovative studies on the social and business aspects of the Internet and has dealt with the development of innovative Internet applications. An EU-funded research project worthy of mention in this area is "SMART", which deals with the development of a B2B distributed network architecture to support collaborative supply-chain processes and interoperability based on web services. The system follows a service-oriented architecture and supports new information sharing capabilities based on RFID-object tracking and discovery, supporting the vision towards the Internet of Things.

The Mobile Multimedia Laboratory (MMLab) undertakes pioneering Internet research, in particular related to the "Network of the Future". The EC-funded research project "PSIRP: Publish-Subscribe Internet Routing Paradigm" aims to solve present shortcomings of the Internet by proposing a fundamental reform of its paradigms and core technologies. A major flaw in the design of the Internet is its imbalance of powers in the favour of the sender of information: the network accepts anything that the sender wants to send and will make a best effort to deliver it to the receiver. This has led to increasing problems with spam mail and distributed denial of service (DDoS) attacks, forcing companies and users to place their systems behind firewalls, limiting their effectiveness and utility. With its partners in the project, BT, Ericsson, HIIT, IPP, Nokia-Siemens, & RWTH, they proposed a new Internet architecture derived from the pub/sub paradigm, which is being designed and implemented and will be evaluated through analysis, simulation and experimentation.

MMLab is also one of the eight European "caretaker" groups of "EFFEL (Evolved Internet Future For European Leadership)". EFFEL is a Support Action funded by the European Commission addressing the challenges of the Future Internet and the networked society of the future by organizing Think Tank meetings with top researchers from both academia and industry. MMLab also participates in "Euro-NF: Anticipating the Network of the Future - From Theory to Design", the EC-funded Network of Excellence (NoE) investigating architectures for the Network of the Future, with 35 partners from throughout Europe. AUEB is also participating in two separate, competitively funded, specific joint research projects: "ASPECTS: Agile SPECTrume Security" and "ISPeer: ISP-friendly Peer-assisted Content Distribution".

I-KnowUMine is another important project concerning the provision of personalized information, carried out by the Information Systems and Data Bases Laboratory. The aim of the project is to develop novel mechanisms for personalizing Web pages on the basis of visit histories (Web logs). The algorithms that resulted from the laboratory's work in this project attracted the interest of both the academic community, as evidenced by publications in top conferences and journals and over 350 citations, and of international telecom manufacturers for incorporating these algorithms in routers. Furthermore, in the same laboratory and in the project "Novel Aspects of Web Content Classification", innovative techniques for predicting Web page classification have been devised, which attracted the interest of an international search engine. Talks concerning collaboration are under way in both of the above cases.

Internet Economics

Internet Economics and their relationship with the networking technologies constitute the main research fields of the Network Economics and Systems Theory Laboratory. In particular, researchers from this laboratory, in collaboration with researchers, amongst others, from British Telecom, Nokia, University College London, Stanford University, study the necessary extensions and improvements for the Future Internet within the context of the ICT European research program "Trilogy". This pioneering project aims to develop new solutions for the control architecture of the Internet, which will eliminate the presently known technical malfunctions as well as those expected in the future, while avoiding the pre-specified certain economic and social solutions for the participating organizations. Trilogy's methodology combines for the first time network theory with economics, so that the suggested Internet solutions have the desired economic attributes.

Another research project ("SmoothIT - Simple economic Management approaches Of Overlay Traffic in Heterogeneous Internet Topologies") of the same laboratory, investigates under a new approach the detailed economic and technical mechanisms for flexible, safe and scalable management of overlay networks in the context of network infrastructures of Future Internet Service Providers and Telecommunications Operators.

The same research group has also conducted the European IST project "GridEcon", which for the first time poses and investigates fundamental economic issues concerning the technology of Grid computing. For this project, members of the laboratory, in collaboration with researchers from Cambridge University, Imperial College, Logica CGM and IU (Germany), have designed the technology for the creation of small and large market mechanisms for the exchange of computational resources. These mechanisms are similar to the mechanisms in the stock exchange and allow small and larger companies to buy and sell unused computing power dynamically.

Knowledge Management - Information Retrieval

One of the timeliest topics in Business Administration today is Knowledge Management and the related topic of Information Retrieval. In these important areas, at least three AUEB laboratories are active researching both organizational and technological aspects. The Management Science Laboratory (InnKnow Unit) has studied the interaction and impact of
technological, organizational and cultural factors on the efficiency of internal or external Knowledge Sharing Networks (KSNs) and developed a unique methodology for implementation of KSNs. This methodology has received an international PhD award, and has also been successfully implemented in a large banking organization. In another project, the laboratory researchers conducted basic research to explore the absorptive capacity concept in an organizational unit and its role in shaping innovation. Absorptive capacity is defined as the procedure through which an organizational unit can identify, acquire, absorb and integrate new knowledge in its operations. This work was published in the Best Paper Proceedings of a recent Academy of Management Annual Meeting.

In the same area the Information Systems and Data Bases Laboratory has a number of activities and funded projects: research in data integration systems and next generation services (PENED project) and in knowledge integration from distributed multimedia sources (Pythagoras II project); ontology development for the domains of digital preservation (DELOS 2 project) and VoIP telephony (SPIT phenomenon, project SPIDER); participation in the European Network of Excellence in Digital Libraries, in particular in the action on knowledge management and interoperability; and, development of an information system to support the study of and training on daily electric load planning strategies (Public Electricity Company).

The Information Processing Laboratory also conducts research in this area. The GSRT-funded project "Delos: Bilingual Electronic Dictionary of Economics Terms with References to Documents of Collections", successfully filled a gap in the area of Greek on-line terminology dictionaries. There is a lack of online Greek terminology dictionaries, which contributes to the phenomenon of English terms being used extensively in Greek texts. The project developed technology for on-line terminology dictionaries, which was used to produce a Web-based terminology dictionary of economics. The project's technology also supports distance learning, and can be used to increase the involvement of libraries in the management of terminology dictionaries.

Another important project of the Information Processing Laboratory was "MedAS: Medical Assistant System - Cross-Lingual Information Retrieval and Image Retrieval for Diagnosis", which was jointly funded by the EU and GSRT. The goal of the project was to develop tools that help medical doctors retrieve information from medical multilingual document collections and databases, such as MEDLINE, but also Greek databases, as well as images during medical diagnosis. The same laboratory is also doing research, jointly funded by the EU and GSRT through the PENED program, in the areas of Information Retrieval, Natural Language Processing and User Modeling, targeting towards the development of advance search engines through the completion of four doctoral theses. One of the PhD candidates working in the area was the winner of the ECML - PKDD Discovery Challenge 2008 on Spam Detection in Social Bookmarking Systems.

Management Science - Operations Research
Management Science (MS) and Operations Research (OR) are key research areas at AUEB. Three laboratories of the Department of Management Science and Technology (DMST), as well as laboratories of other Departments, do excellent work in these areas, resulting in top publications. Faculty of DMST have received the Edelman award from INFORMS, as well as the President's medal from the UK Operations Research Society.

The Management Science Laboratory (MSL) of DMST conducts extensive research in the area, with an emphasis on the design of heuristic algorithms, the solution of large scale problems under various conditions, and the development of efficient inventory strategies, and related problems of supply chains. The focus is on computational intelligence approaches and optimization methodologies tailored to specific practical applications such as logistics and transportation, customer service, manpower planning and yield/revenue management. The work conducted by MSL researchers on algorithm design has been internationally recognised.

Two more laboratories of DMST do OR work. The Transportation Systems and Logistics Laboratory (TRANSLOG) works on OR models as applied to transport. The Laboratory of E-business (ELTRUN) conducts research mainly focusing on integer programming and combinatorial optimization problems. Finally, OR work is also conducted in the Network Economics and Systems Theory Laboratory, and in the Statistics Laboratories.

Marketing
Marketing is an important area of research at AUEB, with at least four laboratories carrying out research in this area. The Athens Laboratory of Research in Marketing (ALARM) has been internationally recognised. The work conducted by MSL researchers on algorithm design has been internationally recognised.

Another important project of the Information Processing Laboratory was "MedAS: Medical Assistant System - Cross-Lingual Information Retrieval and Image Retrieval for Diagnosis", which was jointly funded by the EU and GSRT. The goal of the project was to develop tools that help medical doctors retrieve information from medical multilingual document collections and databases, such as MEDLINE, but also Greek databases, as well as images during medical diagnosis. The same laboratory is also doing research, jointly funded by the EU and GSRT through the PENED program, in the areas of Information Retrieval, Natural Language Processing and User Modeling, targeting towards the development of advance search engines through the completion of four doctoral theses. One of the PhD candidates working in the area was the winner of the ECML - PKDD Discovery Challenge 2008 on Spam Detection in Social Bookmarking Systems.
Marketing, and Services Marketing, each one focusing in their distinctive area. In addition to consultancy and executive training, ALARM has been active in coordinating a number of national scale research projects, such as the GSRT-funded study "Measurement of the Scientific and Technological Research of Companies", or the "Study of the Rate of Adoption of E-Business in Large Greek Companies" (assigned by the Greek Research and Technology Network).

The Market and Consumer Behaviour Analysis Laboratory also carries out theoretical and applied research in Marketing. The Laboratory for the Development and Promotion of Financial Products and Services focuses on financial products and services.

The Laboratory of Electronic Business (ELTRUN) is actively involved in the domain of digital marketing and advertising. One of the successful research projects in the above domain is the "iMEDIA (Intelligent Mediation Environment for Digital Interactive Advertising)" research project, in which ELTRUN had the leading role. This EC-funded project aimed at the design and development of an end-to-end platform for the delivery of personalized advertisements in the context of digital interactive television. One of the most innovative aspects of the project was the design and development of advanced personalization mechanisms based on user profiling and content-matching techniques. In the context of its initiatives in the domain of digital interactive television, ELTRUN is represented in the EuroiTV steering committee (co-operating with other European Universities), organizing the EuroiTV conference series. In other research projects funded by the General Secretariat for Research and Technology, ELTRUN has studied consumer behaviour issues in digital media (Internet, Web, Mobile, Interactive TV). Related research in the grocery retailing domain has been awarded the first prize at the European Conference on Information Systems (ECIS 2008).

Mobile and Wireless Communications

Mobile and Wireless Communications constitute big innovations of our times. At AUEB, significant research is undertaken in this area in at least two laboratories that investigate the topic from technological, but also from economic, organizational and social perspectives. From a technological perspective, the Mobile Multimedia Laboratory (MMlab) performs significant research in all subareas of mobile and wireless communications. It has recently completed EC-funded project “B-Bone” on multicast and broadcast for 3rd generation mobile networks, developing and evaluation optimization technologies for multimedia distribution. MMlab is also one of 10 academic groups around the world supported by Microsoft Research (USA) through a “Cell Phone as a Platform for Healthcare” award for AUEB project “ARCHANGEL” for research in innovative ways to advance healthcare services and solutions, as well as mitigating the growing healthcare concerns of an ageing population. The aim of the “ARCHANGEL” project is to design and implement a cost-effective, secure, adaptable and interoperable framework for learning and monitoring the daily activities of the elderly using advanced sensor networking, wireless communications, machine learning, and controlled interaction with caregivers, while trying to preserve privacy and avoiding being overly invasive. The resulting system will be based on off-the-shelf sensors and positioning-enabled mobile phones.

The ISTLab Wireless Research Group (ISTLab/WRC) performs research on mobile and wireless business. The group has coordinated the development of a European roadmap on research on mobile communications as part of the ISTLab-funded Network of Excellence MB-net. MB-net consisted of 25 university and industrial research groups from eight European countries, co-ordinated by WRC. The roadmap that was developed assisted the European Commission in establishing priorities for mBusiness-related research funding.

Natural Language Processing - Artificial Intelligence

Artificial Intelligence is an area where the Natural Language Processing Group of the Information Processing Laboratory is working on. An innovative project in this area is "INDIGO", which is developing technology that facilitates human-robot interaction. This is achieved both by enabling robots to correctly perceive and understand natural human behaviour, as well as by making them act in ways that are familiar to humans. While the emphasis is on technologies that allow robots to generate natural descriptions of their physical surroundings, "INDIGO" also addresses interpretation of a relatively broad range of input. Emphasis is given in the creation of appropriate user models for humans interacting with a robot, as well as for the robot itself. User models are used to drive the dialogue management system and, thus, allow adaptation in the behaviour of the robot according to the perceived interests/background of the interacting person, as well as the knowledge, personality and gathered experience of the robot itself. "INDIGO" will be demonstrated by deploying a prototype system in the premises of a Greek cultural centre.
Public Administration and e-Government
AUEB researchers carry out research in Public Administration and e-Government, focusing on both technological and organizational issues. The researchers of the Interdisciplinary Research on the Information Society group of the Information Systems Technology Laboratory (ISTLab/IRIS) recently participated in the research project "GUIDE - Creating a European Identity Management Architecture for e-Government", aiming at the facilitation of e-government services at a European level. The project provided specifications for an open platform for identity management, which enables a dynamic collaboration and interaction between citizens, businesses and the public sector. More broadly, the agenda of the IRIS group includes the study of the social implications of information system implementation. The ISTLab/IRIS research group is also involved in the study of information systems implementation, such as e-government systems.

Other laboratories are also doing work in the area. The Information Systems and Data Bases Laboratory has carried out, among others, a study for the introduction of electronic mail and document management systems in the public sector. The Management Science Laboratory (InnKnow Unit) has conducted a longitudinal study, based on change management theory, of the implementation and roll-out of the Greek Centers for Citizen Service (KEPI), providing a qualitative evaluation of the play and interplay of various theoretically generated factors influencing the unfolding of major change efforts in the public sector over time. The Business Informatics Laboratory (BILab) also undertakes research projects at the same field, such as the "Information Systems Evaluation Study at the Civil Servants Fund".

R&D Management
The Management of Research and Development is another important area of research interest in AUEB. The Management Science Laboratory (InnKnow Unit) has developed considerable expertise in this area through a large number of projects, most of them funded by the EU. In the European project "INCO-E", the laboratory has been chosen to undertake, in cooperation with the Johanneum Research in Austria, the Turkish Academy of Sciences, the National Academy of Science of Ukraine and the International Centre for Black Sea Studies (ICBSS), a mapping of research and innovation infrastructure in 12 countries of the Black Sea Region. As a result, various new and complementary ways for the efficient use of research results from cooperation between countries of the region and the EU have been proposed. The results of the project were presented at the EU Council of Ministers.

In another major EU-funded project, MSL jointly with leading European partners examine the impact of publicly funded research on the innovation and competitiveness of European firms. The project devises and implements a methodology to analyze and assess the impacts on innovation, through a survey of a sample of FP5 and FP6 (Framework Programmes) concluded projects. The project also maps all public-funded initiatives at national, international and European level, assesses the impacts on innovation of some third countries R&D programmes (such as US, Japan, Israel, Norway and other third countries), benchmarks strategies and methodologies with a view to assess and increase their impact on innovation, and develops policy recommendations that should lead to practical and realistic suggestions for possible improvement in the design and management of firm-level RTD Framework Programmes.

In another project, "IST Evaluation and Monitoring", funded by the European Union’s DG Infso, MSL researchers, in collaboration with partners from Austria, Germany, France, Finland and the US, propose an evaluation strategy for IST projects in the 7th and 8th framework programs. The expert panel’s work has been embedded in the broad redesign of EU project evaluation that is under way.

Software Engineering
The ISTLab Software Engineering and Security group (ISTLab/SENSE) conducts groundbreaking research in the fields of software engineering, programming languages, open source software, and IT security. Free Libre and Open Source Software (FLOSS) represents an important research vehicle and a source of radically different software business models.

In the context of the EC-funded project "Software Quality Observatory for Open Source Software (SQO-OSS)" the group developed novel tools that combine data mining with artificial intelligence methods to improve FLOSS adoption by companies, software developers and end users. Significantly, SQO-OSS evaluates both the software products and the underlying processes. The project’s outcome is distributed as open source software under the BSD license to stimulate business interest and attract users in the scientific community.

Members of the group are also conducting research on performing secure transactions on peer-to-peer networks, the integration of domain-specific languages with general purpose...
languages, the effect of software refactoring on software quality, and programming language abstractions that can increase the security of software.

On the other hand, the Information Systems and Data Bases Laboratory conducts research on software testing with mutation techniques, based on deliberately introducing faults in the code, as well as on metrics and techniques for database testing.

Statistics
Statistics and applications of Statistics are the main research interests of the two statistics laboratories. The Laboratory of Applications of Probability and Statistics to Complex Systems in Economics, Insurance and Technology, in addition to the applications of statistics to complex problems arising in economy, insurance and technology, is also directed towards applications of probability theory, stochastic processes, stochastic analysis, operational research, and econometrics. The laboratory is also working on problems from actuarial science, financial markets and modern technology, real estate. The other statistics laboratory, the Laboratory of Statistical Methodology and Data Analysis, is conducting basic research on statistical methodology issues. Recently, a doctoral student received the Savage award (theory and methods) for work on Bayesian Inference for Multidimensional Diffusion Processes.

Supply Chain Management
Supply Chain Management is a very important research area at AUEB, with at least three laboratories doing research in the design, optimization and automation of supply chains. The Transportation Systems and Logistics Laboratory (TRANSLOG) conducts research on theoretical and applied issues concerning supply chain management. An indicative research project conducted by TRANSLOG is the "VEGNET" project (funded by the EC), which studied the problem of managing agricultural product supply chains through the use of Information and Communication Technology (ICT) in China. In another GSRT-funded project, the "HERMES" project, TRANSLOG researchers developed a platform to support customer relationship management, order management, and workflow management for supply chains. Other TRANSLOG projects in the area include "SULOGTRA", which studied the effects of trends in logistics and supply chain management on the performance of the freight transport system, and "ARTTS", which developed algorithms for optimal vehicle routing in dynamic transport networks and analyzed the cost/effectiveness of RFID technology in supply chain operations. Finally, the "BPR" project, contributed to the definition of the European research agenda for e-supply chain management.

Another laboratory conducting work on supply chains is ELTRUN, the E-Business Laboratory. Through its research unit SCORE, ELTRUN has been active in the area of supply chains and retailing. "MyGROCER", an EU-funded research project initiated by ELTRUN, has been the first project in Europe to initiate work on software testing with mutation techniques, based on deliberately introducing faults in the code, as well as on metrics and techniques for database testing.

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Finally, the Management Science Laboratory (MSL) has also been active in the area of supply chains. Through its research unit OPeR (Operations Management and ERP Systems Unit), MSL has also implemented a variety of projects. An illustrative example is the GSRT-funded "DADES" project, conducted in cooperation with Greek oil industries. In this project, MSL researchers studied problems of production scheduling, reverse optimization flows and reverse supply chain optimisation in order to identify the best storage sites and transportation routes for a large number of geographically dispersed points. Simulation models were developed along with an innovative Internet support platform connected to an ERP. The latter activates reverse MRP functions and utilizes wireless communication technologies for gathering information from dispersed sources/spots. In other related projects, MSL researchers examined problems in the shipping industry.

Systems and Critical Infrastructures Security
Another research area at AUEB is that of Systems and Critical Infrastructures Security, in which the Information Systems and Data Bases Laboratory is particularly active. By way of example we mention the project "HellasSAT Satellite Security". In this project, a risk assessment of the automated information and communication systems, which control and support the Greek-Cypriot satellite HellasSAT, was carried out using the standard CRAMM method, followed by the development of an integrated security plan for the satellite, which included a security policy and accompanying (technical, procedural and administrative) security measures. In addition, provisions were made for the technical and legal conformance of HellasSAT S.A. with the requirements of the Personal Data Protection Authority. A large number of projects in this area have been undertaken by the laboratory.

Transport and Logistics
One of the areas where there is significant research activity at AUEB is the area of Transport and Logistics. At least two laboratories are active in this area. The Transport Systems and Logistics Laboratory (TRANSLOG) has undertaken a large number of research studies in the area of transport operations, policy, and management. The projects "MANTEA-Management of Surface Traffic in European Airports", "OPAL-Optimization Platform for Airports, including Land-side" and "SPADE-Supporting Platform for Airport Decision Making and Efficiency Analysis" led to the development of algorithms and software for airport performance assessment. TRANSLOG has also undertaken research activities related to: i) the development of Decision Support Systems for designing optimal itineraries for multimodal passenger transport (project "ENOSIS"), ii) hazardous materials transport risk management through the development and implementation of Vehicle Routing and Scheduling algorithms (project "HAZMAT-DSS"), and iii) the identification of trends for the future use of energy in transport (project "STEPS").

In the area of transport and logistics MSL is also active in two directions: i) economic impact analysis, and ii) development of efficient algorithms in routing and transport. Through its InnKnow research unit, MSL has undertaken an impact analysis to evaluate the impact of the Athens International Airport on
the national economy of Greece, as well as on the economy of the neighbouring area. Through its OPeR and ORDES research units, MSL has been delivering major studies on the development of algorithms for routing problems known in the literature as a Vehicle Routing Problem (VRP). These problems are considered particularly difficult since they are problems of "exponential complexity", which are treated by scientists with special approximate numerical methods (heuristic methods). Researchers of MSL have built algorithms for this type of problems that have been repeatedly recognized to be among the most efficient ones globally.

3. Research Funding

AUEB laboratories attract significant funding from a variety of sources, including the European Union, the General Secretariat of Research and Technology (GSRT) of the Ministry of Development, the Ministry of Education, other Ministries or public bodies, as well as grants from private industry. All funding is handled through the AUEB Research Centre (AUEB/RC). During the period 2000-2008 a total of about 1,400 projects were handled by AUEB/RC with a total budget of about 80 million Euros. The breakdown of projects and funding per year, handled by AUEB/RC is shown in the following graph.

Overall, the distribution of sources of funds for AUEB/RC is as follows: 43% from the European Union, 32% from Greek private sources, and the remaining 25% from Greek public sources.

To further promote basic research, a special program has been set up with AUEB funding of approximately 250,000 Euros per year, to support basic research, starting in 2009. About 30 projects have been selected already to be funded by this program.

4. Conclusions

As it can be seen from this brief exposition, AUEB research laboratories undertake activities in a large number of academic disciplines and produce significant results in many domains and with impact at all levels, from basic research to immediate business exploitation. The quality and vigour of the work is equivalent to some of the best research laboratories and research institutes in Europe and around the world.

In our times of a network economy, where being the best is paramount and where problems, especially in business and economics, are particularly multi-disciplinary, it is important that researchers and research organizations develop linkages with other organizations and individuals to expand their work, establish new frontiers, and generate new knowledge. It is our hope that this document will assist in this direction.
1.1. Research in the Department of Economics

The faculty of the Department of Economics conducts high quality research on a wide range of fields, including microeconomic and macroeconomic theory, finance and banking, industrial organization and competition policy, public and international economics, monetary economics, labour economics, environmental, economic history, agricultural economics, as well as the quantitative methods required, such as statistics and econometrics.


The Department is also involved in applied research and a number of faculty members have participated in or have supervised as scientific coordinators important research projects financed by the European Union, the Greek Government, or other institutions, in the areas of international trade, economic growth, telecommunications policy, industry sector analyses, public finance and others.

Finally, the faculty members of the Department have undertaken the organisation of a number of important international conferences, and have participated or are currently participating in the Editorial Boards of international journals, including the Econometrics Journal, Journal of the European Economic Association, Journal of Industrial Economics, International Journal of Industrial Organization, European Journal of Political Economy, and others.

Two research laboratories currently operate within the Department of Economics: the Laboratory of Econometrics (Director: Associate Professor Efthymios Tsionas), and the Laboratory of Economic Policy - EMOP (Director: Professor Nicholas C. Baltas).
1.2. Laboratory of Econometrics

**Mission**
The Laboratory of Econometrics was established in 1999 (AUEB Senate decision 21-10-99), and its operation was enacted in 2001 (OJHR* A25/12-02-01).

It supports theoretical and applied research in econometrics and finance. Research focuses in particular on intensive computation, panel data, Bayesian analysis, methods of simulation in econometrics. It is used by faculty members, graduate students and undergraduate students interested in research in econometrics and quantitative economic analysis. The basic objective of the laboratory is to become a pole of attraction for all econometricians and applied economists in the University.

**Organization of Seminars and Study Teams**
The laboratory organises the "Economics and Econometrics Lunch Seminar", where the work of postgraduate students, doctoral candidates and faculty is presented. The "Study Team of Econometrics" creates a forum of graduate students and faculty, who are interested in econometrics and wish for a deeper understanding of the subject, or, more generally, wish to extend their horizons in the field of applied economics and finance.

**Support of Doctoral Studies**
The laboratory supports doctoral research. Indicatively, the following theses were completed in 2003 and in 2004 with the support of the laboratory:


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Indicative Publications

A number of the most recent publications by the faculty members of the Department of Economics, in the field of econometrics, are reported below. The list is by no means exhaustive:

Mission
The Laboratory of Economic Policy - EMOP was established in 2000 (AUEB Senate decision 13-1-00) and its operation was officially enacted the following year (OJHR 25/12-2-01). Its research focuses on issues of economic policy and the institutional organisation of the economy, as well as the active attendance of its members in the related public discourse, based on the methods, tools and conclusions of modern economic analysis. The laboratory contributes -via research programs, conferences, seminars, public discussions, articles, books and periodical publications- to the efforts for a more effective economic policy in our country.

Support of Doctoral Studies
The laboratory supports doctoral research. A number of theses completed between 2004 and 2006 are reported below:
Organization of Conferences
A number of conferences or quolloquia have been organized by the laboratory. Indicatively:

- "Dynamic Macroeconomics", in cooperation with the European Central Bank (ECB), October 2008, Santorini, Greece.
- "3rd Symposium of the European Association of Evolutionary Political Economy (EAEPE)", September 2008, Athens, Greece.
- "Dynamic Macroeconomics", in cooperation with ECB, September 2007, Hydra, Greece.
- "Conference on Regulation and Competition", July 2007, Corfu, Greece.
- "Dynamic Macroeconomics", in cooperation with ECB, July 2006, Hydra, Greece.
- "The Variety of Economic Institutions under the Many Forms of Capitalism", May 2006, Athens, Greece.
- "3rd Workshop on Dynamic Macroeconomics", in cooperation with ECB, June 2005, Hydra, Greece.
- "2nd Workshop on Dynamic Macroeconomics", in cooperation with ECB, June 2004, Hydra, Greece.
- "1st Workshop on Dynamic Macroeconomics", in cooperation with ECB, May 2003, Hydra, Greece.
- "FDI and the Multinational Corporation", 2nd Workshop organized within the frame of an EU Project, September 2002, Hydra, Greece.
- "New Approaches to the Study of Economic Fluctuations", 4th Workshop organized within the frame of an EU Project, May 2002, Hydra, Greece.

Indicative Publications (2000-2007)


International Partnerships
The laboratory has developed a network of research activities, involving a number of highly acclaimed Greek economists and collaborators from abroad. Eighty economists from Universities and other organisations in Greece and abroad participate in the laboratory.
Department of International and European Economic Studies
2.1. Research in the Department of International and European Economic Studies

The research areas of the 25 faculty members of the Department of International and European Economic Studies focus on theoretical and empirical issues related to the development in the European and world economy. The detailed study of these developments has led to further specialization of the members of the Department in specific fields of economic science (e.g. international economics, public economics, labor economics, economic growth, environmental economics, agricultural economics, industrial organization, social policy). Moreover, the research activity of the Department also spreads to the interdisciplinary study of these developments, since, inevitably, they affect and are affected by the prevailing legal environment and by ongoing political developments.


Faculty members of the Department have received awards for their research publications to the following scientific journals: Journal of Development Studies, Journal of Econometrics, Journal of Economic Dynamics and Control. Moreover, members of the Department serve on the Editorial Boards of several highly ranked and academically renowned scientific journals. Special recognition for the Department is the fact that Professor Tasos Xepapadeas is the President-elect of the European Association of Environmental and Resource Economics, as well as the Chairman of the Board of Directors of the Beijer Institute of Ecological Economics of the Royal Swedish Academy of Sciences. Faculty members of the Department have in the past, and continue to date to organize many international scientific conferences and participate to numerous research programs funded by international organizations, such as The European Commission, The World bank, OECD, The UN, NATO, FAO, ILO, etc.

The Department of International and European Economic Studies operates the Laboratory of European Affairs - EUROLAB (Director: Associate Professor Antonios Demos).
2.2. Laboratory of European Affairs - EUROLAB

Director
Antonios Demos, Associate Professor

Deputy Director
Spyridon Skouras, Assistant Professor

Participating AUEB Faculty
The laboratory is used by all faculty members of the Department of International and European Economic Studies, thus meeting educational and research requirements of faculty and students.

Special Technical Laboratorial Staff
Katerina Glynou

Mission
The Laboratory of European Affairs - EUROLAB of the Athens University of Economics and Business was established in 2000 and it was officially launched in 2003 (OJHR 13/23.1.03). Its mission is to facilitate research for students and academic staff of the Department of International and European Economic Studies. Through EUROLAB, faculty members are able to seek specialised information and obtain access to electronic databases, while students are able to access computer programs and data that are directly related to their field of study.

Apart from the above, the laboratory is also used for tutorials and introductory seminars. Short courses, in small groups are also organised for the Department’s students. These courses include instruction in the use of programs, such as Word, Excel, SPSS, Eviews, Statgraphics and others, as well as Internet accessing programs.

Support of Doctoral Studies
The laboratory supports doctoral research. Indicatively, the following theses defended between 2001 and 2007 are mentioned:

Organization of Seminars

The laboratory is very active in the organisation of seminars. Below are the seminars organised in 2007 (check also: http://www.aueb.gr/deos/gr/ereynhtikaseminaria.html).


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Laboratory of European Affairs-EUROLAB
Athens University of Economics and Business
Department of International and European Economic Studies
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Tel.: +30 210 82 03 125,
+30 210 82 03 137
Fax: +30 210 82 14 122
Website:
www.aueb.gr/deos/gr/eurolab.html
E-mails: eka@aueb.gr, dkyriab@aueb.gr
Organization of International Conferences

A number of conferences have been organised by the laboratory:


Indicative Publications

The members of the laboratory publish their research results in leading international journals and present them to conferences.

Publications in Refereed Journals


Conference Presentations


3.

Department of Business Administration
3.1. Research in the Department of Business Administration

The research activity of the faculty members of the Department of Business Administration is focused in the following areas of interest: industrial relations, management of conflict and negotiations, strategic management, strategic decision making, mergers and acquisitions, strategic electronic marketing, consumer behavior, market research, managerial marketing, management of business conflicts, business informatics, management information systems, fuzzy logic and applications of electronic commerce, portfolio analysis, international finance, derivatives valuation, valuation of stocks and bonds, financial econometrics, behavioral finance, auditing, financial accounting, analysis of financial statement, banking management, regulation of financial markets, corporate governance, macroeconomic analysis, microeconomic analysis, public finance.


Faculty members of the Department have received distinctions from several scientific associations, and their papers have been chosen among the best papers published in conference proceedings of the American Academy of Management, Strategic Management Society and British Academy of Management. They have also conducted significant applied research funded by the European Commission, the General Secretariat of Research and Technology, as well as other international and domestic institutions. In addition, graduate students of the Department have been placed in high ranking and in several instances have received the first prize in international competitions.

Faculty members of the Department have organized international and local conferences and workshops; they have also contributed to the editorial boards of a number of scientific journals, or have acted as Guest Editors for special issues in journals like: Journal of Common Market Studies, International Journal of Economics and Finance, Journal of International Money and Finance, Open Economies Review and Review of International Economics.

Five research laboratories currently operate within the Department: the Market and Consumer Behavior Analysis Laboratory (Director: Professor George J. Siomkos), the Laboratory for the Development and Promotion of Financial Products and Services (Directors: Professors Georgios Karathanassis and Georgios Panigirakis), the Center of Industrial Relations and Negotiations - CIRN (Director: Professor Andreas Nikolopoulos), the Business Informatics Laboratory - BILab (Director: Professor Eleutherios Papathanassiou) and the Laboratory of Business Strategy (Director: Professor Vassilis Papadakis).
3.2. Market and Consumer Behavior Analysis Laboratory

**Director**
George J. Siomkos, Professor

**Participating AUEB Faculty**
Anthony Ioannidis, Assistant Professor  
Eirini Rigopoulou, Lecturer

**Participating Faculty (from other Universities)**
Andreas Andronikidis (University of Macedonia)  
Thanos Kriemadis (University of Peloponnesse)  
Chris Vassiliadis (University of Macedonia)

**Research Fellows**
Dr Kalliopi Chatzipanagiotou  
Dr Emmanuela Manganari  
Dr Ioannis Tsiamis  
Dr Katerina Vassilikopoulou

**Doctoral Candidates**
Ioannis Assiouras  
Apostolos Lepetsos  
Chrysoula Rouvaki  
Katerina Stavrianea  
Amalia Triantafyllidou

**Mission**
The Market and Consumer Behavior Analysis Laboratory started its operation in the year 2003 (AUEB Senate Decision 23.01.2003). The scientific research areas of the laboratory include: services marketing, sports marketing & management, tourism marketing & destination management, cause-related marketing, fashion marketing, entertainment marketing, word-of-mouth marketing, buzz marketing programs and campaigns, consumer experience and sensorial marketing, crisis management, industry and market analysis, electronic marketing, marketing of high-tech products, corporate social responsibility (CSR), stakeholder analysis.

**Indicative Projects**
- "A Study for Measuring Diageo’s Barcode Effectiveness", Diageo Hellas.

**Support of Doctoral Studies**
The laboratory supports doctoral research. Indicatively, reference is being made to three doctoral dissertations which were completed and supported during the last three years.


**Indicative Publications**
The research results produced by the scientific personnel of the laboratory are published in academic journals and/or are presented in international scientific conferences.

**Publications in Journals**
Intelligence and Impulse Buying", Business Journal for Entrepreneurs (forthcoming).


Conference Presentations (select)


3.3. Laboratory for the Development and Promotion of Financial Products and Services

**Mission**

The operation of the Laboratory for the Development and Promotion of Financial Products and Services was approved by the General Assembly of the Department of Business Administration (7-03-98) and by AUEB Senate (23-01-03). The laboratory covers a wide research area, including new financial products and services, feasibility studies, portfolio and risk management, dividend policies and capital structure of firms, valuations models, corporate governance policies, etc. In addition it is involved with research subjects such as: development of financial products and services benefits management, design and development of modern financial products, efficiency calculation, development, management, image evaluation and public relations of financial organizations, design and development of cost and tariff policy, benefit networks management, advertisement and promotion of financial products and services, rearrangement, privatizations and denationalizations of enterprises, sales techniques, marketing program for financial products and services, completing communication and market research.

The laboratory covers, both at a Bachelor and a Master’s level, the tutorial and research needs of the Business Administration faculty, as well as the needs of other AUEB faculty members on subjects related to the development and promotion of financial products and services. It facilitates the cooperation with banks and financial organizations for the students’ practice, using modern tools and methods. It collaborates with other faculties and laboratories of AUEB and carries out research financed by the European Union, foundations, public and private institutions. Furthermore, it participates in organizing lectures, meetings, seminars, conferences, congresses and other scientific events with the collaboration of Greek and eminent, foreign academics.

**Support of Doctoral Studies**

The laboratory supports doctoral research. A number of theses developed and completed from 2000 up to 2008, are listed below:


Indicative Publications
The researchers of the laboratory participate in conferences with scientific presentations and publications through which the research and scientific work of the laboratory is being diffused. Some of those publications are listed below:

Publications in Journals

Conference Presentations

3.4. Center of Industrial Relations and Negotiations - CIRN

**Director**
Andreas Nikolopoulos, Professor

**Participating Faculty (from other University)**
Theodoros Koutroukis (University of Aegean)

**Doctoral Candidates**
Ioannis Blatsos
Ilias Kapoutsis
Dimitrios Pittaoulis

**Mission**
The Center of Industrial Relations and Negotiations (CIRN) was founded in 2003 with the financial support of the Greek Ministry of Education, through the EPEAEK project. Its main objective is to raise the scientific quality of research in the fields of industrial relations, conflict management and negotiations. This objective is achieved by integrating different streams of research and, at the same time, by providing fresh empirical evidence from various contexts. In addition, CIRN is greatly interested in the diffusion of the research findings to managers, unions and organizations. For this reason, CIRN organizes conferences and training seminars that combine theory with practice and trigger further debate and research.

**Indicative Projects**
Support of Doctoral Studies
CIRN supports doctoral studies. The list below is indicative of the PhD theses awarded between 2003 and 2007:


Organization of Conferences
- "Consequences and Implications for the National States and the EU", European Company Statute Conference 2006, July 2007, Athens, Greece.

Organization of Executive Seminars
- "The Basics of the Negotiations", Training seminar at the Greek Forum of Migrants (in collaboration with the KEK GSEBEE), 2007.

International Partnerships
Within the frames of its research activities, CIRN has established the following international partnerships:

Belgium
European Trade Union Institute for Research, Education and Health and Safety (ETUI/REHS)

Bulgaria
Institue za Finanzov Prouchvania i Inovatzii (IFPI)

Croatia
Government Office for Social Partnership

Romania
Institute of National Economy, Romanian Academy

Slovenia
University of Maribor

Turkey
University of Sakarya, Faculty of Economics and Administrative Sciences

UK
London School of Economics (LSE), Royal Holloway, University of London

Indicative Publications
CIRN members publish in high quality international journals and conference proceedings. Some of these publications are listed below:

3.5. Business Informatics Laboratory - BILab

Director
Eleutherios A. Papathanassiou, Professor

Deputy Director
Dimitrios K. Kardaras, Assistant Professor

Doctoral Candidates
Charilaos Karampotsios
Nikolaos Kyritsis
Michalis Logothetis
Spilios Spiliopoulos

Special Technical Laboratorial Staff
Xenia Mamakou

Mission
The Business Informatics Laboratory - BILab was set up in 1999 (AUEB Senate decision 21-10-99) and its operation was officially established in 2001 (OJHR A250/22-10-01). BILab consists of three academic and research staff and four PhD students. The laboratory has a twofold purpose: a) to conduct research in Information Systems and Information Management (IS/IM) and publish research results in leading journals and conferences, and b) to support teaching in IS/IM subjects to AUEB students.

Staff and students are of multidisciplinary background including mathematics, information systems, business and physics. The laboratory is actively involved in international collaborations and networking in the areas of IS/IM, Mass Customisation and Virtual Communities.

Services
BILab adopts traditional learning as well as e-learning methods aiming at quality teaching that reflect the latest technological advances bearing in mind the overall international and Greek business and technological environment. BILab delivers IST courses not only to undergraduate and postgraduate students of the Department of Business Administration but
also to students from across other AUEB Departments.

The BiLab staff teaches a number of Business Informatics undergraduate and postgraduate courses to more than 1,000 students every academic year. Through this activity, it contributes towards the development of new forms of educational techniques, the creation of new orientation paths, and a deeper understanding of the business studies, through the use of information systems.

BiLab members have also been organising extensive series of training seminars for the business staff in Greek businesses. Since 2005, BiLab has been organising and delivering a series of IST seminars to the Hellenic Post Office employees, including lectures and implementational issues pertaining to business informatics and management decision support tools.

The BiLab staff members conduct basic and applied research in the areas of information systems, information management decision support systems, IS strategic planning, fuzzy logic and its applications, mass customisation, business process management and e-business. The laboratory promotes group working where PhD and MSc students are encouraged to actively get involved in research.

The laboratory cooperates with a number of international academic partners, undertakes research projects, organises seminars, conferences and invited lectures, and makes publications that pertain to its research and teaching aims. Some of the partners of BiLab include the Information Management Group at the Manchester Business School, University of Manchester, UK, and the Centre for Human Computer Interaction Design of the City University in London, UK as well as with other Universities in Greece and abroad. BiLab also undertakes information systems and management studies and projects in private and the public sector organisations.

BiLab staff is often invited as external examiners to research degrees in UK universities and they are regularly acting as reviewers to prestigious academic journals and chairs to international conferences.

The laboratory investigates the diffusion and use of business data throughout a business organization, via computer networks and studies the strategic potential and operational implications of business IS/IM applications. With regard to methodological approaches the BiLab research staff adopts accordingly quantitative and software based approaches as well as qualitative methods, with statistical analysis, fuzzy logic and data mining tools being applied more often.

**Indicative Projects**

A number of funded research and management projects in IS/IM have been undertaken with the most recently completed ones listed below:

- “Development and Management of the e-Learning Center of the Athens University of Economics and Business”.
- “Training the Hellenic Post Office staff in IST tools”.
- “Information Systems Evaluation study at the Civil Servants Fund”.
- “Information Systems Evaluation study at the Olympic Airways”.

**Indicative Publications**

BiLab members publish their research work in refereed scientific journals, conferences, and books. The most significant publications are listed below:

**Publications in Journals and Edited Volumes**


Conference Presentations and Proceedings Publications


3.6. Laboratory of Business Strategy

**Director**
Vassilis Papadakis, Professor

**Participating AUEB Faculty**
Antonios Ioannides, Assistant Professor

**Doctoral Candidates**
Ioannis Christodoulou
Maria-Niki Lyriotaki
Evangelia Siachou
Ioannis Thanos

**Mission**
The Laboratory of Business Strategy was created in 2003 with an aim to cover the educational and research needs of the Business Administration Department with respect to the domain of Business Strategy. The laboratory’s goals are: to advance the state-of-the art research in areas such as: strategy formulation, decision making and implementation, change management, role of the top managers, mergers and acquisitions, strategic innovation and entrepreneurship, international business and knowledge management. Furthermore, it aims to develop material and techniques for teaching purposes (at both graduate and undergraduate level). In addition the laboratory aims to promote and apply the relevant knowledge created in firms and organizations, to develop alliances and to provide educational and consulting services as regards Business Strategy.

**Organization of Symposium**

**Organization of Teaching Seminars**
- “Specialization Programme in Management for pharmacists with the grant of Apivita”, Apivita and Pharmacists, 2002 - 2008.
- “Educational Programmes for the executives of Vodafone (Seminars of Management Practice)”, Vodafone, 2001 - 2008.
- “Seminars and Advanced Programmes in Business Administration for the executives of Vodafone/Panafon”, Vodafone/Panafon, 2001 - 2004.
Indicative Publications

The members of the Laboratory of Business Strategy aim at publishing in recognized international academic journals and present papers at international conferences. Indicative publications include:

Publications in Journals and Collective Volumes

Conference Presentations and Proceedings Publications
1. Papadakis V., Thanos I., 'Contrasting M&As in Boom and Bust Periods. An Empirical Investigation of Processes and Outcomes'. Accepted for presentation at the 2008 Business Policy and Strategy Division of the Academy of Management Conference, Anaheim, California, USA.
2. Lyriotaki M., Papadakis V., "How Much Does the Context Matter in Strategic Decision Implementation?". Accepted for presentation at the 2008 Business Policy and Strategy Division of the Academy of Management Conference, Anaheim, California, USA.
5. Ioannides A., Giannopoulou C., "Social Services and Environmental Nonprofit Organizations: The Impact of the Type of Organizational Activity on Leadership", 36th Annual ARNOVA Conference (Association for Research on Nonprofit Organizations and Voluntary Action), November 2007, Atlanta, Georgia, USA.
Department of Marketing and Communication
4.1. Research in the Department of Marketing and Communication

The faculty of Marketing and Communication currently consists of 22 members of academic staff. Their research interests focus in a number of areas, including: services marketing, sales management, retail marketing, international marketing, pricing policies, B2B marketing, distribution channels, advertising, organisational behavior and human resource management.


Members of the Department have received awards in various scientific journals and conferences such as the: International Journal of Bank Marketing, Journal of Services Marketing, International Marketing Review and Academy of Management Conference. An article of Professor Nikolaos Papavassiliou, in collaboration with Associate Professor Vlassis Stathakopoulos, in the European Journal of Marketing is among the 20 top articles used by researchers internationally through the electronic library of the journal. Another special distinction for the Department is the election of Professor George Avlonitis in the presidency of the European Marketing Academy (EMAC) for the years 2008-2010.


Since 2006 a number of research and educational projects financed by the European Union have taken place as part of the research laboratories activities, such as Prima, Cranet, and Leonardo Da Vinci. In addition, the Department’s staff has undertaken training seminars for a variety of organisations, such as: SETE, MRB, Ipsen, Metaxas, Apivita, Roche Diagnostics, Information Society, Motodynamiki (Yamaha), Pharmaserve-Lilly, Compo Hellas, AB Vassilopoulos and Interamerican.

The Department currently operates three laboratories: the Laboratory of Corporate Communication and Human Resource Management (Director: Professor Nancy Papalexandris), the Athens Laboratory of Research in Marketing - ALARM (Director: Professor George J. Avlonitis) and the Laboratory for Multimedia Communication (Director: Professor Maria Konstantopoulou).
4.2. Laboratory of Corporate Communication and Human Resource Management

**Director**
Nancy Papalexandris, Professor

**Participating AUEB Faculty**
Maria Vakola, Assistant Professor
Eleni Apospori, Lecturer
Eleanna Galanaki, Lecturer
Eirini Nikandrou, Lecturer
Leda Panayotopoulou, Lecturer

**Doctoral Candidates**
Stella Flytzani
Cleopatra Nteliou
Myrto Raphailidou
Apostolina Tsigriki

**Mission**
The Laboratory of Corporate Communication and Human Resource Management was established in 1999 and its aim is to promote applied academic research in the general field of people management. For that purpose it hosts researchers and PhD candidates who are conducting research in the area of corporate communication and human resource management under the supervision of faculty members. The laboratory provides academic support to the Master’s Programme in Human Resource Management through research projects which fall within the subject areas of the programme.

Furthermore it assists in the organization of national and international conferences and other academic events in which local and international experts are invited. Doctoral dissertations and their published outcome have resulted in the progress of the academic field of corporate communication and human resource management and have helped researchers advance in their academic career.

**Indicative Projects**
In the context of its activities, the laboratory has participated in significant international and national research projects.

**International Research Projects**
- Participation in the Research Network CRANET which deals with comparative research in human resource management activities such as employee selection, training and development, compensation and performance management in approximately 25 countries and is supervised by the University of Cranfield. Cranet is considered as the most important Network in Europe in the field of human resource management research.
- Participation in the Research Network GLOBE (Global Leadership and Organizational Behavior Effectiveness research project) which deals with cross cultural research across 61 countries and is coordinated by the Wharton Business School in the USA. The Network collects data and studies elements of societal and organizational culture and their impact on leadership style. It also examines the style of leadership of CEOs in new (entrepreneurial) and older (professional) enterprises.

**National Research Projects**

**Support of Doctoral Studies**
Members of the laboratory have completed the following doctoral theses:
Organization of Conferences


International Partnerships

In the context of participation in the CRANET and GLOBE networks, the laboratory has collaborated with various Universities, such as:

- **Austria**
  Vienna University of Economics and Business Administration
- **Belgium**
  Vlerick Leuven Gent Management School
- **Denmark**
  Copenhagen Business School
- **Estonia**
  Estonian Business School
- **Ireland**
  University of Limerick
- **Netherlands**
  Erasmus University of Rotterdam
- **Portugal**
  Universidade Nova de Lisboa
- **Switzerland**
  University of St. Gallen
- **UK**
  Cranfield School of Management, Henley Management School
- **USA**
  Wharton School
Indicative Publications

The laboratory members publish their research work in scientific journals and books. Some of these publications are listed below:


4.3. Athens Laboratory of Research in Marketing - ALARM

Director
George J. Avlonitis, Professor

Deputy Director
Nikolaos Papavasileiou, Professor

Participating AUEB Faculty
George Baltas, Associate Professor
Sprios Gounaris, Associate Professor
Vlassis Statthakopoulos, Associate Professor
Sergios Dimitriadis, Assistant Professor
Flora Kokkinaki, Assistant Professor
Paulina Papastathopoulou, Assistant Professor
Paraskvas Argouslidis, Lecturer
Konstantinos Indoumas, Lecturer
Eleanna Kaephy, Lecturer
Eva Katsikea, Lecturer
Nikolaos Panagopoulos, Lecturer

Doctoral Candidates
Zoi Anagnostidou
Vasileios Boikou
Achilleas Boukas
George Chalkias
Christina Giakouraki
Antonios Giannopoulos
Kitty Kitsika
Kleopatra Konstantoulaki
Ioannis Kostopoulos
Efthimia Kotrika
Konstantinos Lionakis
Grigoris Papanis
George Papadakis
Erifili Papista
Eirini Peltsika
Lamprini Picha
Charalampos Saridakis
Maria Stavraki
Ioannis Theodorakis
Nektarios Tzempelikos

Special Technical Laboratorial Staff
Ilias Balafoutis

Mission
The Athens Laboratory of Research in Marketing - ALARM of the Department of Marketing and Communication of AUEB was founded in 2000 as a registered lab of the University and its operation was enacted in 2001 (OJHR A148/5-7-2001). The laboratory's main objective is to carry research of international scope and to support high quality educational activities in subjects related to the field of marketing. The laboratory has four active research units:

1. Research Unit "Marketing Applications & Innovation"
This research unit covers a wide range of marketing applications in various markets, such as international markets or business-to-business markets, and in various organizational setups, including those of for-profit organizations. Furthermore, given the crucial role that innovation plays in creating competitive advantage in today's business environment, the unit engages in research related to the adoption and diffusion of new products, innovation management and the use of new technologies (e.g. internet, multimedia) in marketing. Research fields of the unit include business-to-business marketing, international marketing, marketing and new technologies, e-marketing & e-commerce, marketing of non-profit organizations, development and introduction of new products and services, critical success factors of new products and services, organizational issues of new products and services development, adoption and diffusion of innovation.

2. Research Unit "Sales & Customer Management"
Managing a firm's sales force and customers represents an activity of paramount importance in order to create profits and a lasting competitive advantage. Therefore, the ‘Sales & Customer Management’ research unit aims to conduct high level research and develop educational/consulting programs in the domains of i) personal selling, ii) sales management, and iii) customer relationship management (CRM).

3. Research Unit "Retail Marketing"
This Research Unit focuses on managerial issues in the sector of retailing, including retail assortment management, private label new product development, advertising and sales promotion policy, pricing policy, shelf space management, store location, store atmospherics, and customer service. Also, the unit aims to advance empirical and applied research and develop research-based teaching material on topic areas, such as development and empirical application of new marketing models, research with scanner data, consumer behavior models, applied demand analysis, measurement of advertising effectiveness, measurement of sales promotion effectiveness and space management in retailing.

4. Research Unit "Services Marketing"
The Services sector is the most rapidly growing sector of the worldwide economy, including Greece. The expansion of traditional services (e.g. banking/financial, trade/transport, tourism, constructions etc), the emergence of new industries (e.g. computer science, communication) and the need to support the majority of the consuming/business products with a variety of services (e.g. technical support, financing, after sales etc) clearly reflect the significance of services in the 21st century. The “Services Marketing” research unit seeks to promote the scholar inquiry in the field of this important sector by focusing on various marketing issues such as the development, distribution and promotion of services, how consumers and business customers select a service provider and so on, in order to make a contribution for service providers and service users alike. Within this framework, the “Services Marketing” research unit a) conducts primary research on the various issues pertaining to the service industries, b) builds and sustains relationships with service providing organizations and practitioners in order to exchange experiences and develop a robust body of knowledge, and c) offers consulting and training services in order to assist service organizations to improve their effectiveness in dealing with the conditions of modern markets.

Indicative Projects
- A research project for the image of Emporiki Credicom SA, 2008.
• “Programme in International Marketing (PR.I.MA)” : Joint development of a ‘study programme’ in International Marketing at an advanced level by five European Universities, funded by the Socrates-ERASMUS programme (E.U.) implementation and the dissemination of this programme, 2005 - 2008. The outcomes of the project include a complete study programme of twelve courses, description of individual courses on the basis of ECTS rules, course material and the development of a website for the programme.
• “ATHINA: Development of an Integrated MIS for the Athens Chamber for Professionals and SMEs”, 2007.
• “An Assessment of Administrative Employee Effectiveness”, Athens Chamber for Professionals and SMEs, 2007.
• Development of the Business Plan for the Athens Chamber for Professionals and SMEs, 2007.
• Development of Internal Customer Satisfaction Barometer for the Greek Petroleum Company (ELPE SA), 2006.
• Research of the Medical Equipment market on behalf of METAXAS SA, 2006.
• A Marketing Audit for the Commercial Operation of APIVITA Natural Products SA, 2006.
• A Study of How the Greek Manager is Informed, MORAX Publications SA, 2006.
• Consulting the Hellenic Telecommunications and Post Commission on Developing and Implementing a Communication Strategy, 2005.
• A Market Analysis of Travelers in the Athens-Thessaloniki Route, for Hellenic Railways Organisation, 2003.
Support of Doctoral Studies
A considerable amount of academic and doctoral research is taking place in the laboratory. The following PhD theses have been completed during the period 2003 - 2007:


Organization of Educational Seminars
- "Introduction to Structural Equation Modeling (SEM) - LISREL": Seminar of Research Methodology for PhD candidates of the Department.
- "Research Methodology Seminar" (invited speaker: Luiz A. Moutinho, Professor at the University of Glasgow).

In addition, the laboratory supports every year students of the post graduate programme "Marketing and Communication with New Technologies" of the Department of Marketing and Communications who conduct research for the completion of their Master's degree dissertation.

International Partnerships
The laboratory conducts a number of international projects in cooperation with international organizations and institutions, including:

- **France**
  Chambre de Commerce et d'Industrie de Grenoble
- **Hungary**
  Central European University Business School, Corvinus University of Budapest
- **Netherlands**
  Radboud University - Nijmegen School of Management
- **Portugal**
  University of Minho
- **UK**
  Ashcroft International Business School, University of Leicester

Indicative Publications
The rich research output of the laboratory is reflected in the large number of publications in high quality international journals and conference proceedings. Publications pertaining to year 2008 are presented below:

**Publications in Refereed Journals**


17. Papastathopoulou P., 'Factors Motivating People towards Unrelated Bone Marrow Donation: An Exploratory Study in Europe’, Academy of World Business Marketing and Management Development Conference, July 13-17, 2008, Rio de Janeiro, Brazil.


4.4. Laboratory for Multimedia Communication

**Mission**

The Laboratory for Multimedia Communication of the Athens University of Economics and Business was set up in 1992. Its statutes were authorized by the University in 1995 (AUEB Senate decision 11-05-95) and published in the OJHR in 1998 (A174/24-7-98). Its mission is to support the delivery of courses related to multimedia communication, or delivered with the support of multimedia methods, to the Department of Marketing and Communication, and to undertake relevant research and development programs. The laboratory also organizes training seminars propagating the use of multimedia for information and education. Finally, the laboratory undertakes the design of multimedia or web-based applications, and supports the University in the development of multimedia materials.

**Director**
Maria Constantopoulou, Professor

**Deputy Director**
Vlassis Stathakopoulos, Associate Professor

**Research Fellow**
Dr Marina Psiloutsikou

**Doctoral Candidates / Special and Laboratorial Teaching Staff**
Andreas Evaggelatos
Dimitris Limperopoulos

**Special and Laboratorial Teaching Staff**
Marianna Maggou
Indicative Projects
The laboratory undertakes research and studies related to teaching, learning and marketing as well as the implementation of new technologies in these areas. Some of the relevant recent projects include:


The laboratory provides technical support for the implementation of the MSc Program in Marketing and Communication with New Technologies run by the Department of Marketing and Communication.

Support of Doctoral Studies
Doctoral students may use the laboratory's facilities for the elaboration of their dissertations. Most recently completed dissertation in 2007:


Organization of Lectures and Conferences
The following conferences have been organised, all in collaboration with the Institute of Communication of Greece:

- "Lecture by the well known journalist Elli Stai", 2005.
- "Lecture by the well known journal editor Petros Kostopoulos", 2004.
**International Partnerships**

The laboratory has had extensive collaborations with universities and research establishments in Greece and abroad, including:

**Denmark**
Copenhagen Business School, Marketing Institute

**France**
Ecole Supérieure de Publicité, Paris

**Italy**
Catholic University of the Sacred Heart in Milan

**Netherlands**
Hogeschool van Utrecht, School of Communication

**Norway**
Stockholm University, Graphic Institute and Graduate School of Communication

**Spain**
University of Navarra, School of Communication, Ramon Llul

**UK**
University of Wales, Aberystwith

**Indicative Publications**

Research papers of the members and staff of the laboratory are published in international scientific journals and conference proceedings. A sample of recent publications includes:

**Publications in Journals and Collective Volumes**


**Conference Presentations and Proceedings Publications**


4. Psiloutsikou M., Constantopoulou M., Skouras Th., Papadakis V., "Identifying Constructs to Explore Synergy Potential in the Case of Electronic and Print Newspapers: Findings from a Global Survey", 7th World Media Economics Conference, 2006, Beijing, China.


5. Department of Accounting and Finance
Faculty members of the Accounting and Finance Department are conducting research in the fields of accounting and finance, according to their research interests. More specifically, the fields of research activity include: financial accounting, implementation and valuation of cost models, application of financial accounting principles in the public sector, international accounting standards, mergers and acquisitions, company valuations, financial effects of accounting information, accounting information for decision making, taxation, business governance, stocks' valuation, investor's behavior in investment decision making, emerging capital markets, dividend theory and policy, own stock purchase, portfolio management methods, assets valuation models, financial derivatives, market analysis, shipping derivatives and business risk management, investments and other.


Faculty members of the Department have participated in editorial boards of the following journals: The International Journal of Accounting, Transportation Research Part E, International Journal of Maritime Economics and others. Additionally, an article of a Department's faculty member was selected as "Outstanding Paper at the Literati Network Awards for Excellence 2008".

Finally, faculty members of the Department have participated in Greek or European Union research projects. The most recent Departmental projects are Heraclitus and Pythagoras, co-financed in the scope of EPEAEK.

The Department operates two laboratories: the Laboratory of Accounting Applications (Director: Professor George Venieris) and the Laboratory for Applied Finance (Director: Professor Manolis G. Kavussanos).
Mission

The Laboratory of Accounting Applications was founded in 1999 (AUEB Senate decision 21-10-99) and its operation was established in 2001 (OJHR 66/6-4-01). The laboratory develops the academic thought and research in the fields of accounting and accounting information systems. The activities of the laboratory are relying on information systems technology for the satisfaction of the educational and research needs, in the fields of accounting informational system analysis, simulation of the accounting circuit implementation in commercial, industrial and service companies, information management for decision making and simulation of consequences arising from decisions taken.

The research in the laboratory mainly focuses on the following subjects: analysis of financial statements, issuing of financial and accounting studies, development of costing models, study of quality certifications ISO 9000, as well as development of appropriate software in order to support the quality procedure implementation. The main scope of the laboratory is the communication of the modern scientific thought on accounting issues, in combination with the updated information technologies, having vital importance for the organization and administration of companies.

A major target is the development of an integrated accounting and financial framework to support the Greek companies and public organizations, oriented at the same time to the educational needs of AUEB students regarding accounting issues based on information systems. The laboratory has developed the web-based educational software 'Modern Accounting 2000'.

The Laboratory of Accounting Applications supports the teaching of accounting information systems in many Departments of the University, covering the educational needs of approximately 400 students every year. The laboratory also fully supports the Accounting and Finance Department in a wide range of activities and also provides the Department with updated software (Modern Accounting, Eval, Eviews, WinRats, Limdep, Gauss, Stata) and data bases (Datastream, Compustat, Reuters, Markets Monitor, ICAP Data, International Accounting Standards, Stocks Data of the Athens Stock Exchange) in order to cover its educational needs.

Finally, the laboratory also offers continuing education seminars at the Center of Professional Training of AUEB, in the fields of accounting and tax law, as well as executive seminars on a variety of subjects.

Indicative Projects

- "Services Providing Access and Support to an Integrated Information System for Double Entry Accounting, in order to cover the needs of the General Accounting Office Departments", Ministry of Economy, 2002.
Support of Doctoral Studies
The laboratory supports PhD students. As an example the following cases are mentioned:


Organization of Educational Seminars
The laboratory supports, by providing accounting software applications (since its foundation), the following seminars:

- Long Term Training Programme in Tax Law.
- Long Term Training Programme in Accounting.

Organization of Congress

Indicative Publications
Faculty members of the laboratory present their research work in scientific journals and conferences. Indicatively, the following are mentioned:

Publications in Journals

Conference Presentations
5.3. Laboratory for Applied Finance

Director
Manolis G. Kavussanos, Professor

Participating AUEB Faculty
All members of staff of the Department of Accounting and Finance are members of the Laboratory. The following members of staff are immediate collaborators and users of the Laboratory:
Dimitris Georgoutsos, Associate Professor
Costas Drakos, Assistant Professor
Daniel Giamouridis, Assistant Professor
George Chalamandaris, Lecturer
Andrianos Tsekrekos, Lecturer

Doctoral Candidates
Maria - Eleni Agoraki
Alexandros Antonopoulos
George Christakis
Dimitris Dimitrakopoulos
Aggeliki Drousiou
Vasilios Ethimiu
Theoharis Mandalis
Maria Palamidi
Stilianos Res
Olga Solovieva
Dimitrios Tsouknidis

Mission
The Laboratory for Applied Finance was founded in 2001 (AUEB Senate decision 21-10-99, OJHR A66/6-4-01). It aims to undertake pioneering research in the area of financial economics, to strengthen teaching in the area by disseminating new ideas from research into teaching, and to apply this relevant research into consultancy projects. Academic papers produced by members of the laboratory have been published in some of the most prestigious international academic journals. The laboratory is based on computer technology, to serve the educational and research needs of faculty and students in the following scientific fields of finance: money and capital markets, accounting and financial reporting for investment decision making, the investment behaviour of institutions operating in stock markets and the decisions to optimize portfolios of primary securities and derivatives. The research themes pursued in the laboratory include contemporary topics of interest, such as the evaluation of investments and investment portfolios, the valuation of debt securities, analysis of market microstructure, models of risk management, corporate finance, financial derivatives, banking and more specific areas of finance, such as real estate finance and shipping finance.

Indicative Projects

Support of Doctoral Studies
The laboratory supports the undertaking of doctoral theses. Some of the theses completed include:

Organization of Educational Seminars
The laboratory organizes a "Weekly Seminar Series" with research presentations, where speakers are invited from Greece and abroad throughout the academic year. Indicatively, they include:
1. Mark Shackleton, Lancaster University (2008), "A Multi-horizon Comparison of Density Forecasts for the S&P 500 using Index Returns and Option Prices".
4. Dimitris Margaritis, Faculty of Business, Australian University of Technology (2007), "Capital Structure and Market Efficiency".
5. Gulnur Muradoglu, Cass Business School, City University, London (2006), "Optimism: Momentum and Overreaction in Price Shocks".
8. Marc Paolella, Institute for Swiss Banking, University of Zurich (2006), "An Econometric Analysis of Emission Trading Allowances".
10. Christos Giannikos, Baruch College (2005), "Higher Risk Aversion in Older Agents: Asset Pricing Implications".

Organization of Conference

Indicative Publications

The research work of the laboratory's faculty members and PhD students has been published in international scientific journals and edited volumes, such as:

6.1. Research in the Department of Management Science and Technology

The research activities of the Department of Management Science and Technology (DMST) are focused in the following areas: operations research, operations management, supply chain management, logistics and transportation management, e-business and electronic retailing, m-business, business intelligence & data mining, interactive media design, software engineering, programming languages and computer security, e-marketing, enterprise resource planning systems, innovation management and entrepreneurship, strategic management and planning, change management, organizational behavior and psychology, HRM, organizational transformation and information systems, international business, quantitative finance and applications, financial engineering.


Since 2000 the Department’s faculty members have published, along with PhD candidates, researchers and students, more than 450 articles in international journals, and have presented more than 320 scientific papers at international conferences, 9 of which have received the Best Paper Award.

A large number of DMST’s faculty members are also active in editorial work. More specifically, 14 faculty members participate on the editorial boards of 41 international scientific journals, such as: Career Development International, Computers & Operations Research, Electronic Markets Journals, European
Faculty members of DMST have also published widely with international publishers. More than 30 books, whose authors are faculty of AUEB’s Department of Management Science and Technology, have been (or are being) published in English with international publishers, such as Springer-Verlag, Kluwer, Addison Wesley, Mc Millan, Cambridge University Press, Wiley, Tsinghua University Press, Chartwell-Bratt, Ellis Horwood, IDEA Group Publishing, and others. Some books have been translated to several languages, including German, French, Japanese, Chinese, and others.

DMST faculty members have received high professional recognitions, such as: i) Winner of the Edelman Award from INFORMS, the Institute for Operations Research and the Management Sciences, ii) Winner of the President's Medal from the British Operational Research Society, iii) Recipients of Honorary Medals for outstanding achievements in Operations Research from INFORMS, iv) Winner of the Excellence in Education Award from Microsoft, v) Winner of the Annual Excellence Award of the Information Management and Computer Security Journal, vi) Recipients of Highly Commeded Awards from the Emerald Literati Network, and iv) Winners of European Case Awards from the European Case Clearing House.

Furthermore, PhD candidates of DMST have been honoured with a number of distinctions, including: i) the special award for the greatest business impact of the Microsoft Retail Application Development Award (RAD), ii) the "Highly Commended Paper" distinction from Emerald Publishing, iii) the First European Award for the best paper in the retail sector in the ECR Europe Student Award competition, iv) the first place in the "European Award Competition for the Best PhD Thesis on Board and HR Management" organized by the European Institute for Advanced Studies in Management (EIASM), and others.

Five research laboratories currently operate within DMST: the Management Science Laboratory - MSL (Director: Professor Gregory P. Prastacos), the Laboratory of Electronic Business - ELTRUN (Director: Professor George Doukidis), the Information Systems Technology Laboratory - ISTLab (Director: Professor - elect Diomidis Spinellis), the Strategy and Entrepreneurship Laboratory - ESTE (Director: Professor Spyros Lioukas) and the Transportation Systems and Logistics Laboratory - TRANSLOG (Director: Professor Konstantinos G. Zografos). These five research laboratories have undertaken a large number of research projects. In particular, since 2002, more than 200 projects funded by European Commission, General Secretariat for Research and Technology and other organizations or companies are in progress or have been completed.
Mission
The Management Science Laboratory (MSL) was founded in 2000 by AUEB Senate decision in order to promote research activities in the general area of Management Science. Its operation was established in 2001 (OJHR 181/7-8-01). The laboratory’s mission is to conduct top-quality research that addresses challenges and key issues that organizations face in today’s fast changing, global and technologically driven environment. MSL undertakes research projects in collaboration with research centers and academic institutions; publishes scientific papers in international journals and offers a variety of advisory services to both organizations and enterprises. Finally, it organizes academic conferences and executive seminars relevant to its areas of expertise.

MSL consists of four research units that operate as independent but interconnected entities:

1. InnKnow - Innovation and Knowledge Management Unit
   (Head: Klas Eric Soderquist, Associate Professor)
   InnKnow engages in research activities in the areas of innovation and knowledge management, management of organizational change, human resources management, entrepreneurship, and research & technology management.

2. OpeR - Operations Management and ERP Systems Unit
   (Head: George Ioannou, Professor - elect)
   OpeR tackles operational problems of modern companies that run global supply chains in today’s fast-paced business world, and uses Operations Research methods coupled with Information Technology tools and systems to provide effective and efficient solutions to all facets of enterprise process optimization.

3. FRC - Financial Engineering Research Unit
   (Head: Apostolos Refenes, Professor)
   FRC explores problems in financial engineering and risk management. Its research is extended in a broad set of financial areas such as: portfolio selection and optimization, factor models for equity investment, volatility models and derivative pricing, mergers, acquisitions and corporate control, transaction surveillance and fraud detection, structured products, financial leasing and energy markets finance.

4. ORDES - Operations Research and Decision Systems Unit
   (Head: Christos D. Tarantilis, Associate Professor - elect)
   ORDES performs basic and applied research in the field of algorithm design and development for solving complex problems arising in Decision Systems with varying dimensions and time horizons. The focus is on computational intelligence approaches and optimization methodologies tailored to specific practical applications such as logistics and transportation, customer service, manpower planning and yield/revenue management.

Indicative Projects

International Research Projects
• "IST Evaluation and Monitoring". Development of a Methodology and


National Research and Consulting Projects

Methodologies and Tools
MSL researchers develop new methodologies and software tools dealing with complex management problems and are directly implementable in practice. Until today, at least eight such tools and methodologies have been developed with success, and most of them have already been published in international journals. Indicatively we mention:

- COMPTEC: Methodology for Competency-Based Management. The methodology has been used with success and has been adopted by leading consulting firms and HR experts internationally.
- KNOW: Methodology for the Design of Knowledge Sharing Networks in Large Organizations. The methodology has been published internationally and has been awarded a prize from an international publishing house.
- BSC-PERFORM: Methodology for Implementing a Balanced Scorecard, which has been published internationally and has been implemented with success in various projects in Greece and abroad.
- AGEA/NEGA*: Evolutionary innovative methodologies for solving Vehicle Routing Problems. Both have been published internationally. AGEA has been applied to large-scale industrial applications, while NEGA* has also been integrated within an ERP system for a Greek Oil Producer Company.

Support of Doctoral Studies
MSL actively supports doctoral studies. The list below indicates the PhD theses conducted between 2004 and 2008.


Organization of Executive Seminars
• "Strategic Decision Making"
• "Managing Performance: Beyond the Balanced Scorecard"
• "Leading and Managing Change"
• "Managing Innovation and Creativity"
• "Managing Risk: Theory, Models and Applications"
• "Doing Business in the Balkans and the Black Sea Regions"
• "Developing Sustainable Business in South East Europe"
• "Managing the Family Business"
• "Mastering Entrepreneurship"
• "Improving your Operations through an ERP System"
• "Managing Knowledge in your Organization"

Organization of Conferences
• Conference “The Practice of Corporate Governance”, jointly organised with Grant Thornton, 2005.
• International Conference "Innovation for Growth in the Greek Economy", organized within the frameworks of the European project Foresight, 2002.
• International Conference "Knowledge Management: Unlocking the True Potential of your Organization", 2000.

Publication of a Research Newsletter
Since the spring of 2002, MSL's Innovation and Knowledge Management Unit (InnKnow) publishes a research newsletter, "InnKnow FORUM", aiming at presenting the results of InnKnow's research activities in a more applied format, to the Greek and international management community, academics and managers. InnKnow FORUM is published bi-annually and its editor is the Associate Professor Klas Eric Soderquist. Each issue includes articles connected to a specific topic, as follows:

- Issue 5 (2004): "Competency-Based Management"
- Issue 6 (2004): "New Product and Service Development"
- Issue 7 (2005): "Innovation Hot Spots"
- Issue 8 (2005): "Family Business Succession"
- Issue 10 (2007): "Customer Involvement in Innovation and Marketing"

All the issues of "InnKnow FORUM" can be found online on MSL's webpage (www.msl.aueb.gr).

Article of the Month
In addition, since the fall of 2004 an “article-of-the-month” is featured at MSL’s webpage every month. The articles are written by MSL researchers on items of their current research. The articles that appeared in 2008 are the following:

- Jan 2008, Teleological Approaches to Entrepreneurship by Lida Kyrgidou and Ioannis Katsikis
- Feb 2008, Realized Volatility and Risk Management by Dimitrios Louzis
- Feb 2009, On the Formation of a Sector: The Case of Computer Services by Ioannis N. Katsikis
- Mar 2008, A Web based Application for Ship Routing and Scheduling: A Greek Case Study by Dimitrios Paraskevopoulos
- April 2008, Teaming Up for Innovation by Dr Konstantinos Kostopoulos
- May 2008, An Integrated European Electricity Market? by Dr Spyros Xanthopoulos
- June 2008, Production Scheduling & ERP Systems: Towards Seamless Integration by George Zobolas
- July 2008, Strategic Entrepreneurship: An Insight into the Primary Determinants by Dr Lida Kyrgidou
- Sept 2008, Optimal Portfolio Allocation with Higher Moments by Dr Eleftheria Kostika
• Nov 2008, The Architecture of an Information Revolution by Adrian Dale, Visiting Professor of Knowledge Management
• Dec 2008, Addressing the Financial Crisis: A Corporate Governance Perspective by Maria Fotaki
All the articles can be found online on MSL’s webpage (www.msl.aueb.gr).

ISO Certification
On November 2007 MSL has been certified with quality assurance ISO 9001: 2000 for the design and implementation of research and consulting projects.

International Partnerships
Within the frames of its research activities, MSL has established numerous international partnerships, including:

- Austria
  Johanneum Research
- Belgium
  Intrasoft International
- China
  Economic Co-Operation and Development Research Center, Beijing
- Cyprus
  University of Cyprus
- Finland
  Helsinki University of Technology, ADVANSIS
- France
  European Institute of Business (INSEAD): Rise Center, Université Louis Pasteur: BETA Research Center, IDATE (Institut de l’Audiovisuel et des Télécommunications en Europe), Grenoble École de Management
- Germany
  ZEW - Zentrum fur Wirtschaftsforschung
- India
  Narsee Monjee Institute of Management Studies (NMIMS)
- Italy
  Fondazione FORMIT
- Lebanon
  Université Saint-Joseph de Beyrouth
- Luxembourg
  INNOVA Europe
- Morocco
  Ecole Nationale Supérieure d’Informatique et d’Analyse des Systèmes (ENSIAS)
- Netherlands
  TUDelft, UNU-MERIT - University of Maastricht
- Tunisia
  Institut Supérieur de Gestion de Tunis (ISGT)
- Turkey
  TUBA - The Turkish Academy of Sciences, METU Ankara, ISIK Istanbul
- Ukraine
  The National Academy of Ukraine - Dobrov Center
- UK
  PREST, University of Manchester, Sheffield University, Wiseguys
- USA
  Center for International Science & Technology Policy, George Washington University
Indicative Publications

Members of MSL regularly publish in refereed journals in the field of management, finance and operations, or present their work in leading conferences. Indicative lists of publications are provided:

Publications in Journals


Conference Presentations and Proceedings Publications
(select list)
6.3. Laboratory of Electronic Business - ELTRUN

**Mission**

ELTRUN is the E-Business Research Center of AUEB. Through the years, ELTRUN has successfully managed to produce state-of-the-art research and to complete successfully more than 40 international research projects some of them funded by the Information Society and Technologies Program of the European Commission. In these international research projects, ELTRUN has collaborated closely with over 50 international companies such as: Microsoft, Nokia, Unisys, Sema, Sonera, Manesman, Procter & Gamble, Oracle, Ericsson etc and world-class Institutions such as LSE, INSEAD, St. Gallen, MIT, Cologne, Esade, Erasmus, Cambridge etc. The center is also actively involved in various activities to increase awareness in the fields of E-Business.

ELTRUN is composed by five research groups which work independently, but with strong integration:

1. **ELTRUN-IMES Research Group (Interactive Marketing and Electronic Services)**
   - Scientific Coordinator: Adam Vrechopoulos, Assistant Professor
   - Expertise: electronic retailing (e-Tailing) & digital marketing; electronic customer relationship management (e-CRM); HCI & user/consumer behavior; personalization methods and techniques; online marketing research; marketing in interactive media (TV, mobile telephony); efficient consumer response and demand management technologies and practices.

2. **ELTRUN-SCORE Research Group (Supply and Demand Chain Management, CollaboRation and Electronic services)**
   - Scientific Coordinator: Katerina Pramatari, Assistant Professor
   - Expertise: electronic services and e-business, focusing on business-to-business (B2B) commerce and electronic procurement; interorganizational information systems and applications, including interoperability issues and new information infrastructures utilizing the web-services technology; collaborative practices in supply chain and demand management, focusing on the retail sector; the application of RFID technology in the supply chain, especially for supporting inventory management, traceability and innovative consumer services.

3. **ELTRUN-CUBE Research Group (Center of Studies on Business Intelligence and Database)**
   - Scientific Coordinator: Damianos Chatziantoniou, Assistant Professor
   - Expertise: data warehousing, multi-dimensional analysis; decision support and OLAP; data mining and knowledge discovery in databases; data stream management systems; management of RFID data sets; data models, query languages and optimization.

4. **ELTRUN-IML Research Group (Intelligent Media Lab)**
   - Scientific Coordinator: George Lekakos, Assistant Professor
   - Expertise: digital interactive television technologies and applications; machine learning algorithms for personalization; adaptive and adaptable hypermedia systems; recommender systems and applications in marketing communication; user-centric interaction and interface design; human factors in user modeling; emerging interactive media and cross-media applications.

5. **ELTRUN-ADOPT Research Group (Algorithms and Discrete Optimisation)**
   - Scientific Coordinator: Yiannis Mourtos, Lecturer
   - Expertise: integration of integer programming and constraint programming methods, especially with respect to multiple all different predicates and stable matching problems; integer programming and combinatorial optimization, especially on multi-index assignment problems; applications of information systems in warehousing and transport; productivity analysis for heterogeneous technologies and metatechnologies.

**Indicative Projects**

• "MUSICAL - Multimodal Streaming of Interactive Content across Mobile Networks (eContent Programme - EU)", 2002 - 2004.
• "ACTIVE SMEs - Advertising and Commerce through the Internet in the Context of the Virtual Enterprise for Small-and-Medium Enterprises". Project's focus: Personalized retail services to consumers, suppliers and retailers through the Internet, Ten Telecom - Trans European Telecommunications Networks Programme - EU, 2002 - 2003.
Publication of Scientific Newsletter
Since 2000, the laboratory publishes every two months an electronic newsletter (HERMES) with coverage of e-business related subjects and more than 4,000 recipients. Up today more than 50 issues have been published, with each one of them including an invited article on a special e-business topic. More information can be obtained at the laboratory’s web site.

Support of Doctoral Studies

Organization of Conferences, Events, Fora
• International Workshop “Supply Chain Innovation and RFID Technology” (international symposium in collaboration with MIT and University of Cambridge), Athens, July 2007.
• "EURO XX" and "EURO XXI" (organization of sessions within the framework of those two European Operational Research Conferences), Rhodes, 2004 & Iceland, 2006.

Organization of Executive Seminars (indicative topics)
• New Technologies and Practices in Retailing Management
• Marketing of Modern Information and Telecommunication Services
• Information Applications in Logistics and Transports

Use of Information and Telecommunication Technologies in Marketing Research
• Application and Exploitation of Knowledge Management in Businesses
• Management and Entrepreneurship of Greek Software Companies
• Electronic Customer Relationship Management (E-CRM)
• Informatics for Human Resources Management and E-Learning in the Company
• Strategic Alliances for the Development and Exploitation of ICT Services
• Identification and Management of the Company’s Information Needs.

International Partnerships
Austria
University of Salzburg
Belgium
International Commerce Institute, University of Leuven
Brazil
University of Rio (PUC)
Denmark
Aalborg University
Finland
Helsinki University of Technology, Tampere University of Technology
France
INSEAD
Germany
WHU: Otto Beisheim School of Management
Ireland
Trinity College Dublin
Netherlands
National Research Center for Mathematics and Computer Science
Switzerland
St. Gallen University
Taiwan
National Chiao Tung University
UK
London School of Economics, Cambridge University, University of Brighton, Birbeck College, University of Aberdeen
USA
MIT - Supply Chain Innovation Forum, Columbia University, Tapper School of Business, Carnegie Mellon University

Indicative Publications
6.4. Information Systems Technology Laboratory - ISTLab

**Mission**
The Information Systems Technology Laboratory - ISTLab was founded in 2003 (AUEB Senate decision 6-3-03), aiming to explore research, create, formulate, and integrate engineering and management practices to increase the effectiveness of the information systems and their realisation and adoption process. ISTLab consists of four federated research groups.

1. **IRIS**: Interdisciplinary Research on the Information Society, headed by Nancy Pouloudi

2. **OIS**: Organizational Information Systems, headed by Angeliki Poulymenakou

3. **SENSE**: Software Engineering and Security, headed by Diomidis Spinellis

4. **WRC**: Wireless Research Center, headed by George Giaglis
Support of Doctoral Studies
The laboratory actively promotes research leading to a PhD. The following is a list of PhDs conducted between 2004 and 2007.


Organization of Fora
### International Partnerships

ISTLab cooperates with many educational and research establishments in Greece and abroad. The following is an indicative list of international partners.

<table>
<thead>
<tr>
<th>Country</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Albania</strong></td>
<td>Trade and Technological Information Promotion System</td>
</tr>
<tr>
<td></td>
<td>Albanian National Bureau</td>
</tr>
<tr>
<td><strong>Austria</strong></td>
<td>Electronic Commerce Competence Center</td>
</tr>
<tr>
<td><strong>Belgium</strong></td>
<td>Canal +, College of Europe, Unisys Belgium</td>
</tr>
<tr>
<td><strong>Bulgaria</strong></td>
<td>Bulgaria Chambers of Commerce and Industry, Bulgarian Academy of Science, Bulgarian Telecommunications Company</td>
</tr>
<tr>
<td><strong>Cyprus</strong></td>
<td>Cyprus Chamber of Commerce and Industry, University of Cyprus, University of Cyprus - Department of Computer Science</td>
</tr>
<tr>
<td><strong>Denmark</strong></td>
<td>Copenhagen Business School, Copenhagen Business School (CBS), Dios, Ericsson, New World APS, New World Multimedia Aps, The Danish Technological Institute</td>
</tr>
<tr>
<td><strong>Estonia</strong></td>
<td>PRAXIS</td>
</tr>
<tr>
<td><strong>Finland</strong></td>
<td>Jyu, NOKIA, Nokia Corporation, SSF, Sonera, Swelcom, University of Jyväskylä</td>
</tr>
<tr>
<td><strong>France</strong></td>
<td>European Institute of Business Administration (INSEAD)</td>
</tr>
<tr>
<td><strong>FYROM</strong></td>
<td>Trajkovski and Partners IT Consulting</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>Alcatel, COL, City of Cologne, Crediteform, Fraunhofer Fokus, GMD Fokus, IBM Central and Eastern Europe/Middle East/Africa Inc, KDE, PROSYST, RWE Energy AG, TimeKontor AG, University of Cologne, University of Münster, University of Erlangen - FIM, VPE, FHG-FOKUS</td>
</tr>
<tr>
<td><strong>Ireland</strong></td>
<td>Waterford Institute of Technology</td>
</tr>
<tr>
<td><strong>Israel</strong></td>
<td>Federation of Israeli Chambers</td>
</tr>
<tr>
<td><strong>Italy</strong></td>
<td>AITEK, Banca Intesa Spa, CLUSIT, ORACLE Italia, SCIENTER</td>
</tr>
<tr>
<td><strong>Korea</strong></td>
<td>Yonsei University</td>
</tr>
<tr>
<td><strong>Luxemburg</strong></td>
<td>INTRASOFT International</td>
</tr>
<tr>
<td><strong>Moldova</strong></td>
<td>Chamber of Commerce and Industry of the Republic of Moldova</td>
</tr>
<tr>
<td><strong>Netherlands</strong></td>
<td>ECP.NL, Erasmus University, RAND EUROPE, RAND Europe, Virtual Enterprises Architects BV</td>
</tr>
<tr>
<td><strong>Norway</strong></td>
<td>Norwegian School of Economics &amp; Business Administration</td>
</tr>
<tr>
<td><strong>Poland</strong></td>
<td>INFOLAB</td>
</tr>
<tr>
<td><strong>Portugal</strong></td>
<td>INESC Porto</td>
</tr>
<tr>
<td><strong>Romania</strong></td>
<td>Chamber of Commerce and Industry Brasov Romania, IPA S.A., National Oil Company PETROM</td>
</tr>
</tbody>
</table>
Indicative Publications
Research performed at the ISTLab is published at high-impact journals, like the following:

6.5. Laboratory of Strategy and Entrepreneurship - ESTE

**Mission**

The Laboratory of Strategy and Entrepreneurship - ESTE was created in 2003 (AUEB Senate decision 6-11-2003). It aspires to be a centre of excellence devoted to the promotion of academic, applied and policy research in the fields of strategy, international business, entrepreneurship, innovation and governance. It focuses on issues such as strategy formulation and implementation, competitive advantage, sustainability, strategic change and business transformation, innovation and competitiveness, business internationalization, entrepreneurship and business development, corporate reputation and governance, the impact of business conditions and regulations, strategic leadership. In all these areas it follows an interdisciplinary approach and attempts to integrate local and international perspectives.

Its main purposes are: to create sustainable pathways for high quality research in the above areas, by offering a framework for development to new researchers; to provide, through partnering and consulting, knowledge and expertise to enterprises and organizations; to make an input in policy research and debate, collaborating with public bodies and organizations and with other research centres and academic institutions national and international.

**Director**

Spyros Lioukas, Professor

**Participating AUEB Faculty**

Helen Salavou, Assistant Professor
Yiannis Spanos, Assistant Professor
Pavlos Dimitratos, Assistant Professor (elect)
Irini Voudouris, Assistant Professor (elect)

**Doctoral Candidates**

Erifili Chatzopoulou
Ioanna Deligianni
Eva Goutzamani
Efi Korra
Iro Nikiforou
George Papagiannakis
Giouli Sapouna
Costas Vavekis
Indicative Projects

- "Entrepreneurship of Multinational Subsidiaries in the UK", Economic and Social Research Council (UK) - AUEB, 2004 - 2006.
- "Internationalization of SMEs", Scottish Enterprise (UK) - St. Mary’s University (USA) - AUEB, 2004 - 2006.

Support of Doctoral Studies
Currently the ESTE supports 8 PhD students who are doing research on:

- Corporate reputation and identity,
- Early stages of business venturing and growth strategies,
- International entrepreneurship,
- Sustainability and competitive advantage,
- Corporate governance and values,
- Networking and entrepreneurship,
- Innovation and its determinants.

International Partnerships
In the framework of its activities the laboratory has entered into international cooperation and networking. Indicative of this cooperation are the following:

- **Finland**
  - Lahti Science and Business Park (ex. Neopoli Oy Etelä-Suomi), Helsinki University of Technology (Etelä-Suomi), Kajaani University Consortium (Itä-Suomi), University of Turku, Helsinki School of Economics

- **Germany**
  - University of Wuppertal (Nordrhein-Westfalen)

- **Ireland**
  - University of Limerick

- **Italy**
  - University of Pavia

- **Netherlands**
  - Erasmus University

- **Norway**
  - BI Norwegian School of Management

- **UK**
  - University of Glasgow, London Business School

- **USA**
  - Clayton College and State University, University of Minnesota

Members of the laboratory have organized several workshops on entrepreneurship and other topics, and participated in relevant international and national conferences.
Indicative Publications
Articles and studies of members of the laboratory have been published in international academic journals, conferences and books. Examples are the following:

Publications in Journals

Conference Presentations

Publications in Books and Collected Readings
Mission
The Transportation Systems and Logistics Laboratory - TRANSLOG was founded in 1996. Its research activities are focused on the application of management science and information systems on the analysis, planning, and management of transportation and supply chain systems. The laboratory's research interests include the organization, planning, development and operation of: i) air transport and air traffic management systems, ii) logistical and supply chain management systems, iii) emergency response logistics, iv) freight transportation, v) public transportation and provision of information for transportation and tourism, vi) project and programme management, vii) Corporate Social Responsibility and supply chain management, and viii) organizational and communication aspects of supply chain management.

Indicative Projects
- "Wide Scale Network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalized Data (WISETRIP)", European Commission (DG TREN), 2008 - 2010.
TRANSLOG, besides its research activities, participates in the educational activities of the Department of Management Science and Technology as well as the MBA International and Executive MBA programs of the Athens University of Economics and Business by supporting a series of courses and lectures related to supply chain management, transportation systems and project management. The laboratory actively supports research projects for undergraduate and graduate students. In particular, 30 Field Study Projects of International MBA students and four 4 Master Theses of Executive MBA students have been conducted with the support and supervision of TRANSLOG.

Support of Doctoral Studies
A number of PhD dissertations have been conducted with the support of TRANSLOG. Indicative PhD dissertations that have been conducted between 2003 and 2008 are presented below:


International Partnerships
As part of its research and educational activities, TRANSLOG collaborates with researchers from international research centers, organizations, and institutes. An indicative list is presented below:

International Organizations & Companies
EUROCONTROL - European Organization for the Safety of Air Navigation, International Air Transport Association (IATA), European Logistics Association (ELA), European Community Joint Research Center at ISPRA, Boeing, Airbus
Belgium
Catholic University of Leuven, Postured A.I.S.B.L
China
China Agricultural University
Finland
Mobile Data Software (Mobisoft) S.A, VTT Technical Research Center of Finland
Germany
Deutsche Zentrum für Luft- und Raumfahrt (DLR), Dresden University of Technology, Technical University of Berlin, University of Bremen
Italy
University of Padova, University of Trieste, Sistemi Innovativi per il Controllo del Traffico Aereo (SICTA)

Netherlands
Delft University of Technology, Free University of Amsterdam, National Aerospace Laboratory (NLR)
Serbia
University of Belgrade
Spain
Polytechnic University of Madrid, Aeropuertos Espanoles y Navegacion Aerea (AENA), Ingenieria de Sistemas (ISDEFE), GrupoETRA
Switzerland
Swiss Federal Institute of Technology Zurich (ETH Zurich)
UK
Luton Business School, University of Leeds, Cranfield University, University of Manchester, University of Newcastle, Brunel University, Heriot-Watt University
USA
Massachusetts Institute of Technology (MIT), University of California Irvine, Georgia Institute of Technology (Georgia Tech), University of Arizona

Indicative Publications
TRANSLOG members publish papers in international journals and conference proceedings. An indicative list is presented below:

Publications in Refereed Journals


Conference Presentations and Proceedings Publications


7.1. Research in the Department of Informatics

The research activities of the Department of Informatics focus in the following areas of interest: Information retrieval using machine learning techniques, new technologies for mobile and wireless telecommunications, information contraction methods, computing techniques in the stock market, security techniques of information systems, networking heterogeneous systems, digital depositories, social software, mechanisms for charging for network services.


Faculty members of the Department have participated in program committees of numerous international scientific conferences including VLDB Conference, IEEE INFOCOMM, IEEE Multimedia and IEEE ISIT. They have also received Best Paper Awards in international conferences, such as European Wireless and international contests, as ECML/PKDD Discovery Challenge. The research laboratories of the Department have undertaken a large number of national and European research projects. Indicatively, faculty members of the Department currently participate in following European projects: EIFFEL Future Internet Think Tank, EuroNF Network of Excellence, ICT Trilogy, ICT PSIRP and IST INDIGO.

Five research laboratories currently operate within the Department: the Mobile Multimedia Laboratory - MMlab (Director: Professor George C. Polyzos), the Information Processing Laboratory (Director: Professor Theodore Kalamboukis), the Network Economics and Systems Theory Laboratory (Director: Professor Costas A. Courcoubetis), the Information Systems and Data Bases Laboratory (Director: Professor Panos Constantopoulos) and the Computer and Communication Systems Laboratory - CCSLab (Director: Professor Theodore Apostolopoulos).
7.2. Mobile Multimedia Laboratory - MMlab

Mission
The Mobile Multimedia Laboratory was established in 2003 (AUEB Senate decision 23-1-2003), having as mandate to perform research and fulfill the specialized teaching needs of the Department of Informatics in these areas. It pursues research mainly in the areas of wireless networks; mobile communications; Internet architecture, protocols and applications; multimedia communications, multicast and broadcast; quality of service; security, resilience and privacy in communications and computing; wireless sensor, ad hoc and peer-to-peer networks and their applications.

Indicative Projects
- "Publish-Subscribe Internet Routing Paradigm" (PSIRP): EU FP7 ICT, 2008 - 2010. The project aims to solve present shortcomings of the Internet by proposing a fundamental reform of its paradigms and core technologies. A new Internet architecture, derived from the pub/sub paradigm is being designed, prototyped and experimented with. Multicast will be the norm and security and mobility are designed into the architecture, rather than added on as after-thoughts.
- "Evolved Internet Future for European Leadership" (EIFFEL): EU FP7 ICT 2008 - 2010. Specific Support Action (SSA) addressing the challenges of the Future Internet.
- "Anticipating the Network of the Future-From Theory to Design" (Euro-NF): EU FP7 ICT Network of Excellence (35 European academic and industrial partners, 2008 - 2010). Additionally, one-year specific research project "Agile SPECTRum Security" (ASPECTS).
- "ARCHANGEL" - Cell Phone as a Platform for Healthcare award, Microsoft Research, Redmond, WA, USA, 2008 - 2009. The aim is to design and prototype a cost-effective, secure, adaptable and interoperable system based on off-the-shelf sensors and positioning-enabled cellular phones for learning and monitoring the daily activities of the elderly using advanced sensor networking, machine learning, and controlled interaction with caretakers.
- "End-to-End Security over Heterogeneous Mobile/Wireless Networks", GSRT, 2006 - 2008 (collaboration with Columbia University, NY, USA).
• 'Broadcasting and multicasting over enhanced UMTS mobile BrOadband NEtworks' (B-BONE): EU IST FP6 project on 3G Mobile Network Architectures, 2004 - 2006.

Support of Doctoral Studies
The laboratory supports the research of doctoral candidates with a dynamic and challenging research environment and appropriate resources. Recently completed PhD dissertations are the following:
In addition, more than 20 MSc theses have been completed with original research results, many of which have led to publications in international conferences.
International Partnerships
The laboratory has research collaborations with foreign businesses and institutions. The following are some organizations with past collaborations by country.

Belgium
Alcatel-Lucent

Canada
University of Toronto

Finland
Helsinki Institute for Information Technology, Nokia Siemens Networks, Ericsson

France
GET-ENST

Germany
RWTH Aachen University, EURESCOM, Alcatel-Lucent, University of Passau

Sweden
KTH, BTH

UK
British Telecom, Motorola, UCL

USA
University of California-San Diego, Columbia University, Microsoft Research

Indicative Publications
The research activities of the laboratory result in related publications of its members in international journals and proceedings of competitive refereed conferences and workshops. Selected publications are mentioned below.

Publications in Journals

Conference and Workshop Presentations and Proceedings Publications
7.3. Information Processing Laboratory

**Director**
Theodore Kalamboukis, Professor

**Participating AUEB Faculty**
Martha Sideri, Associate Professor
Ion Androutsopoulos, Assistant Professor

**Doctoral Candidates**
Dimitrios Galanis
Anestis Gkanogiannis
Aris Kosmopoulos
Antonia Kyriakopoulou
Prodromos Malakasiotis

**Mission**
The laboratory was funded in 1995, originally as "Laboratory of Distance Learning, Virtual Reality, and Multimedia" (AUEB Senate decision 11-5-95, OJHR A174/24-7-98). Its name was changed to "Information Processing Laboratory" in 2002 (Department of Informatics General Assembly decision 4/7/2002, OJHR B346/26-0-03). The laboratory is part of the Division of Information Systems and Databases of AUEB's Department of Informatics. Its main mission is to support the Department's research in document management, information retrieval, natural language processing, web applications, multimedia applications, distance learning, as well as to support related undergraduate and graduate courses. It comprises three independent, but closely connected, research groups:

1. **Information Retrieval Group**
   (Head: Theodore Kalamboukis, Professor)
2. **Natural Language Processing Group**
   (Head: Ion Androutsopoulos, Assistant Professor)
3. **Group on Algorithms for the Internet and the Web**
   (Head: Martha Sideri, Associate Professor)

**Indicative Projects**
- "Information Management - Text Categorization", joint Research and Technology Programme between Greece and Romania (in cooperation with the University of Iasi), GSRT, 2002 - 2005.
- "Delos: Bilingual Electronic Dictionary of Economics Terms with References to Documents of Collections", GSRT.

**Support of Doctoral Studies**
The laboratory supports PhD students. The following thesis was completed in 2007:

**Organization of Seminars**
- "Information Management and Processing Seminar" (jointly with the Information Systems and Databases Laboratory), 2004 to present.
International Partnerships
The laboratory cooperates with organizations from other countries, including the following:

**Belgium**
Acapela

**Germany**
Albert-Ludwigs University of Freiburg

**Switzerland**
University of Geneva

**UK**
University of Edinburgh

**USA**
Hanson Robotics
Indicative Publications
Members of the laboratory frequently publish in journals, books and conference proceedings. Indicative lists of publications are provided:

Publications in Journals, Book Chapters, Books:

Conference Presentations and Proceedings Publications

100
7.4. Network Economics and Systems Theory Laboratory

Director
Costas A. Courcoubetis, Professor

Participating AUEB Faculty
Evangelos Mageirou, Professor
George Polyzos, Professor
George D. Stamoulis, Professor
Ioannis Kontoyannis, Associate Professor
Paris Vassalos, Lecturer
Antonios Dimakis, Lecturer (elect)

Doctoral Candidates
Eleni Agiatzidou
Theodoros Bouritas
Aleksandros Kostopoulos
Sergios Soursos
Georgios Thanos
Konstantinos Thanos
Dimitrios Vassilakis

Mission
The Network Economics and Systems Theory Laboratory was founded in 1994 (AUEB Senate decision 23-06-94, OJHR B346/26-3-2003). The laboratory was originally named "Artificial Intelligence and Support Decision Systems Lab" and was renamed to ‘Network Economics and Systems Theory Laboratory’ in 2002 (Department of Informatics General Assembly decision 4-7-2002, OJHR B346/26-3-03). The laboratory includes the following active research groups:

1. The Research Group on Network Economics and Services
(Heads: Costas Courcoubetis and George D. Stamoulis, Professors)
The research activity of this group includes the following main areas: economic models for network services: Internet pricing and multicasting, peer-to-peer services, regulation and interconnection, Quality-of-Service management and traffic engineering, E-commerce technologies (auctions etc.), Internet software and tools, etc. More details can be found in the group’s web-site: http://nes.aueb.gr/

2. The Research Group on Operations Research and Applied Probability
(Heads: Evangelos Mageirou, Professor, Ioannis Kontoyiannis, Associate Professor, Paris Vassalos, Lecturer)
The research activity of this group includes the following main areas: operations research, stochastic processes, optimization, information theory, game theory, mathematics of finance etc.

Indicative Projects
- "Trilogy: Architecting the Future Internet", European Union - FP7-ICT-216372 (2008 - 2010). The project aims to develop new solutions for the control architecture of the Internet and remove the known and emerging technical deficiencies while avoiding prejudging commercial and social outcomes for the different players. The focus is the generic control functions of the Internet - the neck of the hour-glass IP protocol stack, but for control. Our architectural design activities focus on a radical approach to develop a Future Internet for the next 20+ years (more information at http://www.trilogy-project.org/).
• “SmoothIT: Simple Economic Management Approaches of Overlay Traffic in Heterogeneous Internet Topologies”, European Union, FP7-ICT-216259 (2008 - 2010). The project applies techniques based on economic and incentives’ mechanisms in order to control and manage the Internet traffic generated by overlay applications (file-sharing, video-on-demand etc.) in a way that is mutually beneficial to all ISP, overlay provider, and user (more information at http://www.smoothit.org/).

• BEINGRID: Business Experiments in Grid”, European Union, FP6-IST-034702 (2006 - 2009). BEinGRID is EU’s largest integrated project funded by the Information Society Technologies (IST) research, part of the EU’s sixth research Framework Programme. The project develops real business applications of grid technology and studies issues on business models, value chain etc., in order to evaluate the possibilities of applying such a technology and its benefits (more information at www.beingrid.eu).

• “Effective Design of Wireless Access Networks IEEE 802.11e”, GSRT, 2007 - 2008. Research project that was completed in collaboration with the research team of Professors J. Walrand, P. Varaiya from UC Berkeley. It dealt with matters of motivation and self organization of wireless networks with common coverage areas.


• “EURO-FGI: Design and Engineering of the Future Generation Internet, towards Convergent Multi-Service Networks”, European Union 2006 - 2008. A Network of Excellence whose sequel is the EURONGI NoE.


• “Information System for Studies and Training on Topics on the Strategies for Daily Power Planning”, Public Power Corporation SA.


• “EURONGI: Design and Engineering of the Next Generation Internet, towards Convergent Multi-Service Networks”, European Union, 2003 - 2006. A Network of Excellence that coordinates research from 50 top European Universities and Businesses regarding the Internet of the Future.

• “MMAPPS: Market Management of Peer-to-Peer Services”, European Union, 2002 - 2004. The project studies the application of incentives based mechanisms in peer-to-peer systems, in which service provision relies on minimum usage of central management systems.


• “Methodology for the Determination of the Cost of Capital and of Modern Methods for the Evaluation of Production Investments of the Public Power Corporation SA”, Public Power Corporation SA.

Support of Doctoral Studies
The laboratory supports doctoral theses. The following doctoral theses that were completed in 2006 and 2007:


Organization of Conferences
Laboratory members have participated in organizing committees and program committees in numerous international scientific conferences including “HERCMA 2007”, which was held by AUEB from 20/09 to 22/09/2007.

International Partnerships
The laboratory collaborated with leading research groups of related scientific interests. Indicatively we mention the following:

Norway
Telenor Research Lab

Spain
Telefonika Research Lab

Switzerland
Zurich University

UK
Cambridge University (Statistical Laboratory), Imperial College of London, British Telecom Research Labs

USA
University of California Berkeley (EECS Dept), Hewlett-Packard Labs, Bell Labs.
Indicative Publications
Members of the laboratory publish articles in high quality international journals and conference proceedings. Below we present a list of selected publications:

Books

Publications in Journals and Book Chapters


Conference Presentations and Proceedings Publications


7.5. Information Systems and Data Bases Laboratory

Director
Panos Constantopoulos, Professor

Participating AUEB Faculty
Evangelos Magirou, Professor
Emmanuel Yannakoudakis, Professor
Emmanuel Giakoumakis, Associate Professor
Dimitris Gritzalis, Associate Professor
Nicos Malevris, Associate Professor
Michalis Vazigiannis, Associate Professor
Vassilis Vassalos, Associate Professor (elect)
Ivan Androustopoulos, Assistant Professor
Yannis Kotidis, Assistant Professor
Yannis Marias, Lecturer
George Papaioannou, Lecturer

Participating Faculty (from other Universities)
Socrates Katsikas (University of Piraeus)
Costas Lambrinoudakis (University of the Aegean)
Dimitris Lekkas (University of the Aegean)
Lilian Mitrou (University of the Aegean)
George Pangalos (Aristotle University of Thessaloniki)

Research Fellows
Dr. Tasos Dagoukias
Dr. Christos Doukeridis
Dr. Eugene Fouistoucos
Dr. Maria Halkidi
Dr. Nicolas Kirloglou
Dr. Panagiotis Kotzanikolaou
Dr. Costas Moulinos
Dr. Vassilis Tsouris
Dimitris Drosos
Georgia Georgaroudi
Lida Harami
Mina Karagianni
Theodoros Kostakis
Yannis Mallios
Maria-Lida Menexi
Sofia Michou
Angeliki Tsohou
N. Zafiri

Doctoral Candidates
Michaela Bornea
Theodoros Bouritas
Stelios Dritsas
Vicky Dritsou
Haris Georgiadis
Panagis Magdalinos
Dimitris Mavroidis
Christos Pantazis
Michalis Papadakis
Nicolas Salamanos
Yannis Soupinos
Marianthi Theocharidou
George Tsatsaronis
Dimitris Vassilakis
Akrivi Vlachou
Vassilis Zafiris

Special Technical Laboratory Staff
Sofia Georgakopoulou

Mission
The Information Systems and Data Bases Laboratory operates since 1994 (AUEB Senate decision 23-6-1994) and was officially instituted in 1996 (OJHR A8/18-1-1996) with first director Professor Emeritus Evangelos Kiountouzis. The laboratory has developed extensive research and consultancy activity and supports the operation of the post-graduate programme in Information Systems. Areas of current activity include knowledge representation and conceptual modeling; ontologies; information design; database systems and theory; semistructured data management; XML query processing; network-centric and peer-to-peer systems; semantic access and integration of information and systems; sensor networks and data streams; data and knowledge mining; information systems and critical infrastructures security (methodologies and models for developing secure systems, security protocols, digital signatures and seals, security management); digital content preservation; organizational memory systems; knowledge management and decision support; cultural information systems; digital libraries; and e-business systems. These are organized in five activity areas, mentioned below, the first three of which constitute autonomous research groups.

1. Computer and Information Security Group
(Head: Dimitris Gritzalis, Associate Professor)
The group addresses a wide spectrum of research issues of information security and critical infrastructure protection, such as methods, techniques and tools for developing secure information systems, computers and networks; security management; applied cryptography; viral software and privacy protection; and provides specialized consultative services.

2. Data and Web Mining Group
(Head: Michalis Vazigiannis, Associate Professor)
The group is active in the area of data and knowledge mining from data bases and the Web with emphasis on such issues as: analysis and design of clustering algorithms; extraction and management of semantic information in the Web with statistical learning techniques; analysis of the network structure and of the evolution of the Web; searching, clustering and managing information in peer-to-peer systems.

3. Web Information Management Group
(Head: Vassilis Vassalos, Associate Professor - elect)
The group deals with theoretical and technical aspects of information management in the Web, such as: semistructured data processing, in particular XML documents; query optimization; data integration; peer-to-peer systems; development of Web information systems and digital libraries.

4. Knowledge Management and Organizational Memory
This activity is concerned with knowledge representation and conceptual modeling; ontologies theoretical foundation, human and semi-automatic formulation and management, use in information indexing and retrieval and in information systems development; design of information structures; and applications of the above in developing organizational memory systems.

5. Software Engineering
Research is undertaken in software architectures and interoperability, in particular service-oriented and knowledge-oriented approaches; regulatory frameworks for electronic services; software agents for mobile services; biomedical applications; and methods for software testing.

Indicative Projects
International Research Projects
- "2006 - 2008 FP6/IST -2005-33331: SQO-OSS - Source Quality Observatory for Open Source Software" (project that proposes to
increase the competitiveness of European software
development of SMEs through a holistic approach of software
\begin{itemize}
\end{itemize}

\section*{National Research Projects}
\begin{itemize}
  \item "Combined Research in the Areas of Information Retrieval, Natural Language Processing and User Modelling towards Developing Advanced Search Engines for Document Collections\textsuperscript{*} (PENED 2003), GSRT, 2005 - 2008.
  \item "Digital Media Content Processing and Multi-channel\textsuperscript{*}, GSRT (PABET), 2006 - 2007.
  \item "Knowledge Integration from Distributed Multimedia\textsuperscript{*}, Ministry of Education (Pythagoras II), 2005 - 2007.
  \item "FundsOne - Advanced System of Automated Capital Formation and Management Services over the Web\textsuperscript{*}, GSRT (PABET), 2004 - 2005.
\end{itemize}

\section*{Development and Consulting Projects}
\begin{itemize}
  \item "Public Administration’s Critical Information and Communication Infrastructures Protection\textsuperscript{*}, Information Society SA, 2008.
  \item "Qualified Digital Certificate Issuers Security Audit\textsuperscript{*}, National Authority for Telecommunications and Posts, 2008.
  \item "Western Greece, Peloponnese, and Ionian Islands Hospitals and Health Centers Information Systems Security and Patients’ Privacy\textsuperscript{*}, DIADIKASIA SA - REMACO SA, 2007.
  \item "COSMOLINE Computer and Network Systems Security\textsuperscript{*}, DEMCO SA, 2007.
  \item "Smart Cards Utilization by the National Social Security Information Systems\textsuperscript{*}, Ministry of the Interior, 2006.
  \item "Sismanoglio General Hospital Patients Data Protection\textsuperscript{*}, Sismanoglio General Hospital, 2006.
  \item "Laiko General Hospital Information Systems Security\textsuperscript{*}, Laiko General Hospital, 2006.
  \item "Attica Prefecture Computer and Network Security\textsuperscript{*}, DIADIKASIA SA, 2006.
  \item "HellasSAT Satellite Information and Communication Systems Security\textsuperscript{*}, HellasSAT SA, 2006.
  \item "Greek National Registry Office Information Systems Security\textsuperscript{*}, REMACO SA, 2005.
  \item "National Authority for Civil Servants Procurement Information Systems Security\textsuperscript{*}, REMACO SA, 2005.
  \item "Athens Metro Critical Infrastructures Protection\textsuperscript{*}, Athens Metro SA, 2004.
  \item "INFOQUEST IT Security Plan Development\textsuperscript{*}, INFOQUEST SA, 2004.
  \item "International Airport of Athens Infrastructures Protection through Biometrics\textsuperscript{*}, Athens International Airport SA, 2004.
  \item "Nikka General Hospital Information Systems Security\textsuperscript{*}, Nikka General Hospital, 2004.
  \item "Attica Mental Hospital Information Systems Security\textsuperscript{*}, Attica Mental Hospital, 2004.
  \item "Archaeological Funds Organization Information Systems Development Management\textsuperscript{*}, Ministry of Culture, 2003.
  \item "Integrating Security and Privacy in Information Systems Development Plan\textsuperscript{*}, Information Society SA, 2003.
  \item "Athens Railway Information Systems and Infrastructures Security and Protection\textsuperscript{*}, TRAM SA, 2002.
\end{itemize}
Support of Doctoral Studies
Several doctoral students undertake their research in the laboratory. The following is an indicative list of doctoral theses completed between 2001 and 2007.


Organization of Conference

Organization of Scientific and Educational Seminars
- "Information Management and Processing Seminar" (in collaboration with the Information Processing Laboratory), 2004 - today.

International Partnerships
In the context of its activities the laboratory has developed extensive international collaboration. A partial list of international partners follows.

Belgium
Katholieke Universiteit Leuven

Finland
University of Helsinki, NOKIA

France
Universite de Paris - Sud (Orsay), INRIA/FUTURS, THALES

Germany
Max Planck Institute, Fraunhofer Geselschaft, ELEVEN, IPTEGO, SAP

Italy
Universita di Trento, Consiglio Nationale delle Ricerche

Norway
NTNU Trondheim, TELIO

Spain
University of Malaga, ATOS, VozTelecom

UK
City University, London

USA
University of California at Riverside, University of California at San Diego, Yahoo

Indicative Publications
Members of the laboratory frequently publish in international journals, books and conference proceedings. Indicative lists of publications are provided:

Publications in Journals, Books


Conference Presentations and Proceedings Publications


7.6. Computer and Communication Systems Laboratory - CCSLab

Mission
The Computer and Communication Systems Laboratory (CCSLab) was founded in 1994 (AUEB Senate decision 23/6/1994) and legally established in January 1996 (OJHR A8/18-1-1996). The research group’s scope is not only to promote education and research but also to provide state of the art services to the public and private sector in the scientific areas of computer networks, telecommunication networks and network services. CCSLab’s research focuses primarily on the following topics: network monitoring and measurements, quality of service, computational grids, peer-to-peer networks, wireless local area networks, virtual private networks, content delivery networks, e-learning and management of networks and services.

Indicative Projects
- "MobiSmart: Secure Mobile-Payment Platform Based on EMV-Compliant Smart Cards", GSRT, 2004 - 2006.
- "STate of the ARt Financial Services for the inHabitants of isolated areas (STARFISH)", EC, IST-1999-13059, 2000 - 2002.

Support of Doctoral Studies
The group supports PhD candidates with their research. The following PhD dissertation is an indication of this activity:
- Viktoria Daskalou, "Network Management Incorporating the Time Dimension".

International Partnerships
During the last 14 years, CCSLab has collaborated with many foreign companies and foundations. A brief list follows:
- Belgium
  Language and Computing NV, Objective S.A
- Cyprus
  Technomerit Consultants Ltd, Netvision Ltd
- France
  Airial Conseil, Université Joseph Fourier Grenoble
- Italy
  T-Service SRL, Cala Levante SRL, Cooperativa Sociale ARKE’ A.R.L.
- UK
  Guy’s and St. Thomas’ Hospital National Health Trust Service

Indicative Publications
CCSLab members publish their research papers in high-quality journals. A list of selected publications is presented here:
Publications in Journals

Conference and Workshop Presentations and Proceedings Publications
8.1. Research in the Department of Statistics

The research of the faculty members of the Department of Statistics is covering a wide spectrum of subjects of theoretical and applied statistics including: probability theory, theoretical statistics, multivariate statistical analysis, bayesian statistics, biostatistics, survival analysis, statistical quality control, computational statistics, decision theory, sampling techniques, actuarial science, financial mathematics, risk management, environmental and ecological statistics, environmetrics, demography, stochastic processes, statistics and education, econometrics, stochastic analysis, official statistics, stochastic methods in operational research etc.


Within the framework of the applied research, the faculty members are participating in national and European projects (financed by the public or the private sector), which are related with pension fund management, biostatistics, education, real estate etc.

The faculty members are participating in scientific or organizing committees of international conferences, such as ENBIS8 (8th Annual Meeting of the European Network for Business and Industrial Statistics). Additionally, the Department is organizing on an annual basis the Summer School on Stochastic Finance with the cooperation of the Aegean University.

The Department is currently running two research laboratories: the Laboratory of Applications of Probability and Statistics to Complex Systems in Economy, Insurance and Technology (Director: Professor Epameinondas Panas) and the Laboratory of Statistical Methodology and Data Analysis (Director: Associate Professor Irene Moustaki). All the faculty members are participating in both laboratories. It should be noted that both laboratories cover the research needs of postgraduate students and PhD candidates. The Laboratory of Statistical Methodology and Data Analysis also supports the educational needs of the undergraduate students. Additionally, within the Department is also operating the Institute of Statistical Research, Analysis and Documentation (Chairman: Professor Ioannis Panaretos) which supports basic and applied research in statistics, probability and quantitative methods. All the faculty members are also participating as researchers in the Institute.
8.2. Laboratory of Applications of Probability and Statistics to Complex Systems in Economics, Insurance and Technology

**Director**  
Epameinondas Panas, Professor

**Participating AUEB Faculty**  
All the faculty members of the Department of Statistics participate in the activities of the laboratory

**Doctoral Candidates**  
All the post graduate students of the Department have access to the facilities and participate in the activities of the laboratory

**Special Technical Laboratorial Staff**  
Tatiana Mihou

**Mission**  
The Laboratory of Applications of Probability and Statistics to Complex Systems in Economics, Insurance and Technology was founded in 2003 (AUEB Senate decision 26-6-2003) and its operation was established the same year (OJHR B2000/31-12-2003). All members of staff of the Department of Statistics participate in the laboratory. The laboratory work is directed towards applications of probability theory, stochastic processes, stochastic analysis, operational research, econometrics and statistics to complex problems arising in economy, insurance and technology. The laboratory is also specialized in problems from actuarial science, financial markets and modern technology. It is worth noting the expertise within the models of applied statistics and real estate. The laboratory is equipped with the technical infrastructure to cover the needs of postgraduate students and PhD candidates.

**Indicative Projects**  
Members of the laboratory participate and direct projects related to pension fund management, real estate, financial time series and econometrics modelling, medical statistics and demography, quality control etc. The laboratory organizes different workshops such as:

- 4th Summer School on Stochastic Finance at Chios Island, 16 - 21/7/2007.
- Long-term Educational Programs for Risk Management in Business and Banking Industry (Basel II).

**Support of Doctoral Studies**  
The laboratory supports the research of PhD and postgraduate students. Recent PhDs awarded are:

- Kalogeropoulos K., "Bayesian Inference for Multidimensional Diffusion Processes", Thesis Supervisor: Prof. Petros Dellaportas, 2007. This thesis was awarded the Savage Award, 2008.
Indicative Publications
Mission
The Laboratory of Statistical Methodology and Data Analysis was founded in 2003 (AUEB Senate decision 26-6-2003) and its operation was established the same year (OJHR B2000/31-12-2003). The laboratory has mainly educational targets supporting the teaching and research needs. It is also available to adjunct lecturers, PhD, postgraduate and undergraduate students providing technical and other equipment as well as access to the central computer system and internet facilities. The laboratory supports a seminar series. The staff of the laboratory supports students and faculty members in research, educational and other technical subjects. The laboratory is equipped with 45 PCs that cover the needs of undergraduate and postgraduate students and PhD candidates of the Department.

Indicative Projects
Members of the laboratory participate in projects related to applications of Statistics in several fields.

Organization of Conferences
The laboratory has organized conferences including:

Support of Doctoral Studies
The laboratory supports the research of PhD and postgraduate students. Recent PhDs awarded are:

Indicative Publications


INDICATIVE LIST OF JOURNALS WHERE AUEB FACULTY HAVE BEEN PUBLISHING, WITH IMPACT FACTOR (2007) > 0.5 and/or CITED HALF-LIFE > 10

<table>
<thead>
<tr>
<th>Journal</th>
<th>IF 07</th>
<th>Cited Half-Life</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy of Management Perspectives †</td>
<td>0.594</td>
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<tr>
<td>Accounting Review †</td>
<td>1.733</td>
<td>&gt;10</td>
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<tr>
<td>Accounting, Organizations and Society †</td>
<td>1.032</td>
<td>&gt;10</td>
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<tr>
<td>ACM Computing Surveys</td>
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<td>ACM Trans on Database Systems</td>
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<td>Acta Informatica</td>
<td>0.800</td>
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<tr>
<td>Acta Psychologica</td>
<td>1.782</td>
<td>&gt;10</td>
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<tr>
<td>Advances in Applied Probability</td>
<td>0.991</td>
<td>&gt;10</td>
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<td>Agricultural Economics</td>
<td>0.603</td>
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<td>Algorithmica</td>
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<td>American Economic Review †</td>
<td>2.239</td>
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<td>American J of Agricultural Economics</td>
<td>1.034</td>
<td>&gt;10</td>
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<tr>
<td>American Mathematical Monthly</td>
<td>0.212</td>
<td>&gt;10</td>
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<tr>
<td>Annals of Applied Probability</td>
<td>1.006</td>
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<tr>
<td>Annals of Operations Research</td>
<td>0.544</td>
<td>9.2</td>
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<tr>
<td>Annals of Probability</td>
<td>1.270</td>
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<td>Annals of Regional Science</td>
<td>0.500</td>
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<td>Annals of Statistics</td>
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<td>Annals of the Institute of Statistical Mathematics</td>
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<td>Biometrics</td>
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<td>British J of Industrial Relations</td>
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<td>Cambridge J of Economics</td>
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<td>Canadian J of Economics †</td>
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<td>Canadian J of Statistics</td>
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<td>Communications in Statistics (Theory &amp; Methods)</td>
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<td>Communications of the ACM</td>
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<tr>
<td>Computational Statistics and Data Analysis</td>
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<td>Computer J</td>
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<td>Computer Networks</td>
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<td>Computers and Operations Research</td>
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<td>Computers and Security</td>
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<td>Contemporary Accounting Research</td>
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<td>Data &amp; Knowledge Engineering</td>
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<td>Decision Sciences</td>
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<tr>
<td>Decision Support Systems</td>
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<td>6</td>
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<td>Discrete Applied Mathematics</td>
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<td>Econometric Theory</td>
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<tr>
<td>Econometrics †</td>
<td>2.972</td>
<td>&gt;10</td>
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<tr>
<td>Economic Inquiry †</td>
<td>0.535</td>
<td>&gt;10</td>
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<tr>
<td>Economic J †</td>
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<td>Economic Policy</td>
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<td>Economica †</td>
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<td>Energy Economics</td>
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<td>Environment &amp; Development Economics</td>
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<td>European J of Operational Research</td>
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<td>European J of Political Research</td>
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<tr>
<td>European Review of Agricultural Economics</td>
<td>1.271</td>
<td>6.8</td>
</tr>
</tbody>
</table>
Cited Half-Life (CHL)

Cited half-life is another measurement used to estimate the impact of a journal. It is the number of years, going back from the current year, that account for 50% of the total citations received by the cited journal in the current year. The longer the CHL, the longer the period of citations from the corresponding period is 2005-2006).

Impact Factor (IF)
The impact factor, a commonly used measure for ranking journals, measures how often articles in a specific journal have been cited. It is calculated to be the number of citations to articles published in a specific journal in the same year divided by the total number of articles published in the same journal in the corresponding two-year period (for IF 07 the corresponding period is 2005-2006).

Diamond List of Journals in Economics

The corresponding journal is included in the Diamond list of the top Economics journals.
## LIST OF LABS AND CONTACT DETAILS

<table>
<thead>
<tr>
<th>LABORATORY</th>
<th>DIRECTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Department of Economics</strong></td>
<td></td>
</tr>
<tr>
<td>Laboratory of Econometrics</td>
<td>Assoc. Prof. Efthymios Tsionas</td>
</tr>
<tr>
<td>Laboratory of Economic Policy - EMOP</td>
<td>Prof. Nicholas C. Baltas</td>
</tr>
<tr>
<td><strong>Department of International and European Economic Studies</strong></td>
<td></td>
</tr>
<tr>
<td>Laboratory of European Affairs - EUROLAB</td>
<td>Assoc. Prof. Antonios Demos</td>
</tr>
<tr>
<td><strong>Department of Business Administration</strong></td>
<td></td>
</tr>
<tr>
<td>Market and Consumer Behavior Analysis Laboratory</td>
<td>Prof. George J. Siomkos</td>
</tr>
<tr>
<td>Laboratory for the Development and Promotion of Financial Products and Services</td>
<td>Prof. George Karathanassis &amp; Prof. George Panigirakis</td>
</tr>
<tr>
<td>Center of Industrial Relations and Negotiations - CIRN</td>
<td>Prof. Andreas Nikolopoulos</td>
</tr>
<tr>
<td>Business Informatics Laboratory - BILab</td>
<td>Prof. Eleutherios A. Papanathanassiou</td>
</tr>
<tr>
<td>Laboratory of Business Strategy</td>
<td>Prof. Vassilis Papathanassis</td>
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<tr>
<td><strong>Department of Marketing and Communication</strong></td>
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<tr>
<td>Laboratory of Corporate Communication and Human Resource Management</td>
<td>Prof. Nancy Papalexandris</td>
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<tr>
<td>Athens Laboratory of Research in Marketing - A.LA.R.M</td>
<td>Prof. George J. Avlonitis</td>
</tr>
<tr>
<td>Laboratory for Multimedia Communication</td>
<td>Prof. Maria Constantopoulou</td>
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<tr>
<td><strong>Department of Accounting and Finance</strong></td>
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<tr>
<td>Laboratory of Accounting Applications</td>
<td>Prof. George Venieris</td>
</tr>
<tr>
<td>Laboratory for Applied Finance</td>
<td>Prof. Manolis G. Kavussanos</td>
</tr>
<tr>
<td><strong>Department of Management Science and Technology</strong></td>
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</tr>
<tr>
<td>Management Science Laboratory - MSL</td>
<td>Prof. Gregory P. Prastacos</td>
</tr>
<tr>
<td>Laboratory of Electronic Business - ELTRUN</td>
<td>Prof. George Doukidis</td>
</tr>
<tr>
<td>Information Systems Technology Laboratory - ISTLab</td>
<td>Prof. Diomidis Spinellis</td>
</tr>
<tr>
<td>Laboratory of Strategy and Entrepreneurship - ESTE</td>
<td>Prof. Spyros Lioukas</td>
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<tr>
<td>Transportation Systems and Logistics Laboratory - TRANSLOG</td>
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<td>Prof. Epameinondas Panas</td>
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