

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS
(AUEB)



Research Laboratories

A Bridge to Partnership in Research

2009

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ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ



Message from the Rector of Athens University of Economics and Business



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,

A handwritten signature in black ink, which appears to read "Gregory Prastacos". The signature is written in a cursive, flowing style.

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*, *Econometrics 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 including the Beijer Institute of Ecological Economics of the Royal Swedish Academy of Sciences; the Fondazione ENI Enrico Mattei, Milan; the European Association of Environmental and Resource Economists; the Centre for Social and Economic Research on the Global Environment (CSERGE) London; the World Bank; the French National Institute for Research in Agricultural Economics (INRA); and the OECD. Furthermore AUEB acts as host institution for the editorial office (including the editor-in-chief and the assistant editor) of the scientific journal *Environment and Development Economics*, which is published by the Cambridge University Press.

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 companies globally. MSL is also involved 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 Personnel 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 organising 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 worth mentioning 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 into 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, HILT, 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 "EIFFEL (Evolved Internet Future For European Leadership)". EIFFEL 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 SPECTrum 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-specification of 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 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 (KSN) 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 on-line 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.

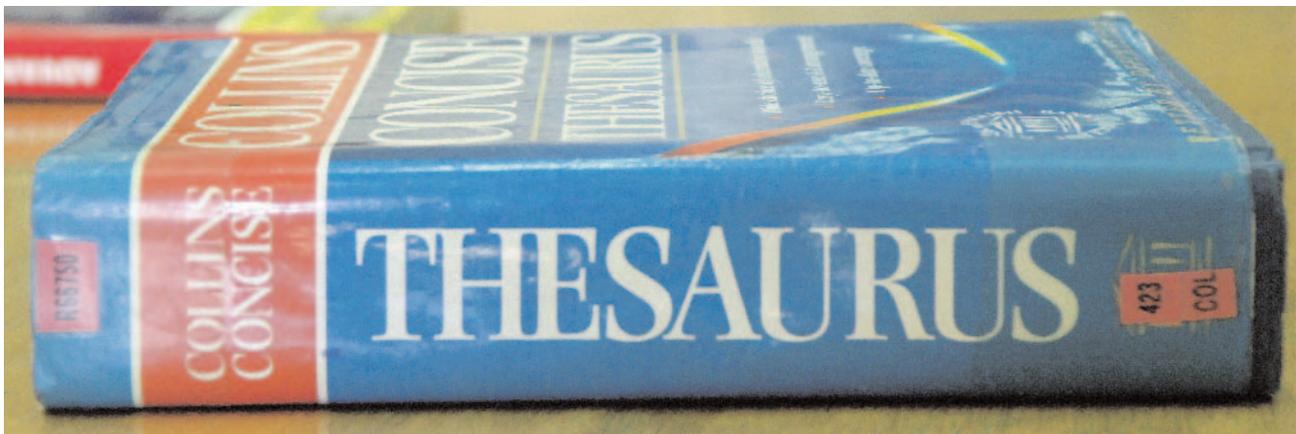
The Management Science Laboratory (MSL) of DMST conducts extensive research in the area, with an emphasis on the design of heuristic algorithms, the solution of large scale problems under various conditions, and the development of efficient inventory strategies, and related problems of supply chains. 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 conducted a considerable number of studies and projects on behalf of large enterprises of the private and public sector in the various topics of marketing, such as CRM systems, customer satisfaction studies and barometers, adoption and diffusion of innovations etc. The laboratory has four active research groups, namely Marketing and Innovation Applications, Customer and Sales Management, Retail





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 caretakers, 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 co-ordinated 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 (ΚΕΠ), 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.

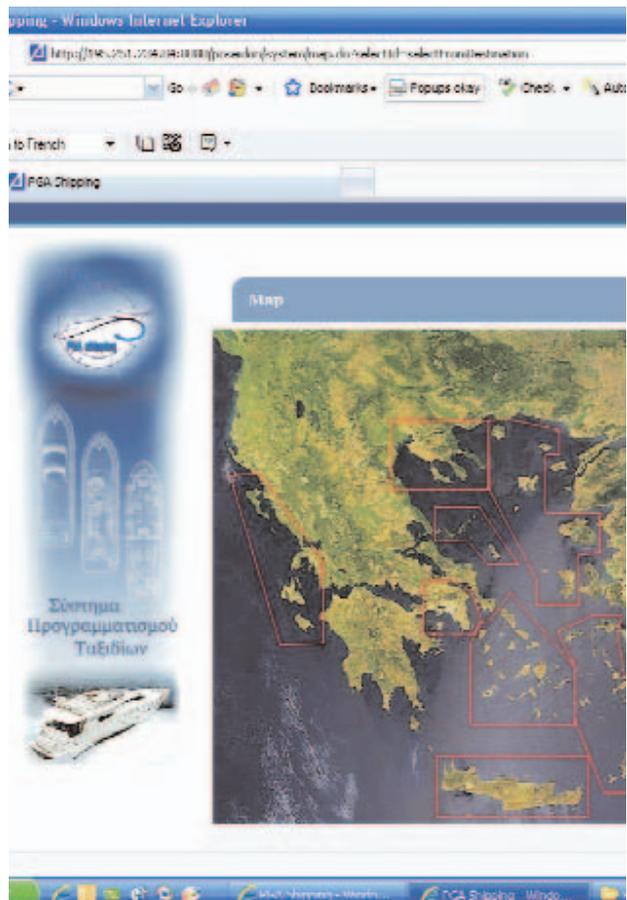
In another major EU-funded project, MSL jointly with leading European partners examine the impact of publicly funded research on the innovation and competitiveness of European firms. The project devises and implements a methodology to analyze and assess the impacts on innovation, through a survey of 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 Info, 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 data base 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 study innovative applications of RFID and mobile technologies at home and in the store in order to support the consumer buying process. In the context of this project, ELTRUN has developed the first integrated RFID installation in a supermarket in Europe and possibly in the world. In collaboration with other Universities (such as MIT, Cambridge, INSEAD etc), the group has carried out various research activities related to electronic services and the application of

RFID and other innovative technologies in the supply chain, collaborative commerce and electronic procurement.

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.

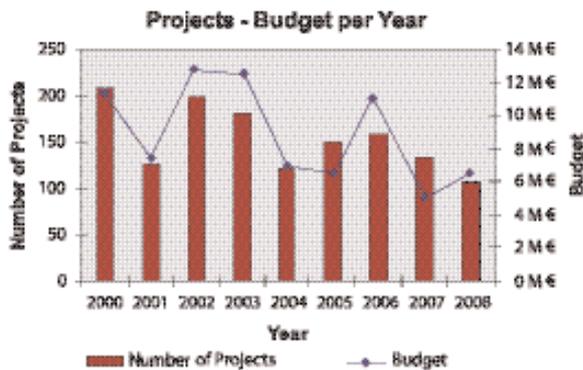


Figure 1. Distribution of funding and projects handled by AUEB/RC per year (years 2000-08)

The distribution of funding for AUEB/RC per source (European Union, Greek private sources, Greek public sources) for the years 2000-2008 is shown below.

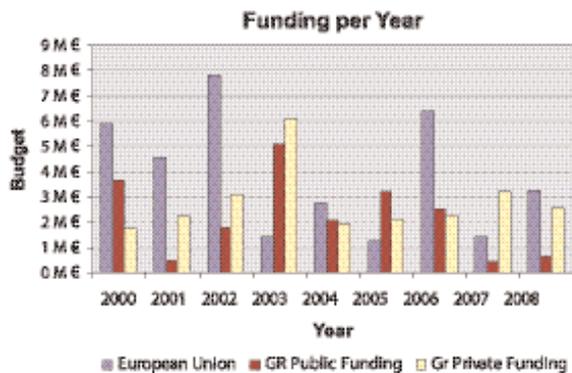


Figure 2. Breakdown of sources of funding for AUEB/RC per year (year 2000-08)

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.

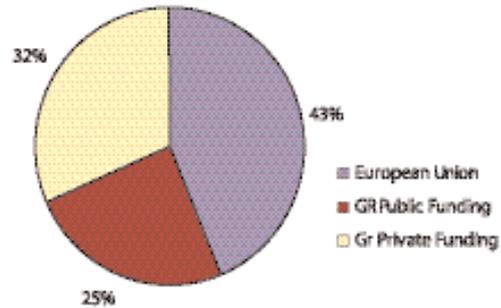
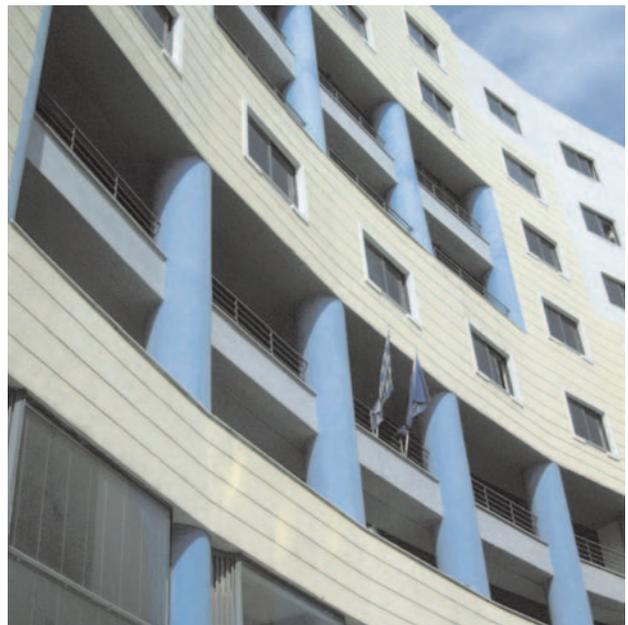


Figure 3. Overall distribution of funding for AUEB/RC per source (years 2000-08)

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.

Department of Economics

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.

Faculty members of the Department of Economics have published their research in leading international journals, such as the American Economic Review, Business History Review, Cambridge Journal of Economics, Econometrica, Economic Journal, Economic Modelling, Economic Policy, Economica, Economics Letters, Energy Economics, Environment and Resource Economics, European Economic Review, European Review of Agricultural Economics, International Economic Review, International Journal of Central Banking, International Journal of Industrial Organisation, Journal of Agricultural Economics, Journal of Applied Econometrics, Journal of the American Statistical Association, Journal of Comparative Economics, Journal of Development Economics, Journal of Econometrics, Journal of Economic Dynamics and Control, Journal of Economic History, Journal of Economic Theory, Journal of Economics, Journal of Empirical Finance, Journal of Financial and Quantitative Analysis, Journal of Financial Econometrics, Journal of Financial Research, Journal of Industrial Economics, Journal of International Economics, Journal of Mathematical Modeling and Computation, Journal of Monetary Economics, Journal of Money, Credit and Banking, Journal of Policy Modeling, Journal of Political Economy,

Journal of Public Economics, Journal of Transport Economics and Policy, Oxford Bulletin of Economics and Statistics, Oxford Economic Papers, Quarterly Journal of Economics, RAND Journal of Economics, Regional Science and Urban Economics, Review of Economic Studies, Review of Economics and Statistics, Review of International Economics, Scandinavian Journal of Economics, Southern Economic Journal, and others.

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

Director

Efthymios Tsionas, Associate Professor

Participating AUEB Faculty

All faculty members of the Department of Economics participate in the activities of the laboratory

Doctoral Candidates

Emm. Papadakis
M. Papaspirou
L. Theocharis

Special Technical Laboratorial Staff

Georgios Chronis

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:

- Mitsopoulos George, "New Estimators in Models with Pearson Errors and Generated Regressors", Thesis Supervisor: Assoc. Prof. Efthymios Tsionas, 2004.
- Arakelian Veanous, "Bayesian Analysis of the Consumption Capital Asset Pricing Model", Thesis Supervisor: Assoc. Prof. Efthymios Tsionas, 2003.



*OJHR: Official Journal of the Hellenic Republic.



Contact Details

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of Economics and Business
Department of Economics
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Tel.: +30 210 82 03 351

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:

1. Tzavalis E., Rompolis L. (2008), "Recovering Risk Neutral Densities from Option Prices: A New Approach", *Journal of Financial and Quantitative Analysis* (forthcoming).
2. Tzavalis E., Phillips G. (eds, 2007), "Refinement of Econometric Estimation and Tests", Cambridge University Press.
3. DeWachter S., Harris R.D.F., Tzavalis E. (2007), "Panel Unit Root Tests: The Role of Time Dimension and Serial Correlation", *Journal of Statistical Planning and Inference*, Vol 137, pp. 230-244.
4. Tsionas E.G., Park B.U., Simar L., Kumbhakar S.C. (2007), "Nonparametric Stochastic Frontiers: A Local Maximum Likelihood Approach", *Journal of Econometrics*, Vol 137(1), pp. 1-27.
5. Kordas G. (2006), "Smoothed Binary Regression Quantiles", *Journal of Applied Econometrics*, Vol 21(3), pp. 387-407.
6. Zacharias E., Stengos T. (2006), "Intertemporal Pricing and Price Discrimination: A Semiparametric Hedonic Analysis of the Personal Computer Market", *Journal of Applied Econometrics*, Vol 21, pp. 371-386.
7. Zacharias E., Deltas G. (2006), "Entry Order and Pricing over the Product Cycle: The Transition from the 486 to the Pentium Processor", *International Journal of Industrial Organization*, Vol 24, pp. 1041-1069.
8. DeWachter S., Tzavalis E. (2005), "Monte Carlo Comparison of Model and Moments Selection and Classical Inference Approach to Break Detection in Panel Data Models", *Economics Letters*, 88, pp. 91-95.
9. Tsionas E.G. (2005), "Likelihood Evidence on the Asset Returns Puzzle", *Review of Economic Studies*, Vol 72, pp. 917-946.
10. Kumbhakar S.C., Tsionas E.G. (2005), "The Joint Measurement of Technical and Allocative Inefficiency: An Application of Bayesian Inference in Nonlinear Random Effects Models", *Journal of the American Statistical Association*, Vol 100(471), pp. 736-747.
11. Tzavalis E., Harris R.D.F. (2004), "Inference for Unit Roots for Dynamic Panels in the Presence of Deterministic Trends: Do Stock Prices and Dividends Follow a Random Walk?", *Econometric Reviews*, Vol 23, pp. 149-166.
12. Bassett G.W., Koenker R., Kordas G. (2004), "Pessimistic Portfolio Allocation and Choquet Expected Utility", *Journal of Financial Econometrics*, Vol 2(4), pp. 477-492.
13. Zacharias E., Deltas G. (2004), "Sampling Frequency and the Comparison between Conformable Matched Model and Hedonic Regression Price Indexes", *Journal of Business and Economic Statistics*, Vol 22, pp. 94-106.
14. Kyriazidou E. (2001), "Estimation of Dynamic Panel Data Sample Selection Models", *Review of Economic Studies*, Vol 68, pp. 543-572.
15. Kyriazidou E., Chintagunta P., Perktold J. (2001), "Panel Data Analysis of Household Brand Choices", *Journal of Econometrics*, Vol 103, Issues 1-2, pp. 111-153.
16. Kyriazidou E., Honoré B.E. (2000), "Panel Data Discrete Choice Models with Lagged Dependent Variables", *Econometrica*, Vol 68, No 4, pp. 839-874.

1.3. Laboratory of Economic Policy - EMOP

Director

Nicholas C. Baltas, Professor

Deputy Director

Yannis Katsoulakos, Professor

Advisory Committee Members

Konstantinos Gatsios, Professor
Apostolos Philippopoulos, Professor
Nikos Vettas, Professor

Participating AUEB Faculty

All faculty members of the Department of Economics participate in the activities of the laboratory

Special Technical Laboratorial Staff

Maria Zanti (2004-2007)
Olga Bati (2007-2008)

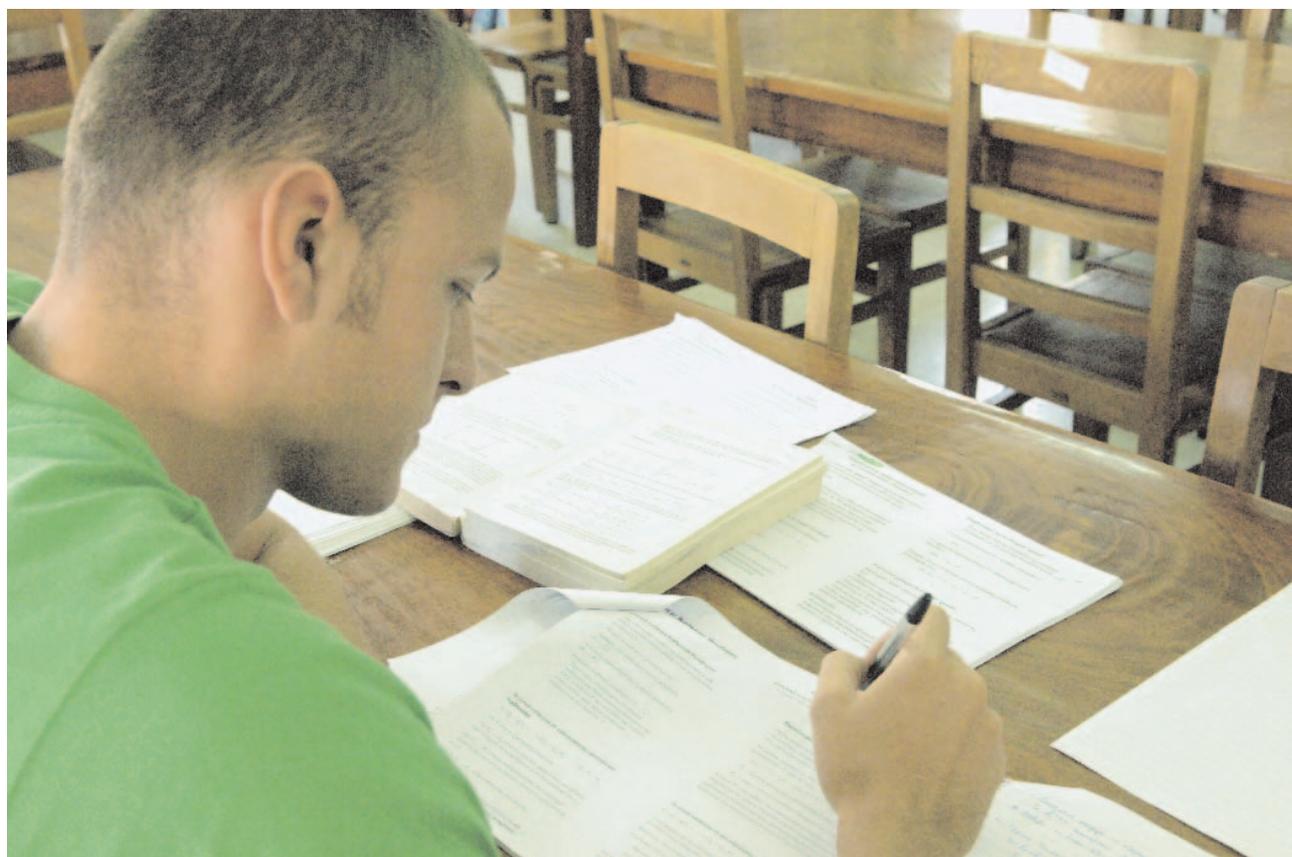
Mission

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 these completed between 2004 and 2006 are reported below:

- Kotseva Rositsa, "Competition and Pricing with Restrictions of Productive Potential", Thesis Supervisor: Prof. Nikos Vettas, 2006.
- Fotis Panagiotis, "Mergers and Buy-outs: Theory of Oligopolies, Competition Policy and Empirical Applications for Greece", Thesis Supervisor: Prof. Yannis Katsoulakos, 2005.
- Christou Charalambos, "Pricing and Product Differentiation in Oligopolistic Markets under Uncertainty", Thesis Supervisor: Prof. Nikos Vettas, 2004.
- Griva Krina, "Oligopolistic Competition with Pricing of Two Parts and Effects of Network. Essays on the Occasion the Markets of Systems of Payment", Thesis Supervisor: Prof. Nikos Vettas, 2004.



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Website: www.aueb.gr/imop/
E-mail: imop@aueb.gr

Organization of Conferences

A number of conferences or colloquia 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.
- "The Global Economics of a Changing Environment", in cooperation with the Athenian Policy Forum and Loyola University, July 2008, Athens, Greece.
- "Dynamic Macroeconomics", in cooperation with ECB, September 2007, Hydra, Greece.
- "Conference on Regulation and Competition", July 2007, Corfu, Greece.
- "Ethics, Law and Economics", October 2006, Athens, Greece.
- "Conference on Regulation and Competition", July 2006, 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.
- "Competition, Competition Policy and Market Regulation - Recent Developments in Europe and Greece", jointly with the Graduate Program "Applied Economics and Finance", May 2005, Athens, Greece.
- "Greek Economy: Future and Prospects", December 2005, Athens, Greece.
- "Workshop on Political Economy Incentives", June 2005, 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.
- "5th Applied Industrial Organization Conference", in cooperation with CEPR, 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)

- "The Variety of Economic Institutions under the Many Forms of Capitalism", vol. 10 of the series "Economic Policy Studies". Advisory Committee: P. Korliras, Y. Katsoulakos, K. Gatsios, A. Philippopoulos, N. Vettas, July 2007.
- "Institutions, Policy and Economy in Greece: 1950-2000", vol. 9 of the series "Economic Policy Studies". Advisory Committee: P. Korliras, Y. Katsoulakos, K. Gatsios, A. Philippopoulos, N. Bettas. Invited Persons in charge of Publication: G. Bitros, K. Prodromidis, November 2005.
- "New Economy", vol. 8 of the series "Economic Policy Studies". Advisory Committee: P. Korliras, Y. Katsoulakos, K. Gatsios, A. Philippopoulos, N. Vettas. Invited Persons in charge of Publication: N. Vettas, K. Gatsios, Y. Katsoulakos, June 2005.
- "Tax Reform", vol. 7 of the series "Economic Policy Studies". Advisory Committee: P. Korliras, Y. Katsoulakos, K. Gatsios, A. Philippopoulos, N. Vettas. Invited Person in charge of Publication: A. Philippopoulos, February 2005.
- "Environment and Micro-economic Policy", vol. 6 of the series "Economic Policy Studies". Editorial Committee: T. Kollintzas, N. Vettas, K. Gatsios, Y. Katsoulakos, K. Prodromidis, A. Sarris, P. Tsakoglou, A. Philippopoulos. Invited Persons in charge of Publication: A. Xepapadeas, M. Petrakis, November 2002.
- "The Redistributive Role of State in Greece", vol. 5 of the series "Economic Policy Studies". Invited Person in charge of publication: P. Tsakoglou, November 2000.

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.

2.

**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 on going political developments.

Recent research publications by members of the Department's faculty have been published in internationally acclaimed scientific journals, such as: American Economic Review, American Journal of Agricultural Economics, Canadian Journal of Economics, Columbia Journal of European Law, Econometric Theory, Economic Inquiry, Economic Journal, Economica, Energy Economics, European Journal of Political Economy, Health Economics, International Journal of Health Services, International Journal of Industrial Organization, Journal of Applied Econometrics, Journal of Banking and Finance, Journal of Business and Economic Statistics, Journal of Common Market Studies, Journal of Development Economics, Journal of Development Studies, Journal of Econometrics, Journal of Economic Dynamics and Control, Journal of Environmental Economics and Management, Journal of Health Economics, Journal of International Money and

Finance, Journal of Mathematical Economics, Journal of Public Economics, Journal of Regional Science, Journal of Transport Economics and Policy, Land Economics, Oxford Economic Papers, Public Choice, RAND Journal of Economics and Management Science, Regional Science and Urban Economics, Review of International Economics, Scandinavian Journal of Economics, Water Resources Research, and others.

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:

- Aggelopoulou Eleni, "The Balance Sheet Channel of Monetary Policy Transmission", Thesis Supervisor: Prof. Euclid Tsakalotos, 2007.
- Christoforou Asimina, "Social Capital and Development in Greece Compared with Countries of the EU", Thesis Supervisor: Prof. Euclid Tsakalotos, 2007.
- Delis Matthaios, "Selected Issues in Banking", Thesis Supervisor: Assoc. Prof. Sarantis Kalyvitis, 2007.
- Kammas Pantelis, "Essays in Public Finance", Thesis Supervisor: Assoc. Prof. Sarantis Kalyvitis, 2007.
- Tsakiris Nicolaos, "Essays in International Trade, Environmental Protection and Foreign Aid", Thesis Supervisor: Prof. Panagiotis Hatzipanagiotou, 2007.
- Aggelopoulos Konstantinos, "Fiscal Policy, Incentives and Macroeconomics", Thesis Supervisor: Assoc. Prof. Antonios Demos, 2006.
- Adam-Edem Antonios, "Essays in Public Finance", Thesis Supervisor: Prof. Thomas Moutos, 2005.
- Holezas Ioannis, "Private Returns to Education in Greece and EU-Member States", Thesis Supervisor: Prof. Panagiotis Tsakoglou, 2005.
- Kosma Theodora, "Exchange Rate Pass-through to Import Prices in Imperfectly Competitive Markets", Thesis Supervisor: Assoc. Prof. Sarantis Kalyvitis, 2005.
- Magginas Nicolaos, "Issues in the Conduct and Transmission of Monetary Policy", Thesis Supervisor: Assoc. Prof. Sarantis Kalyvitis, 2005.
- Savvidis Charalambos, "Issues of International Cooperation in the Presence of Positive Production Externalities", Thesis Supervisor: Prof. Panagiotis Hatzipanagiotou, 2005.
- Arvanitis Stylianos, "Properties of Models Exhibiting Time Varying Volatility and of an Indirect Inference Estimator", Thesis Supervisor: Assoc. Prof. Antonios Demos, 2004.
- Benos Nicolaos, "Essays on the Role of Human Capital and Fiscal Policy in Economic Growth", Thesis Supervisor: Prof. Apostolos Philippopoulos, 2003.
- Economides Georgios, "Essays on Dynamic Macroeconomics and Political Economy", Thesis Supervisor: Prof. Apostolos Philippopoulos, 2001.

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>).

- "Implementation of Lindahl Allocations through Political Competition", Aristotelis Boukouras (Warwick University), 13/12/2007.
- "Technology and Labour Regulations", Joseph Zeira (Hebrew University, Jerusalem), 6/12/2007.
- "Public Education Expenditure, Growth and Welfare", Apostolis Philippopoulos (AUEB), 29/11/2007.
- "The Genesis of Corporate Governance: British and Irish Stock Companies in the Eighteenth and Nineteenth Centuries", Robin Pearson (University of Hull), 25/10/2007.
- "Intangible Capital and Economic Growth", Carol A. Corrado (Federal Reserve Board, Washington DC), 24/10/2007.
- "Financial Innovation and the Transactions Demand for Cash", Francesco Lippi (University of Sassari and CEPR), 8/10/2007.
- "The Consumption-Based Determinants of the Term Structure of Discount Rates", Christian Gollier (IDEI, Toulouse), 14/7/2007.
- "Efficiency, Welfare and Ownership of Private Information", Kostas Serfes (Drexel University), 28/6/2007.
- "New Technology, Human Capital and Growth for Developing Countries", Cuong Le Van (University Paris 1 Pantheon-Sorbonne, CNRS), 26/6/2007.
- "Testing for Parameter Stability in Dynamic Models across Frequencies", Bertrand Candelon (Maastricht University), 7/6/2007.
- "Discrete and Continuous Analysis of Optimal Asset Replacement Process", Yuri Yatsenko (Houston Baptist University), 31/5/2007.
- "North-South Trade and Economic Growth", Elias Dinopoulos (University of Florida), 24/5/2007.
- "The Evolution of Top Incomes: A Historical and International Perspective", Emmanuel Saez (University of California, Berkeley), 17/5/2007.
- "On the Efficiency and Consistency of Likelihood Estimation in Multivariate Conditionally Heteroskedastic Dynamic Regression Models", Enrique Sentana (CEMFI), 3/5/2007.
- "Investment Opportunities in the Source Country and Temporary Migration", Slobodan Djajic (Graduate Institute of International Studies, Geneva), 1/5/2007.
- "Entrepreneurship", Franco Amatori (Bocconi University), 27/4/2007.

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- "The Economics of Identity and the Identity of Economics", Ben Fine (SOAS, University of London), 26/4/2007.
- "Funding Higher Education: Following England's Lead?", Howard Glennester (London School of Economics), 19/4/2007.
- "Funding 21st Century Welfare States", Howard Glennester (London School of Economics), 19/4/2007.
- "Finance and Competition", Harris Dellas (University of Bern), 16/4/2007.
- "Why the Prospect of Wall Street Can Be Bad for Efficiency in Silicon Valley", Marios Angeletos (MIT), 30/3/2007.
- "Policy in Economies with Dispersed Information", Marios Angeletos (MIT), 30/3/2007.
- "Poverty and Social Policy in Contemporary Turkey", Ayse Burga (Bogazici University), 29/3/2007.
- "Mass Consumption, Exclusion, and Unemployment", Josef Zweimuller (University of Zurich), 15/3/2007.
- "Taxing Capital? Not a Bad Idea after All!", Juan Carlos Conesa (Universitat Autònoma de Barcelona), 1/3/2007.
- "Innovate or Imitate? Strategic Innovation Decision in the Pharmaceutical Industry", Paris Cleanthous (University of Cyprus), 15/2/2007.
- "On Stabilisation Policy: Are There Conflicting Implications for Growth and Welfare?", Dimitris Varvarigos (Loughborough University), 25/1/2007.
- "The Evolution of Entrepreneurial Spirit and the Process of Development", Stelios Michalopoulos (Brown University), 16/1/2007.



Organization of International Conferences

A number of conferences have been organised by the laboratory:

- ETSG 2007 ATHENS, 9th Annual Conference, September 2007, Athens, Greece.
- Delphi 2006: Global Economic Imbalances, Prospects and Remedies, June 2006, Delphi, Greece.
- International Conference on Assessing Multilateralism in the Security Domain, May 2005, Delphi, Greece.
- Delphi 2004: Designing the New EU, June 2004, Delphi, Greece.
- EIBA 2002, December 2002, Athens, Greece.
- Delphi 2002: Managing EU Enlargement, September 2002, Delphi, Greece.
- ESPE 2001: 15th Annual Conference of the European Society for Population Economics, June 2001, Athens, Greece.
- International Conference on the Econometrics of Financial Markets, May 2001, Delphi, Greece.

Indicative Publications

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

Publications in Refereed Journals

1. Adam A., Kamas P. (2007), "Tax Policies in a Globalized World: Is it Politics after All?", *Public Choice*, Vol 127(3), pp. 321-341.
2. Angelopoulos K., Economides G., Kamas P. (2007), "Tax-Spending Policies and Economic Growth: Theoretical Predictions and Evidence from the OECD", *European Journal of Political Economy*, Vol 23(4), pp. 885-902.
3. Brissimis S.N., Kosma T. (2007), "Market Power and Exchange Rate Pass-Through", *International Review of Economics & Finance*, Vol 16, pp. 202-222.
4. Kamas P., Philippopoulos A. (2007), "Is International Tax Competition Really Harmful? A General Equilibrium Model with Asymmetric Countries", *Globalization: Capital Flows, Competition, and Regulation*, Batavia B. and Nandakumar P. (Eds), Toronto: APF Press, pp. 155-173.

5. Kammas P., Philippopoulos A. (2007), "How Harmful is International Tax Competition?" in *Regionalisation, Growth, and Economic Integration*, Korres G. (Ed), Physica-Verlag HD, Springer, pp. 59-73.
6. Brissimis S.N., Magginas N.S. (2006), "Forward-Looking Information in VAR Models and the Price Puzzle", *Journal of Monetary Economics*, Vol 53(6), pp. 1225-1234.
7. Brissimis S.N., Magginas N.S. (2005), "Changes in Financial Structure and Asset Price Substitutability: A Test of the Bank Lending Channel", *Economic Modelling*, Vol 22(5), pp. 879-904.
8. Cholezas I., Tsakloglou P. (2005), "Education and Inequality in Greece: A Literature Review", *Education and Wage Inequality in Europe: A literature review*, Asplund R. and Barth E. (Eds), Helsinki: ETLA, pp. 203-240.
9. Arvanitis S., Demos A. (2004), "Time Dependence and Moments of a Family of Time-Varying Parameter GARCH in Mean Models", *Journal of Time Series Analysis*, Vol 25, pp. 1-25.
10. Arvanitis S. (2004), "The Diffusion Limit of a TVP-GQARCH-M (1,1) Model", *Econometric Theory*, Vol 20, pp. 161-175.
11. Heady C., Barnes M., Millar J., Middleton S., Papadopoulos F., Room G., Tsakloglou P. (2002), "Poverty and Social Exclusion in Europe", Edward Elgar, Cheltenham.
12. Tsakloglou P., Papadopoulos F. (2002), "Identifying Population Groups at High Risk of Social Exclusion", *Social Exclusion in European Welfare States*, Muffels R. and Tsakloglou P. (Eds), Edward Elgar, Cheltenham.
13. Tsakloglou P., Papadopoulos F. (2002), "Poverty, Material Deprivation and Multi-Dimensional Disadvantage during Four Life Stages: Evidence from the ECHP", *Poverty and Social*

Exclusion in Europe, Heady C., Barnes M., Millar J., Middleton S., Papadopoulos F., Room G. and Tsakloglou P. (Eds), Edward Elgar, Cheltenham.

14. Tsakloglou P., Papadopoulos F. (2002), "Aggregate Level and Determining Factors of Social Exclusion in Twelve European Countries", *Journal of European Social Policy*, Vol 12, pp. 209-223.

15. Matsaganis M., Papadopoulos F., Tsakloglou P. (2001), "Eliminating Extreme Poverty in Greece", *Journal of Income Distribution*, Vol 10, Issue 1.

Conference Presentations

1. Papadopoulos F., Tsakloglou P., "Social Exclusion in the EU: Quantitative Estimates and Determining Factors", 4th Complutense International Seminar on European Economy, European Economic Group, Universidad Complutense de Madrid, Madrid, Spain, May 2003.

2. Papadopoulos F., Tsakloglou P., "Identifying Groups at High Risk of Social Exclusion: Evidence from the ECHP", 5th Conference of the European Sociological Association, Helsinki, Finland, August 2001.

3. Matsaganis M., Papadopoulos F., Tsakloglou P., "Estimating Extreme Poverty in Greece and the Cost of Eliminating It through a Minimum Guaranteed Income Scheme", 57th Conference of the International Institute of Public Finance, Linz, Austria, August 2001.

4. Papadopoulos F., Tsakloglou P., "Identifying Population Groups at High Risk of Social Exclusion: Evidence from the ECHP", *Justice and Poverty: Examining Sen's Capability Approach*, Cambridge, United Kingdom, June 2001.



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.

The research work of the faculty members of the Department has been published in high quality scientific journals such as: Accounting, Annals of Regional Science, British Journal of Management, Canadian Journal of Economics, Critical Perspectives on Accounting, European Accounting Review, European Journal of Marketing, Financial Review, Industrial Management, Journal of Accounting and Economics, Journal of Business Finance and Accounting, Journal of Business Strategy, Journal of Consumer Behavior, Journal of Financial Research, Journal of Financial Services Marketing, Journal of Industrial Marketing, Journal of International Money and Finance, Journal of Internet Banking and Commerce, Journal of Macroeconomics, Journal of Retailing, Organization Science, Organizations and Society, Public Finance, Review of International Economics, Southern Economic Journal, Strategic Management Journal, Weltwirtschaftliches Archiv.

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 Peloponnese)

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

- "Marketing Plan for Distributing WEB2 Services in the Domestic Market", IT company, 2006.
- "Broadband Market Analysis", Telecom provider, 2005.
- "Measuring Greek Consumers Expected Reaction to an Alcoholic Drinks Tax Increase", 2004.
- "Pfizer Hellas: Stakeholders Analysis", 2003 - 2004.
- "Qualitative Research for Eugenidou Foundation", Eugenidou Foundation, 2003.
- "A Qualitative Study of Audience Attitudes toward Eugenidou Foundation Planetarium", Eugenidou Foundation, 2003.
- "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.

- Manganari Emmanuela, "The Effects of the Electronic Store Atmospheric Components on Shopping Behavior: Marketing Strategy Implications", Thesis Supervisor: Prof. George J. Siomkos, 2008.
- Tsiamis Ioannis, "A Model for Selecting Marketing Strategies for High-tech Products", Thesis Supervisor: Prof. George J. Siomkos, 2006.
- Vassilikopoulou Aikaterini, "A Model for Measuring Consumer-Perceived Corporate Social Responsibility", Thesis Supervisor: Prof. George J. Siomkos, 2006.

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

1. Vassiliadis Ch. (2008), "Destination Product Characteristics as Useful Predictors for Repeat Visiting and Recommendation Segmentation Variables in Tourism: A CHAID Exhaustive Analysis", International Journal of Tourism Research, Vol 10, pp. 439-452.
2. Andronikidis A., Vassiliadis Ch., Fotiadis Th., Priporas P. (2008), "Exploring Marketing Information Systems (MkIS). Selection and Evaluation Criteria: Implications for Suppliers", International Journal of Technology Marketing, Vol 3, No 1, pp. 20-38.
3. Siomkos G., Rouvaki Chr. (2008), "The Association between Emotional

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

4. Andronikidis A., Bellou V., Vassiliadis Ch. (2008), "Perceived Service Quality and Patronage Behavior in the Auto-repair Industry", *International Journal of Services, Economics and Management*, Vol 1, No 2, pp. 196-207.

5. Bellou V., Andronikidis A. (2008), "Examining Organizational Climate in Greek Hotels from a Service Quality Perspective", *International Journal of Contemporary Hospitality Management*, Vol 21, No 3 (forthcoming).

6. Bellou V., Andronikidis A. (2008), "The Impact of Internal Service Quality on Customer Service Behavior: Evidence from the Banking Sector", *International Journal of Quality and Reliability Management*, Vol 25, Issue 9, pp. 943-954.

7. Rigopoulou I., Siomkos G., et al (2008), "After-Sales Service Quality as an Antecedent of Consumer Satisfaction: The Case of Electronic Appliances", *Managing Service Quality*, Vol 18, No 5, pp. 512-527.

8. Andronikidis A., Vassiliadis Ch., Masmanidis Th. (2008), "Evaluation of the Compatibility Degree of Constraint Variables for the Demand of Ski Center Service", *Journal of Vacation Marketing* Vol 14, pp. 211-220.

9. Siomkos G., Vassilikopoulou A., Rigopoulou E., Stavrianea A. (2006), "Managers' and Consumers' Perceptions of Corporate Social Responsibility: Some Empirical Evidence and Strategic Marketing Implications for Private Healthcare Organizations", *European Journal of Social Sciences*, Vol 2, No 2, pp. 261-268.

10. Siomkos G., Vassiliadis Ch., Lathiras P. (2006), "Measuring Customer Preferences for Winter Sports Market: The Case of Greece", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol 14, No 2, pp. 129-140.

11. Vassiliadis Ch., Siomkos G., Mylonakis I. (2006), "Sporting and Recreational Services Demand Constraints in Ski Centres. A Segmentation Research Study Based on the Annual Frequency of Arrivals", *International Journal of Sport Management and Marketing*, Vol 1, No 4, pp. 411-428.

12. Koutouvalas D., Siomkos G. (2006), "An Examination of the Relationship between Service Quality Perceptions and Customer Loyalty in Public versus Private Greek Banks", *International Journal of Financial Services Management*, Vol 1, Nos 2/3, pp. 190-204.

13. Andronikidis A., Vassiliadis Ch., Priporas C., Kamenidou I. (2006), "Examining Leisure Constraints for Ski Center Visitors: Implications for Services Marketing", *Journal of Hospitality & Leisure Marketing*, Vol 15, No 4, pp. 69-86.

14. Siomkos G., Tsiamis I. (2006), "Analytical CRM Technologies in the Financial Services Institutions", *International Journal of Financial Services Management*, Vol 1, Nos 2/3, pp. 218-234.

15. Siomkos G., Vassilikopoulou A. (2005), "An Empirical Investigation of the Relationship between Money Available for Spending by Adolescents and their Smoking Behaviour", *E-Journal of a2z Psychology*.

16. Vrechopoulos A., O'Keefe R., Doukidis G., Siomkos G.I.

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(2004), "Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail", *Journal of Retailing*, Vol 80, pp. 13-22.

17. Bakamitsos G.A., Siomkos G.J. (2004), "Context Effects in Marketing Practice: The Case of Mood", *Journal of Consumer Behaviour*, Vol 3, No 4 (June), pp. 304-314.

18. Siomkos G., Vassilikopoulou A. (2004), "Determinants of Consumer-Perceived Ethical Marketing Performance of Tobacco Companies", *Ethics and Critical Thinking Journal*, No 1, pp. 43-48.

19. Tsiamis I., Siomkos G. (2003), "E-brands: The Decisive Factors in Creating a Winning Brand in the Net", *Journal of Internet Marketing*, Vol 4, No 1 (January)

[<http://www.arraydev.com/commerce/JIM/E-brands.htm>].

20. Andronikidis A., Dimitriadis N. (2003), "Segmentation of Bank Customers by Utilising Ethnic/Cultural Profile Dimensions: A Qualitative Approach", *Journal of Marketing Management*, Vol 19, Nos 5/6, pp 629-655.

Conference Presentations (select)

1. Manganari E., Rigopoulou I., Siomkos G., "Staging Experiences as a Response to Consumers' Desires", *Academy of Marketing Conference 2008 - Reflecting Marketing in a Material World*, 7-8 July, Aberdeen, Scotland.

2. Manganari E., Siomkos G., "Online Store Layout: Preliminary Experimental Findings from the Travel Industry", *37th EMAC Conference, Track: New Technologies and E-Marketing*, Brighton, UK, 27-30 May 2008.

3. Manganari E., Siomkos G., "Online Store Atmospherics in the Travel Industry", *37th EMAC Conference, Track: Tourism Marketing*, Brighton, UK, 27-30 May 2008.

4. Rigopoulou I., Siomkos G. et al., "The Effects of After-sales Services on the Referral and Repurchase Intentions", *37th EMAC Conference, Track: Relationship Marketing*, Brighton, UK, 27-30 May 2008.

5. Siomkos G., Tsiamis I., "Broadband Connectivity Adoption by Greek Households: Some Preliminary Results", *Academy of Marketing Conference 2007-Marketing Theory into Practice*, 3-6 July, Surrey, UK.

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

Directors

Georgios Karathanassis
and Georgios Panigirakis, Professors

Research Fellows

Dr F. Bekiris
Dr I. Kapareliotis
Dr P. Migiakis
Dr A. Panopoulos
Dr M. Sillignakis
Dr B. Sogiakias
Dr P. Theodoridis
Dr K. Tountas

Doctoral Candidates

Stavroula Katzilieri
Athanasios Poulis
Avraam Stefanidis

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 these developed and completed from 2000 up to 2008, are listed below:

- Sogiakias Vassilios, "Spillover Effects between Spot and Derivative Markets under the Unbiasedness Hypothesis", Thesis Supervisor: Prof. Georgios Karathanassis, 2008.
- Kapareliotis Elias, "The Value of the Brand: The Case of Luxury Brands", Thesis Supervisor: Prof. Georgios Panigirakis, 2007.
- Panopoulos Anastasios, "Electronic Public Relations (E-PR)", Thesis Supervisor: Prof. Georgios Panigirakis, 2007.
- Tountas Kanellos, "Corporate Governance and Market Efficiency: The Case of the Athens Stock Exchange", Thesis Supervisor: Prof. Georgios Karathanassis, 2007.
- Sillignakis Manolis, "Analysis of the Money and Capital Markets in Economies of Transition: The Case of the Central and Eastern European Countries", Thesis Supervisor: Prof. Panagiotis Diamandis, 2007.
- Migiakis Petros, "Bond Market Integration of the Unified European Capital Markets", Thesis Supervisor: Assoc. Prof. Georgios Vamvoukas, 2007.
- Theodoridis Prokopis, "Internal Market Orientation, External Market Orientation and Business Performance: The Case of Supermarket Chains in Greece", Thesis Supervisor: Prof. Georgios Panigirakis, 2005.
- Volis Argiris, "Time Varying Beta Risk for the Stock of the Stock Exchange", Thesis Supervisor: Prof. Georgios Karathanassis, 2004.

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- Chatzipanagiotou Kalliopi, "The Effectiveness of Marketing Information Systems: The Case of Greek Hotels", Thesis Supervisor: Prof. Georgios Panigirakis, 2004.
- Chrysanthopoulou Evaggelia, "Dividend Policies of Greek Firms", Thesis Supervisor: Prof. Georgios Karathanassis, 2004.
- Veloutsou Cleopatra, "The Development of Brand Management Structure and the Organizational Environment", Thesis Supervisor: Prof. Georgios Panigirakis, 2001.
- Drakos Anastasios, "Equity Ownership and Corporate Value in Greece", Thesis Supervisor: Prof. Georgios Karathanassis, 2001.
- Spilioti Styliani, "An Empirical Investigation of the Traditional and Clean Surplus Valuation Models", Thesis Supervisor: Prof. Georgios Karathanassis, 2001.
- Bekiris Fivos, "An Empirical Investigation of the Relationship of the Board of Directors and Ownership Structure and Firm Performance", Thesis Supervisor: Prof. Georgios Karathanassis, 2001.



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

1. Panigyrakis G., Theodoridis P. (2007), "Market Orientation and Performance: An Empirical Investigation in the Retail Industry in Greece", *Journal of Retailing and Consumer Services*, Vol 14, No 2, pp. 137-149.
2. Karathanassis G., Sogiakas V.I. (2006), "Stock Index Futures Trading and Spot Market Volatility", *Risk Management Abstracts*, Vol 6, No 17.
3. Panigyrakis G., Chagipanagiotou K. (2006), "The Impact of the Design Characteristics and the Support Services on the Effectiveness of Marketing Information Systems", *Review of Business Information Systems*, Vol 10, No 2, pp. 91-104.
4. Panigyrakis G., Veloutsou C., Mylonakis I. (2005), "The Role Effectiveness of Public Relations Managers in Product and Service Firms in Six European Countries: Background, Activities, Roles and Work Related Factors", *Global Review of Business and Economics Research*, Vol 1, No 1, pp. 19-40.
5. Panigyrakis G., Theodoridis P., Veloutsou C. (2002), "All Customers Are Not Treated Equally: Financial Exclusion in Isolated Greek Islands", *Journal of Financial Services Marketing*, Vol 7, No 1, pp. 54-66.

Conference Presentations

1. Karathanassis G., Tountas K., "Corporate Governance and Firm Performance: Evidence from the Greek Firms", 6th International Conference of the Hellenic Finance and Accounting Association, December 2007, Patras, Greece.
2. Karathanassis G., Tountas K., Sogiakas V.I., "Derivatives Listing: The Case of the ASE", 6th International Conference of the Hellenic Finance and Accounting Association, December 2007, Patras, Greece.
3. Karathanassis G., Migiakis P., Sogiakas V.I., "Spillover Effects between Futures and Cash Markets: Government Bond Yields", 6th Annual Conference of the European Economics and Finance Society, May-June 2007, Sofia, Bulgaria.
4. Panigyrakis G., Chatzipanagiotou K., Theodoridis P., "Examining the Relationship between Marketing Effectiveness and Support Service Quality: Some Empirical Findings", 35th European Marketing Academy Conference (EMAC), May 2007, Reykjavik, Iceland.
5. Karathanassis G., Sogiakas V.I., "Spill over Effects of Futures Contracts Initiation on the Cash Market: A Comparative Analysis", *Applied Econometrics Association*, October 2006.

6. Theodoridis P., Chatzipanagiotou K., "Store Image Attributes as Customer Satisfaction Drivers: The Case of Multiple Groceries in Greece", 13th International Conference on Recent Advances in Retailing and Services Science, The European Institute of Retailing and Services Studies (EIRASS), July 2006, Budapest, Hungary.

7. Karathanassis G., Sogiakas V.I., "Stock Index Futures and Spot Market Volatility", 5th Annual Conference of the European Economics and Finance Society, May 2006, Crete, Greece.

8. Theodoridis P., Panigyrakis G., Chatzipanagiotou K., "On the Relationship between Store Image Attributes, Buying Experience and Customer Satisfaction Drivers: The Case of Multiple Groceries in Greece", 35th EMAC Conference, May 2006, Athens, Greece.

9. Panigyrakis G., Theodoridis P., "Internal Market Orientation and Business Performance: An Empirical Investigation in a Retail Context in Greece", 35th EMAC Conference, May 2006, Athens, Greece.

10. Panigyrakis G., Chatzipanagiotou K., "The Hotels Typology Based on their Marketing Information Systems Effectiveness", 35th EMAC Conference, May 2006, Athens, Greece.

11. Panigyrakis G., Chatzipanagiotou K., "Key Factors for Marketing Information Systems Effectiveness", 33rd EMAC Conference, May 2004, Murcia, Spain.

12. Panigyrakis G., Polychroniou P., "Handling Conflict between Management and Ownership Regarding Dividend Policy", Competitive paper (President's Track), 10th Anniversary International Conference on Advances in Management, July 2003, Seoul, S. Korea.

13. Panigyrakis G., Polychroniou P., "Participation Systems and Integrating Goals within European Industrial Relations", Competitive paper (President's Track), 10th Anniversary International Conference on Advances in Management, July 2003, Seoul, S. Korea.

14. Panigyrakis G., Polychroniou P., "Effective Conflict Management and Organizational Effectiveness: A Theoretical Approach", 1st International Conference on Business, Economics, Management and Marketing, June 2003, Athens, Greece.

15. Panigyrakis G., Theodoridis P., Polychroniou P., "Public Relations Management and the Service Industry: The Case of Greece", Competitive paper, 12th Annual World Business Congress, International Management Development Association, June 2003, Vancouver, Canada.

16. Panigyrakis G., "Relationships of Conflict Strategies to Organizational Communication: Using Integrating Style for Managing Interdepartmental Conflict", Symposium Proposal (Cross - Cultural Studies on Conflict Management Strategies), 16th International Association of Conflict Management Conference, June 2003, Melbourne, Australia.



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

- "Political Goals, Virtual Negotiations and their Contribution in the Effectiveness of Greek Organizations", PENED 2003, GSRT, Chrotex SA, Intell Finance SA, 2005 - 2008.
- "The Influences by the Application of the 5th Directive of the EU and Conformation Strategies of Greece", Pythagoras II, Ministry of Education, 2005 - 2007.
- "Creation of a Compromised Mediation and Arbitration Mechanism for National Industrial Relations Systems", Employment, Social Affairs and Equal Opportunities DG, 2006 - 2007.
- "Sources of Inefficacy in the Financial Department of the Enterprises", Heraclitus, Ministry of Education, 2004 - 2007.



Contact Details

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Support of Doctoral Studies

CIRN supports doctoral studies. The list below is indicative of the PhD theses awarded between 2003 and 2007:

- Konstantakopoulou Dimitra, "Defining the Sources of Efficiency in the Financial Department of the Enterprises", Thesis Supervisor: Prof. Andreas Nikolopoulos, 2007.
- Polychroniou Panagiotis, "The Sales Department as a Field of Conflict in the Enterprises: Definitional Factors, Conflict Measurements, Consequences, Strategies", Thesis Supervisor: Prof. Andreas Nikolopoulos, 2003.

Organization of Conferences

- "New Europe - New Challenges: The Changing Contours of Industrial Relations", Industrial Relations European Conference 2007 (IREC 2007), July 2007, Athens, Greece.
- "Consequences and Implications for the National States and the EU", European Company Statute Conference 2006, July 2007, Athens, Greece.

Organization of Executive Seminars

- "Conflict Management, Mediation and Negotiations", Series of executive seminars, conducted at the Organization for Mediation and Arbitration (OMED), 2003 - 2008.
- "Conflict Management and Negotiations", Training course at KANEP GSEE, 2007 - 2008.
- "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

Institut za Finansovi 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:

1. Gold M., Nikolopoulos A., Kluge N. (Eds) (2008), "The European Company Statute: A New Approach to Corporate Governance", Berlin: Peter Lang (in press).
2. Kapoutsis I., Nikolopoulos A. (2008), "Political Decision Making: Development of an Integrative Framework", European Group for Organisational Studies Conference, Amsterdam, the Netherlands.
3. Kapoutsis I., Thanos I. (2008), "Subjective Career Success: The Role of Individual, Structural and Behavioural Determinants", British Academy of Management Conference, Harrogate, UK.
4. Koutroukis Th. (2007), "Influences of the European Legislative Initiatives in the Institutions of Membership: The Case of the Directive about the Role of Workers in the European Company", Review of Industrial Law 10/2007, 577.
5. Voskeritsian H. (2007), "An Episode in the Development of Industrial Relations as a Field of Study: The Case of the Industrial Relations Department of the LSE", Industrial Relations European Conference 2007, Athens, Greece.
6. Koutroukis Th. (2007), "New Forms of Employee Involvement in European Companies: Implications for a Peripheral Industrial Relations System", IIRA Asian Regional Congress, New Delhi, India.
7. Koutroukis Th. (2006), "Employee Participation in the European Company: Implications for the Greek Industrial Relations System", Conference on Societas Europaeae, Athens, Greece.

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 AUJEB 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".

Contact Details

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Fax: +30 210 82 03 402
Website: www.bilab.aueb.gr
E-mail: BILab@aeub.gr

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

1. Kardaras D., Karakostas V. (in press), "Fuzzy Modelling for Integrated Planning for Information Systems and Business Process Design", accepted for publication in *Strategic Information Technology and Portfolio Management*, edited book by Tan and Theodorou. Publisher: IGI Global: Information Science Reference.
2. Kardaras D.K., Petropoulos G., Karakostas B. (in press), "An Exploratory Study of the Functionality and Business Potential of a Virtual Community for Artists in Greece", *International Journal of Web Based Communities*, ISSN: 1477-8394.
3. Papathanassiou E.A., Mamakou X.J. (2008), "Privacy Issues in Public Websites", *Handbook of Research on Public Information Technology*, Publisher: IGI Global: Information Science Reference edited by Dr. G. David Garson and Dr. Mehdi Khosrow-Pour, January 2008, pp. 256-264, ISBN: 978-1-59904-857-4.
4. Kardaras D.K. (2008), "The Development of B2C E-Commerce in Syria and Sudan", accepted for publication in the *Encyclopedia of Information Communication Technology*, Publisher: IGI Global: Information Science Reference, pp. 55-65, ISBN: 978-1-59904-845-1.
5. Kardaras D., Papathanassiou E.A. (2008), "An Exploratory Study of the E-Government Services in Greece", published in the *Handbook of Research on Public Information Technology*, Publisher: IGI Global: Information Science Reference, pp. 162-174, ISBN: 978-1-59904-857-4.
6. Karampotsios C.A, Kardaras D.K., Papathanassiou E.A. (2008), "Improvement of the Communication among Students and Lecturers with e-Learning?" published in the *Encyclopedia of Information Communication Technology*, Publisher: IGI Global: Information Science Reference, ISBN: 978-1-59904-845-1.
7. Kardaras D., Karakostas V. (2007), "Mass Customisation of Services and Processes Based on Fuzzy Cognitive Maps", published in the *Mass Customization Information Systems in Business*, edited book by Blecker T., and Friedrich G., Publisher: Information Science Reference, pp. 237-254, ISBN: 978-1-59904-039-4.

8. Kardaras D.K., Karakostas B. (2007), "Exploring the Potential of Virtual Communities as a Business Model in Banking: The Customers' View", *International Journal of Web Based Communities*, Vol 3, No 3, pp. 316-331.
9. Kardaras D., Karakostas V. (2006), "The Role of Virtual Communities in Customer Retention in Banking", published in the *Encyclopedia of Virtual Communities and Technologies*, Information Resources Management Association, USA, Idea Group Publishing, pp. 515-519, ISBN: 1-59140-563-7.
10. Papathanassiou E., Mamakou X., Kardaras D. (2006), "Legal and Ethical Website Guidelines", *WSEAS Transactions on Computers*, Vol 5, Issue 7, pp. 1502-1509, ISSN: 1109-2750.
11. Karakostas B., Kardaras D., Papathanassiou E. (2005), "The State of CRM Adoption by the Financial Services in the UK: An Empirical Investigation", *Information and Management*, Vol 42, Issue 6, pp. 853-863, ISSN: 0378 - 7206.
12. Papathanassiou E.A. (2004), "Mass Customisation: Management Approaches and Internet Opportunities in the Financial Sector in the UK", *International Journal of Information Management*, Vol 24, Issue 5, October 2004, pp. 387-399.
13. Kardaras D., Karakostas B., Papathanassiou E. (2003), "The Potential of Virtual Communities in the Insurance Industry in the UK and Greece", *International Journal of Information Management*, Vol 23, No 1, pp. 41-53, ISSN: 0268 - 4012.
14. Papathanassiou E., Kardaras D., Arkoumani B. (2003), "Management Context and Impact of e-Commerce in the Greek Food Industry", *Logistics Information Management*, Vol 16, No 2, pp. 134-144, ISSN: 0957 - 6053.

Conference Presentations and Proceedings Publications

1. Kardaras D.K, Papathanassiou E.A., Barbounaki S, Karakostas V., Kikilia K. (2008), "An Exploratory Study of The Virtual Communities Contribution to Special Needs Pupils E-Learning In Greece: The Teachers Perspective", Proc. of the IADIS International Conference Web Based Communities Salamanca, The Netherlands, July 24-26, pp. 141-148, ISBN: 978-972-8924-31-7.
2. Kardaras D.K, Barbounaki S, Karakostas V., Kikilia K. (2008), "Fuzzy Cognitive Map based Health Service Customisation", Proc. of the International Mass Customisation Meeting 2008 (IMCM08), Copenhagen, Denmark, June 21-22, pp. 149-162, ISBN: 978-3-940019-03-5.
3. Karampotsios C.A, Papathanassiou E.A., Kardaras D.K. (2007), "Are Traditional Learning Quality Factors still Appreciated in E-Learning?" Proc. of the 10th International Toulon-Verona Conference in Quality in Services, Thessaloniki, Greece, September 3-4, pp. 46-56, ISBN: 978-960-243-642-4.
4. Kardaras D.K., Logothetis M., Karakostas B. (2007), "An Exploratory Study of the Role of the Internet in Facilitating the Innovation for Customization", Proc. of the International Mass Customisation Meeting 2007 (IMCM07), Hamburg, Germany, June 21-22, pp. 149-162, ISBN: 978-3-940019-03-5.
5. Kardaras D.K., Rigas T., Sfiroera E. (2007), "Investigating the Potential of Mass Customization in Clothing Industry in Greece", Proc. of the International Mass Customisation Meeting 2007 (IMCM07), Hamburg, Germany, June 21-22, pp. 163-173, ISBN: 978-3-940019-03-5.
6. Kardaras D.K., Petropoulos G., Karakostas B. (2007), "An Exploratory Study of the Requirements for a VC in

- Contemporary Arts", Proc. of the IADIS International Conference Web Based Communities Salamanca, Spain February 18-20, pp. 141-148, ISBN: 978-972-8924-31-7.
7. Kardaras D.K, Barbounaki S, Karampotsios C., Kikilia K. (2007), "VC in Support of Learning: The Views of Pupils with Special Needs", Proc. of the IADIS International Conference Web Based Communities Salamanca, Spain February 18-20, pp. 164-171, ISBN: 978-972-8924-31-7.
8. Kardaras D., Karakostas V. (2006), "E-Service Adaptation using Fuzzy Cognitive Maps", Proc. of the 3rd IEEE Conference on Intelligent Systems, London UK, September 4-6, pp. 227-230, ISBN 1-4244-0196-8.
9. Kardaras D., Karakostas V. (2006), "Can Virtual Communities be a New Competitive Business Model in Banking? The Customers View", Proc. of the IADIS International Conference on Web Based Communities, February 26-28, San Sebastian, Spain, pp. 219-225, ISBN: 972-8924-10-0.
10. Kardaras D., Karakostas V. (2006), "Applying Principles of Mass Customisation to Web Site Design", Proc. of the joint International Mass Customization Meeting (IMCM06), February 26-28, San Sebastian, Spain, pp. 259-269, ISBN: 3-936771-73-1.
11. Kourakos N., Karakostas V., Kardaras D., Papathanassiou E. (2006), "An Exploratory Study on the Potential of Mass Customisation In E-Learning", International Conference on Mass Customisation: Theory and Practice in Central Europe (MCPC E2006), Rzeszów, Poland, May 24-26.
12. Papathanassiou E., Mamakou X., Kardaras D. (2006), "Privacy Online: Research and Recommendations", published in the WSEAS Conference on Computers, Istanbul.
13. Kardaras D., Karakostas V. (2005), "Mass Customisation of E-Services using Fuzzy Rules and Fuzzy Cognitive Maps", Proc. of the International Mass Customisation Meeting 2005 in Klagenfurt/Austria, June 2-3, pp.257-267, ISBN 3-936771-46-4.
14. Papathanassiou E.A, Spiliopoulos S., Kourakos N. (2005), "An Empirical Evaluation of E-Learning: The Case of Athens University of Economics and Business", 7th International Conference on Information Management, June 2005, pp. 149-157.
15. Kardaras D., Karakostas V. (2005), "The Current and Potential Contribution of Information Systems to Customer Satisfaction from E-Commerce", Proc. of the 7th International Conference on Information Management, Gdansk, Poland, 15-17 June, pp.349-361, ISBN 83-7326-306-3.
16. Kardaras D., Papathanassiou E., Karakostas B., Arkoumani V. (2003), "Developing Mass Customisation: An Empirical Investigation of the Pertaining Market, Organisational and CRM issues", Proc. of the 2nd Interdisciplinary World Congress on Mass Customisation and Personalization, Munich, Germany.
17. Kardaras D., Papathanassiou E., Karakostas B. (2003), "An Empirical Investigation of Virtual Communities Services in the Financial Sector in the UK", Proc. of the 6th International Conference in HCI, Gdansk, Poland, pp.505-509, ISBN 83-917088-5-3.
18. Karakostas B., Kardaras D. (2003), "The Role of Web Services in Financial Organisations: Results from a Survey", Proc. of the IADIS International Conference on WWW/Internet (ICWI), Publisher International Association for Development of the Information Society (IADIS), Algarve, Portugal, November 5-8, pp. 1167-1170, ISBN 972-98947-1-X.



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

- "Mergers and Acquisitions: International and Greek Experience" (in cooperation with the London Business School Greek Alumni Association), October 2002.

Organization of Teaching Seminars

- "Business Strategy for the executives of Open 24/Eurobank", Open 24, 2007 - 2008.
- "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.
- "Development of Strategic Thinking and the Management of Change", Alpha Bank, 2002.



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

1. Papadakis V. (2007), "Growth through Mergers and Acquisitions: It Doesn't Have to Be a Loser's Game", *Business Strategy Series*, 8, 1, pp. 43-50.
2. Ioannides A., Kritsotakis J. (2007), "Converged Networks and Seamless Mobility: Lessons from Experience, Heterogeneous Next Generation Networking: Innovations and Platform", in 'Handbook of Research on Heterogeneous Next Generation Networking: Innovations and Platforms', S. Kotsopoulos, K. Ioannou (eds), pp. 253-269.
3. Mourdoukoutas P., Ioannidis A. (2007), "The Three Rules of Glocal Corporate Citizenship", *Globe Management Review*, Vol 1, No 1, pp. 26-35.
4. Siachou E., Ioannides A. (2007), "The Centrality of Team Leaders in Knowledge-Sharing Activities: Their Dual Role as Knowledge Processors, Building the Knowledge Society on the Internet: Sharing and Exchanging Knowledge in Networked Environments", in 'Building the Knowledge Society on the Internet: Sharing and Exchanging Knowledge in Networked Environments', E. Bolisani (ed), Idea Group Publishing, pp. 24-44.
5. Ioannidis A., Stefanidis A., Mourdoukoutas P. (2006), "Foreign Affiliates in Japan: Entry, Industry Presence, Performance and Strategy", *Spoudai*, pp. 25-38.
6. Papadakis V. (2006), "Do CEOs Shape the Process of Making Strategic Decisions? Evidence from Greece", *Management Decision*, 44, 3, pp. 367-394.
7. Papadakis V. (2005), "The Role of Broader Context and the Communication Program in Merger and Acquisition Implementation Success", *Management Decision*, 43, 2, pp. 236-255.
8. Ioannides A., Dasgupta S., Agrawal D. (2004), "Antecedents of Information Technology Adoption in the Greek Banking Industry", *Information Technology and E-business in the Financial Services*, S. Gordon, Ivy League Publishing, chapter 7.
9. Papadakis V., Barwise P. (2002), "CEO versus Top Management Team: Which Matters More in Strategic Decision-Making?", *British Journal of Management*, 13, 1, pp. 83-95.
10. Papadakis V. (2002), "An Empirical Foundation of Strategic Decision Making Processes: Towards a Synthesis and a Future Research Agenda", *Spoudai*, 52, 1-2, pp. 32-64.

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

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presentation at the 2008 Business Policy and Strategy Division of the Academy of Management Conference, Anaheim, California, USA.

3. Thanos I., Papadakis V., "How Much Do Process and Context Matter in the Performance of Mergers and Acquisitions? An Empirical Investigation". Presented at the European Academy of Management Conference, 2008, Ljubljana, Slovenia.

4. Lyriotaki M., Papadakis V., "A Review of the Strategic Decision Implementation Research: Current Status and the Way Forward". Paper presented at the 2007 Business Policy and Strategy Division of the Academy of Management Conference, Philadelphia, PA.

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.

6. Psiloutsikou M., Papadakis V., Constantopoulou M., Skouras T., "Building Constructs to Explore Synergy in the Case of Electronic and Print Newspapers: Findings from a Global Survey". Accepted for presentation at the 7th World Media Economics Conference, May 15-19, 2006, Beijing, China.

7. Psiloutsikou M., Papadakis V., Constantopoulou M., Skouras T., "The Various Roles of Electronic Newspapers in Relation to the Print Industry and the 'Five Forces of Competition' Model", Presented at the COST A20 Conference entitled 'The Impact of Internet on the Mass Media in Europe', 2006, Athens, Greece.

8. Siachou E., Ioannidis A., "The Moderating Role of the Team-Leader in the Value of Knowledge Utilization: An Extension of Haas and Hansen's Situated Performance Perspective", Proc. of the 7th European Conference on Knowledge Management, September 2006, Budapest, Hungary.

9. Papadakis V., Lioukas C., "Strategic Decision Processes and Outcomes: Effects of Context", in D.H. Nagao (Ed), Best Paper Proc. of the Business Policy and Strategy Division of the 63rd Annual Meeting of the Academy of Management, 2003, Seattle, Washington.

4.

**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.

Recent articles of members of the Department have been published in internationally acknowledged scientific journals such as: *Acta Psychologica*, *British Journal of Management*, *British Journal of Psychology*, *Business Horizons*, *Decision Sciences*, *Der Markt*, *Employee Relations*, *European Journal of Marketing*, *European Journal of Operations Research*, *European Management Journal*, *Industrial Marketing Management*, *International Journal of Bank Marketing*, *International Journal of Human Resource Management*, *International Journal of Physical Distribution and Materials Management*, *Journal of Applied Psychology*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Management Development*, *Journal of Managerial Psychology*, *Journal of Marketing*, *Journal of Marketing Channels*, *Journal of Marketing Management*, *Journal of Product Innovation Management*, *Journal of Services Marketing*, *Journal of the Academy of Marketing Science*, *Personnel Review*, *Quarterly Review of Marketing*, and many more.

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.

In addition members of the Department appear in the editorial review boards of the following scientific journals: *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Euromarketing*, *Journal of International Consumer Marketing*, *Innovative Marketing*, *Journal of Transnational Management Development*, *Journal of Product and Brand Management*, *Journal of Selling and Major Account Management*, *European Journal of Marketing*, *Employee Relations*, *Management Review*, *Journal of Change Management* and *Journal of Marketing Management*.

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

- "Women's vs Men's Career Development in Business", Pythagoras II, EPEAEK - Ministry of Education, 2005 - 2008.
- "Factors that Influence the Decision and the Effectiveness of the Outsourcing of Human Resources Management Services", Heraclitus, EPEAEK - Ministry of Education, 2002 - 2005.
- "Systems of Competence Management in the Banking Field: Design of a Competence Management System", Emporiki Bank, 2002 - 2004.

Support of Doctoral Studies

Members of the laboratory have completed the following doctoral theses:

- Galanaki Eleanna, "Factors that Influence the Outsourcing of Human Resources Management Services", Thesis Supervisor: Prof. Nancy Papalexandris, 2005.
- Panayotopoulou Leda, "Strategic Administration of Human Resources: Defining Factors and Efficiency Effects", Thesis Supervisor: Prof. Nancy Papalexandris, 2001.

Organization of Conferences

- 4th Conference "Human Resource Management in Europe: Trends and Challenges", 30/5/2008.
- 3rd Conference "Human Resource Management in Europe: Trends and Challenges", 19/5/2005.
- 2nd Conference "Human Resource Management in Europe: Trends and Challenges", 17/10/2002.
- 1st Conference "Human Resource Management: Challenges & Prospects in Greek and European Enterprises", 20/3/2001.

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

Contact Details

Laboratory of Corporate
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www.mbc.aueb.gr/hrm/HRM-lab/default.htm



Indicative Publications

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

1. Papalexandris N. (2007), "Greece: From Ancient Myths to Modern Realities", Chapter 21 in "Culture and Leadership across the World: The Globe Book of In-Depth Studies of 25 Societies" edited by Chhokar J., S., Brodbeck F.C., House R.J., Lea's Organization and Management Series.
2. Galanaki E., Papalexandris N. (2007), "Internationalisation as a Determining Factor of HRM Outsourcing", *International Journal of Human Resource Management*, Vol 18, No 8, pp. 1557-1567.
3. Galanaki E., Bourantas D., Papalexandris N. (2007), "A Decision Model for Outsourcing Training Functions: Distinguishing between Generic and Firm/Job Specific Training Content", *International Journal of Human Resource Management* (accepted for publication).
4. Panayotopoulou L., Vakola M., Galanaki E. (2007), "E-HRM Adoption and the Role of HR: Evidence from Greece", *Personnel Review*, Vol 36, No 2, pp. 277-294.
5. Apospori E., Nikandrou I., Panayotopoulou L. (2006), "Mentoring and Women's Career Advancement in Greece", *Human Resource Development International*, Vol 9, pp. 509-528.
6. Apospori E., Papalexandris N., Galanaki E. (2005), "The Motive and Responsibility Profile of Greek CEOs: Comparing Entrepreneurs and Professionals", *Leadership and Organization Development Journal*, Vol 26, No 2, pp. 141-162.
7. Galanaki E., Papalexandris N. (2005), "Outsourcing of Human Resource Management Services in Greece", *International Journal of Manpower*, Vol 26, No 4, pp. 382-396.
8. Nikandrou I., Apospori E., Papalexandris N. (2005), "Changes in HRM in Europe: A Longitudinal Comparative Study among 18 European Countries", *Journal of European Industrial Training*, Vol 29, No 7, pp. 541-560.
9. Panayotopoulou L., Papalexandris N. (2004), "Examining the Link between Human Resource Management Orientation and Firm Performance", *Personnel Review*, Vol 33, Issue 5, pp. 499-520.
10. Papalexandris N., Panayotopoulou L. (2004), "Exploring the

Partnership between Line Managers and HRM in Greece", *Journal of European Industrial Training*, Vol 29, Issue 4, pp. 281-291.

11. Papalexandris N., Panayotopoulou L. (2004), "Exploring the Mutual Interaction of Societal Culture and Human Resource Management Practices: Evidence from 19 Countries", *Employee Relations*, Vol 26, No 5, pp. 495-509.
12. Papalexandris N., Stavrou E. (2004), "Human Resource Management in the Southeastern Mediterranean Corner of Europe: The Case of Italy, Greece and Cyprus", Chapter 7 in Brewster C., Mayrhofer W. and Morley M. (2004) 'Human Resource Management in Europe. Evidence of Convergence?', pp. 189-230, Butterworth-Heinemann, Elsevier.
13. Panayotopoulou L., Papalexandris N. (2004), "Examining the Link between Human Resource Management Orientation and Firm Performance", *Personnel Review*, 33(5), pp. 499-520.
14. Nikandrou I., Apospori E., Papalexandris N. (2003), "Cultural and Leadership Similarities and Variations in the Southern Part of the European Union", *Journal of Leadership and Organizational Studies*, Vol 9, No 3.
15. Panayotopoulou L., Bourantas D., Papalexandris N. (2003), "Strategic Human Resource Management and its Effects on Firm Performance: An Implementation of the Competing Values Framework", *The International Journal of Human Resource Management*, 14(4), pp. 680-699.
16. Papalexandris N., Chalikias J. (2002), "Changes in Training, Performance Management and Communication Issues among Greek Firms in the 1990s: Intercountry and Intracountry Comparisons", *European Industrial Training*, Vol 26, No 7, pp. 342-352.
17. Papalexandris N., Nikandrou I. (2000), "Benchmarking Employee Skills: Results from Best Practice Firms in Greece", *Journal of European and Industrial Training*, 24(7).
18. Papalexandris N. (2000), "Flexible Working Patterns, in New Challenges for European Human Resource Management", edited by C. Brewster, W. Mayrhofer and M. Morley, Macmillan Press.
19. Nikandrou I.I., Bourantas D., Papalexandris N. (2000), "Gaining Employee Trust after Acquisition: Implications for Managerial Action", *Employee Relations*, Vol 22 (4), pp. 334-355.



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
Spiros Gounaris, Associate Professor
Vlasis Stathakopoulos, Associate Professor
Sergios Dimitriadis, Assistant Professor
Flora Kokkinaki, Assistant Professor
Paulina Papastathopoulou, Assistant Professor
Paraskevas Argouslidis, Lecturer
Konstantinos Indounas, Lecturer
Eleanna Kafeza, Lecturer
Eva Katsikea, Lecturer
Nikolaos Panagopoulos, Lecturer

Doctoral Candidates

Zoi Anagnostidou
Vasileios Boikou
Achilleas Boukis
George Chalkias
Christina Giakoumaki
Antonios Giannopoulos
Kitty Kitamura
Kleopatra Konstantoulaki
Ioannis Kostopoulos
Efthimia Kottika
Constantinos Lionakis
Grigoris Painesis
George Papadakis
Erifili Papista
Eirini Peitzika
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 not-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

- Consumer Attitudes toward Green and Cause-related Marketing, 2008.
- A research project for the image of Emporiki Credicom SA, 2008.
- Provision of Consulting Services for the Creation of the National Tourism Satellite Account and the National Observatory of Tourism for the Ministry of Tourism Development, 2006 - 2008.

Contact Details

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- "Programme in International Marketing (P.R.I.M.A)": 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.
- A research study of Greek Motorists for EKO Petroleum SA, 2007.
- "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.
- "Assessing Government Employees e-Skills", Observatory for the Informatics Society, 2006 - 2007.
- "European Business to Business Sales Institute (EUBBSI): Development of a blended e-learning/face-to-face training program for improving the competences of sales people working in a Business-to-Business context", Leonardo DaVinci Programme, 2005 - 2007.
- Development of CRM models for MOTODYNAMIKI SA (YAMAHA), 2003 - 2007.
- Development of Customer Satisfaction Barometer for ROCHE DIAGNOSTICS SA, 2006.
- Investigation of the Corporate Image of IPSEN Pharmaceutical Company SA, 2006.
- 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.
- Study-Research for Tracing the Use of E-Business in Large Greek Companies, Operational Program "Information Society", Project: "E-Business Forum", Greek Research and Technology Network (EDET), 2002 - 2005.
- A Study of the Attitudes, Behaviour, Perceptions and Satisfaction of Users of Public Transport in the Athens Area, Athens Urban Transport Organization (OASA), 2004.
- 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:

- Rizomyliotis Ioannis, "The Effectiveness of Industrial Print Advertising in Greece: A Theoretical and Empirical Approach", Thesis Supervisor: Prof. George Avlonitis, 2007.
- Pilidou Ourania, "An Empirical Study of the Launching of New B2B Products by Manufacturers' Agents: An Emphasis on Strategic Communication", Thesis Supervisor: Prof. George Avlonitis, 2007.
- Koritos Christos, "Adoption of Innovative Networks of Distribution in the Area of Services", Thesis Supervisor: Assoc. Prof. Spiros Gounaris, 2006.
- Kyrezis Nikolaos, "Trust and Intention of Use of Alternative Networks for Banking Transactions", Thesis Supervisor: Assist. Prof. Sergios Dimitriadis, 2006.
- Indounas Konstantinos, "The Pricing Process of Services and its Antecedents: A Theoretical and Empirical Analysis", Thesis Supervisor: Prof. George Avlonitis, 2003.
- Panagopoulos Nikolaos, "Effective Sales Management: Theoretical and Empirical Analysis", Thesis Supervisor: Prof. George Avlonitis, 2003.

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

1. Argouslidis P.C. (2008), "Determinants of the Speed of Elimination Decision-Making in Financial Services", *Journal of Services Marketing*, Vol 22, No 3, pp. 237-254.
2. Avlonitis G., Panagopoulos N. (2008), Sales Force Control Systems: A Review of Measurement Practices and Proposed Scale Refinements, *Journal of Personal Selling and Sales Management*, Vol 28, No 4, pp. 365-385.
3. Salavou H., Avlonitis G. (2008), "Product Innovativeness and Performance: A Focus on SMEs", *Management Decision*, Vol 46, No 7, pp. 969-985.
4. Gounaris S. (2008), "Antecedents of Internal Marketing Practice: Some Preliminary Empirical Evidence", *International Journal of Service Industry Management*, Vol 19, No 3, pp. 400-434.
5. Gounaris S., Koritos C. (2008), "Using the Extended Innovation Attributes Framework and Consumer Personal Characteristics as Predictors of Internet Banking Adoption", *Journal of Financial Services Marketing*, Vol 13, No 1, pp. 39-51.
6. Gounaris S., Koritos C. (2008), "Investigating the Drivers of Internet Banking Adoption Decision: A Comparison of Three Alternative Frameworks", *International Journal of Bank Marketing*, Vol 26, No 5, pp. 282-304.
7. Indounas K. (2008), "The Relationship between Pricing and Ethics in two Industrial Service Industries", *Journal of Business and Industrial Marketing*, Vol 23, No 3, pp. 161-169.
8. Stathakopoulos, V., Theodorakis I, Mastoridou E. (2008), "Visual and Verbal Rhetoric in Advertising: The Case of 'Resonance'", *International Journal of Advertising*, Vol 27, No 4, pp. 629-657.
9. Argouslidis P.C. (2007), "The Evaluation Stage in the Service Elimination Decision-making Process: Evidence from the UK Financial Services Sector", *Journal of Services Marketing*, Vol 21, No 2, pp. 122-136.
10. Argouslidis P.C., Baltas G. (2007), "Structure in Product Line Management: The Role of Formalization in Service Elimination Decisions", *Journal of the Academy of Marketing Science*, Vol 35, No 4, pp. 475-491.
11. Avlonitis G., Indounas K. (2007), "An Empirical Examination of the Pricing Policies and their Antecedents in the Services Sector", *European Journal of Marketing*, Vol 41, No 7/8, pp. 740-764.
12. Avlonitis G., Indounas K. (2007), "Service Pricing: An Empirical Investigation", *Journal of Retailing and Consumer Services*, Vol 14, No 1, pp. 83-94.



13. Avlonitis G., Panagopoulos N. (2007), "Exploring the Influence of Sales Management Practices on the Industrial Salesperson: A Multi-Source Hierarchical Linear Approach", *Journal of Business Research*, Vol 60, No 7, pp. 765-775.
14. Avlonitis G., Salavou H. (2007), "Entrepreneurial Orientation of SMEs, Product Innovativeness and Performance", *Journal of Business Research*, Vol 60, No 5, pp. 566-575.
15. Baltas G. (2007), "Econometric Models for Discrete Choice Analysis of Travel and Tourism Demand", *Journal of Travel and Tourism Marketing*, Vol 21, No 4, pp. 25-40.
16. Baltas G., Argouslidis P. (2007), "Consumer Characteristics and Demand for Store Brands", *International Journal of Retail and Distribution Management*, Vol 35, No 5, pp. 328-341.
17. Baourakis G., Baltas G., Izmiryani M., Kalogeras N. (2007), "Brand Preference: A Comparative Consumer Study in Selected EU Countries", *Operational Research - An International Journal*, Vol 7, No 1, pp. 1-14.
18. Gounaris S., Tzempelikos N.A., Chatzipanagiotou K. (2007), "The Relationships of Customer-Perceived Value, Satisfaction, Loyalty and Behavioral Intentions", *Journal of Relationship Marketing*, Vol 6, No 1, pp. 63-87.
19. Gounaris S., Panigirakis G., Hatzipanayiotou K. (2007), "Measuring the Effectiveness of Marketing Information Systems: An Empirically Validated Instrument", *Marketing Intelligence and Planning*, Vol 25, No 6, pp. 612-631.
20. Dan Hong, Dickson K., Chiu W., Vincent Y., Shen S., Cheung C., Kafeza E. (2007), "Ubiquitous Enterprise Service Adaptations Based on Contextual User Behavior", *Information Systems Frontiers*, Vol 9, No 4, pp. 343-358.
21. Hung P.C., Chiu D.K., Fung W.W., Cheung W.K., Wong R., Choi S.P., Kafeza E., Kwok J., Pun J.C., Cheng V.S. (2007), "End-to-End Privacy Control in Service Outsourcing of Human Intensive Processes: A Multi-Layered Web Service Integration Approach", *Information Systems Frontiers*, Vol 9, No 1, pp. 85-101.
22. Hong D., Chiu D.K., Shen V.Y., Cheung S.C., Kafeza E. (2007), "Ubiquitous Enterprise Service Adaptations Based on Contextual User Behavior", *Information Systems Frontiers*, Vol 9, No 4, pp. 343-358.
23. Katsikea E., Theodosiou M., Morgan R. (2007), "Managerial, Organizational and External Drivers of Sales Effectiveness in Export Market Ventures", *Journal of the Academy of Marketing Science*, Vol 35, No 2, pp. 270-283.
24. Theodosiou M., Katsikea E. (2007), "How Management Control and Job-Related Characteristics Influence the Performance of Export Sales Managers", *Journal of Business Research*, Vol 60, No 11, pp. 1261-1271.
25. Drossos D., Giaglis G.M., Lekakos G., Kokkinaki F., Stavraki M. (2007), "Determinants of Effective SMS Advertising: An Experimental Study", *Journal of Interactive Advertising*, Vol 7, No 2, pp. 30-38.
26. Petrides K.V., Pita E., Kokkinaki F. (2007), "The Location of Trait Emotional Intelligence in Personality Factor Space", *British Journal of Psychology*, Vol 98, No 2, pp. 273-289.
27. Buehrer R.E., Oksanen-Ylikoski E., Panagopoulos N.G., Bolman-Pullins E. (2007), "Expanding International Sales Education: Reporting on an EU-US Workshop and Introducing the Global Sales Science Institute", *Journal of Selling & Major Account Management*, Vol 7, No 3, pp. 8-17.
28. Papastathopoulou P., Avlonitis G., Panagopoulos N. (2007), "Intraorganizational Information and Communication Technology Diffusion: Implications for Industrial Sellers and Buyers", *Industrial Marketing Management*, Vol 36, pp. 322-336.
- Conference Presentations and Proceedings Publications**
1. Argouslidis P., Baltas G., Indounas K., "Retrospective Assessment of Decisions to Prune the Product Line: Evidence from the UK Financial Services Sector", *Academy of Marketing Conference*, Aberdeen Business School, 2008, Aberdeen, Scotland.
2. Argouslidis P.C., Indounas K., Baltas G., Mavrommatis A., "Exploring the Role of Relationship Pricing in Industrial Export Settings: Empirical Evidence from the UK", *Proc. of the American Marketing Association Summer Educators' Conference*, August 8-11, 2008, San Diego California.
3. Argouslidis P., Indounas K., Baltas G., "An Empirical Investigation into the Concept of Relationship Pricing in an Industrial Export Context", *AMA Summer Marketing Educators' Conference*, 2008, San Diego, USA.
4. Avlonitis G., Apospori E., Zisouli M., "Voters' Perceptions of Political Marketing, Civic Culture and Voting Criteria", *5th ICPM Conference*, March 25-29, 2008, Manchester.
5. Avlonitis G., Panagopoulos N., "Sales Strategy and its Impact on Sales Force Performance: An Empirical Test", *2nd Biennial Conference on Enhancing Sales Force Productivity*, Marketing Science Institute & Christian-Albrechts-University, May 23-25, 2008, Kiel, Germany.
6. Avlonitis G., Lionakis C., "Marketing & Sales Conflict: Does it Really Matter?", *Proc. of the 37th Annual Conference of the European Marketing Academy (EMAC)*, University of Brighton, May 27-30, 2008.
7. Avlonitis G., Lionakis C., "How Can We Reduce the Conflicts Between the Sales and Marketing Departments?", *Proc. of the 2nd Annual Global Sales Science Institute Conference*, June 25-27, 2008, Titania Hotel, Athens.
8. Avlonitis G., Panagopoulos N., "Sales Strategy and its Impact on Firm Performance", *Proc. of the 2nd Annual Global Sales Science Institute Conference*, June 25-27, 2008, Titania Hotel, Athens.
9. Avlonitis G., Giannopoulos A., "The Balanced Orientation in the Hospitality Industry: Exploring the Linkages between internal Market Orientation, External Market Orientation and Organizational Performance, in a Proposed Integrative Study", *Proc. of the 26th EuroCHRIE Conference*, October 11-14, 2008, Dubai.
10. Skarmeas D., Baltas G., Papastathopoulou P., "Building Cross-national Interfirm Relationship Quality," *Academy of World Business Marketing and Management Development Conference*, July 13-18, 2008, Rio de Janeiro, Brazil.
11. Gounaris S., Tzebelikos N., "Criteria for Identifying Key Accounts and Business Performance: Are they linked?", *Proc. of the 37th Annual Conference of the European Marketing Academy (EMAC)*, University of Brighton, May 27-30, 2008.
12. Gounaris S., Kostopoulos J., "An Empirical Investigation of the Path from Service Blueprinting Formality to Service Encounter Effectiveness. Some Preliminary Findings", *Proc. of the 37th Annual Conference of the European Marketing Academy (EMAC)*, University of Brighton, May 27-30, 2008.
13. Katsikea E., "Factors Influencing Export Sales Organization Effectiveness: Implications for Export Management", *Global Sales Science Institute Conference*, 2008, Athens, Greece (invited paper).
14. Rigopoulou I., Tsiotsou R., Kehagias J., Katsikea E., "Store-

choice Criteria and Satisfaction on the Development of Shopping Orientation Segments", Academy of Marketing Conference, 2008, Aberdeen, UK.

15. Theodosiou M., Katsikea E., "An Empirical Investigation of the Antecedents and Consequences of Export Information Behavior", Academy of International Business Conference, 2008, Milan, Italy.

16. Panagopoulos N.G., "Customer-centric Sales Culture in Sales Organizations: On its Measurement and Impact on Sales Performance", 2008 AMA Winter Educators' Conference, Marketing Theory and Applications, Eds. Tom Brown & Zeynep Gurhan-Canli, Vol 19, pp. 106-107, 2008, Austin, Texas, U.S.A.

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.

18. Papastathopoulou P., "Knowledge, Attitude and Likelihood to Donate Bone Marrow: A Social Marketing Exercise", 37th European Marketing Academy Conference, May 27-30, 2008, University of Brighton, UK.

19. Papastathopoulou P., "Training, Vendor Support and ERP

User Acceptance: The Role of Self-efficacy", 1st Biannual Conference 'Strategic Developments in Services Marketing', September 27-29, 2008, Chios, Greece.

20. Theodorakis I., Stathakopoulos V., "Resonance in Advertising: Assessing its Effectiveness and Exploring its Limits", Proc. of the 37th Annual Conference of the European Marketing Academy (EMAC), May 27-30, 2008, University of Brighton.

21. Avlonitis G., Giannopoulos A., "A Triangular Concept Applied to the Tourism Industry: Proposing an Integrative Exploration of the Languages between Internal Market Orientation, External Market Orientation and Organisational Performance", SDSM Conference, September 27-28, 2007, Chios, Greece.

22. Papavassiliou N., Papastathopoulou P., Avlonitis G., Gounaris S., "Linking Different Types of ICT Adoption Conditions to their Performance Out-come", 36th European Marketing Academy Conference proceedings, May 22-25, 2007, Reykjavik University, Iceland.

23. Papavassiliou N., Gounaris S., "Problems of the Distribution and lo-Gistics System in the Fishery Sector in Greece", The 14th International EAERCD Conference on Research in the Distribution Trades, June 27-29, 2007, Saarland University, Saar-bruecken, Germany.



4.4. Laboratory for Multimedia Communication

Director

Maria Constantopoulou, Professor

Deputy Director

Vlassis Stathakopoulos, Associate Professor

Research Fellow

Dr Marina Psiloutsikou

Doctoral Candidates / Special and Laboratorial Teaching Staff

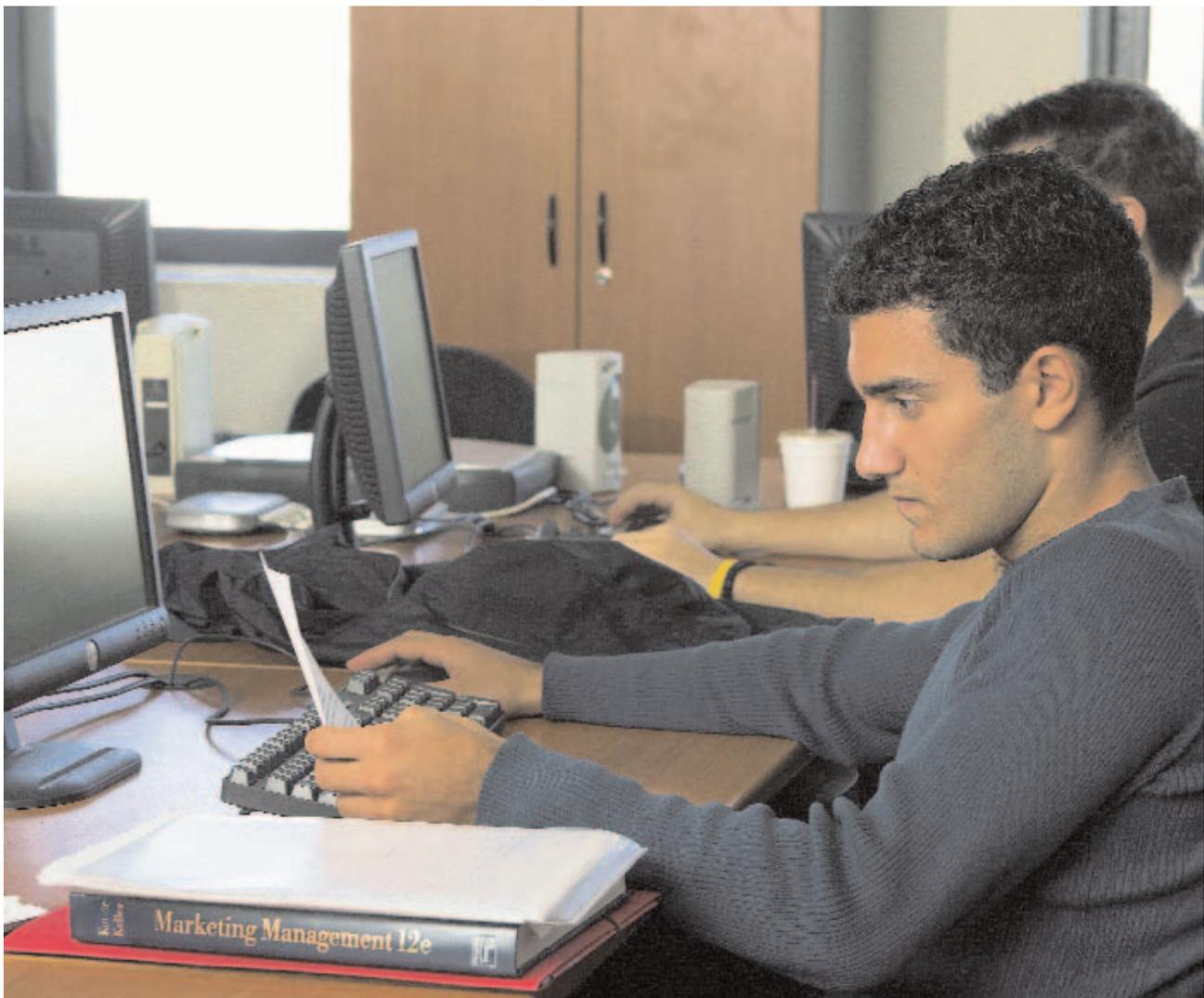
Andreas Evaggelatos
Dimitris Limperopoulos

Special and Laboratorial Teaching Staff

Marianna Maggou

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.



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:

- "Upgrading of Undergraduate Studies in the Department of Marketing and Communication", financed by the European Union and the Greek Ministry of Education, 2003 - 2008.
- "Electronic Library of the Department of Marketing and Communication", financed by the European Union and the Greek Ministry of Education, 2003 - 2006.
- "E-Learning Courses in Marketing", funded by the Greek Telephone Organisation, 2001 - 2003.
- "E-Learning Courses in Public Relations", funded by the Greek Telephone Organisation, 2001 - 2003.
- "E-Learning Courses in Financial Management", funded by the Greek Telephone Organisation, 2001 - 2003.

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:

- Psiloutsikou Marina, "Strategic Synergy for Enterprises Following a Dual Strategy: The Case of Printed and Electronic Newspapers", Thesis Supervisor: Prof. Maria Constantopoulou.

Organization of Lectures and Conferences

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

- "Conference on the Perceived Value of Corporate Websites", 2007.
- "Conference of the Use of the Internet in Greece", 2006.
- "Lecture by the well known journalist Elli Stai", 2005.
- "Lecture by the well known journal editor Petros Kostopoulos", 2004.

Contact Details

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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 Management

Norway

Stockholm University, Graphic Institute and Graduate School of Communication

Spain

University of Navarra, School of Communication, Ramon Llull University, School of Communication

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:

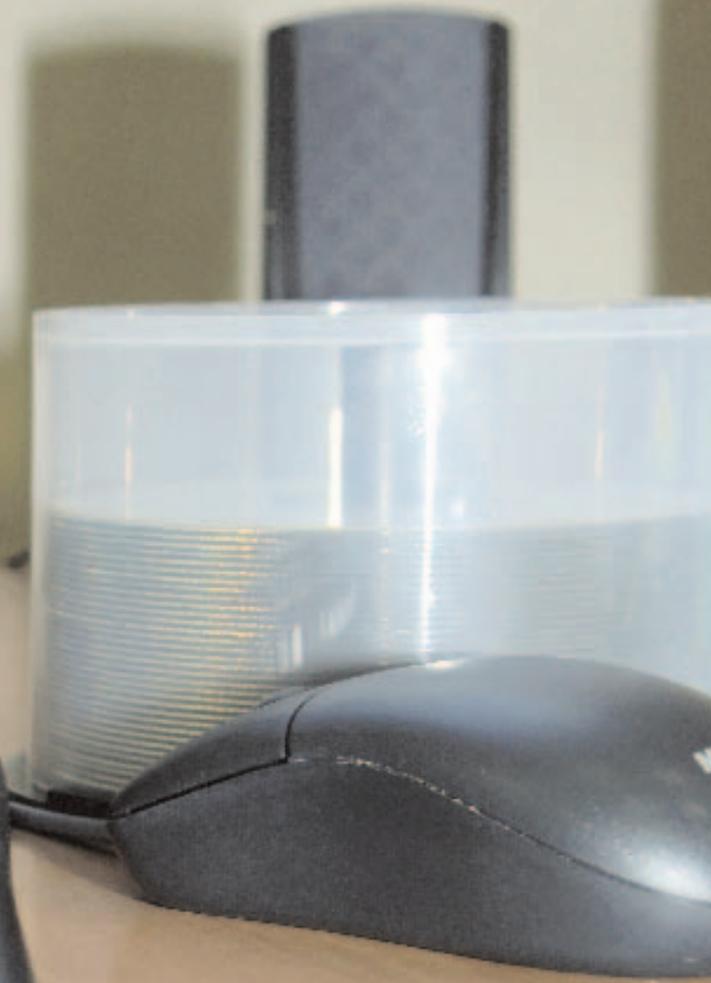
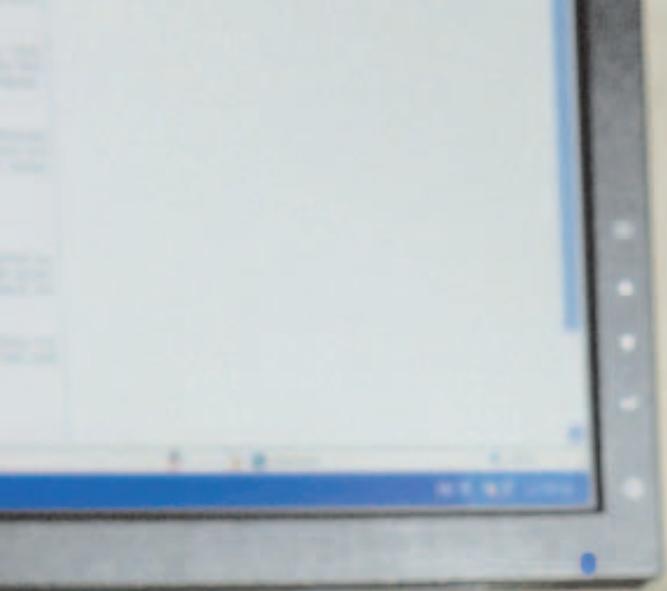
Publications in Journals and Collective Volumes

1. Dan Hong, Dickson K., Chiu W., Vincent Y., Shen S., Cheung C., Kafeza E. (2007), "Ubiquitous Enterprise Service Adaptations Based on Contextual User Behavior", *Information Systems Frontiers*, Vol 9, No 4, pp. 343-358.
2. Hung P.C., Chiu D.K., Fung W.W., Cheung W.K., Wong R., Choi S.P., Kafeza E., Kwok J., Pun J.C., Cheng V.S. (2007), "End-to-End Privacy Control in Service Outsourcing of Human Intensive Processes: A Multi-Layered Web Service Integration Approach", *Information Systems Frontiers*, Vol 9, No 1, pp. 85-101.
3. Drossos D., Giaglis G.M., Lekakos G., Kokkinaki F., Stavraki M. (2007), "Determinants of Effective SMS Advertising: An Experimental Study", *Journal of Interactive Advertising*, Vol 7, No 2, pp. 30-38.
4. Petrides K.V., Pita E., Kokkinaki F. (2007), "The Location of Trait Emotional Intelligence in Personality Factor Space", *British Journal of Psychology*, Vol 98, No 2, pp. 273-289.
5. Gounaris S., Dimitriadis S., Stathakopoulos V. (2007), "Antecedents of Perceived Quality in the Context of Internet Retail Stores", *Journal of Marketing Management*, Vol 21, No 7/8, pp. 669-700.
6. Kokkinaki F. et al. (2006), "A World of Lies", *Journal of Cross Cultural Psychology*, Vol 37, pp. 60-74.
7. Reed J., Vakola M. (2006), "The Role of Training Needs Analysis in Organizational Change", *Journal of Organizational Change Management*, Vol 19, No 3, pp. 393-407.
8. Vakola M., Bourantas D. (2005), "Antecedents and Consequences of Organisational Silence: An Empirical Investigation", *Employee Relations*, Vol 27, No 5, pp. 441-458.
9. Tassabejhi R., Vakola M. (2005), "E-Mail: Killer Application or Benign Communication Channel?", *Communications of the ACM*, Vol 48, No 11, pp. 64-70.

10. Ambler T., Kokkinaki F., Puntoni S. (2004), "Assessing Marketing Performance: Reasons for Metrics Selection", *Journal of Marketing Management*, Vol 20, pp. 475-498.

Conference Presentations and Proceedings Publications

1. Kriona A., Evagelatos A., Constantopoulou M., "New Communication Skills of the Instructor and their Effect on the Quality of Effective Learning", 4th International Conference in Open and Distance Learning, 2007, Athens, Greece.
2. Sevdalis N., Kokkinaki F., Koutsavgousti G., "Spontaneous Unrealistic Counterfactual Thinking and Decision-Related Affect", 21st Subjective Probability, Utility and Decision Making Conference of the European Association of Decision Making, 2007, Warsaw, Poland.
3. Apospori E., Nikandrou I., Panayotopoulou L., Rafailidou M., "Work-Family Conflict from a Multi-Level Perspective: Comparing Female and Male Managers", 2nd International Conference on Work-Family Conflict, 2007, Barcelona, Spain.
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. Psiloutsikou M., Constantopoulou M., Skouras Th., Papadakis V., "The Various Roles of Electronic Newspapers in Relation to the Print Industry: An Application of the 'Five Forces of Competition' Model", International Conference on The Impact of the Internet on Mass Media in Europe, 2006 - published as separate chapter in 'The Impact of Internet on the Mass Media in Europe', Leandros N. (ed), Abramis-Arima Publishers.
6. Constantopoulou M., Evagelatos A., "On the Effective Use of the Internet by Business Executives", Proc. of the International Conference on Advances in Management, 2004, Orlando, Florida.
7. Constantopoulou M., Evagelatos A., Psiloutsikou M., "New Technologies and Training: Views and Practices in Greece", Conference Proc. of the 3rd World Congress on New Horizons in Industry and Education, 2003.
8. Constantopoulou M., Evagelatos A., "Multimedia in Education: Myth and Reality", Conference Proc. of HCI International - Universal Use of E-Learning Systems: Challenges for Research and Practice, 2003, Vol A, pp. 931-936.
9. Evagelatos A., Constantopoulou M., "A Framework for the Introduction of Distance Learning in Enterprises and Organizations", Proc. of the 2nd Congress on Distance Learning organized by the Greek Open University, 2003, pp. 148-160.
10. Evagelatos A., Limperopoulos D., Kalliampetsos G., Fileas G., Voumvoulakis V., Laskaris A., Constantopoulou M., "A System for Distance Training of the Employees of the Greek Telephone Organization", Proc. of the 2nd Congress on Distance Learning organized by the Greek Open University, 2003, pp. 757-768.



5.

**Department
of Accounting and Finance**

5.1. Research in the 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.

The Department's faculty members have published in international academic journals, such as: Accounting Review, Applied Economic Letters, Applied Economics, Applied Financial Economics, European Accounting Review, European Financial Management, Financial Accountability and Management, Financial Analysts Journal, Global Finance Journal, International Journal of Accounting, International Journal of Business Governance and Ethics, International Journal of Maritime Economics, International Review of Financial Analysis,

Journal of Applied Business Research, Journal of Applied Financial Research, Journal of Banking and Finance, Journal of Business Finance and Accounting, Journal of Derivatives, Journal of Multinational Financial Management, Managerial Finance, Maritime Economics and Logistics, Review of Accounting Studies, Review of Derivatives Research, The European Journal of Finance, Transportation Research Part E, and others.

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).

5.2. Laboratory of Accounting Applications

Director

George Venieris, Professor

Doctoral Candidates

Ioanna Dima
Nikos Kaimenakis
Orestis Vlismas

Special Technical Laboratorial Staff

Emmanouil Agapitos
Zoi-Argiri Theofanopoulou

The laboratory is used by faculty members and students, in order to cover educational and research needs. The laboratory periodically collaborates with third party associates for the implementation of research programmes and projects.

Mission

The Laboratory of Accounting Applications was founded in 1999 (AUER 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 AUER 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 AUER, in the fields of accounting and tax law, as well as executive seminars on a variety of subjects.

Indicative Projects

- "Upgrade and Extension of Services of the Library of the Athens University of Economics and Business", Sub-project 3 "Planning and development of web-based educational material regarding issues of Accounting and Cost Accounting", 2002 - 2004.
- "Test of Compliance of Software Applications of Integral Economic Accounting System of Local Municipalities (O.T.A.)", E.E.T.A.A., 2003.
- "Accounting and Accounting-based Support", Professional Training SA, 2002 - 2003.
- "Study on the Development and Implementation of Accounting - Cost Information System", Panteion University, 2002 - 2003.
- "Installation of an Integrated Information System for DIKATSA, according to P.D. 205/68", DIKATSA, 2002 - 2003.
- "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:

- Kaimenaki Efrosini, "Analytical Investigation of the Influences of the Characteristics of Costing Systems upon the Quality of Cost Information and Corporate Profitability", Thesis Supervisor: Prof. George Venieris, 2008.
- Kaimenakis Nikos, "The Introduction of Accrual-Based Accounting to Greek Local Government Organizations: Implementation and Results", Thesis Supervisor: Prof. George Venieris, 2008.
- Christodoulou Dimitrios, "On the Character of Accounting Variables and their Use in the Empirical Research: Implementation in the Analysis of Corporate Profits in Europe", Thesis Supervisor: Prof. George Venieris, 2006.

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

- "24th Annual Congress of European Accounting Association", 2001.

Contact Details

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Athens University
of Economics and Business
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of Accounting and Finance
76 Patission Str., 104 34,
Athens, Greece
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+30 210 82 03 123,
+30 210 82 03 229
Website: www.aislab.aueb.gr

Indicative Publications

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

Publications in Journals

1. Venieris G., Cohen S. (2008), "Flexibility in Manufacturing and Activity Based Costing: Modelling the Interrelationships", *Journal of Applied Business Research*, Vol 24, No 2, pp. 81-96.
2. Cohen S., Venieris G., Kaimenaki E. (2005), "ABC: Adopters, Supporters, Deniers and Unawares", *Managerial Auditing Journal*, Vol 20, No 9, pp. 981-1000.
3. Venieris G., Cohen S. (2004), "Accounting Reform in Greek Universities: A Slow Moving Process", *Financial Accountability and Management*, Vol 20, No 2, pp. 183-204.

Conference Presentations

1. Cohen S., Kaimenakis N., Venieris G., "Reaping the Benefits of Two Worlds: An Exploratory Study of the Cash and The Accrual Accounting Information Roles in Local Government", 5th International Conference on Accounting, Auditing and Management in Public Sector Reforms, EIASM, 2008, Amsterdam.
2. Zoraios Y., Vlismas O., Venieris G., "How to Enable the Financial Valuation of Intellectual Capital using an Explanatory Theory of Learning Curve Phenomena", 5th International Conference on Intellectual Capital, Knowledge Management & Organisational Learning, 2008, New York Institute of Technology, New York, USA.
3. Zoraios Y., Vlismas O., Venieris G., "Towards a Valuation Model for Team Learning in Knowledge Intensive Production Environments", 4th Workshop on Visualising, Measuring and Managing Intangibles & Intellectual Capital, EIASM, 2008, Belgium.
4. Venieris G., Cohen S., Kaimenaki E., "ABC in Greece: Adopters, Deniers and Supporters", 2nd Annual Congress of Hellenic Finance and Accounting Association (H.F.A.A.), 2003, Athens, Greece.
5. Venieris G., Cohen S., Sykianakis N., "Accounting Reform in the Greek NHS", 26th Annual Conference of European Accounting Association, 2003, Sevilla, Spain.

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 Drousia

Vasilios Ethimiou

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

- "An Empirical Investigation of Credit Risk", Pythagoras, EPEAEK, 2004-2007.
- "The Application of Value at Risk Models in Finance", Heraclitus, EPEAEK, 2003 - 2007.

Support of Doctoral Studies

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

- Tsounia Anna, "Merger, Issue of Debt, Dividend Announcements, Abnormal returns, Abnormal Trading Volume, Insider Trading Activity and Information Asymmetry in the London and Athens Stock Exchanges", Thesis Supervisor: Prof. Manolis G. Kavussanos, 2008.
- Kountitis Thomas, "An Empirical Investigation of Corporate Credit Spreads", Thesis Supervisor: Prof. Dimitrios Georgoutsos, 2007.
- Rompolis Leonidas, "On the Use of the Risk Neutral Moments to Estimate the Risk Neutral Density and to Forecast the Future Movements of Stock Returns", Thesis Supervisor: Prof. Dimitrios Georgoutsos, 2006.
- Bekiros Stelios, "Advanced Techniques in Financial Risk Measurement", Thesis Supervisor: Prof. Dimitrios Georgoutsos, 2005.

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".
2. Marno Verbeek, RSM Erasmus University (2008), "Portrait of Hedge Fund Investors: Flows, Performance and Smart Money".
3. Konstantinos Tolikas, Cardiff Business School (2007), "Modelling Downside Risk for Financial Returns".
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".

6. Stuart McLeay, University of Wales, Bangor (2006), "Modelling the Longitudinal Properties of Financial Ratios".
7. Kostas Koufopoulos, University of Warwick, Warwick Business School (2006), "Managerial Compensation and Capital Structure under Asymmetric Information".
8. Marc Paoletta, Institute for Swiss Banking, University of Zurich (2006), "An Econometric Analysis of Emission Trading Allowances".
9. George Athanasakos, Richard Ivey School of Business, University of Western Ontario (2005), "Seasonal Patterns in Canadian Financial Markets and the Impact Professional Portfolio Rebalancing: Evidence of Profitable Opportunities".
10. Christos Giannikos, Baruch College (2005), "Higher Risk Aversion in Older Agents: Asset Pricing Implications".

Organization of Conference

- "European Financial Management Association Conference", 2008, Athens, Greece.

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:

1. Kavussanos M.G., Visvikis I., Goulielmou M. (2007), "An Investigation of the Use of Risk Management and Shipping Derivatives - The Case of Greece", *International Journal of Transport Economics*, Vol 34, Issue 1, pp. 49-68.
2. Chalamandaris G. (2007), "Pricing Multicallable Range Accrual Bonds with the Libor Market Model", *Managerial Finance*, Vol 33, No 5, pp. 292-308.
3. Giamouridis D., Vrontos I.D. (2006), "Hedge Fund Portfolio Construction: A Comparison of Static and Dynamic Approaches", *Journal of Banking and Finance*, Vol 31, No 1, pp. 199-217.
4. Kavussanos M.G., Visvikis I. (2006), "Shipping Freight Derivatives: A Survey of Recent Evidence", *Maritime Policy and Management*, Vol 33, No 3, pp. 233-255.
5. Giamouridis D. (2006), "Estimation Risk in Financial Risk Management: A Correction", *Journal of Risk*, Vol 8, No 4, pp. 121-125.
6. Giamouridis D. (2005), "Inferring Option-Implied Risk Preferences", *Applied Financial Economics* 15 (7), pp. 479-488.
7. Georgoutsos D., Bekiros S. (2005), "Estimation of Value at Risk by Extreme Value and Conventional Methods: A Comparative Evaluation of their Predictive Performance", *Journal of International Financial Markets, Institutions and Money* 15 (3), pp. 209-2.
8. Georgoutsos D., Bekiros S. (2005), "Evaluating Direction-of-Change Forecasting: Neurofuzzy Models vs Neutral Networks", *Mathematical and Computer Modelling*.
9. Georgoutsos D., Kouretas G. (2004), "A Multivariate I(2) Cointegration Analysis of the German Hyperinflation", *Applied Financial Economics* 14, pp. 29-41.
10. Kavussanos M.G., Menachof D., Visvikis I. (2004), "The Unbiasedness Hypothesis in the Freight Forward Market:

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Evidence from Cointegration Tests", *Review of Derivatives Research* 7, pp. 241-266.

11. Kavussanos M.G., Batchelor R., Visvikis I. (2004), "Over the Counter Forward Contracts and Spot Price Volatility", *Transportation Research, Part E* 40, pp. 273-296.
12. Kavussanos M.G., Visvikis I. (2004), "Market Interaction in Returns and Volatilities between Spot and Forward Freight Markets", *Journal of Banking and Finance* 28, pp. 2015-2049.
13. Tsekrekos A., Shackleton M.B., Wojakowski R. (2004), "Strategic Entry and Market Leadership in a Two-Player Real Options Game", *Journal of Banking & Finance*, 28, 1, pp. 179-201.
14. Tsekrekos A. (2003), "The Effect of First-Mover Advantages on the Strategic Exercise of Real Options", *Real R&D Options*, Heinemann-Butterworth Quantitative Finance Series, edited by Dean Paxson.
15. Georgoutsos D., Kouretas G. (2002), "Cointegration, Uncovered Interest Parity and the Term Structure of Interest Rates: Some International Evidence", *European Research Studies* 5, pp. 7-22.
16. Giamouridis D., Tamvakis M. (2002), "Asymptotic Distribution Expansions in Option Pricing", *Journal of Derivatives* 9 (4), pp. 33-44.
17. Kavussanos M.G., Alizadeh A. (2002), "The Expectations Hypothesis of the Term Structure and Risk Premia in Shipping Freight Markets; An EGARCH-M Approach", *Journal of Transport Economics and Policy* 36(2), pp. 267-304.



6.

**Department of Management Science
and Technology**

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.

The Department has 24 faculty members, who are all active researchers. Their research has been published in internationally refereed scholarly journals, including journals with high impact factor that are regarded as top tier journals in their corresponding scientific areas. Indicative titles include the following: ACM Computing Surveys, Annals of Operations Research, Communications of the ACM, Computer Networks, Computers & Operations Research, Decision Support Systems, Discrete Mathematics, Energy Policy, European Economic Review, European Journal of Information Systems, European Journal of Operational Research, Expert Systems with Applications, Human Relations, IEEE Intelligent Systems, IEEE Software, IEEE Spectrum, IEEE Transactions on Engineering Management, IEEE Transactions on Information Theory, IEEE Transactions on Intelligent Transportation Systems, IEEE Transactions on Software Engineering, IIE Transactions, Information and Management, Information

Systems, Interfaces, International Journal of Electronic Commerce, International Journal of Human Resource Management, International Journal of Medical Informatics, International Journal of Production Economics, International Journal of Production Research, Journal of Applied Psychology, Journal of Business Ethics, Journal of Forecasting, Journal of Food Engineering, Journal of Heuristics, Journal of Industrial Economics, Journal of Information Technology, Journal of Management Studies, Journal of Product Innovation Management, Journal of Retailing, Journal of Small Business Management, Journal of the Academy of Marketing Science, Journal of the Operational Research Society, Journal of Vocational Behaviour, Long Range Planning, Management Science, Mathematical Programming, Organization Science, Organization Studies, Operations Research, Psychological Reports, Public Administration, R&D Management, Research Policy, Strategic Management Journal, Transportation, Transportation Research Part A - Policy and Practice, Transportation Research Part B - Methodological, Transportation Research Part C - Emerging Technologies, Transportation Science, and many others. 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

Journal of Information Systems, European Journal of International Management, IEEE Software, Information Systems and e-Business Management Journal, Information Technology & People, International Business Review, International Journal of Electronic Commerce, International Journal of Electronic Markets, International Journal of Information Technology & Management, International Journal of Information, Communication and Ethics in Society, International Journal of Knowledge and Learning, International Journal of Logistics Economics and Globalisation, International Journal of Mobile Communications, International Journal of Strategic Change, Simulation Modelling Practice and Theory, Journal in Computer Virology, Journal of Decision Systems, Journal of International Entrepreneurship, Journal of Managerial Psychology, Journal of Strategic Information Systems, Journal of Theoretical and Applied Electronic Commerce Research, Leadership and Organizational Development Journal, Logistics Information Management, Operational Research: An International Journal, Recent Patents on Engineering, Revue Management Technologique, Supply Chain Management Journal, Transportation Research - Part C.

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.

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THE CAMBRIDGE
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OF EUROPE



VII. THE INDUSTRIAL
ECONOMIES:
CAPITAL, LABOUR
AND ENTERPRISE
PART 1

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6.2. Management Science Laboratory - MSL

Director

Gregory P. Prastacos, Professor

Heads of Research Units

Apostolos Refenes, Professor
George Ioannou, Professor (elect)
Eric Soderquist, Associate Professor
Christos Tarantilis, Associate Professor (elect)

Participating AUEB Faculty

Dimitrios Georgoutsos, Associate Professor
Raphael Markellos, Assistant Professor
Ioannis Nikolaou, Assistant Professor
Ioannis Spanos, Assistant Professor
Maria Vakola, Assistant Professor

Participating Faculty (from other Universities)

Christos Kiranoudis
(National Technical University of Athens)
Seema Mahajan (NMIMS University, Mumbai, India)
Maria Mavri (University of the Aegean)
K. Nanopoulos (Université de Strasbourg, France)
Jean-Marie Proth (INRIA-Lorraine)
Dimitrios Psychoyios (University of Piraeus)
Vasiliki Skintzi (University of Peloponnese)
Nikos Vonortas (George Washington University, USA)
Fuming Wang (UIBE, Beijing, China)

Research Fellows

Dr Dimitrios Brachos
Dr George Kakouras
Dr Konstantinos Kostopoulos
Dr Manolis Kritikos
Dr Lida Kyrgidou
Dr Alexandros Papalexandris
Dr Sophia Philippidou
Dr Panagiotis Repoussis
Dr Georgia Skintzi
Dr Spyros Xanthopoulos
Dr George Zobolas

Doctoral Candidates

Katerina Fameli
Ioannis Katsikis
Dimitrios Paraskevopoulos
Maria Pateraki
Haralabos Vafiadis
Maria Viou

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.

Beyond its main research activities, MSL actively participates at the educational activities of the Department of Management Science and Technology and at the postgraduate programs of the Department (MBA International Program, Executive MBA, MSc in Human Resources Management), by supporting a variety of courses relevant to decision making, financial engineering, production and operations management, ERP systems, logistics, innovation and knowledge management. Additionally, MSL supports academically the undertaking of undergraduate and graduate theses.

Indicative Projects

International Research Projects

- "University Administration Excellence Benchmarking Study", University of Cyprus, 2007 - 2009.
- "INNO IMPACT: Analyzing & Evaluating the Impact on Innovation of the Community Framework Programs 5 & 6". Evaluation of the impact of European Union's FP5 and FP6 on Innovation. DG Enterprise, 2006 - 2008.
- "IMPLORE: Analyzing & Evaluating the Impact on Innovation of Publicly-Funded Research Programs". DG Enterprise, 2006 - 2008.
- "IST Evaluation and Monitoring". Development of a Methodology and

Criteria for the Evaluation of Research Proposals for Information Technologies in the 7th Framework Program of the European Union. DG INFSO, 2006.

- "RESPOT - Research Potential of the Black Sea Countries". Mapping and Evaluating the Research Potential of the countries of the Black Sea Economic Cooperation. Collaboration with the International Centre for Black Sea Studies, 2004 - 2006.
- "MEDFORIST - Euro-Mediterranean Network for Sharing IST Learning Resources". Developing a Technological Infrastructure for Collaborating in Education for the Countries of the Mediterranean. EUMEDIS Strand 2, 2002 - 2005.
- "FORESIGHT - Evaluating the Impact of Innovation on Technological Development". Developing and Evaluating Scenarios for the Technological Development of Greece and its impact in National Economy and Society. GSRT, Ministry of Development, 2002 - 2004.

National Research and Consulting Projects

- "An Economic Evaluation of the Impact of the Athens International Airport", Athens International Airport SA, 2008-2009.
- "PENED: Strategic Entrepreneurship and Knowledge Management in the Greek Firms", General Secretariat for Research and Technology, Ministry of Development, 2005-2008.
- "Research for the Development of Intelligent Methods for Optimum Programming of Industrial Production in Continuous Flow Systems - EPER", General Secretariat for Research and Technology, Ministry of Development, 2005 - 2007.
- "Strategies for Vendor Management in the Frames of Supply Chain: An Economical Approach - Pythagoras Program II", Ministry of Education, 2005 - 2007.
- "Business Process Re-engineering and Development of an Information System for the Hellenic Data Protection Agency", Information Society SA, 2005 - 2007.
- "Innovative Web based Operations Management System for Maritime Services - POSIDON", General Secretariat for Research and Technology, Ministry of Development, 2005 - 2007.
- "Implementation of Innovative Human Resource Management Practices in Maritime - DIANA", General Secretariat for Research and Technology, Ministry of Development, 2004 - 2006.
- "Waste Management Using Web Enabled Applications and Systems - DADES", General Secretariat for Research and Technology, Ministry of Development, 2004 - 2006.
- "Optimization of Banking Operations in the New Economy - Irakleitos Program", Ministry of Education, 2003 - 2005.
- "Analysis and Design of Supply Chain - Heraclitus Program", Ministry of Education, 2003 - 2005.
- "Development of a Competences Management System for the Banking Sector", Commercial Bank of Greece, 2002 - 2005.
- "Electronic Connection of Sales Spots, Central Offices and Warehouses of the Expert SA - Distributed Electronic System", General Secretariat for Research and Technology, Ministry of Development, 2002.

Contact Details

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- "Design of an ERP System with Internet Capabilities for the Maritime Sector", General Secretariat for Research and Technology, Ministry of Development, 2002.

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:

- COMP^{ETE}: 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 implemented with success in various projects in Greece and abroad.
- AGEA/NEGA_{WNS}: Evolutionary innovative methodologies for solving Vehicle Routing Problems. Both have been published internationally. AGEA has been applied to large-scale industrial applications, while NEGA_{WNS} has been also 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.

- Daskalakis George, "Option Pricing & Risk Management in emission and Electricity Markets", Thesis Supervisor: Assist. Prof. Raphael Markellos, 2008.
- Kostika Eleftheria, "Modelling the Stochastic Behavior of the financial markets considering Higher Moments and Cointegration", Thesis Supervisor: Prof. Apostolos Refenes, 2008.
- Kyrgidou Lida, "Assessing Addressing and Enhancing Strategic Entrepreneurship and Firm Growth: The Role of Resources and Dynamic Capabilities as Facilitating Mechanisms - An Empirical Study", Thesis Supervisor: Assoc. Prof. Eric Soderquist, 2008.

- Repoussis Panagiotis, "Optimization methods for complex vehicle routing and scheduling problems", Thesis Supervisor: Assoc. Prof. George Ioannou, 2008.
- Brachos Dimitrios, "Knowledge Sharing within Organizational Units: The Role of Knowledge Sharing Context and Processes in the Unit Performance - An Empirical Study", Thesis Supervisor: Assoc. Prof. Eric Soderquist, 2007.
- Kostopoulos Konstantinos, "Strategic Innovation Management: Group Learning and the Role of Group Context in Determining the Performance of Innovative Project Teams - A Theoretical and Empirical Study", Thesis Supervisor: Prof. Gregory Prastacos, 2007.
- Makropoulou Vasiliki, "Advances in the Methodology and Application of Real Options in Finance", Thesis Supervisor: Assist. Prof. Raphael Markellos, 2007.
- Papalexandris Alexandros, "Determining the Drivers of Performance: Examining the Cause and Effect Relations of the Balanced Scorecard in the Banking Sector", Thesis Supervisor: Prof. Gregory Prastacos, 2007.
- Philippidou Sophia, "Organizational Change in the Greek Public Sector in the Context of the Information Economy", Thesis Supervisor: Assoc. Prof. Eric Soderquist, 2007.
- Dotsis George, "Jumps and Estimation Risk in Finance and Decision Making", Thesis Supervisor: Prof. Apostolos Refenes, 2006.
- Psychoyios Dimitrios, "Hedging Volatility Risk", Thesis Supervisor: Prof. Apostolos Refenes, 2006.
- Mavri Maria, "Mathematical Models in the Banking Sector in the Context of the new Economy", Thesis Supervisor: Assoc. Prof. George Ioannou, 2005.
- Skintzi Georgia, "Analysis and Design of Supply Chain Networks: An Inventory Approach", Thesis Supervisor: Prof. Gregory Prastacos, 2005.
- Skintzi Vasiliki, "Dynamic Correlation Models", Thesis Supervisor: Prof. Apostolos Refenes, 2004.

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.
- Conference "The Practice of Corporate Social Responsibility in Greek Firms Listed in the Athens Stock Exchange", jointly organised with Grant Thornton, 2004.
- 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 1 (2002): "Change Management"
- Issue 2 (2002): "Strategic Performance Measurement"
- Issue 3 (2003): "Innovation Management and Entrepreneurship"
- Issue 4 (2003): "Managing Knowledge"
- 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 9 (2006): "Strategic Entrepreneurship"
- 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 Zobelas
- 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
- Oct 2008, Decision-Making Methods for Public Organizations: A Complex Adaptive System Approach by Maria Viou

- 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 für 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

TU Delft, 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

1. Tarantilis C.D., Zachariadis E.E., Kiranoudis C.T. (2008), "A Hybrid Guided Local Search for the Vehicle Routing Problem with Intermediate Replenishment Facilities", *INFORMS Journal on Computing*, 20(1), pp. 154-168.
2. Skintzi G., Ioannou G., Prastacos G. (2008), "Investigating Warehousing Policies", *International Journal of Production Economics*, 112(2), pp. 955-970.
3. Tarantilis C.D. (2008), "Topics in Real-time Supply Chain Management", *Computers & Operations Research*, 35(11), pp. 3393-3396.
4. Zobolas G.I., Tarantilis C.D., Ioannou G. (2008), "Extending Capacity Planning by Positive Lead Times and Optional Overtime, Earliness and Tardiness for Effective Master Production Scheduling", *International Journal of Production Research*, 46(12), pp. 3359-3386.
5. Tarantilis C.D., Kiranoudis C.T., Theodorakopoulos N.D. (2008), "A Web-based ERP System for Business Services and Supply Chain Management. Application to Real-world Process Scheduling", *European Journal of Operational Research*, 187(3), pp. 1310-1326.
6. Tarantilis C.D., Zachariadis E.E., Kiranoudis C.T. (2008), "A Guided Tabu Search for the Heterogeneous Vehicle Routing Problem", *Journal of the Operational Research Society*, 59, pp. 1659-1673.
7. Sarimveis H., Patrinos P., Tarantilis C.D., Kiranoudis C.T. (2008), "Dynamic Modeling & Control of Supply Chain Systems: A Review", *Computers & Operations Research*, 35(11), pp. 3530-3561.
8. Philippidou S., Karageorgiou M., Tarantilis C.D., Prastacos G., Soderquist E. (2008), "Meeting the Challenge of a Planned Technological Change within an Institutional Context", *Public Administration*, 86(2), pp. 429-442.
9. Vlastakis N., Dotsis G., Markellos R. (2008), "Nonlinear Modelling of European Football Scores using Support Vector Machines", *Applied Economics*, 40(1), pp. 111-118.
10. Nikolaou I., Vakola M., Bourantas D. (2008), "Who Speaks up at Work? Dispositional Influences on Employees' Voice Behaviour", *Personnel Review*, 37(6), pp. 666-679.
11. Ioannou G., Mavri M. (2007) "Performance-Net: A Decision Support System for Reconfiguring a Bank's Branch Network", *OMEGA*, 35(2), pp. 190-201.
12. Repoussis P.P., Tarantilis C.D., Ioannou G. (2007), "The Open Vehicle Routing Problem with Time Windows", *Journal of the Operational Research Society*, 58(3), pp. 355-367.
13. Ioannou G. (2007), "An Integrated Model and a Synthetic Solution Approach for Concurrent Layout and Material Handling System Design", *Computers and Industrial Engineering*, 52(4), pp. 459-485.
14. Kritikos M., Ioannou G. (2007), "Sequencing Material Handling Operations in Production Facilities", *International Transactions in Operational Research*, 14(2), pp. 291-307.
15. Repoussis P.P., Tarantilis C.D., Ioannou G. (2007), "A Hybrid Metaheuristic for a Real Life Vehicle Routing Problem", *NM&A 2006, Lecture Notes in Computer Science*, 4310, pp. 247-254.
16. Tarantilis C.D., Kiranoudis C.T. (2007), "A Flexible Adaptive Memory-Based Algorithm for Real-Life Transportation Operations", *European Journal of Operational Research*, 179(3), pp. 806-822.
17. Brachos D.A., Kostopoulos K., Soderquist K.E., Prastacos G.P. (2007), "Knowledge Effectiveness, Social Context and Innovation", *Journal of Knowledge Management*, 11(5), pp. 31-44.
18. Vakola M., Soderquist K.E., Prastacos G.P. (2007), "Competency Management in Support of Organizational Change", *International Journal of Manpower*, 28(3/4), pp. 260-275.
19. Soderquist K.E. (2006), "Organising Knowledge Management and Dissemination in New Product Development: Lessons from 12 Global Corporations", *Long Range Planning* 39(5), pp. 497-523.
20. Ioannou G. (2006), "Time-Phased Creation of Hybrid Manufacturing Systems", *International Journal of Production Economics*, 102(2), pp. 183-198.
21. Mavri M., Ioannou G. (2006), "Consumers' Perspectives on Online Banking Services", *International Journal of Consumer Studies*, 30(6), pp. 552-560.
22. Ioannou G. (2005), "Streamlining the Supply Chain of the Hellenic Sugar Industry", *Journal of Food Engineering*, 70(3), pp. 323-332.
23. Tarantilis C.D. (2005), "Solving the Vehicle Routing Problem with Adaptive Memory Programming Methodology", *Computers and Operations Research*, 32(9), pp. 2309-2327.
24. Tarantilis C.D., Ioannou G., Kiranoudis C., Prastacos G. (2005), "Solving the Open Vehicle Routing Problem via a Single Parameter Metaheuristic", *Journal of the Operational Research Society*, 56(5), pp. 588-596.
25. Brachos D.A., Philippidou S.A., Soderquist K.E. (2005), "The CULTURE Model as a Mediation Framework between Managerial Cognitions and Actions: How Communities of Practice Can Drive Strategic Change", *International Journal of Information Technology and Management*, 4(3), pp. 217-230.
26. Tarantilis, C.D., Gendreau, M., Spinellis, D. (2005), "The Impact of Metaheuristic Strategies in Transportation and Logistics Applications", *IEEE Intelligent Systems*, 20(4), pp. 16-18.
27. Papalexandris A., Ioannou G., Soderquist K.E., Prastacos G.P. (2005), "A Holistic Methodology for Putting the Balanced Scorecard into Action", *European Management Journal*, 23(2), pp. 214-227.
28. Godener A., Soderquist K.E. (2004), "Use and Impact of Performance Measurement Results in R&D and New Product Development: Exploratory Study", *R&D Management*, 34(2), pp. 191-219.
29. Papalexandris A., Ioannou G., Prastacos G.P. (2004), "Implementing the Balanced Scorecard in Greece: A Software Firm's Experience", *Long Range Planning*, 37(4), pp. 347-362.
30. Philippidou S., Soderquist K.E., Prastacos G.P. (2004), "Towards New Public Management in Greek Public Organizations: Leadership vs Management and the Path to Implementation", *Public Organization Review: A Global Journal*, 4(4), pp. 317-337.

31. Soderquist K.E., Godener A. (2004), "Performance Measurement in R&D and New Product Development: Setting the Scene", *International Journal of Business Performance Management*, 6(2), pp. 107-132.
32. Spanos Y., Prastacos G.P. (2004), "Understanding Organizational Capabilities: Towards a Conceptual Framework", *Journal of Knowledge Management*, 8(3), pp. 31-43.
33. Spanos Y., Prastacos G.P. (2004), "The Effects of Environment, Structure, and Dynamic Capabilities on Product Innovation Strategy", *International Journal of Entrepreneurship & Innovation Management*, 4(6), pp. 620-638.
34. Vakola M., Tsaousis I., Nikolaou I. (2004), "The Effect of Emotional Intelligence and Personality Variables on Attitudes toward Organizational Change", *Journal of Managerial Psychology*, 19(2), pp. 88-110.
35. Ioannou G., Kritikos M. (2004), "A Synthesis of Assignment and Heuristic Solutions for Vehicle Routing with Time Windows", *Journal of the Operational Research Society*, 55(1), pp. 2-11.
36. Ioannou G., Prastacos G., Skintzi G. (2004), "Inventory Positioning in Multiple Product Supply Chains", *Annals of Operations Research*, 126, pp. 195-214.
37. Ioannou G., Papadogiannis C. (2004), "Theory of Constraints-Based Methodology for Effective ERP Implementation", *International Journal of Production Research*, 42(23), pp. 4927-4954.
38. Tarantilis C.D., Ioannou G., Kiranoudis C., Prastacos G.P. (2004), "A Threshold Accepting Approach to the Open Vehicle Routing Problem", *RAIRO-Recherche Operationnelle*, 38(4), pp. 345-360.
39. Sambrakos E., Paravantis J., Tarantilis C.D., Kiranoudis C.T. (2004), "Dispatching of Small Containers via Coastal Freight Liners: The Case of the Aegean Sea", *European Journal of Operational Research*, 152(2), pp. 365-381.
40. Ioannou G., Kritikos M., Prastacos G. (2003), "A Problem Generator-Solver Heuristic for Vehicle Routing with Soft Time Windows", *OMEGA*, 31(1), pp. 41-53.
41. Tarantilis, C.D., Kiranoudis C.T., Vassiliadis V.S. (2003), "A List Based Threshold Accepting Metaheuristic for the Heterogeneous Fixed Fleet Vehicle Routing Problem", *Journal of the Operational Research Society*, 54(1), pp. 65-71.
42. Nikolaou I. (2003), "Fitting the Person to the Organization: Examining the Personality-Job Performance Relationship from a New Perspective", *Journal of Managerial Psychology*, 18, pp. 639-648.
43. Ioannou G., Kritikos M., Prastacos G. (2002), "Map-Route: A GIS-Based Decision Support System for Intra-City Vehicle Routing with Time Windows", *Journal of the Operational Research Society*, 53(8), pp. 842-854.
44. Ioannou G., Karakerezis A., Mavri M. (2002), "Branch Network and Modular Service Optimization for Community Banking", *International Transactions in Operational Research*, 9(5), pp. 531-547.
45. Chanaron J.J., Jolly D., Soderquist K.E. (2002), "Technological Management: A Tentative Research Agenda", *International Journal of Technology Management*, 23(6), pp. 618-629.
46. Prastacos G.P., Spanos Y., Soderquist K.E., van Wassenhove L. (2002), "An Integrated Framework for Managing Change in the New Competitive Landscape", *European Management Journal*, 20(1), pp. 55-71.
47. Spanos Y., Prastacos G.P., Poulymenakou A. (2002), "The Relationship between Information and Communication Technologies Adoption and Management", *Information & Management*, 39, pp. 659-675.

Conference Presentations and Proceedings Publications (select list)

1. Repoussis P.P., Tarantilis C.D., Ioannou G. "Solving Heterogeneous Vehicle Routing and Scheduling Problems via Adaptive Memory Programming". Proc. of the 10th International Conference on Application of Advanced Technology in Transportation - AATT 2008, May 27 -31, 2008.
2. Kostopoulos K., Brachos D., Papalexandris A., Philippidou S., Prastacos G.P., "Organizational Unit ACAP: Social Context and Performance Outcomes", *Academy of Management Best Paper Proceedings*, 2007.
3. Kyrgidou L., Soderquist K.E., "Sustainable Entrepreneurial Advantage: Conceptualizing the Process of Strategic Entrepreneurship", in Zghal R. (ed), *L' Entrepreneuriat: Théories, Acteurs, Pratiques*, pp. 41-70, 2007, Ed. Sanabimed, Tunisia.
4. Repoussis P.P., Paraskevopoulos D.C., Tarantilis C.D., Ioannou G., "A Reactive Greedy Randomized Variable Neighborhood Tabu Search for the Vehicle Routing Problem with Time Windows", *Lecture Notes in Computer Science*, 4030, pp. 124-138, 2006.
5. Brachos D., Soderquist K.E., Prastacos G.P., "Can Knowledge Transfer Be Effective in Organizational Units? Organizational Context and Innovation", 2006 *Academy of Management Meeting*, July 11-16, 2006, Atlanta, USA.
6. Philippidou S., Soderquist K.E., Prastacos G.P., "Towards a Holistic Theoretical Framework for the Unfolding of Planned Change", 2005 *Academy of Management Annual Meeting*, August 5-10, 2005, Honolulu, Hawaii.
7. Paraskevopoulos, D.C., Repoussis, P.P., Tarantilis, C.D., Ioannou, G. and Prastacos, G.P., "A Decision Support System for Waste Lube Oils Collection", Best Paper, in Proc. of the 11th International Conference on Industrial Engineering and Engineering Management, April 23-25, 2005, pp. 121-127, Shenyang, China.
8. Prastacos G.P., Soderquist K.E., Vakola M., "A Strategic Forward-Looking Approach to Competency Modeling", *Strategic Leadership Review*, April 2005.
9. Philippidou S., Soderquist K.E., Prastacos G.P., "The Transformation of Public Management and the Effects on Leadership vs Management: A Greek Example", presented at the American Society for Public Administration (ASPA) Conference "The Power of Public Service", March 15-18, 2003, Washington DC.
10. Spanos Y., Soderquist K.E., Prastacos G.P., "Understanding Organizational Capabilities: An Architectural Perspective", 22nd Annual International Conference of the Strategic Management Society, September 22-25, 2002, Paris, France.

6.3. Laboratory of Electronic Business - ELTRUN

Director

George Doukidis, Professor

Deputy Director

Panagiotis Miliotis, Professor

Participating AUEB Faculty

Damianos Chatziantoniou, Assistant Professor

George Lekakos, Assistant Professor

Katerina Pramatari, Assistant Professor

Adam Vrechopoulos, Assistant Professor

Yiannis Mourtos, Lecturer

Research Fellows

Dr. Dimitris Papakyriakopoulos

Dr. Pavlos Vlachos

Doctoral Candidates / Researchers

C. Bardaki

A. Dimakopoulou

P. Eirinakis

S. Eliakis

A. Karagiannaki

E. Kevork

E. Kioses

V. Koutsouris

Y. Krasonikolaki

E. Mantzari

Y. Sotiropoulos

A. Theotokis

A. Tsamakos

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.

2.1. 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

- "SMART: Intelligent Integration of Supply Chain Processes and Consumer Services Based on Unique Product Identification in a Networked Business Environment", IST - FP6, 2006 - 2009.
- "Dynamic Pricing for Perishable Product Categories", International Commerce Institute, 2007 - 2008.

- "Emotional Link between the Shopper and the Store", International Commerce Institute, 2007 - 2008.
- "Study of Consumer Behavior in Mobile Based Services in the Sector of the Entertainment Industry", GSRT, 2006 - 2008.
- "Utilizing RFID Technology and the Internet to Support Supply Chain Management and Consumer Marketing in a Collaborative Context", GSRT, 2006 - 2008.
- "Simulating and Evaluating the Deployment of RFID in Supply Chain Operations (Non-EU International Collaboration - Collaboration with MIT)", GSRT, 2006 - 2008.
- "Developing Buyer Behavior Models in the Context of Electronic Services and Collaborative Platforms", EPEAEK, 2005 - 2008.
- "Supporting Traceability using RFID Technologies on the Supply Chain", GSRT, 2006 - 2007.
- "Business Intelligence in Data Flows", GSRT, 2006 - 2007.
- "MUSICAL - MULTImedia Streaming of Interactive Content across Mobile Networks (eContent Programme - EU)", 2002 - 2004.
- "GEMINI-Global Electronic Medium Constellation for Dynamic Content Integration", IST, 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.

Contact Details

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E-mail: gid@aueb.gr

- "MB-net - MB-net: A Network of Excellence in Mobile Business Applications and Services", IST, 2002 - 2003.
- "MYGROCER: Mobile Shopping of Electronically Referenced Grocery Products", IST, 2001 - 2002.
- "iMedia: Intelligent Mediation Environment for Digital Interactive Advertising", IST, 2000 - 2002.
- "ESTIA - Efficient Electronic Services for Tourists in Action", IST, 2000 - 2002.
- "MOBICOM: Evolution Scenarios for Emerging m-Commerce Services", IST, 2000 - 2002.



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

- Papakyriakopoulos Dimitrios, "A Machine Learning Information System in Supply Chain for Detecting Products that are not on the Shelf", Thesis Supervisor: Prof. George Doukidis, 2006.
- Vlachos Pavlos, "Service Evaluation Trust Determinants in Consumer Relational Exchanges", Thesis Supervisor: Prof. George Doukidis, 2006.
- Constantiou Ioanna, "Applications of Moral Hazard Models in the Internet Connectivity Market", Thesis Supervisor: Prof. George Doukidis, 2003.
- Pramatari Katerina, "Efficient Store Replenishment through Internet-based Information-sharing and Collaborative Supply-chain Practices in Grocery Retailing", Thesis Supervisor: Prof. George Doukidis, 2003.

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.
- 4th International Conference on Interactive Television - EuroITV, Athens, 2006.
- "3rd International Symposium on Supply Chain Management & Information Systems (SCMIS2005)", Thessaloniki, 2005.
- "3rd International ECR Research Symposium: Consumer Driven Electronic Transformation: Applying New Technologies to Enthuse Consumers" (Organization and scientific coordination of the International Conference), Athens, 2003.
- "M-Business 2002", International Conference on Mobile Business (Organization and scientific coordination), Athens, 2002.

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

1. Papakiriakopoulos D., Pramatari K., Doukidis G. (2008), "A Decision Support System for Detecting Products Missing from the Self based on Heuristic Rules", Decision Support Systems, Vol 46, Issue 3, pp. 685-694.
2. Manganari E., Siomkos G., Vrechopoulos A. (2008), "A Store Atmosphere in Web Retailing", European Journal of Marketing (forthcoming).
3. Vlachos P., Tsamakos A., Vrechopoulos A., Avramidis P. (2008), "Additive and Non-linear Effects of Consumer Corporate Associations on the Trust Outcome: Theory and Evidence", Journal of the Academy of Marketing Science (JAMS) (forthcoming).
4. Chatziantoniou D., Anagnostopoulos A. (2008), "A Session-oriented Approach in Modeling Hierarchies of Streams",

Software: Practice and Experience, Vol 38, No 1, pp. 95-115.

5. Lekakos G., Caravelas P. (2008), "A Hybrid Approach for Movie Recommendation", *Multimedia Tools and Applications*, Vol 36, No 1-2, pp. 55-70.

6. Magos D., Mourtos I. (2008), "The Wheels of the OLS Polytope: Facets and Separation", *Discrete Mathematics*, Vol 308, Issue 16, pp. 3634-3651.

7. Lekakos G., Chorianopoulos K., Doukidis G. (2007), "Interactive Digital Television: Technologies and Applications", IGI Press.

8. Lekakos G., Giaglis G. (2007), "A Hybrid Approach for Improving Predictive Accuracy of Collaborative Filtering Algorithms", *User Modeling and User Adapted Interaction*, Vol 17, No 1-2, pp. 5-40.

9. Kelepouris T., Pramataris K., Doukidis G.I. (2007), "RFID-Enabled Traceability in the Food Supply Chain", *Industrial Management and Data Systems*, Vol 107, No 2, pp. 183-200.

10. Lekakos, G. (2007) "Exploiting RFID Digital Information in Enterprise Collaboration", *Industrial Management and Data Systems*, Vol 107, No 8, pp. 1110-1122.

11. Spinellis D., Zaharias P., Vrechopoulos A. (2007), "Coping with Plagiarism and Grading Load: Randomized Programming Assignments and Reflective Grading", *Computer Applications in Engineering Education*, Vol 15, No 2, pp. 113-123.

12. Chorianopoulos K., Lekakos G. (2007), "Learn and Play with Interactive TV", *ACM Computers in Entertainment*, Vol 5, No 1.

13. Chorianopoulos K., Lekakos G. (2007) "Methods and Applications in Interactive Broadcasting", *Journal of Virtual Reality and Broadcasting*, Vol 4, No 1.

14. Chatziantoniou D. (2007), "Using Grouping Variables to Express Complex Decision Support Queries", *Journal of Data & Knowledge Engineering*, Elsevier, Vol 61(1), pp. 114-136.

15. Chatziantoniou D., Ross K. (2007), "Partitioned Optimization of Complex Queries", *Information Systems*, Elsevier, Vol 32 (2), pp. 248-282.

16. Lekakos G., Giaglis G. (2006), "Improving Prediction Accuracy of Recommendation Algorithms: Approaches Anchored on Human Factors", *Interacting with Computers*, Vol 18, pp. 410-431.

17. Pramataris K.C. (2006), "Collaborative Supply Chain Practices and Evolving Technological Approaches", *Supply Chain Management - An International Journal*, Vol 12, No 3.

18. Appa G., Magos D., Mourtos I. (2006), "Searching for Mutually Orthogonal Latin Squares via Integer and Constraint Programming", *European Journal of O.R.* 173, pp. 519-530.

19. Appa G., Magos D., Mourtos I. (2006), "A New Class of Facets for the Latin Square Polytope", *Discrete Applied Mathematics* 154, pp. 900-911.

20. Appa G., Magos D., Mourtos I. (2006), "On Multi-Index Assignment Polytopes", *Linear Algebra and its Applications* 416, pp. 224-241.

21. Appa G., Magos D., Mourtos I., Janssen J.C.M. (2006), "On the Orthogonal Latin Squares Polytope", *Discrete Mathematics* 306, pp. 171-187.

22. Vrechopoulos A., Doukidis G. (2005), "Consumer Driven Electronic Transformation: Applying New Technology to Enthuse Consumers and Transform the Supply Chain", Springer.

23. Chatziantoniou D., Johnson T. (2005), "Decision Support

Queries on a Tape-Resident Data Warehouse", *Information Systems*, Elsevier, Vol 30(2), pp. 133-149.

24. Appa G., Magos D., Mourtos I. (2005), "On the System of Two All Different Predicates", *Information Processing Letters* 94, pp. 99-105.

25. Appa G., Magos D., Mourtos I. (2005), "Wheels of the OLS Polytope", *Journal of Combinatorial Optimization* 10, pp. 365-389.

26. Vlachos V., Vouzi V., Chatziantoniou D., Spinellis D. (2005), "NGCE - Network Graphs for Computer Epidemiologists", 10th Panhellenic Conference on Informatics (PCI), *Lecture Notes in Computer Science*, Springer, Vol 3746, pp. 672-683.

27. Vrechopoulos A., O'Keefe R., Doukidis G., Siomkos G. (2004), "Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail", *Journal of Retailing*, Vol 80, Issue 1, pp. 13-22.

28. Vrechopoulos A. (2004), "Mass Customization Challenges in Internet Retailing through Information Management", *International Journal of Information Management*, Vol 24, Issue 1, pp. 59-71.

29. Antonis K., Garofalakis J., Mourtos I., Spirakis P. (2004), "A Hierarchical Adaptive Distributed Algorithm for Load Balancing", *Journal of Parallel and Distributed Computing* 64, pp. 151-162.

30. Appa G., Magos D., Mourtos I. (2004), "A Branch & Cut Algorithm for the Planar Four-Index Assignment Problem", *Journal of the Operational Research Society* 55, pp. 298-307.

31. Chatziantoniou D., Anagnostopoulos A. (2004), "NESTREAM: Querying Nested Streams", *ACM SIGMOD*, Vol 33(3), pp. 71-78.

32. Lekakos G., Giaglis G. (2004), "A Lifestyle-Based Approach for Delivering Personalized Advertisements in Digital Interactive Television", *Journal of Computer Mediated Communication*, Vol 9, No 2.

33. Chatziantoniou D., Doukidis G. (2004), "SQL Extensions to Enable Decision Support within Database Systems", *Journal of Decision Systems*, Vol 13 (2), pp. 155-172.

34. Mylonopoulos N., Doukidis G. (2004), "Mobile Business: Technological Pluralism, Social Assimilation and Growth", *International Journal of Electronic Commerce*, Vol 8, No 1, pp. 5-22.

35. Vrechopoulos A., Pramataris K., Doukidis G., Lekakos G. (2003), "An Internet Retailing Data Framework for Supporting Consumers and Business Processes", *Information Systems Journal*, Vol 13, No 4, pp. 353-373.



6.4. Information Systems Technology Laboratory - ISTLab

Director

Diomidis Spinellis, Professor (elect)

Deputy Director

Angeliki Poulymenakou, Associate Professor

Participating AUEB Faculty

George Giaglis, Associate Professor
Nancy Pouloudi, Associate Professor

Research Fellows

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Dr Panagiotis Louridas
Dr Athanasios Nikas
Dr Konstantinos Samiotis
Dr Panagiotis Zaharias

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Spyridon Borotis
Korina Diamanti
Georgios Gousios
Lina Ioannou
Eirini Kalliamvakou
Dimitrios Karaikos
Basileios Karakoidas
Ilias Kastritis
Dimitrios Mitropoulos
Antonios Papargyris
Elpida Prasopoulou
Konstantinos Strongylos
Alexandros Tsiaousis
Panagiotis Ziotopoulos

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

Indicative Projects

- "SQO-OSS - Source Quality Observatory for Open Source Software", Directorate-General for Research, 2006 - 2008.
- "VoiceTicketing - Development of a Voice Ticketing System", GSRT, 2005 - 2007.
- "GUIDE - Creating a European Identity Management Architecture for eGovernment", European Commission, IST Program, 2004 - 2007.
- "SPEks - Creating Value through Change: Anthropocentric Approach Bringing together Social Partners, Enterprises and Knowledge Providers", European Social Fund, 2004 - 2007.
- "MAD - Mobile Advertising Effectiveness", GSRT, 2004 - 2006.
- "PRAXIS - Interconnection of Applications and Conduct of Inter-Business Transactions through the Internet", GSRT, 2003 - 2005.
- "ATHENS - Athletic Coverage En Stadium", GSRT, 2003 - 2005.
- "ELEVATE - ELearning EnVironment for quAlitative Training of Employees", GSRT, 2003 - 2005.
- "eProcurement - Development of an eBusiness Platform for Data Exchange Support between Stores with Headquarters and Warehouses", GSRT, 2003 - 2004.
- "mExpress - Mobile in-EXhibition PProvision of Electronic Support Services", Directorate-General for Research, 2002 - 2004.
- "E-Factors - A Thematic Network in E-Business Models", European Commission, IST Program, 2002 - 2003.
- "MB-net - MB-net: A Network of Excellence in Mobile Business Applications and Services", Directorate-General for Research, 2002 - 2003.
- "CONTESSA - Content Transformation Engine Supporting Universal Access", Directorate-General for Research, 2001 - 2003.
- "DOMINO - Dynamic Organizational Management for Inter-Firm Network Orchestrations", European Commission, Information Society and Technologies Program (IST), Key Action II., 2001 - 2003.



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Support of Doctoral Studies

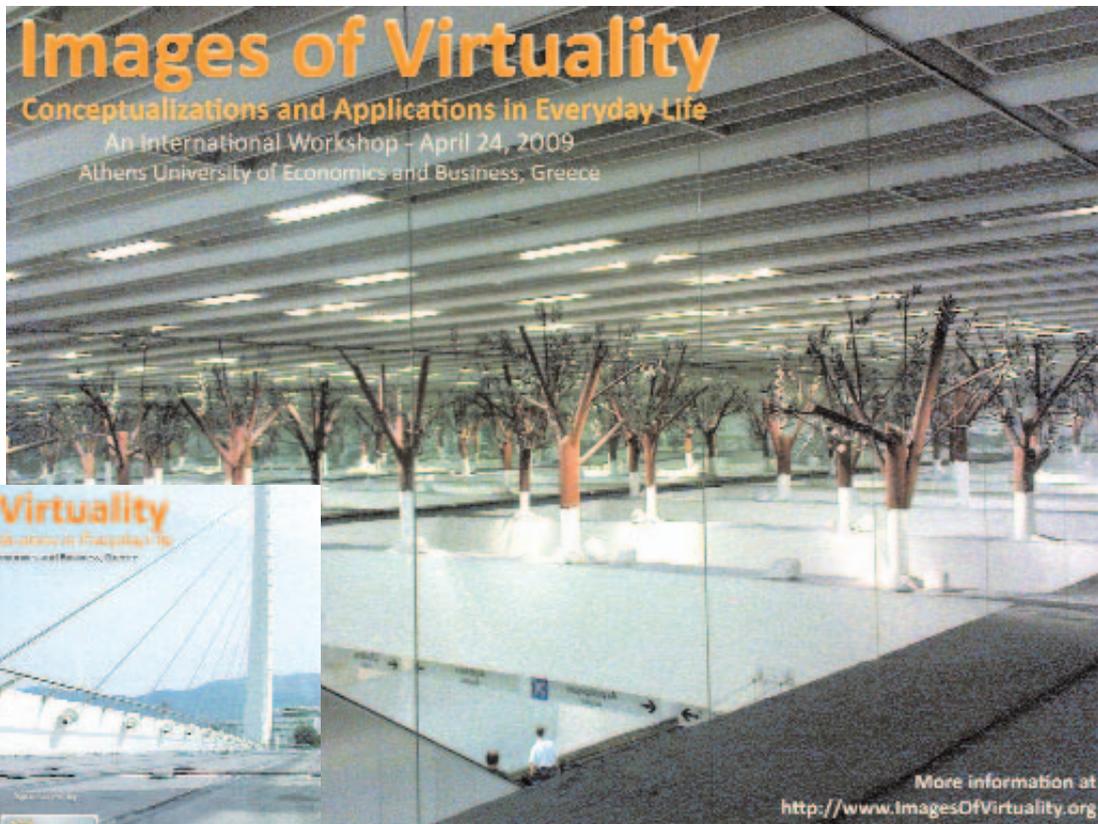
The laboratory actively promotes research leading to a PhD. The following is a list of PhDs conducted between 2004 and 2007.

- Nikas Athanasios, "The Adoption of Collaborative Technologies in Project Teams: Exploring the Influence of Collaboration Intensity on Individuals' Attitudes Regarding Collaborative Technology Adoption", Thesis Supervisor: Assist. Prof. Angeliki Poulymenakou, 2007.
- Drossos Dimitrios, "Mobile Advertising Effectiveness", Thesis Supervisor: Assoc. Prof. George Giaglis, 2007.
- Bina Maria, "Wireless Community Networks: A Case of Modern Collective Action", Thesis Supervisor: Assoc. Prof. George Giaglis, 2007.
- Vlachos Vasileios, "Security Applications of Peer-to-Peer Networks", Thesis Supervisor: Assoc. Prof. Diomidis Spinellis, 2007.
- Kourouthanassis Panagiotis, "A Design Theory for Pervasive Information Systems", Thesis Supervisor: Assoc. Prof. George Giaglis, 2006.
- Pateli Adamantia, "Governance of Strategic Alliances in Technology Industries: The Case of Wireless Services", Thesis Supervisor: Assoc. Prof. George Giaglis, 2006.
- Chorianopoulos Konstantinos, "User Interface Design Models and Usability Evaluation for Interactive TV Applications", Thesis Supervisor: Assoc. Prof. Diomidis Spinellis, 2004.

- Samiotis Konstantinos, "Affordances in the Adoption of Information Technology Innovations: The Case of Knowledge Management", Thesis Supervisor: Assist. Prof. Angeliki Poulymenakou, 2004.
- Zaharias Panagiotis, "A Usability Evaluation Method for e-Learning Courses", Thesis Supervisor: Assist. Prof. Angeliki Poulymenakou, 2004.

Organization of Fora

- "eBusiness Forum -Working Group IB2 - Knowledge Management Systems for eBusiness Applications", 15/11/2007 - 30/06/2008.
- "eBusinessForum - Working Group IA4 - Greek Computer Emergency Response Team (GR-CERT)", 10/9/2006 - 30/5/2007.
- "eBusiness Forum -Working Group IA5 - Identity Management in e-Government Services", 2007.
- "eBusinessForum - Working Group Z1 - Emerging Technologies and Advertising", 1/6/2004 - 1/11/2004.
- "eBusinessForum - Working Group Z2 - Streamlining Supply Chain Operations through Automatic Identification Technologies (RF-ID)", 1/6/2004 - 1/11/2004.
- "eBusinessForum - Working Group E4 - Mobile and Wireless Applications for Transports and Logistics", 1/6/2003 - 28/2/2004.



“Underground Park” by Costas Tsoklis

International Partnerships

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

Albania

Trade and Technological Information Promotion System
Albanian National Bureau

Austria

Electronic Commerce Competence Center

Belgium

Canal +, College of Europe, Unisys Belgium

Bulgaria

Bulgaria Chambers of Commerce and Industry, Bulgarian Academy of Science, Bulgarian Telecommunications Company

Cyprus

Cyprus Chamber of Commerce and Industry, University of Cyprus, University of Cyprus - Department of Computer Science

Denmark

Copenhagen Business School, Copenhagen Business School (CBS), Dios, Ericsson, New World APS, New World Multimedia Aps, The Danish Technological Institute

Estonia

PRAXIS

Finland

JyU, NOKIA, Nokia Corporation, SSF, Sonera, Swelcom, University of Jyväskylä

France

European Institute of Business Administration (INSEAD)

FYROM

Trajkovski and Partners IT Consulting

Germany

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

Ireland

Waterford Institute of Technology

Israel

Federation of Israeli Chambers

Italy

AITEK, Banca Intesa Spa, CLUSIT, ORACLE Italia, SCIENTER

Korea

Yonsei University

Luxemburg

INTRASOFT International

Moldova

Chamber of Commerce and Industry of the Republic of Moldova

Netherlands

ECP.NL, Erasmus University, RAND EUROPE, RAND Europe, Virtual Enterprises Architects BV

Norway

Norwegian School of Economics & Business Administration

Poland

INFOLAB

Portugal

INESC Porto

Romania

Chamber of Commerce and Industry Brasov Romania, IPA S.A., National Oil Company PETROM

Spain

Fedequim, Fundacio Catalana a Recerca, IACSI, IBERINCO, Ibermatica, Open University of Catalonia, TVC, esCERT, ELISA, FFC, HUT

Sweden

KDAB

Switzerland

ECR CH Switzerland, Institut Für Technologiemanagement (Universität St. Gallen), Namics, University of St. Gallen

Turkey

LOGO Business Solutions, Intellect

UK

Liverpool Chambers of Commerce and Industry, Musicindie, SIRIUS, University of Brighton, University of Surrey, UoB, Inlecom

USA

Georgia State University

Indicative Publications

Research performed at the ISTLab is published at high-impact journals, like the following:

1. Spinellis D., Louridas P. (2008), "The Collaborative Organization of Knowledge", *Communications of the ACM*, 51(8), pp. 68-73.
2. Bina M., Giaglis G.M. (2007), "Perceived Value, Usage Patterns, and User Experiences with Mobile Data Services: A Cross-Cultural Study", *Electronic Markets*, 17(4), pp. 241-252.
3. Drossos D., Giaglis G.M., Lekakos G., Kokkinaki F., Stavraki M. (2007), "Determinants of Effective SMS Advertising: An Experimental Study", *Journal of Interactive Advertising*, 7(2).
4. Karakoidas V., Spinellis D. (2007), "FIRE/J - Optimizing Regular Expression Searches with Generative Programming", *Software: Practice and Experience*.
5. Lekakos G., Giaglis G.M. (2007), "A Hybrid Approach for Improving Predictive Accuracy of Collaborative Filtering Algorithms", *User Modelling and User-Adapted Interaction*, 17(1-2), pp. 5-40.
6. Lekkas D., Spinellis D. (2007), "Implementing Regular Cash with Blind Fixed-Value Electronic Coins", *Computer Standards & Interfaces*, 29(3), pp. 277-288.
7. Pateli A.G., Giaglis G.M. (2007), "Governance Contingencies for Strategic Technology Alliances: A Case in Mobile Business", *International Journal of Technology Management*, 40(4), pp. 310-329.
8. Prevelakis V., Spinellis D. (2007), "The Athens Affair", *IEEE Spectrum*, 44(7), pp. 26-33.
9. Spinellis D., Louridas P. (2007), "A Framework for the Static Verification of API Calls", *Journal of Systems and Software*, 80(7), pp. 1156-1168.
10. Spinellis D., Zaharias P., Vrechopoulos A. (2007), "Coping with Plagiarism and Grading Load: Randomized Programming Assignments and Reflective Grading", *Computer Applications in Engineering Education*, 15(2), pp. 113-123.
11. Vlachos V., Spinellis D. (2007), "A Proactive Malware Identification System Based on the Computer Hygiene Principles", *Information Management and Computer Security*, 15(4), pp. 295-312.
12. Prasopoulou E., Pouloudi A., Panteli N. (2006), "Enacting New Temporal Boundaries: The Role of Mobile Phones", *European Journal of Information Systems*, Vol 15(5), pp. 277-284.
13. Lytras M.D., Pouloudi A. (2006), "Towards the Development of a Novel Taxonomy of Knowledge Management Systems from a Learning Perspective", *Journal of Knowledge Management*, Vol 10(6), pp. 64-80.
14. Pouloudi A., O'Keefe B. (2006), "Organizational and Ethical Issues in the Information Society", *European Journal of Information Systems*, Vol 15(4), pp. 343-344. Editorial.
15. Zeimpekis V., Giaglis G.M. (2006), "Urban Dynamic Real-Time Distribution Services: Insights from Smes", *Journal of Enterprise Information Systems*, 19(4), pp. 367-388.
16. Bina M., Giaglis G.M. (2005), "Emerging Issues in Researching Community-Based Wlans", *Journal of Computer Information Systems*, 46(1), pp. 9-16.
17. Giaglis G.M., Hlupic V., de Vreede G.J., Verbraeck A. (2005), "Synchronous Design of Business Processes and Information Systems using Dynamic Process Modelling", *Business Process Management Journal*, 11(6), pp. 488-500.
18. Lekkas D., Spinellis D. (2005), "Handling and Reporting Security Advisories: A Scorecard Approach", *IEEE Security and Privacy*, 3(4).
19. Louridas P. (2005), "JUnit: Unit Testing and Coding in Tandem", *IEEE Software*, 22(4), pp. 12-15.
20. Pateli A.G., Giaglis G.M. (2005), "Technology Innovation-Induced Business Model Change: A Contingency Approach", *Journal of Organizational Change Management*, 18(2), pp. 167-183.
21. Spinellis D. (2005), "Index-Based Persistent Document Identifiers", *Information Retrieval*, 8(1), pp. 5-24.
22. Tarantilis C.D., Spinellis D., Gendreau M. (2005), "Advanced Heuristics in Transportation and Logistics", *IEEE Intelligent Systems*, 20(4), pp. 16-18.
23. Androutsellis-Theotokis S., Spinellis D. (2004), "A Survey of Peer-to-Peer Content Distribution Technologies", *ACM Computing Surveys*, 36(4), pp. 335-371.
24. Chorianopoulos K., Spinellis D. (2004), "User Interface Development for Interactive Television: Extending a Commercial DTV Platform to the Virtual Channel API", *Computers & Graphics*, 28(2), pp. 157-166.
25. Giaglis G.M., Minis I., Tatarakis A., Zeimpekis V. (2004), "Minimizing Logistics Risk through Real-Time Vehicle Routing and Mobile Technologies: Research to-Date and Future Trends", *International Journal of Physical Distribution and Logistics Management - Special Issue on Risk and Uncertainty in Logistics*, 39(4), pp. 749-764.
26. Pateli A.G., Giaglis G.M. (2004), "A Research Framework for Analysing Business Models", *European Journal of Information Systems*, 13(4), pp. 302-314.
27. Poulymenakou A., Prasopoulou E. (2004), "Adopting a Lifecycle Perspective to Explain the Transition from Technological Innovation to Alliance Management", *Management Decision*, 42(9), pp. 1115-1130.
28. Spinellis D., Szyperski C. (2004), "How Is Open Source Affecting Software Development?", *IEEE Software*, 21(1), pp. 28-33.
29. Vlachos V., Androutsellis-Theotokis S., Spinellis D. (2004), "Security Applications of Peer-to-Peer Networks", *Computer Networks*, 45(2), pp. 195-205.

6.5. Laboratory of Strategy and Entrepreneurship - ESTE

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)

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Ioanna Deligianni

Eva Goutzamani

Efi Korra

Iro Nikiforou

George Papagiannakis

Giouli Sapouna

Costas Vavekis

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.



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Indicative Projects

- "Innovation in Greece: Evaluation based on International Indicators, Policies and Proposal for a New Strategy", Kokkalis Foundation - AUEB, 2008.
- "Innovation Based Entrepreneurship: A Guide for SMEs", Greek Organization for SMEs - AUEB, 2008.
- "Investment in Services and Trade: Criteria for Evaluating Proposals for Funding Support", Ministry of Economy, 2008.
- "Services of General Economic Interest", General Secretariat of Public Enterprises, Kantor - AUEB, 2008.
- "Investigating Training Needs and Training Programmes in Local Authorities", Greek Centre for Public Administration - EP, 2007 - 2008.
- "Internationalization Process of Small Firms in the Scottish Medical Equipment Industry", University of Glasgow - AUEB, 2004 - 2008.
- "Emerging Patterns of Leadership", GSRT - AUEB, 2007.
- "DEBATE (Development of the European Business Advisor Training and Exchange)", Interreg IIIC North, International Consortium, 2005 - 2007.
- "Entrepreneurship Program for the Athens University of Economics & Business", Ministry of Education - Community Support Framework, 2005 - 2007.
- "Towards the Sustainable Region: Design - Quality - Environment", Interreg IIIC North, International Consortium, 2004 - 2007.
- "International Indicators of Competitiveness: Independent Dimensions and Relations to GDP", General Secretariat for Competitiveness, Ministry of Development, 2005 - 2006.
- "Areas with Competitive Advantage", General Secretariat for Competitiveness - BPM, 2005 - 2006.
- "Leading Change and Business Transformation", GSRT, 2004 - 2006.
- "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.
- "Investigation of International Indicators of Competitiveness", General Secretariat for Competitiveness, Ministry of Development, 2005.
- "Evaluating the National Information System for Research and Technology", Information Society, 2003.

Members of the laboratory have organized several workshops on entrepreneurship and other topics, and participated in relevant international and national conferences.

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

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

1. Spanos Y.E., Voudouris I. (2008), "Antecedents and Trajectories of AMT Adoption: The Case of Greek Manufacturing SMEs", *Research Policy* (forthcoming).
2. Boojihawon D., Dimitratos P., Young S. (2007), "Characteristics and Influences of Multinational Subsidiary Entrepreneurial Culture: The Case of the Advertising Sector", *International Business Review*, 16(5), pp. 549-572.
3. Avlonitis G., Salavou H. (2007), "Entrepreneurial Orientation of SMEs and Product Innovativeness", *Journal of Business Research*, 60 (5), pp. 566-575.
4. Voudouris I. (2007), "The Co-Evolution of Functional and Numerical Flexibility: Do Technology and Networking Matter?", *New Technology, Work and Employment*, 22(3), pp. 224-245.
5. McDonald F., Tüselmann H., Voronkova S., Dimitratos P. (2005), "The Strategic Development of Foreign-Owned Subsidiaries and Direct Employment in Host Locations in the United Kingdom", *Environment and Planning C: Government and Policy*, 23(6), pp. 867-882.
6. Salavou H. (2005), "Do Customer and Technology Orientations Influence Product Innovativeness in SMEs? Some New Evidence from Greece", *Journal of Marketing Management*, 21 (3/4), pp. 307-338.
7. Salavou H., Baltas G., Lioukas S. (2004), "Organizational Innovation in SMEs: The Importance of Strategic Orientation and Competitive Structure", *European Journal of Marketing*, 38 (9/10), pp. 1091-1112.
8. Carter C., Tagg S., Dimitratos P. (2004), "Beyond Portfolio Entrepreneurship - Multiple Income Sources in Small Firms", *Entrepreneurship and Regional Development*, 16(6), pp. 481-499.
9. Dimitratos P., Lioukas S., Carter S. (2004), "The Relationship between Entrepreneurship and International Performance: The Importance of Domestic Environment", *International Business Review*, 13(1), pp. 19-41.
10. Spanos Y.E., Zaralis G., Lioukas S. (2004), "Strategy and Industry Effects on Profitability: Evidence from Greece", *Strategic Management Journal*, 25, pp. 139-165.
11. Calogherou Y., Protogerou A., Spanos Y.E., Papayanakis L. (2004), "Industry vs Firm-Specific Effects on Performance: Contrasting SMEs and Large-Sized Firms", *European Management Journal*, 22(2), pp. 231-243.
12. Voudouris I. (2004), "The Use of Flexible Employment Arrangements: Some New Evidence from Greek Firms", *International Journal of Human Resource Management*, 15(1), pp. 131-146.
13. Salavou H., Lioukas S. (2003), "Radical Product Innovation in SMEs: The Dominance of Entrepreneurial Orientation", *Creativity and Innovation Management*, Vol 12, No 2, pp. 94-108.

14. Spanos Y.E., Prastacos G.P., Poulymenakou A. (2002), "The Relationship between Information and Communication Technologies and Management", *Information and Management*, 39(8), pp. 659-675.

Conference Presentations

1. Deligianni I., Voudouris I., "New Ventures Strategies and Performance in a Catching-up Economy: Identifying a Strategic Typology and Trajectory through Case Studies", *RENT XXII*, November 20-21, 2008, Covilha, Portugal.
2. Papayiannakis G., Gkinos S., Voudouris I., "Antecedents of and Outcomes from Proactive Environmental Strategies. Is there a Dependency? Evidences from Greek Firms", *EURAM 2008, Managing Diversity: European Destiny and Hope*, May 14-17, 2008, Ljubljana & Bled, Slovenia.
3. Deligianni I., Voudouris I., "Strategic Trajectories Predicting New Venture Performance: An Analysis through Case Studies", *ICSB 2007, At the Crossroads of East and West: New Opportunities for Entrepreneurship and Small Business*, June 13-15, 2007, Turku, Finland.
4. Voudouris I., Lioukas S., Iatrelli M., Caloghirou Y., "Performance of Technology Adoption: Some Evidence from Greek Manufacturing SMEs", *EURAM 2007, Current Management Thinking: Drawing from Social Sciences and Humanities to Address Contemporary Challenges*, May 16-19, 2007, Paris, France.
5. Dimitratos P., Voudouris I., Salavou H., "Entrepreneurial Learning in an International New High-Technology Venture", *33rd AIB-UK Conference*, April 6-8, 2006, Manchester, UK.
6. Voudouris I., Dimitratos P., Salavou H., "Strategic Growth of a High-Technology SME across Geographic Markets and Industry Sectors: A Case Study Analysis", *Conference Proceedings RENT XIX - Research in Entrepreneurship and Small Business*, EIASM 2005, Italy.

Publications in Books and Collected Readings

1. Goutzamani E., Zyglidopoulos S., "Corporate Reputation and Agenda Setting Theory: Readings of Contemporary Greece", in Carroll C. (Ed), 'Corporate Reputation & News Media around the World', London: Oxford University Press, 2007 (in press).
2. Voudouris I., "Labor Flexibility and the Information Society: Is There a Balance between Skills Improvement and Use of External Employment?", in G. Doukidis, N. Mylonopoulos, N. Pouloudi (Ed), 'Information Society or Information Economy? A Combined Perspective on the Digital Era', Idea Group Publishing, 2004, pp. 256-270.
3. Dimitratos P., Lioukas S., "Greek Perspectives of International Entrepreneurship" in 'Research on International Entrepreneurship', L.-P. Dana (Ed), Edward Elgar, Cheltenham, UK: 2004, pp. 455-480.
4. S. Lioukas (editor), "Aspects of Entrepreneurship", AUEB - CSF (Ministry of Education), 2008.
5. S. Lioukas (editor), "Entrepreneurship Issues", AUEB - CSF (Ministry of Education), 2006.

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6.6. Transportation Systems and Logistics Laboratory - TRANSLOG

Director

Konstantinos G. Zografos, Professor

Participating AUEB Faculty

Eleni Apospori, Lecturer

Participating Faculty (from other Universities)

Professor Pitu Mirchandani (University of Arizona)

Professor Amedeo R. Odoni (MIT)

Research Fellows

Dr Konstantinos Androutsopoulos

Dr Michael Madas

Dr Yiannis Salouras

Doctoral Candidates

Artemios Laskaris

Ioanna Manataki

Georgia Protogerou

Christos Tsanos

Elena Zidarova

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

- "BEnchmarking LOGIstics for Comodality (BE-LOGIC)", European Commission (DG TREN), 2008 - 2010.
- "Wide Scale Network of E-systems for Multimodal Journey Planning and Delivery of Trip Intelligent Personalized Data (WISETRIP)", European Commission (DG TREN), 2008 - 2010.
- "Supporting Platform for Airport Decision-Making and Efficiency Analysis (SPADE I+II)", European Commission, Directorate General Energy and Transport (DG TREN), 2004 - 2009.
- "European Airport Movement Management by A-SMGCS (EMMA I+II)", European Commission, Directorate General Energy and Transport (DG TREN), 2003 - 2008.
- "Enhancing VEGetable Supply Chain Management with InterNET Technologies in China (VEGNET)", European Commission, EU-Asia IT&C Programme, 2004 - 2007.
- "Scenarios for the Transport System and Energy Supply and their Potential Effects (STEPS)", European Commission, Directorate General Research (DG RESEARCH), 2004 - 2006.
- "Advanced Real Time Services in the Transport Sector (ARTTS)", Ministry of Development - GSRT, 2003 - 2006.
- "An Integrated Decision Support System for Providing Real Time Transit Information in a Multimodal Transportation System (ENOSIS)", Ministry of Development - GSRT, 2003 - 2006.
- "A Software Platform for Supporting eB2B Services (HERMES)", Ministry of Development - GSRT, 2003 - 2006.
- "Cooperative Approach to Air Traffic Services (CAATS)", European Commission, Directorate General Energy and Transport (DG TREN), 2004 - 2005.
- "EU-China Co-operation for Strategic Planning of Beijing Digital Olympics Programme (ECOSPLAN)", European Commission, Directorate General Information Society Technologies (DG INFSO), 2004 - 2005.
- "Transport Institutions in the Policy Process (TIPP)", European Commission, Directorate General Energy and Transport (DG TREN), 2002 - 2004.
- "Economic Growth and Sustainable Mobility Supported by IST at Regional Including SMEs (EMIRES)", European Commission, Directorate General Information Society (DG INFSO), 2002 - 2004.
- "Business, Policy and Research Implications of Logistics in the E-Economy Environment (BPR-Logistics)", European Commission, Directorate General Information Society (DG INFSO), 2002 - 2003.
- "Process Logistics Advanced Technical Optimizer (ATHOC-PLATO)", Organizing Committee of Olympic Games "Athens 2004", 2002 - 2003.

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:

- Salouras Yiannis, "Shortest Paths and Vehicle Routing in Time Dependent Roadway Networks", Thesis Supervisor: Prof. Konstantinos G. Zografos, 2008.
- Madas Michael, "A Critical Assessment of Airport Demand Management: Strategies, Implications, and Potential for Implementation", Thesis Supervisor: Prof. Konstantinos G. Zografos, 2007.
- Gounaris Chrysostomos, "Health Services Quality and Management in Greece Efficiency and Effectiveness of NHS Secondary Health Units", Thesis Supervisor: Prof. Konstantinos G. Zografos, 2006.
- Androutsopoulos Konstantinos, "Mathematical Models and Algorithms for Logistics Operations: The Case of Hazardous Materials", Thesis Supervisor: Prof. Konstantinos G. Zografos, 2003.

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)

Contact Details

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E-mail: translog@aueb.gr

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

1. Androutsopoulos K.N., Zografos K.G. (2008), "Solving the K-Shortest Path Problem with Time Windows in a Time Varying Network", *Operations Research Letters*, Vol 36, pp. 692-695.
2. Duan Y., Bentley Y., Fu Z., Zografos K., Bemeleit B. (2008), "Enhancing Chinese Agribusiness Supply Chains with Internet Technologies: A Transnational Knowledge Transfer Approach", *Industry and Higher Education*, Vol 22, No 5, pp. 305-314.
3. Zografos K.G., Androutsopoulos K.N., Sihvola T. (2008), "A Methodological Approach for Developing and Assessing Business Models for Flexible Transport Systems", *Transportation*, Vol 35, No 6, pp. 777-795.

4. Zografos K.G., Androutsopoulos K.N. (2008), "A Decision Support System for Integrated Hazardous Materials Routing and Emergency Response Decisions", *Transportation Research Part C*, Vol 16, No 6, pp. 684-703. This article is included in the journal's "Top 25 Hottest Articles" classification provided by ScienceDirect (<http://top25.sciencedirect.com/>) for the period April - June 2008.
 5. Zografos K.G., Androutsopoulos K.N. (2008), "Algorithms for Itinerary Planning in Multimodal Transportation Networks", *IEEE Transactions on Intelligent Transportation Systems*, Vol 9, No 1, pp. 175-184.
 6. Madas M.A., Zografos K.G. (2008), "Airport Capacity vs. Demand: Mismatch or Mismanagement?", *Transportation Research Part A - Policy and Practice*, Vol 42, pp. 203-226.
 7. Duan Y., Xu X., Liu X., Zografos K.G., Belemeit B. (2007), "Accelerating Internet Adoption in China's Fresh Produce Supply Chain: A VEGNET Approach", *New Zealand Journal of Agricultural Research*, Vol 50, pp. 1299-1305.
 8. Zografos K.G., Tsanos C.S. (2007), "A Methodological Framework for Analysing Institutional Settings in Transport Policymaking", *Transportation Research Record: Journal of the Transportation Research Board*, No 2036, pp. 15-23.
 9. Zografos K.G., Madas M.A. (2007), "Advanced Modelling Capabilities for Airport Performance Assessment and Capacity Management", *Transportation Research Record: Journal of the Transportation Research Board*, No 2007, pp. 60-69.
 10. Zografos K.G., Madas M.A. (2006), "Development and Demonstration of an Integrated Decision Support System for Airport Performance Analysis", *Transportation Research Part C*, Vol 14, No 1, pp. 1-17. This article is included in the journal's "Top 25 Hottest Articles" classification provided by ScienceDirect (<http://top25.sciencedirect.com/>) for the periods July - September 2006 and October - December 2006.
 11. Beis D.A., Loucopoulos P., Pyrgiotis Y., Zografos K.G. (2006), "PLATO Helps Athens Win Gold: Olympic Games Knowledge Modeling for Organizational Change and Resource Management", *Interfaces*, Vol 36, No 1, pp. 26-42.
 12. Madas M.A., Zografos K. (2006), "Airport Slot Allocation: From Instruments to Strategies", *Journal of Air Transport Management*, Vol 12, No 2, pp. 53-62.
 13. Zografos K.G., Madas M., van Eenige M., Valdes R. (2005), "Integrated Airport Performance Analysis through the Use of the OPAL Platform", *Air Traffic Control Quarterly*, Vol 13, No 4, pp. 357-386.
 14. Zografos K.G., Regan A. (2004), "Current Challenges for Intermodal Freight Transport and Logistics in Europe and the US", *Transportation Research Record: Journal of the Transportation Research Board*, No 1873, pp. 70-78.
 15. Stamatopoulos M.A., Zografos K.G., Odoni A.R. (2004), "A Decision Support System for Airport Strategic Planning", *Transportation Research Part C*, Vol 12, Issue 2, pp. 91-117. This article is included in the journal's "Top 25 Hottest Articles" classification provided by ScienceDirect (<http://top25.sciencedirect.com/>) for the periods July - September 2004, October - December 2004, January - March 2005, April - June 2005, January - March 2006, and April - June 2006.
 16. Zografos K.G., Androutsopoulos K.N. (2004), "A Heuristic Algorithm for Solving Hazardous Materials Distribution Problems", *European Journal of Operational Research*, Vol 152, Issue 2, pp. 507-519.
 17. Zografos K., Madas M. (2003), "Optimizing Intermodal Trip Planning Decisions in Interurban Networks", *Transportation Research Record: Journal of the Transportation Research Board*, No 1850, pp. 61-69.
 18. Zografos K., Madas M. (2003), "A Critical Assessment of Airport Demand Management Strategies in Europe & U.S.: A Comparative Perspective", *Transportation Research Record: Journal of the Transportation Research Board*, No 1850, pp. 41-48.
 19. Zografos K.G., Giannouli I.M. (2003), "Emerging Supply Chain Management Trends and their Impact on Spatial Organization of Logistical Networks", *Transportation Research Record: Journal of the Transportation Research Board*, No 1833, pp. 30-39.
 20. Zografos K., Giannouli I. (2002), "Emerging Trends in Logistics and their Impact on Freight Transport System: A European Perspective", *Transportation Research Record*, No 1790, pp. 36-44.
 21. Kiranoudis C.T., Kourniotis S.P., Christolis M., Markatos N.C., Zografos K.G., Giannouli I.M., Androutsopoulos K.N., Ziomas I., Kosmidis E., Simeonidis P., Poupkou N. (2002), "An Operational Centre for Managing Major Chemical Industrial Accidents", *Journal of Hazardous Materials*, Vol 89, Issues 2-3, pp. 141-161.
 22. Zografos K.G., Androutsopoulos K.N. (2002), "Heuristic Algorithms for Solving Hazardous Materials Logistical Problems", *Transportation Research Record*, No 1783, pp. 158-166.
 23. Zografos K.G., Vasilakis G.M., Androutsopoulos K.N. (2002), "A Real Time Decision Support System for Roadway Network Incident Response Logistics", *Transportation Research Part C*, No 10, pp. 1-18 (Top 25 requested papers, April 2002 - April 2004 http://www.elsevier.com/authoried_subject_sections/S03/top/transportation_research_c.html).
 24. Zografos K.G., Giannouli I.M. (2001), "Development and Application of a Methodological Framework for Assessing SCM Trends", *International Journal of Logistics: Research and Applications*, Vol 4, No 2, pp. 153-190.
 25. Zografos K.G., Giannouli I.M. (2001), "Development and Application of Methodological Framework for Evaluating the Cost-Effectiveness of an Air Traffic Management System for Europe", *Transportation Research Record*, No 1744, pp. 52-64.
 26. Zografos K.G., Vasilakis G.M., Giannouli I.M. (2000), "A Methodological Framework for Developing a DSS for Hazardous Material Emergency Response Operations", *Journal of Hazardous Materials*, Elsevier Science, Vol 71, pp. 503-521.
- Conference Presentations and Proceedings Publications**
1. Tsanos C.S., Zografos K.G., "Modelling the Relationship between Supply Chain Integration and Integrated Supply Chain Performance", *Proc. of the 2008 IEEE International Conference on Service Operations, Logistics and Informatics (IEEE/SOLI'08)*, Vol 2, pp. 2119-2124, 12-15 October 2008, Beijing, China.
 2. Madas M.A., Zografos K.G., "A Policy Implementation Roadmap to Airport Slot Allocation", *Proc. of the 2008 World*

Conference of Air Transport Research Society, 6-10 July 2008, Athens, Greece.

3. Manataki I.E., Zografos K.G., "Development and Application of a Generic Model for Airport Terminal Performance Analysis", Proc. of the 2008 World Conference of Air Transport Research Society, 6-10 July 2008, Athens, Greece.

4. Zografos K.G., Tsanos C.S., "Establishing Criteria and Priorities for Assessing the Impact of Reduced Separation Minima on Air Traffic Management", Proc. of the 4th International Congress on Transport Research in Greece, 28-30 May 2008, Athens, Greece.

5. Madas M.A., Zografos K.G., "Airport Demand Management: How and Why?", Proc. of the 4th International Congress on Transport Research in Greece, 28-30 May 2008, Athens, Greece.

6. Zografos K.G., Spitadakis V., Androutsopoulos K.N., "Assessing an On-line Passenger Information System for Multimodal Trip Planning", Proc. of the 10th International Conference on Application of Advanced Technologies in Transportation, 27-31 May 2008, Athens, Greece.

7. Androutsopoulos K.N., Zografos K.G., "Bicriteria Routing and Scheduling in Time Varying Networks for Hazardous Materials Distribution", Proc. of the 10th International Conference on Application of Advanced Technologies in Transportation, 27-31 May 2008, Athens, Greece.

8. Zografos K.G., Spitadakis V., Androutsopoulos K.N., "An Integrated Passenger Information System for Multimodal Trip Planning", Proc. of the 87th Transportation Research Board Annual Meeting, 13-17 January 2008, Washington D.C., U.S.

9. Androutsopoulos K.N., Zografos K.G., "Solving the Multi-criteria Time Dependent Routing and Scheduling Problem with Time Windows in Multimodal Transportation Networks", Proc. of the 86th Transportation Research Board Annual Meeting, 21-25 January 2007, Washington D.C., U.S.

10. Salouras Y., Zografos K.G., "Shortest Paths and Vehicle Routing in Dynamic Roadway Networks", Proc. of the 86th Transportation Research Board Annual Meeting, 21-25 January 2007, Washington D.C., U.S.

11. Zografos K.G., Tsanos C.S., "A Methodological Framework for Analysing Institutional Settings in Transport Policymaking", Proc. of the 86th Transportation Research Board Annual Meeting, 21-25 January 2007, Washington D.C., U.S.

12. Zografos K.G., Madas M.A., "Advanced Modelling Capabilities for Airport Performance Assessment", Proc. of the 86th Transportation Research Board Annual Meeting, 21-25 January 2007, Washington D.C., U.S.

13. Madas M.A., Zografos K.G., "A Policy Compatibility Analysis for Slot Allocation", Proc. of the 2nd International Conference on Research in Air Transportation - ICRAT 2006U, 24-28 June 2006, Belgrade, Serbia and Montenegro.

14. Kaiser J., Zografos K.G., Hesselink H., Torres G., "SPADE - Supporting Platform for Airport Decision-making and Efficiency Analysis", Proc. of the Air Transport Research Society Conference, 27-28 May 2006, Nagoya, Japan.

15. Zografos K.G., Tsanos C., Duan Y., Bemeleit B., Zetian Fu, "Use of Information and Communication Technologies (ICT) in Fresh Produce Supply Chain Management: A Comparison between European and Chinese Experience", Proc. of the 7th International Conference on Agrifood Chains Management (in CD-ROM), 2-3 June 2006, Ede, The Netherlands.

16. Zografos K.G., Androutsopoulos K.N., "Development and Implementation of an Integrated Tunnel Safety Management System", Proc. of the 2nd International Symposium "Safe and Reliable Tunnels", 30-31 May 2006, Lausanne, Switzerland.

17. Manataki I.E., Zografos K.G., "A System Dynamics Approach for Airport Terminal Performance Evaluation", Proc. of the 4th International Workshop on Modelling, Simulation, Verification and Validation of Enterprise Information Systems (MSVVEIS 2006), 23-24 May 2006, Paphos, Cyprus.

18. Madas M.A., Zografos K.G., "A Methodology for the Evaluation of Airport Slot Allocation Strategies", Proc. of the 3rd International Congress on Transportation Research in Greece, 19-20 May 2006, Thessaloniki.

19. Manataki I.E., Zografos K.G., "A Simulation Model for Airport Terminal Planning and Operational Performance Assessment", Proc. of the 3rd International Congress on Transportation Research in Greece, 19-20 May 2006, Thessaloniki.

20. Zografos K.G., Androutsopoulos K.N., "An Integrated Decision Support System for Hazardous Materials Logistical Problems", Proc. of the 3rd International Congress on Transportation Research in Greece, 19-20 May 2006, Thessaloniki.

21. Zografos K.G., Androutsopoulos K.N., "Algorithms for Determining Optimum Itineraries in a Multimodal Urban Transportation Network", Proc. of the 85th Transportation Research Board Annual Meeting, 22-26 January 2006, Washington D.C., U.S.

22. Zografos K.G., Androutsopoulos K.N., "An Integrated Methodological Framework for Developing and Assessing Business Models for Flexible Transport Systems", Proc. of the 85th Transportation Research Board Annual Meeting, 22-26 January 2006, Washington D.C., U.S.

23. Zografos K.G., Tsanos C., "Examination of the Use of Information and Communication Technologies (ICT) for Fresh Produce Supply Chain Management in Three European States and China" (in Greek), Proc. of the 9th Hellenic Logistics Conference (in CD-ROM), 25-26 November 2005, Thessaloniki.

24. Zografos K.G., "An Integrated Methodological Framework for Developing and Assessing FTS Business Models", Proc. of the Conference "Flexible Mobility Services: Business Models, Organizational and Contractual Issues", 23-24 May 2005, Cremona, Italy.

25. Madas M.A., Zografos K.G., "Practical Implementation of Airport Demand Management: From Instruments to Strategies", Proc. of the 84th Transportation Research Board Annual Meeting, 9-13 January 2005, Washington D.C., U.S.

26. Zografos K.G., Androutsopoulos K.N., "Decision Support System for Hazardous Materials Transportation and Emergency Response Management", Proc. of the 84th Transportation Research Board Annual Meeting, 9-13 January 2005, Washington D.C., U.S.

27. Zografos K.G., Salouras Y., "Development of Electronic Marketplaces for Freight Transportation in Less Developed Regions of Europe: Case of Greece", Proc. of the 84th Transportation Research Board Annual Meeting, 9-13 January 2005, Washington D.C., U.S.

7.

Department of Informatics

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.

The 30 faculty members of the Department publish extensively in top-quality scientific journals, such as: ACM Transactions on Database Systems, Acta Informatica, Algorithmica, Annals of Applied Probability, Applied Economics, Artificial Intelligence, Communications of the ACM, Computer Journal, Computer Networks, Data and Knowledge Engineering, Economica, IEEE Computer Graphics and Applications, IEEE Intelligent Systems, IEEE Journal on Selected Areas in Communications, IEEE Transactions on Automatic Control, IEEE Transactions on Communications, IEEE Transactions on Computer-Aided Design, IEEE Transactions on Information Theory, IEEE Transactions on Computer-Aided Design of Integrated Circuits and Systems, IEEE Transactions on Knowledge and Data Engineering, IEEE Transactions on Pattern Analysis and Machine Intelligence, IEEE Transactions on Wireless Communications, Information and Computation, Information Systems, International Journal of Production Economics, Journal of Applied Probability, Journal of Computational and Applied Mathematics, Journal of the ACM, Mathematics of Operations Research, Mobile Networks and Applications, Natural Language Engineering, Operations Research, ORSA Journal of Computing, Oxford Economic Papers, Performance

Evaluation, SIAM Journal of Computing, Stochastic Processes and their Applications, Telecommunication Systems, Theoretical Computer Science, Very Large Databases Journal, Wireless Communications and Mobile Computing, and many others. The faculty members of the Department of Informatics have attracted more than 10,000 references by other researchers globally.

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

Director

George C. Polyzos, Professor

Participating AUEB Faculty

Costas Courcoubetis, Professor

George Stamoulis, Professor

Michalis Vazirgiannis, Associate Professor

Vassilis Vassalos, Associate Professor (elect)

Vasiliki Kalogeraki, Assistant Professor

Vasilios Siris, Assistant Professor

Stavros Toumpis, Assistant Professor

Andreas Veneris, Assistant Professor

George Xylomenos, Assistant Professor

Giannis Marias, Lecturer

Research Fellows

E. Efstathiou

F. Elianos

V. Kemerlis

C. Ververidis

Doctoral Candidates

K. Delakouridis

V. Douros

N. Fotiou

P. Frangoudis

K. Katsaros

L. Kazatzopoulos

S. Papageorgiou

S. Soursos

H. Stais

G. Thanos

Mission

The Mobile Multimedia Laboratory was established in 2003 (AUEB Senate decision 23-1-2003), having as mandate to perform research and fulfil 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.
- "Automated Correction Methodologies for the Design of High Performance Modern Microprocessor Integrated Chips", EU FP6 MC IRG, 2007 - 2009.
- "End-to-End Security over Heterogeneous Mobile/Wireless Networks", GSRT, 2006 - 2008 (collaboration with Columbia University, NY, USA).



- "Euro-NGI/FGI: EU IST Network of Excellence on Next/Future Generation Internet Architectures", DG Information Society & Media, 2004 - 2008.
- "Broadcasting and multicasting over enhanced UMTS mobile Broadband Networks" (B-BONE): EU IST FP6 project on 3G Mobile Network Architectures, 2004 - 2006.
- "Mobile Services", Pythagoras programme, GSRT, 2004 - 2006.
- "Mobile Multimedia Communications", Heraclitus programme, GSRT, 2003 - 2006.
- "Market Management of Peer to Peer Services" (MMAPPS): EU FP6 IST project on incentives and market-based management of P2P services, DG Information Society & Media, 2002 - 2004.
- "A Data-centric Approach to Global Computing" (DBGlobe): EU FET IST project investigating Global computing with wireless mobile devices and a data-centric view, 2002 - 2004.

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:

- Ververidis Christoforos, "Energy Efficient and Adaptive Service Advertisement, Discovery and Provision for Mobile Ad Hoc Networks", Thesis Supervisor: Prof. George C. Polyzos, 2008.
- Diamadis Efstratios, "Support of Awareness and Assessment Mechanisms in Collaborative Applications for Distance Education and Virtual Learning Environments", Thesis Supervisor: Prof. George C. Polyzos, 2006.
- Efstathiou Elias, "A Peer-to-Peer Approach to Sharing Wireless Local Area Networks", Thesis Supervisor: Prof. George C. Polyzos, 2006.

In addition, more than 20 MSc theses have been completed with original research results, many of which have led to publications in international conferences.

Contact Details

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E-mail: mm@cs.aueb.gr



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.

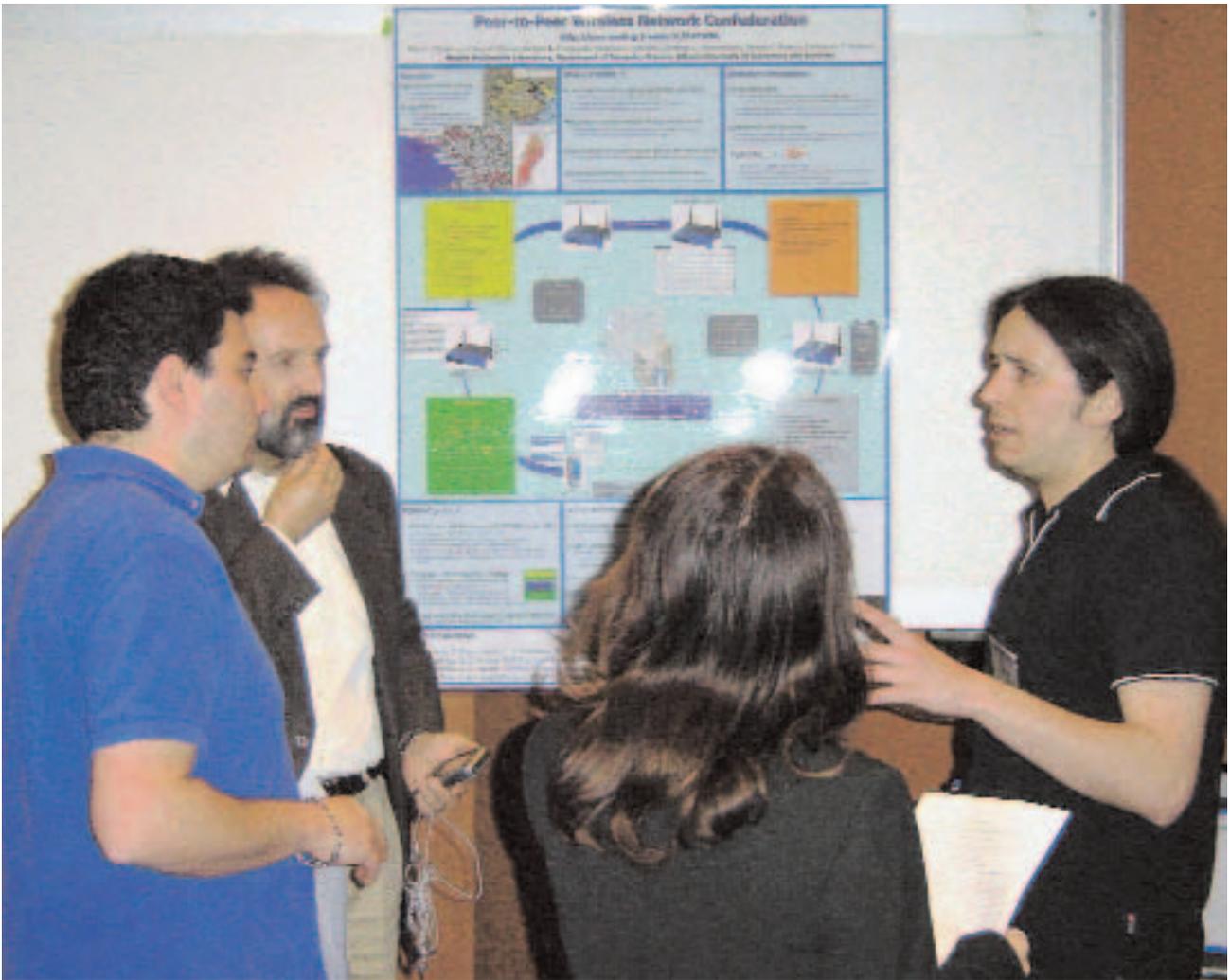
Publications in Journals

1. Ververidis C.N., Polyzos G.C. (2008), "A Routing Layer Based Approach for Energy Efficient Service Discovery in Mobile Ad Hoc Networks," *Wireless Communications and Mobile Computing*.
2. Ververidis C.N., Polyzos G.C. (2008), "Service Discovery for Mobile Ad Hoc Networks: A Survey of Issues and Techniques," *IEEE Communications Surveys and Tutorials*, Vol 10, No 3.
3. Xylomenos G., Makidis M. (2008), "Link Layer Adaptation for Shared Wireless Links," *Mobile Networks and Applications*, Vol 13, No 3-4, pp. 259-273.
4. Xylomenos G., Vogkas V., Thanos G. (2008), "The Multimedia Broadcast-Multicast Service," *Wireless Communications and Mobile Computing*, Vol 8, No 2, pp. 255-265.
5. Efstathiou E.C., Polyzos G.C. (2005), "Self-Organized Peering of Wireless LAN Hotspots," *European Transactions on Telecommunications*, Vol 16, No 5, pp. 471-482.
6. Xylomenos G., Polyzos G.C. (2004), "A Multi-Service Link Layer Architecture for the Wireless Internet," *International Journal of Communication Systems*, Vol 17, No 6, pp. 553-574.
7. Diamadis E.T., Polyzos G.C. (2004), "Efficient Cooperative Searching on the Web: System Design and Evaluation," *International Journal of Human-Computer Studies*, Vol 61, No 5, pp. 699-724.

8. Sourso S., Courcoubetis C., Polyzos G.C. (2003), "Pricing Differentiated Services in the GPRS Environment," *Wireless Networks*, Vol 9, No 4, pp. 331-339 (special issue on 'Wireless Mobile Internet').

Conference and Workshop Presentations and Proceedings Publications

1. Katsaros K.V., Frangoudis P.A., Polyzos G.C., Karlsson G., "Design Challenges of an Open Spectrum Access Scheme", Proc. IEEE PIMRC Workshop on 'Cognitive Radio and Networks', September 2008, Cannes, France.
2. Frangoudis P.A., Polyzos G.C., "Coupling QoS Provision with Interference Reporting in WLAN Sharing Communities", Proc. IEEE PIMRC Workshop on 'Social and Mesh Networking', September 2008, Cannes, France.
3. Kazatzopoulos L., Delakouridis K., Marias G.F., "Providing Anonymity Services in SIP", Proc. IEEE PIMRC Workshop on 'VoIP Technology: Research and Standards for Reliable Applications', September 2008, Cannes, France.
4. Arkoulis S., Kazatzopoulos L., Delakouridis K., Marias G.F., "Cognitive Spectrum and its Security Issues", Proc. IEEE International Conference and Exhibition on Next Generation Mobile Applications, Services and Technologies (NGMAST), September 2008, Cardiff, UK.
5. Panaousis E.A., Frangoudis P.A., Ververidis C.N., Polyzos G.C., "Optimizing the Channel Load Reporting Process in IEEE 802.11k-enabled WLANs", Proc. IEEE LANMAN 2008, September 2008, Cluj, Romania.
6. Ververidis C.N., Polyzos G.C., "Optimizations for Charged Service Provision in Mobile Ad Hoc Networks", Proc. IEEE International Symposium on a World of Wireless, Mobile and Multimedia Networks (WoWMoM), June 2008, Irvine, CA.
7. Katsaros K.V., Polyzos G.C., "Evaluation of Scheduling Policies in a Mobile Grid Architecture", Proc. International Symposium on Performance Evaluation of Computer and Telecommunication Systems (SPECTS), June 2008, Edinburgh, UK.
8. Nikander P., Marias G.F., "Towards Understanding Pure Publish/Subscribe Crypto-graphic Protocols", Cambridge Security Protocols Workshop, June 2008, Cambridge, UK.
9. Makidis M., Xylomenos G., "RLC Protocol Performance over TCP SACK," Proc. Symposium on Modeling and Optimization in Mobile, Ad hoc and Wireless Networks (WiOpt), April 2008, Berlin, Germany.
10. Frangoudis P.A., Polyzos G.C., Kemerlis V.P., Paraskevidis D., Efstathiou E.C., "Experimental Evaluation of Community-Based WLAN Voice and Data Services", Proc. 3rd International Mobile Multimedia Communications Conference (ACM MobiMedia), August 2007, Nafpaktos, Greece.
11. Xylomenos G., Tsakanikas V., Polyzos G.C., "Reducing the Transmission Power Requirements of the Multimedia Broadcast/Multicast Service", Proc. 16th IST Mobile & Wireless Communications Summit, July 2007, Budapest, Hungary.



12. Stefanis E.C., Polyzos G.C., "SYD: Building Trust in the Peer-to-Peer Wireless Network Confederation", Proc. European Wireless, April 2007, Paris, France.

13. Frangoudis P.A., Polyzos G.C., "Peer-to-Peer Secure and Private Community Based Multimedia Communications", Proc. 2nd IEEE International Workshop on Security and Pervasive Multimedia Environments (MultiSec 2006), December 2006, San Diego, CA.

14. Efstathiou E.C., Frangoudis P.A., Polyzos G.C., "Stimulating Participation in Wireless Community Networks", Proc. 25th IEEE International Conference on Computer Communications (INFOCOM 2006), April 2006, Barcelona, Spain.

15. Margaritidis M., Ververidis C.N., Xylomenos G., Polyzos G.C., "A Differentiated Services QoS Scheme Preventing Malicious Flow Behavior in Mobile Ad hoc Networks", Proc. European Wireless, April 2006, Athens, Greece.

16. Kemerlis V., Stefanis E., Xylomenos G., Polyzos G.C., "Throughput Unfairness in TCP over WiFi", Proc. 3rd Annual Conference on Wireless on Demand Network Systems and Services (WONS), January 2006, Les Menuires, France.

17. Ververidis C.N., Polyzos G.C., "Extended ZRP: Performance Evaluation of a Routing Layer Based Service

Discovery Protocol for Mobile Ad Hoc Networks", Proc. 2nd Annual International Conference on Mobile and Ubiquitous Systems: Networking and Services (MobiQuitous '05), IEEE Computer Society Press, July 2005, San Diego, CA.

18. Ververidis C.N., Polyzos G.C., "Routing Layer Support for Service Discovery in Mobile Ad Hoc Networks", 1st International Workshop on Pervasive Wireless Networking (PWN05), Proc. 3rd IEEE International Conference on Pervasive Computing and Communications (PerCom), March 2005, Kauai Island, Hawaii.

19. Valavanis E., Ververidis C., Vazirgiannis M., Polyzos G.C., Norvag K., "MobiShare: Sharing Context-Dependent Data & Services from Mobile Sources", Proc. IEEE/WIC International Conference on Web Intelligence, October 2003, Halifax, Canada.

20. Efstathiou E.C., Polyzos G.C., "A Peer-to-Peer Approach to Wireless LAN Roaming," Proc. 1st ACM International Workshop on Wireless Mobile Applications and Services on WLAN Hotspots (WMASH), September 2003, San Diego, CA.

21. Antoniadis P., Courcoubetis C., Efstathiou E.C., Polyzos G.C., Strulo Ben, "Peer-to-Peer Wireless LAN Consortia: Economic Modeling and Architecture," Proc. 3rd IEEE International Conference on Peer-to-Peer Computing, September 2003, Linkoping, Sweden.

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

- "INDIGO: Interaction with Personality and Dialogue Enabled Robots", FP6 IST project, European Union, 2007 - 2009.
- "MedAS: Medical Assistant System: Cross-Lingual Information Retrieval and Image Retrieval for Diagnosis", Information Society project, GSRT, 2006 - 2008.
- "Combined Research in the Areas of Information Retrieval, Natural Language Processing, and User Modeling, Aiming at the Development of Advanced Search Engines for Document Collections", PENED project, GSRT, 2005 - 2008.
- "XENIOS: Human-Robot Interaction Using Speech Processing, Natural Language Generation, and Computer Vision", Information Society project, GSRT, 2006 - 2007.
- "TIME, Tele-Imaging in Medicine", EU-ASIA ICT Programme, 2005.
- "Information Management - Text Categorization", joint Research and Technology Programme between Greece and Romania (in cooperation with the University of Iasi), GSRT, 2002 - 2005.
- "e-Lexicon: Electronic Dictionary of Economics Terms", jointly with AUEB's library, Greek Ministry of Education, 2002.
- "IntCultNet: Intercultural Learning in the Internet", Minerva EU project, 2002 - 2004.
- "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:

- Kritikopoulos Apostolos, "Algorithms Theory and Applications to the Web", Thesis Supervisor: Assoc. Prof. Martha Sideri, 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

Contact Details

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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:

1. Mageirou E.F., Vassilakis D.K., Androutsopoulos I. (2008), "Teaching Nonzero Sum Games Using a Diagrammatic Determination of Equilibria", *INFORMS Transactions on Education*, 8(3), pp. 115-124.
2. Lucarelli G., Vasilakos X., Androutsopoulos I. (2007), "Named Entity Recognition in Greek Texts with an Ensemble of SVMs and Active Learning", *International Journal on Artificial Intelligence Tools*, 16(6), pp. 1015-1045.
3. Androutsopoulos I., Oberlander J., Karkaletsis V. (2007), "Source Authoring for Multilingual Generation of Personalized Object Descriptions", *Natural Language Engineering*, 13(3), pp. 191-233.
4. Isard A., Oberlander J., Androutsopoulos I., Matheson C. (2003), "Speaking the Users' Languages", *IEEE Intelligent Systems*, 18(1), pp. 40-45.
5. Sakkis G., Androutsopoulos I., Paliouras G., Karkaletsis V., Spyropoulos C.D., Stamatopoulos P. (2003), "A Memory-Based Approach to Anti-Spam Filtering for Mailing Lists", *Information Retrieval*, 6(1), pp. 49-73.
6. Androutsopoulos I., Aretoulaki M. (2003), "Natural Language Interaction", in R. Mitkov (Ed), *Handbook of Computational Linguistics*, chapter 35, pp. 629-649, Oxford University Press.
7. Androutsopoulos I. (2002), "Exploring Time, Tense and Aspect", in *Natural Language Database Interfaces*, John Benjamins.

Conference Presentations and Proceedings Publications

1. Vogiatzis D., Galanis D., Karkaletsis V., Androutsopoulos I., Spyropoulos C.D., "A Conversant Robotic Guide to Art Collections", *Proc. of the 2nd Workshop on Language Technology for Cultural Heritage Data, Language Resources and Evaluation Conference (LREC 2008)*, 2008, Marrakech, Morocco.
2. Oberlander J., Karakatsiotis G., Isard A., Androutsopoulos I., "Building an Adaptive Museum Gallery in Second Life", *Proc. of Museums and the Web*, 2008, Montreal, Quebec, Canada.
3. Galanis D., Androutsopoulos I., "Generating Multilingual Descriptions from Linguistically Annotated OWL Ontologies: The Natural OWL System", *Proc. of the 11th European Workshop on Natural Language Generation (ENLG 2007)*, pp. 143-146, 2007, Schloss Dagstuhl, Germany.
4. Malakasiotis P., Androutsopoulos I., "Learning Textual Entailment Using SVMs and String Similarity Measures", *Proc. of the ACL-PASCAL Workshop on Textual Entailment and Paraphrasing*, 45th Annual Meeting of the Association for Computational Linguistics (ACL 2007), pp. 42-47, 2007, Prague, Czech Republic.
5. Vassilakis D.K., Androutsopoulos I., Mageirou E.F., "A Game-Theoretic Investigation of the Effect of Human Interactive Proofs on Spam E-Mail", *Proc. of the 4th Conference on Email and Anti-Spam (CEAS 2007)*, 2007, Mountain View, CA, USA.
6. Tsatsaronis G., Vazirgiannis M., Androutsopoulos I., "Word Sense Disambiguation with Spreading Activation Networks Generated from Thesauri", *Proc. of the 20th International Joint Conference on Artificial Intelligence (IJCAI 2007)*, pp. 1725-1730, 2007, Hyderabad, India.

7. Kotsonis V., Kalamboukis T.Z., Ganogiannis A., Eliakis S., "A Greek-English Cross Language Medical Information Retrieval System", *Conference on Medical Imaging and Informatics, MIMI 2007*, Beijing, China.
8. Kyriakopoulou A., Kalamboukis T., "Using Clustering to Enhance Text Classification", *The 30th Annual International ACM SIGIR Conference*, pp. 805-806, 2007.
9. Metsis V., Androutsopoulos I., Paliouras G., "Spam Filtering with Naive Bayes - Which Naive Bayes?", *Proc. of the 3rd Conference on Email and Anti-Spam (CEAS 2006)*, 2006, Mountain View, CA, USA.
10. Kyriakopoulou A., Kalamboukis T., "Using Clustering for Text Classification", *17th European Conference on Machine Learning*, 2006.
11. Androutsopoulos I., Kallonis S., Karkaletsis V., "Exploiting OWL Ontologies in the Multilingual Generation of Object Descriptions", *Proc. of the 10th European Workshop on Natural Language Generation (ENLG 2005)*, pp. 150-155, 2005, Aberdeen, UK.
12. Androutsopoulos I., Magirou E.F., Vassilakis D.K., "A Game Theoretic Model of Spam E-Mailing", *Proc. of the 2nd Conference on Email and Anti-Spam (CEAS 2005)*, 2005, Stanford University, CA, USA.
13. Androutsopoulos I., Galanis D., "A Practically Unsupervised Learning Method to Identify Single-Snippet Answers to Definition Questions on the Web", *Proc. of the Human Language Technology Conference and Conference on Empirical Methods in Natural Language Processing (HLT/EMNLP 2005)*, pp. 323-330, 2005, Vancouver, Canada.
14. Michelakis E., Androutsopoulos I., Paliouras G., Sakkis G., Stamatopoulos P., "Filtron: A Learning-Based Anti-Spam Filter", *Proc. of the 1st Conference on Email and Anti-Spam (CEAS 2004)*, 2004, Mountain View, CA, USA.
15. Miliaraki S., Androutsopoulos I., "Learning to Identify Single-Snippet Answers to Definition Questions", *Proc. of the 20th International Conference on Computational Linguistics (COLING 2004)*, pp. 1360-1366, 2004, Geneva, Switzerland.
16. Theodorakis M., Vlachos A., Kalamboukis T.Z., "Improving Classification Accuracy of Hierarchical Clustering", *3rd Hellenic Conference on Artificial Intelligence*, 2004, Samos.
17. Dimitromanolaki A., Androutsopoulos I., "Learning to Order Facts for Discourse Planning in Natural Language Generation", *Proc. of the 9th European Workshop on Natural Language Generation*, 10th Conference of the European Chapter of the Association for Computational Linguistics (EACL 2003), pp. 23-30, 2003, Budapest, Hungary.
18. Kyriakopoulou A., Kalamboukis T., "A Framework for a Knowledge Management Approach to Digital Portfolios", *ED-MEDIA 2003, World Conference on Educational Multimedia, Hypermedia & Telecommunications*, 2003, Honolulu, Hawaii, USA.
19. Kyriakopoulou A., Kalamboukis T., "The Instructional Instrument SL-EDGE, Student Library - Educational DiGital Environment", *World Conference on E-Learning in Corporate, Government, Healthcare & Higher Education*, 2002, Montreal.
20. Kyriakopoulou A., Kalamboukis T., "SL-EDGE: Student Library-Educational DiGital Environment", *International Conference in Information & Communication Technologies in Education*, 2002, Samos, Greece.



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 Bouritis
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 Kontoyannis, 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.
- "GRIDECON: Grid Economics and Business Models", European Union, FP6-IST-033634 (2006 - 2008). The project studies economic matters involving grid technology and develops and measures the equivalent market mechanisms for computational products and services (more information at: www.gridecon.eu).
- "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.
- "Reinforcement Program of Human Research Man Power (PENED) 2003: Economic Issues and Voice Service Provider Technologies using Internet Protocol based Data Networks", EXODUS SA, 2005 - 2008.
- "Iraklitos - Research Scholarships in AUEB: Design of Architectures and Models for Charging Services of Differentiated Quality in Wireless and Mobile Multimedia Communications Networks", Ministry of Education, 2002 - 2007.
- "Research on Usage and Impact of GRNET 2", GRNET SA, 2005 - 2006.
- "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.
- "Techno-Economic Study for the Provision of ADSL-based Broadband Services in OTE's Network", Greek Telephone

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E-mail: nes@cs.aueb.gr

Organisation SA, 2002 - 2003.

- "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.
- "Information System for Studies and Training on Topics on the Strategies for Daily Power Planning", Public Power Corporation SA.

Support of Doctoral Studies

The laboratory supports doctoral theses. The following doctoral theses that were completed in 2006 and 2007:

- Papaioannou Athanassios, "Accounting Architectures and Mechanisms for providing the Right Incentives in Telecommunication Environments", Thesis Supervisor: Prof. George D. Stamoulis, 2007.
- Antoniadis Panagiotis, "Economic Modeling and Incentive Mechanisms for Efficient Resource Provision in Peer-to-Peer", Thesis Supervisor: Prof. Constantinos Courcoubetis, 2006.
- Dramitinos Emmanuel, "Auction-based Allocation of Resources of Communication Networks", Thesis Supervisor: Prof. George D. Stamoulis, 2006.

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

1. Courcoubetis C., Weber R. (2004), "Pricing Communication Networks: Economics, Technology and Modeling", Wiley.

Publications in Journals and Book Chapters

1. Kontoyiannis I., Zamir R. (2006), "Mismatched Codebooks and the Role of Entropy-Coding in Lossy Data Compression", *IEEE Transactions on Information Theory*, 52, pp. 1922-1938.

2. Courcoubetis C., Weber R. (2006), "Incentives for Large Peer-to-Peer Systems", *IEEE JSAC (Special Issue on Price-Based Access Control and Economics of Networking)*.

3. Papaioannou Th. G., Stamoulis G.D. (2006), "Reputation-Based Policies that Provide the Right Incentives in Peer-to-Peer Environments", *Computer Networks (Special Issue on Management in Peer-to-Peer Systems: Trust, Reputation and Security)*, Elsevier, Vol 50, Issue 4, pp. 563-578.

4. Vassalos P., Noutsos D., Serra Capizzano S. (2006), "Two Level Toeplitz Preconditioning: Approximation Results for Matrices and Functions", *SIAM Journal of Scientific Computing*, Vol 28, No 2, pp. 439-458.

5. Anagnostopoulos A., Kontoyiannis I., Upfal E. (2005), "Steady State Analysis of Balanced-Allocation Routing", *Random Structures & Algorithms*, 26, pp. 446-467.

6. Kontoyiannis I., Harremoës P., Johnson O. (2005), "Entropy and the Law of Small Numbers", *IEEE Transactions on Information Theory*, 51, pp. 366-472.

7. Courcoubetis C., Dramitinos M., Stamoulis G.D. (2005), "Auction-Based Resource Reservation in 2.5/3G Networks", *Kluwer/ACM Mobile Networks and Applications [MONET] special issue*, Vol 10, No 2.

8. Antoniadis P., Courcoubetis C., Strulo B. (2005), "Incentives for Content Availability in Memoryless Peer-to-Peer File Sharing Systems", *ACM SIGecom Exchanges*, 5(4), pp. 11-20.

9. Vassalos P., Noutsos D., Serra Capizzano S. (2005), "Asymptotic Behavior of the Condition Number of Two Level Toeplitz Matrix Sequences", *Linear Algebra and its Applications*, Vol 395, pp. 121-140.

10. Antoniadis P., Courcoubetis C., Mason R. (2004), "Comparing Economic Incentives in Peer-to-Peer Networks", *Special Issue on Network Economics*, *Computer Networks*, Elsevier, 45(1), pp. 133-146.

11. Papaioannou Th. G., Stamoulis G.D. (2004), "Design of a Charging and Accounting Architecture for QoS-Differentiated VPN Services to Mobile Users", *Computer Communications*, Vol 27, Issue 4, pp. 364-373.

12. Courcoubetis C., Soursos S., Polyzos G.C. (2003), "Pricing Differentiated Services in the GPRS Environment", *ACM Wireless Networks Journal (WINET)*, WMI Special Issue, Vol 9, No 4.

13. Courcoubetis C., Siris V.A., Margetis G. (2003), "Service Differentiation and Performance of Weighted Window-Based Congestion Control and Packet Marking Algorithms in ECN Networks", *Computer Communications*, Vol 26, Issue 4, pp. 314-326.

14. Kontoyiannis I. (2003), "Pattern Matching and Lossy Data Compression on Random Fields", *IEEE Transactions on Information Theory*, 49, pp. 1047-1051.

15. Merhav N., Kontoyiannis I. (2003), "Source Coding Exponents for Zero-Delay Coding with Finite Memory", *IEEE Transactions on Information Theory*, 49, pp. 609-625.

16. Kontoyiannis I., Meyn S.P. (2003), "Spectral Theory and Limit Theorems for Geometrically Ergodic Markov Processes", *Annals of Applied Probability*, 13, pp. 304-362.

17. Kontoyiannis I., Zhang J. (2002), "Arbitrary Source Models and Bayesian Codebooks in Rate-Distortion Theory", *IEEE Transactions on Information Theory*, 48, pp. 2276-2290.

18. Dembo A., Kontoyiannis I. (2002), "Source Coding, Large Deviations, and Approximate Pattern Matching", invited paper in the special issue of the *IEEE Transactions on Information Theory on Shannon Theory*, dedicated to A.D. Wyner, 48, pp. 1590-1615.

Conference Presentations and Proceedings Publications

1. Courcoubetis C., Dimakis A., "Volume Charging Revisited", submitted, August 2008.

2. Thanos G.A., Courcoubetis C., Stamoulis G.D., "Adopting the Grid for Business Purposes: The Main Objectives and the Associated Economic Issues", *Proc. of the 4th International Workshop on Grid Economics and Business Models, GECON 2007*, pp. 1-15, *Lecture Notes in Computer Science (LNCS 4685)*, Springer 2007.

3. Antos D., Courcoubetis C., Stamoulis G.D., "Economic Aspects of Building Software for Service-Oriented Architectures", *Proc. of EMAGS 2007 Workshop on Economic Models and Algorithms for Grid Systems*, September 2007, Austin, Texas, USA.

4. Vassilakis D.K., Androutsopoulos I., Magirou E.F., "A Game-Theoretic Investigation of the Effect of Human Interactive Proofs on Spam E-Mail", *4th Conference on Email and Anti-Spam*, August 2007, Mountain View, CA.

5. Courcoubetis C., "Incentives for Large P2P Systems", *Keynote speech*, in *IFIP Networking 2006*.

6. Routzounis S., Stamoulis G.D., "An Efficient Mechanism for Auctioning Alternative Paths", *Proc. of GAMENETS 2006*, October 2006, Pisa, Italy.

7. Androutsopoulos I., Magirou E.F., Vassilakis D.K., "A Game Theoretic Model of Spam E-Mailing", *2nd Conference on Email and Anti-Spam*, July 2005, Stanford University, CA.

8. Courcoubetis C., "Incentive Schemes for P2P", *Keynote speech in Advanced Internet Charging and QoS Technology Workshop (ICQT '04)*.

9. Antoniadis P., Courcoubetis C., Weber R., "An Asymptotically Optimal Scheme for P2P File Sharing", in *2nd Workshop on the Economics of Peer-to-Peer Systems*, 2004, Harvard University.

10. Courcoubetis C., Weber R., "Asymptotics for Provisioning Problems of Peering Wireless LANs with a Large Number of Participants", *Proc. of WiOpt' 04: Modeling and Optimization in Mobile, Ad Hoc and Wireless Networks*, Cambridge.

11. Courcoubetis C., Siris V.A., "Resource Control for Loss-Sensitive Traffic in CDMA Networks", *Proc. of 23rd Annual Joint Conference of the IEEE INFOCOM*, 2004, Hong Kong.



ΕΠΙΣΤΗΜΟΝΙΚΗ ΚΕΝΤΡΙΚΗ ΒΙΒΛΙΟΘΗΚΗ

ΕΠΙΣΤΗΜΟΝΙΚΗ ΚΕΝΤΡΙΚΗ ΒΙΒΛΙΟΘΗΚΗ



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 Vazirgiannis, Associate Professor
Vassilis Vassalos, Associate Professor (elect)
Ion Androutsopoulos, Assistant Professor
Yannis Kotidis, Assistant Professor
Yannis Marias, Lecturer
George Papaioannou, Lecturer

Participating Faculty (from other Universities)

Socrates Katsikas (University of Piraeus)
Costas Lambrinouidakis (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 Dagiouklas
Dr Christos Doukeridis
Dr Eugenie Foustoucos
Dr Maria Halkidi
Dr Nicolas Kirloglou
Dr Panagiotis Kotzanikolaou
Dr Costas Moulinos
Dr Vassilis Tsoumas
Dimitris Drosos
Georgia Georganoudi
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 Soupionis
Marianthi Theoharidou
George Tsatsaronis
Dimitris Vassilakis
Akrivi Vlachou
Vassilis Zafiris

Special Technical Laboratorial 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 Vazirgiannis, 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

- "Marie Curie Outgoing International Fellowship: Query Processing and Integration for Semi-Structured Data: Advancing the Frontier", 2007 - 2008.
- "Spam in Internet Telephony Detection Services (SPIDER)", COOP/CRAFT, 2006 - 2008.
- "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 quality assessment initially targeting OSS", DG XIII, 2006 - 2008.

- "DELOS Network of Excellence on Digital Libraries", DG XIII, 2005 - 2007.
- "2004 - 2006 MARIE CURIE International Fellowship - New Techniques for Handling Quality and Uncertainty in Spatial Mining", DG XIII, 2004 - 2006.
- "IST/FET - PANDA - Patterns for Next-Generation Database Systems - FET Working Group (IST-2001-33058)", DG XIII, 2001 - 2004.
- "IST/FET-DB/GLOBE (IST-2001-32645)", DG XIII, 2001 - 2004.

National Research Projects

- "Combined Research in the Areas of Information Retrieval, Natural Language Processing and User Modelling towards Developing Advanced Search Engines for Document Collections" (PENED 2003), GSRT, 2005 - 2008.
- "Digital Media Content Processing and Multi-channel", GSRT (PABET), 2006 - 2007.
- "Knowledge Integration from Distributed Multimedia", Ministry of Education (Pythagoras II), 2005 - 2007.
- "Novel Aspects of Web Content Classification: Time/Tendencies, Thematic", Pythagoras II, Ministry of Education, 2004 - 2006.
- "FundsOne - Advanced System of Automated Capital Formation and Management Services over the Web", GSRT (PABET), 2004 - 2005.

Development and Consulting Projects

- "Public Administration's Critical Information and Communication Infrastructures Protection", Information Society SA, 2008.
- "Qualified Digital Certificate Issuers Security Audit", National Authority for Telecommunications and Posts, 2008.
- "Western Greece, Peloponnese, and Ionian Islands Hospitals and Health Centers Information Systems Security and Patients' Privacy", DIADIKASIA SA - REMACO SA, 2007.
- "COSMOLINE Computer and Network Systems Security", DEMCO SA, 2007.
- "General Secretariat for Social Security Financial Transactions Security and Protection", Ministry of Welfare and Social Security SA, 2007.
- "Smart Cards Utilization by the National Social Security Information Systems", Ministry of the Interior, 2006.
- "Sismanogleio General Hospital Patients Data Protection", Sismanogleio General Hospital, 2006.
- "Laiko General Hospital Information Systems Security", Laiko General Hospital, 2006.
- "Attica Prefecture Computer and Network Security", DIADIKASIA SA, 2006.
- "HellasSAT Satellite Information and Communication Systems Security", HellasSAT SA, 2006.

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(Computer and Information Security Group)
www.db-net.aueb.gr
(Data and Web Mining Group)
<http://wim.aueb.gr>
(Web Information Management Group)

- "Greek National Registry Office Information Systems Security", REMACO SA, 2005.
- "National Authority for Civil Servants Procurement Information Systems Security", REMACO SA, 2005.
- "Athens Metro Installations, Transportation Means and Passengers Security and Protection", Athens Metro SA, 2004.
- "Athens Metro Critical Infrastructures Protection", Athens Metro SA, 2004.
- "INFOQUEST IT Security Plan Development", INFOQUEST SA, 2004.
- "International Airport of Athens Infrastructures Protection through Biometrics", Athens International Airport SA, 2004.
- "Nikea General Hospital Information Systems Security", Nikea General Hospital, 2004.
- "Attica Mental Hospital Information Systems Security", Attica Mental Hospital, 2004.
- "Archaeological Funds Organization Information Systems Development Management", Ministry of Culture, 2003.
- "Integrating Security and Privacy in Information Systems Development Plan", Information Society SA, 2003.
- "Hellenic Petroleum Organization Information Systems Security and Business Continuity Plan", EKO SA, 2003.
- "Athens Railway Information Systems and Infrastructures Security and Protection", TRAM SA, 2002.
- "Ministry of National Economy Information Systems Security", Ministry of National Economy, 2002.

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.

- Doulkeridis Christos, "Mobile Computing", Thesis Supervisor: Assoc. Prof. Michalis Vazirgiannis, 2007.
- Tsoumas Vassilis, "Information Systems Security Management using Ontologies", Thesis Supervisor: Assoc. Prof. Dimitris Gritzalis, 2007.
- Andrikopoulos Andreas, "Brownian Motion Models in Financial Analysis: Applications to the Evaluation of Stock Market Values and Intellectual Capital", Thesis Supervisor: Prof. Evangelos Magirou, 2006.
- Irinaki Magdalini, "Novel Approaches to Personalization in the Web", Thesis Supervisor: Assoc. Prof. Michalis Vazirgiannis, 2006.
- Moulinos Costas, "Technological Infrastructure for the Protection of Personal Data in the Internet", Thesis Supervisor: Assoc. Prof. Dimitris Gritzalis, 2004.
- Diamantis Yannis, "FDB: Data Model for evolving Data Base Environments", Thesis Supervisor: Prof. Emmanuel Yannakoudakis, 2003.
- Halkidi Maria, "Quality and Uncertainty Management in a Knowledge Mining Environment", Thesis Supervisor: Prof. Emmanuel Yannakoudakis, 2003.
- Varlamis Iraklis, "Semantic Characterization, Organization and Management of Content in the Web using Ontologies and with Emphasis on the Role of Hyperlinks", Thesis Supervisor: Assoc. Prof. Michalis Vazirgiannis, 2003.
- Kapetis Chrysostomos, "A New Framework for Dynamically evolving Data Base Environments", Thesis Supervisor: Prof. Emmanuel Yannakoudakis, 2001.

Organization of Conference

- "18th IFIP International Information Security Conference (SEC-2003)", May 2003.



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 Gesellschaft, ELEVEN, IPTEGO, SAP

Italy

Universita di Trento, Consiglio Nazionale 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

1. Theoharidou M., Gritzalis D. (2007), "A Common Body of Knowledge for Information Security", IEEE Security & Privacy, Vol 5, No 2, pp. 64-67.
2. Theodorakis M., Analyti A., Spyrtos N., Constantopoulos P. (2007), "Contextualization as an Independent Abstraction Mechanism for Conceptual Modeling", Information Systems, 32(1), pp. 24-60.
3. Tzitzikas Y., Analyti A., Spyrtos N., Constantopoulos P. (2007), "An Algebra for Specifying Valid Compound Terms in Faceted Taxonomies", Data and Knowledge Engineering (DKE), 62(1), pp. 1-40.
4. Doulkeridis C., Zafeiris V., Noervag K., Vazirgiannis M., Giakoumakis E.A. (2007), "Context-Based Caching and Routing for P2P Web Service Discovery", Distributed and Parallel Databases, Vol 21, No 1, pp. 59-84.
5. Papakonstantinou Y., Petropoulos M., Vassalos V. (2005), "Graphical User Interfaces for Semistructured Data: The QURSED System", ACM Transactions for Internet Technology (TOIT), Vol 5, Issue 2, pp. 390-438.
6. Tzitzikas Y., Spyrtos N., Constantopoulos P. (2005), "Mediators over Taxonomy-Based Information Sources", VLDB Journal, 14(1), pp. 112-136.
7. Zafeiris V.E., Giakoumakis E.A. (2005), "An Agent-Based

Architecture for Handover Initiation and Decision in 4G Networks", 6th IEEE International Symposium on a World of Wireless Mobile and Multimedia Networks (WoWMoM'05), pp. 72-77.

8. Lekkas D., Gritzalis D. (2004), "Cumulative Notarization for Long-Term Preservation of Digital Signatures", *Computers & Security*, Vol 23, No 5, pp. 413-424.

9. Varlamis I., Vazirgiannis M., Halkidi M., Nguyen B. (2004), "THESUS: Effective Thematic Selection and Organization of Web Document Collections Based on Link Semantics", *IEEE Transactions on Knowledge and Data Engineering Journal*, Vol 16, No 6, pp. 585-600.

10. Papakonstantinou Y., Vassalos V. et al. (2003), "XML Queries and Algebra in the Enosys Integration Platform", *Data and Knowledge Engineering*, Vol 44, Issue 3, pp. 299-322.

11. Gritzalis D. (Ed.) (2003), "Secure Electronic Voting, *Advances in Information Security Series*", Springer (Kluwer Academic Publishers), USA, pp. xiv+223.

12. Gritzalis S., Katsikas S., Gritzalis D., "Computer Network Security", 954 pages, Papatotiriou, Athens (3rd ed. 2007, in Greek).

13. Petropoulos M., Papakonstantinou Y., Vassalos V. (2002), "Building XML Query Forms and Reports with XQForms (XQForms)", *Computer Networks*, Vol 39, Issue 5 (special issue on XML).

Conference Presentations and Proceedings Publications

1. Mallios J., Dritsas S., Tsoumas B., Gritzalis D., "Attack Modeling of SIP-Oriented SPIT", Proc. of the 2nd IEEE/IFIP International Workshop on Critical Information Infrastructures Security (CRITIS '07), October 2007, Spain.

2. Vlachou A., Doukeridis C., Kotidis Y., Vazirgiannis M., "Peer-to-Peer Similarity Search in Metric Spaces", Proc. of the VLDB 2007 Conference, September 2007, Wien.

3. Marias J., Dritsas S., Theoharidou M., Mallios J., Gritzalis D., "SIP Vulnerabilities and Antispit Mechanisms Assessment", Proc. of the 16th IEEE International Conference on Computer Communications and Networks (IC3N '07), August 2007, pp. 597-604, IEEE Press, USA.

4. Vassilakis D., Vassalos V., "Modeling Real P2P Networks: The Effect of Altruism", Proc. of the 7th IEEE International Conference on Peer to Peer Computing (P2P 2007), August 2007, Galway, Ireland.

5. Dritsas S., Mallios J., Theoharidou M., Marias G., Gritzalis D., "Threat Analysis of the Session Initiation Protocol, Regarding Spam", Proc. of the 3rd IEEE International Workshop on Information Assurance, April 2007, IEEE Press, New Orleans.

6. Vlachou A., Doukeridis C., Kotidis Y., Vazirgiannis M., "SKYPEER: Efficient Subspace Skyline Computation over Distributed Data", Proc. of the 23rd IEEE International Conference on Data Engineering (ICDE), April 2007, Istanbul, Turkey.

7. Georgiadis H., Vassalos V., "XPath on Steroids: Exploiting Relational Engines for XPath Performance", Proc. of 36th SIGMOD Conference, 2007, Beijing, China.

8. Mavroeidis D., Vazirgiannis M., "Stability Based Sparse LSI/PCA: Incorporating Feature", Proc. of the ECML/PKDD 2007 Conference, Warsaw, Poland.

9. Tsatsaronis G., Vazirgiannis M., Andoutsopoulos I., "Word Sense Disambiguation with Spreading Activation Networks Generated from Thesauri", Proc. of IJCAI 2007, Hyderabad, India.

10. Constantopoulos P., Dritsou V., "Towards an Integrated View of Digital Preservation Metadata and Cultural Documentation", DELOS Conference 2007, Pisa.

11. Lin V., Vassalos V., Malakasiotis P., "MiniCount: Efficient Rewriting of COUNT-Queries Using Views", Proc. of the 22nd International Conference on Data Engineering (ICDE'06), April 2006, Atlanta, GA.

12. Georgiadis H., Vassalos V., "Improving the Efficiency of XPath Execution on Relational Systems", Proc. of the 10th International Conference on Extending Database Technology (EDBT 2006), March 2006, Munich, Germany.

13. Magdalinos P., Doukeridis C., Vazirgiannis M., "K-Landmarks: Distributed Dimensionality Reduction for clustering Quality Maintenance", Proc. of the ECML-PKDD 2006 Conference, Berlin.

14. Gardikiotis S.K., Malevris N., "Program Analysis and Testing of Database Applications", icis-comsar, pp. 368-373, 5th IEEE/ACIS International Conference on Computer and Information Science and 1st IEEE/ACIS International Workshop on Component-Based Software Engineering, Software Architecture and Reuse (ICIS-COMSAR'06), 2006.

15. Gardikiotis S.K., Malevris N., "DaSIAn: A Tool for Estimating the Impact of Database Schema Modifications on Web Applications", aiccsa, pp. 188-195, IEEE International Conference on Computer Systems and Applications, 2006.

16. Mavroeidis D., Tsatsaronis G., Vazirgiannis M., Theobald M., Weikum G., "Word Sense Disambiguation for Exploiting Hierarchical Thesauri in Text Classification", to appear in the Proc. of the ECML/PKDD 2005 Conference, Portugal.

17. Katsaros K., Niarhos Y., Vassalos V., "DAIMON: Data Integration for a Mobile Network", Proc. of the 4th International ACM Workshop on Data Engineering for Wireless and Mobile Access (MobiDE '05), June 2005, Baltimore, MD.

18. Eirinaki M., Vazirgiannis M., Varlamis I., "SEWeP: Using Site Semantics and a Taxonomy to Enhance the Web Personalization Process", Proc. of 9th ACM SIGKDD Conference, August 2003, Washington DC.

19. Tzitzikas Y., Analyti A., Spyrtos N., Constantopoulos P., "An Algebra for Specifying Compound Terms in Faceted Taxonomies", Proc. of 13th European-Japanese Conference on Information Modelling and Knowledge Bases, EJC2003, June 2003, Kitakyushu, Japan.

20. Papakonstantinou Y., Petropoulos M., Vassalos V., "QURSED: QUerying and Reporting for SEMistructured Data", Proc. of 31st SIGMOD Conference, June 2002, Madison, Wisconsin.

21. Amanatidis C., Halkidi M., Vazirgiannis M., "UMiner: A Data Mining System Handling Uncertainty and Quality", EDBT 2002, pp. 762-765.

7.6. Computer and Communication Systems Laboratory - CCSLab

Director

Theodore Apostolopoulos, Professor

Doctoral Candidates

Athanasios Androutsos
Haris Georgiadis
Anna Kefala
Konstantinos Koumantaros
George Oikonomou
George Parissis

Special and Laboratorial Teaching Staff

Dr Anastasia Kastania

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

- "The Development of a Software Platform for a Mobile Devices' Environment", GSRT (PENED), 2006 - 2009.
- "PREVENTIVE: An Intelligent Wearable Platform for Illness Prevention Related to Ambient and Athletic Conditions at Outdoor Environments", European Commission, IST, 2002 - 2007.
- "INFACE: Advanced Visual INTERfaces for Timely Retrieval of Vital Patient Related MEDical Information", European Commission, IST, 2002 - 2007.
- "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.
- "Intra-University Teleteaching Network", Greek Information Society, 2000 - 2002.
- "AMFITRYON: Interactive Television Programs over Computer Networks", GSRT (EPET-II), 1999 - 2001.
- "ATM-NET: Internetworking and Advanced Services over the Public ATM Network", GSRT (EPET-II), 1999 - 2001.

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

1. Apostolopoulos T., Courcoubetis K., Psiakki X., Cohen S., Psiakki X. (2000), "Multiple Incentive Internet Pricing for NRNs: A Case Study", *Telecommunications Policy*, 24, 6, July/August, pp. 591-611.
2. Apostolopoulos T., Cohen S., Courcoubetis K., Psiakki X., (2000), "Usage-Based Charging for Internet Usage: A Case Study", *Advances in Informatics*, in D.I. Floropoulos and S.P. Nikolopoulos (Eds), World Scientific, 2000, pp. 52-71.
3. Apostolopoulos T., Daskalou V., Androutsos A. (2000), "Managing the Network State Evolution over Time Using CORBA Environment", *IEEE Journal of Selected Areas in Communications*, 18, 5, pp. 654-663.
4. Apostolopoulos T. (2000), "A Time Dependent Network Fault Management Model in TCP/IP Environment", *International Journal of Computer Science and Engineering*, 15.

Conference and Workshop Presentations and Proceedings Publications

1. Oikonomou G., Apostolopoulos T., "Web-based Management of Content Delivery Networks", in Proc. of 19th IFIP/IEEE International Workshop on Distributed Systems: Operations and Management (DSOM). Managing Large Scale Service Deployment (MANWEEK 08), September 2008, Samos, Greece.
2. Oikonomou G., Apostolopoulos T., "Using a Web-based Framework to Manage Grid Deployments", in Proc. of The 2008 International Conference on Grid Computing and Applications (held as part of WORLDCOMP 08), July 2008, Las Vegas.
3. Oikonomou G., Apostolopoulos T., "WebDMF: A Web-based Management Framework for Distributed Services", in Proc. of The 2008 International Conference of Parallel and Distributed Computing (held as part of WCE 08), July 2008, London, UK.
4. Oikonomou G., Apostolopoulos T., "A Framework for the Management of Distributed Systems Based on SNMP", in Proc. of the 22nd International Symposium on Computer and Information Sciences (ISCIS 08), November 2007, Ankara, Turkey.
5. Kefala A., Apostolopoulos T., "A UML Definition of a Management Framework for E-Learning Session-Centric Services", 3rd International Conference on Web Information Systems and Technologies (WEBIST 2007), March 3-6, 2007, Barcelona, Spain.
6. Kousaridas A., Parissis G., Apostolopoulos T., "Mobile Financial Services: A Scenario-Driven Requirements Analysis", WEBIST, March 2007, Barcelona, Spain.
7. Kefala A., Apostolopoulos T., "E-Learning Service Management and Brokerage Framework: Architecture and Functional Services", in Proc. of the 6th Conference on IASTED International Conference Web-Based Education, pp. 493 - 498, 2007, France.
8. Kefala A., Apostolopoulos T., "Content and E-Learning Provision Services Management Framework: Architecture and Session Profile", International Joint Conferences on Computer, Information, and Systems Sciences, and Engineering (CIS2E '06), International

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Website: www.ccslab.aueb.gr

Conference on Engineering Education, Instructional Technology, Assessment, and E-Learning (EIAE 06), December 4-14, 2006.

9. Androutsos A.A., Apostolopoulos T.K., "A Demand-Based Approach to Optimal Resource Allocation for Network Services with Quality of Service (QoS) Requirements", 1st IEEE International Workshop on Bandwidth on Demand (BOD 2006), IEEE GLOBECOM, pp. 49-56, November 2006, San Francisco, USA.

10. Oikonomou G., Karakoidas V., Gousios G., Apostolopoulos T., "PEGASUS: Competitive Load Balancing Using Inetd", in Proc. of the 5th System Administration and Network Engineering Conference, SANE 2006, May 15-19, 2006, Delft, The Netherlands.

11. Apostolopoulos T., Kapetanakis H., Oikonomou G., "An Architecture for the Management of Smart Cards by Mobile Devices Using Java Technologies", in Proc. of the 7th International IEEE Conference on E-Commerce Technology, July 19-22, 2005.

12. Apostolopoulos T., Oikonomou G., "OverTester: A Peer-to-Peer, Modular Toolkit for Network Performance Evaluation", in Proc. of the Fourth International Symposium on Communication Systems, Networks and Digital Signal Processing, CSNDSP 2004, July 20-22, 2004, Newcastle, UK.

13. Apostolopoulos T., Oikonomou G., "A Scalable, Extensible Framework for Grid Management", in Proc. of the IASTED International Conference on Parallel and Distributed Computing and Networks, PDCN 2004, February 17-19, 2004, Innsbruck, Austria.

14. Apostolopoulos T., Kefala A., "An XML-Based E-Learning Service Management Framework", in Proc. of the IEEE International Conference on Advanced Learning Technologies (ICALT'04), 2004, Finland.

15. Apostolopoulos T., Kakouros G., Psiakki X., "Public Policy and the Telecommunications Evolution: The Case of Greece", in Proc. of the 14th ITS European Regional Conference, August 24-26, 2003, Helsinki, Finland.

16. Apostolopoulos T., Kefala A., "An E-learning Service Management Architecture", in Proc. of the 3rd IEEE International Conference on Advanced Learning Technologies, July 9-11, 2003, Athens, Greece.

17. Apostolopoulos T., Kefala A., "A Configurable Middleware Architecture for Deploying E-Learning Services over Diverse Communication Networks", in Proc. of the IASTED International Conference on Computers and Advanced Technology in Education (including the IASTED International Symposium on Web-Based Education), June 30 - July 2, 2003, Rhodes, Greece.

8.

Department of Statistics

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.

The faculty members of the Department of Statistics focus both on theoretical and applied research and their work is published in well respected international journals such as: Annals of Probability, Annals of Statistics, ASTIN Bulletin, Biometrics, Biometrika, Econometrics Journal, International Journal of Theoretical and Applied Finance, Journal of the American Statistical Association, Journal of Applied Probability, Journal of Business and Economics Statistics, Journal of Financial Economics, Journal of Mathematical Economics, Journal of the Royal Statistical Society Series A, B, C and D, Multivariate Behavioral Research, Psychometrika, Scandinavian Actuarial Journal, Statistics and Computing, Stochastic Analysis and Applications, Stochastic Processes and their Applications, Technometrics and others.

The faculty members are currently participating (or have been appointed within the past few years) in the editorial boards of international scientific journals such as: Journal of the Royal Statistical Society, series C, Statistical Modeling, Statistics and Computing, Quality Technology and Quantitative Management, Applied Stochastic Models in Business and Industry, Computational Statistics and Data Analysis, Structural Equation Modeling, Methodology: European Journal of Research Methods for the Behavioral and Social

Sciences, Communications in Statistics, Environmetrics etc. Additionally, they have been acting as reviewers for Mathematical Reviews (American Mathematical Society), for Zentralblatt fur Mathematik (European Mathematical Society) and other international journals of Statistics.

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.
- 3rd Summer School on Stochastic Finance at Chios Island, 17 - 22/7/2007.
- 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:

- Pantelous A., "Stochastic Linear Quadratic Control Problems with Applications to Insurance", Thesis Supervisor: Prof. Nikolaos E. Frangos, 2008.
- Kalogeropoulos K., "Bayesian Inference for Multidimensional Diffusion Processes", Thesis Supervisor: Prof. Petros Dellaportas, 2007. This thesis was awarded the Savage Award, 2008.



Contact Details

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www.ared.gr

Indicative Publications

1. Degiannakis S., Xekalaki E. (2008), "SPEC Model Selection Algorithm for ARCH Models: An Options Pricing Evaluation Framework", *Applied Financial Economics Letters*, 4(6), pp. 419-423.
2. Kiani M., Panaretos J., Psarakis S. (2008), "A New Procedure for Monitoring the Range and Standard Deviation of a Quality Characteristic", *Quality and Quantity* (on line publication).
3. Yannacopoulos A.N. (2008), "Rational Expectations Models, an Approach using Forward Backward Stochastic Differential Equations", *Journal of Mathematical Economics*, 44, pp.251-276.
4. Tsirimpas P., Tatarakis A., Minis I., Kyriakidis E. (2008), "Single Vehicle Routing with a Predefined Customer Sequence and Multiple Depot Returns", *European Journal of Operational Research* 187, 2, pp. 483-495.
5. Fouskakis D., Ntzoufras I., Draper D. (2008), "Population Based Reversible Jump MCMC for Bayesian Variable Selection and Evaluation Under Cost Limit Restrictions", *Journal of the Royal Statistical Society B*, 60, pp. 627-641.
6. Baxter M.J., Beardah C.C., Papageorgiou I., Cau M.A, Day P.M., Kilikoglou V. (2008), "On Statistical Approaches to the Study of Ceramic Artefacts Using Geochemical and Petrographic Data", *Archaeometry*, 50, 1, pp. 142-157.
7. Vezzoli R., De Michele C., Pavlopoulos H., Scholes R.J. (2008), "Dryland Ecosystems: The Coupled Stochastic Dynamics of Soil Water and Vegetation and the Role of Rainfall Seasonality", *Physical Review E*, 77(5), 051908, doi: 10.1103/PhysRevE.77.051908.
8. Meligkotsidou L., Vrontos I.D. (2008), "Detecting Structural Breaks and Identifying Risk Factors in Hedge Fund Returns: A Bayesian Approach", *Journal of Banking and Finance*, 32, 11, pp. 2471-2481.
9. Degiannakis S., Livada A., Panas E. (2008), "Rolling-sampled Parameters of ARCH and Levy-stable Models", *Applied Economics*, 40, 23, pp. 3051-3067.
10. Dellaportas P., Denison D.G.T., Holmes C. (2007), "Flexible Threshold Models for Modelling Interest Rate Volatility", *Econometric Reviews*, 26, pp. 419-437.
11. Frangos N.E., Vrontos S.D., Yannacopoulos A.N. (2007), "Reinsurance Control in a Model with Liabilities of the Fractional Brownian Motion Type", *Applied Stochastic Models in Business and Industry*, 23, 5, pp. 403-428.
12. Angelis V.A, Dimaki C., Psarakis S., Virras I. (2007), "Measuring the Effect of Financial Incentives of a Region's Development. A Statistical Process Control Approach", *Journal of Applied Systemic Studies* (to appear).
13. Tsonaka R., Moustaki I. (2007), "Parameter Constraints in Generalized Linear Latent Variable Models", *Computational Statistics and Data Analysis*, 51, pp. 4164-4177.
14. Brijs T., Karlis D., Vad den Bosche P., Wets G. (2007), "Bayesian Ranking of Accident Sites", *Journal of the Royal Statistical Society, Series A*, 170, pp. 1001-1017.
15. Merkouris R.T. (2007), "Transform Martingale Estimating Functions", *Annals of Statistics*, 35, 5, pp. 1975-2000.
16. Gauthier G., Besbeas P., Lebreton J.-D., Morgan B.J.T. (2007), "Population Growth in Greater Snow Geese: A Modeling Approach Integrating Demographic and Population Survey Information", *Ecology*, 88, 6, pp. 1420-1429.
17. Moguerza J. M., Munoz A., Psarakis S. (2007), "Monitoring Nonlinear Profiles using Support Vector Machines", *Lecture Notes in Computer Science*, Vol 4756, pp. 574-583.
18. Buddharaju P., Pavlidis I., Tsiamyrtzis P., Bazakos M. (2007), "Physiology-based Face Recognition in the Thermal Infrared Spectrum", *IEEE Transactions on Pattern Analysis and Machine Intelligence*, 29, 4, pp. 613-626.
19. Symeonidis S., Kandilorou H., Tzavalis E. (2007), "Cornish-Fisher Size Corrected t and F Statistics for the Linear Regression Model with Heteroscedastic Errors", *The Refinement of Econometric Estimation and Test Procedures, Finite Sample and Asymptotic Analysis*, G.D.A. Phillips and E.Tzavalis (Eds), Cambridge University Press, pp. 173-204.
20. Pinotsi D., Zazanis M.A. (2005), "Synchronized Queues with Deterministic Arrivals", *Operations Research Letters*, 33, 6, pp. 560-566.
21. Ioannidis E. (2005), "Residual-based Block-bootstrap Unit Root Testing in the Presence of Trend Breaks", *Econometrics Journal*, 8, 3, pp. 323-351.
22. Kostaki A., Peristera V. (2005), "An Evaluation of the Performance of Kernel Estimators for Graduating Mortality Data", *Journal of Population Research*, Vol 22, 2, pp. 185-197.

8.3. The Laboratory of Statistical Methodology and Data Analysis

Director

Eirini Moustaki, Associate Professor

Participating AUEB Faculty

All the faculty members of the Department of Statistics participate in the activities of the laboratory

Research Fellows

Nicolaos Moraitis
Evgenia Tzombanaki

Doctoral Candidates

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

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:

- ENBIS8, 8th Annual Meeting of the European Network for Business and Industrial Statistics, Athens, 2008.
- 17th Greek Statistical Conference, Lefkada, 2004.

Support of Doctoral Studies

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

- Peristera P., "Statistical Methodology for Estimating Patterns of Demographic Phenomena", Thesis Supervisor: Assist. Prof. Anastasia Kostaki, 2008.
- Nikolouloupoulos A., "Applications of Copula Functions in Statistics", Thesis Supervisor: Assist. Prof. Dimitrios Karlis, 2007.

Indicative Publications

1. Xekalaki E., Zografi M. (2008), "The Generalized Waring Process and its Application", Communications in Statistics A - Theory and Methods, 37(12), forthcoming.
2. Kiani M., Panaretos J., Psarakis S. (2008), "A New Procedure to Monitor the Mean of a Quality Characteristic", (to appear in) Communications in Statistics B - Simulation and Computation).
3. Kyriakidis E., Dimitrakos T.D. (2008), "A Semi-Markov Decision Algorithm for the Maintenance of a Production System with Buffer Capacity and Continuous Repair Times", International Journal of Production Economics, 111, 2, pp. 752-762.
4. Rizopoulos D., Moustaki I. (2008), "Generalized Latent Variable Models with Non-linear Effects", British Journal of Mathematical and Statistical Psychology, 61, 2, pp. 415-438.
5. Nikolouloupoulos A.K., Karlis D. (2008), "Multivariate Logit Copula Model with an Application to Dental Data", (to appear in) Statistics in Medicine, 27, 30, pp. 6393-6406.
6. Besbeas P., Morgan B.J.T. (2008), "Improved Estimation for the Stable Laws", Statistics and Computing, Vol 18, 2, pp. 219-231.
7. Fouskakis D., Ntzoufras I., Draper D. (2008), "Bayesian Variable Selection Using Cost-adjusted BIC, with Application to Cost-effective Measurement of Quality of Health Care", (to appear in) Annals of Applied Statistics.



8. Kravvaritis D., Papanicolaou V., Yannacopoulos A.N. (2008), "Similarity Solutions for a Replicator Dynamics Equation", *Indiana University Mathematics Journal*, 57, pp. 1929-1946.

9. Pavlopoulos H., Karlis D. (2008), "INAR(1) Modelling of Overdispersed Count Series with an Environmental Application", *Environmetrics*, 19, 4, pp. 369-393.

10. Giannikis D., Vrontos I.D., Dellaportas P. (2008), "Modelling Nonlinearities and Heavy Tails via Threshold Normal Mixture GARCH Models", *Computational Statistics and Data Analysis*, 52, 3, pp. 1549-1571.

11. Zimbidis A. (2008) "Premium and Reinsurance Control of an Ordinary Insurance System with Liabilities Driven by a Fractional Brownian Motion", *Scandinavian Actuarial Journal*, Vol 2008, 1, pp. 16-33.

12. Tarantola C., Consonni G., Delaportas P. (2007), "Bayesian Clustering for Row Effects Models", *Journal of Statistical Planning and Inference*, 138, 7, pp. 2223-2235.

13. Seremidi K., Koletsis-Kounari H., Kandilorou H. "Self-reported and Clinically-diagnosed Dental Needs: Determining the Factors that Affect Subjective Assessment of Dental Problems", *Oral Health and Preventive Dentistry* (forthcoming).

14. Zazanis M.A. (2007), "Asymptotic Variance of Passage Time Estimators in Markov Chains", *Probability in Engineering and Informational Sciences*, 21, pp. 217-234.

15. Panas E. (2007), "Indexes of Lexical Richness Can Be Estimated Consistently with Knowledge of Elasticities: Some Theoretical and Empirical Results", in "Exact Methods in the Study of Language and Text", Grzybek P. and Kohler R. (Eds) Mouton de Gruyter, Berlin-New York, pp. 521-532.

16. Zimbidis A.A, Frangos N.E., Pantelous A.A. (2007), "Modelling Earthquake Risk Via Extreme Value Theory and Pricing the Respective Catastrophe Bonds", *Astin Bulletin*, 37, 1, pp. 163-183.

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17. Papageorgiou I., Liritzis I. (2007), "Multivariate Mixture of Normals with Unknown Number of Components. An Application to Cluster Neolithic Ceramics from Aegean and Asia Minor", *Archaeometry*, 49, 4, pp. 795-813.

18. Ioannidis E. (2007), "Spectra of Bivariate VAR(p) Models", *Journal of Statistical Planning and Inference*, Vol 137, 2, pp. 554-566.

19. Psarakis S., Papaleonida G. (2007), "SPC Procedures for Monitoring Autocorrelated Processes", *Quality Technology and Quantitative Management*, 4, 4, pp. 501-540.

20. Peristera P., Kostaki A. (2006), "Modeling Fertility in Modern Populations", *Demographic Research*, Vol 16, 6, pp. 141-194.

21. Tsiamyrtzis P., Hawkins D.M. (2005), "A Bayesian Scheme to Detect Changes in the Mean of a Short Run Process", *Technometrics*, 47, 4, pp. 446-456.

22. Dimaki C., Kaminioti O., Kostaki A., Psarakis S., Tsourti, Z. (2005), "Educational and Occupational Preferences of Senior High School Students in Urban Areas. In and Out of School Influence Factors", *Education + Training*, Vol 47(6), pp. 432-446.

23. Merkouris R.T. (2004), "Combining Independent Regression Estimators from Multiple Surveys", *Journal of the American Statistical Association*, 99, 468, pp. 1131-1139.



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

Journal	IF 07	Cited Half-Life	Journal	IF 07	Cited Half-Life
Academy of Management Perspectives †	0.594		Expert Systems with Applications	1.177	4
Accounting Review †	1.733	>10	Financial Analysts J	0.720	9.4
Accounting, Organizations and Society †	1.032	>10	Food Policy	1.056	6.3
ACM Computing Surveys	5.250	8.2	Geometric and Functional Analysis	1.026	7.8
ACM Trans on Database Systems	2.078	9.8	Health Economics	1.648	5.8
Acta Informatica	0.800	>10	Health Policy	1.141	6.5
Acta Psychologica	1.783	>10	Human Relations	1.103	>10
Advances in Applied Probability	0.991	>10	IBM J of Research & Development	2.906	>10
Agricultural Economics	0.603	6.5	IEEE Computer Graphics & Applications	1.398	9.3
Algorithmica	0.756	9.6	IEEE Intelligent Systems	1.438	6
American Economic Review † ✱	2.239	>10	IEEE J on Selected Areas in Communications	1.799	7.4
American J of Agricultural Economics	1.034	>10	IEEE Software	1.462	7.4
American Mathematical Monthly	0.212	>10	IEEE Spectrum	0.933	7.8
Annals of Applied Probability	1.006	8.2	IEEE Trans on Automatic Control	2.824	>10
Annals of Operations Research	0.544	9.2	IEEE Trans on Communications	1.302	9.4
Annals of Probability	1.270	>10	IEEE Trans on Comp-Aided Design of Integr Circuits & Systems	0.776	8.1
Annals of Regional Science	0.500	6.7	IEEE Trans on Engineering Management	0.962	7.7
Annals of Statistics	1.944	>10	IEEE Trans on Information Theory	2.315	9.1
Annals of the Institute of Statistical Mathematics	0.380	>10	IEEE Trans on Intelligent Transportation Systems	1.689	3.8
Applied Mathematical Modelling	0.572	7.9	IEEE Trans on Knowledge & Data Engineering	1.896	4.8
Artificial Intelligence	3.008	>10	IEEE Trans on Pattern Analysis & Machine Intelligence	3.579	9.7
ASTIN Bulletin	0.176	>10	IEEE Trans on Software Engineering	2.105	>10
Biometrics	1.714	>10	IEEE Trans on Wireless Communications	1.234	3.3
Biometrika	1.156	>10	IEEE/ACM Trans on Networking	1.831	7.5
British J of Industrial Relations	1.295	6.6	IIE Transactions	0.797	>10
British J of Management	1.534	6.6	Industrial Marketing Management	0.911	6.4
British J of Psychology	1.538	>10	Information and Management	1.631	6
Business History	0.620	8.3	Information and Computation	0.983	>10
Business History Review	0.679	>10	Information and Software Technology	0.581	6.7
Cambridge J of Economics	0.700	8.2	Information Processing Letters	0.660	>10
Canadian J of Economics ✱	0.540	>10	Information Systems	1.681	6.4
Canadian J of Statistics	0.699	9.5	Interfaces	0.575	>10
Communications in Statistics (Theory & Methods)	0.240	>10	International Business Review	1.056	7.1
Communications of the ACM	1.593	>10	International Economic Review ✱	0.917	>10
Computational Statistics and Data Analysis	1.029	4.4	International J of Electronic Commerce	1.186	5.8
Computer J	0.880	>10	International J of Forecasting	1.409	8.7
Computer Networks	0.829	5.8	International J of Health Services	0.885	9.4
Computers and Operations Research	1.147	6.4	International J of Human Resource Management †	0.546	6.3
Computers and Security	0.737	5.1	International J of Medical Informatics	1.579	4.6
Contemporary Accounting Research	1.219	8.8	International J of Production Economics	0.995	6.2
Data & Knowledge Engineering	1.144	5.7	International J of Production Research	0.560	9
Decision Sciences	1.435	>10	International J of Research in Marketing	1.071	9.7
Decision Support Systems	1.119	6	International J of Service Industry Management	0.804	7.9
Discrete Applied Mathematics	0.625	8.7	International Small Business J	1.250	7.7
Discrete Mathematics	0.377	>10	International Statistical Review	0.306	>10
Econometric Theory	0.748	9.5	Internet Research	0.836	6.3
Econometrica † ✱	2.972	>10	J of Accounting and Economics †	3.034	9
Economic Inquiry ✱	0.535	>10	J of Advertising Research	0.395	>10
Economic J ✱	1.548	>10	J of Agricultural Economics	1.000	8.6
Economic Policy	1.281	7.6	J of Applied Econometrics	1.094	8.8
Economica ✱	0.500	>10	J of Applied Probability	0.529	>10
Energy Economics	1.575	7.8	J of Applied Psychology †	3.047	>10
Energy Policy	1.901	4	J of Banking & Finance	0.753	7.2
Environment & Development Economics	0.595	6.2	J of Business & Economic Statistics	1.129	>10
Environment Resource Economics	1.237	5.5	J of Business Ethics †	0.538	7.1
Environmetrics	0.788	6.4	J of Business Finance & Accounting	0.692	8.1
Ergonomics	1.484	>10	J of Business Research	0.878	7.4
European Economic Review ✱	0.994	9.3	J of Combinatorial Optimization	0.571	5.6
European Financial Management	0.717	4.9	J of Comparative Economics	0.691	6.3
European J of Information Systems	0.712	6.2	J of Computational & Applied Mathematics	0.943	6.2
European J of Operational Research	1.096	8.3	J of Computational & Graphical Statistics	1.316	9.6
European J of Political Research	1.679	7.4	J of Cross-Cultural Psychology	1.524	8.7
European Review of Agricultural Economics	1.271	6.8	J of Development Economics ✱	0.912	8.6

Journal	IF 07	Cited Half-Life
J of Development Studies	0.686	7.8
J of Econometrics *	1.990	>10
J of Economic Dynamics & Control	0.703	8.6
J of Economic History	1.015	>10
J of Economic Psychology	0.900	8.8
J of Economic Theory *	1.353	>10
J of Economics	0.377	>10
J of Environmental Economics & Management	1.438	>10
J of Environmental Management	1.446	5.6
J of Epidemiology & Community Health	2.956	6.3
J of European Social Policy	1.083	6.3
J of Evolutionary Economics	0.562	6.7
J of Financial & Quantitative Analysis †	1.342	>10
J of Financial Economics †	2.988	>10
J of Food Engineering	1.848	5
J of Forecasting	0.400	>10
J of Forest Economics	0.759	5.9
J of Functional Analysis	0.893	>10
J of Health Economics	1.521	7.1
J of Heuristics	0.644	6.7
J of Industrial Economics	0.860	>10
J of Information Technology	1.605	6.3
J of Intelligent Information Systems	0.796	6.6
J of International Business Studies †	2.283	>10
J of International Economics *	1.541	8.5
J of International Marketing	0.950	7.4
J of International Money & Finance	0.709	9
J of Management Studies	1.923	7.3
J of Marketing †	3.750	>10
J of Mathematical Economics *	0.351	>10
J of Monetary Economics *	1.478	>10
J of Money, Credit and Banking	0.947	>10
J of Occupational & Organizational Psychology	1.629	7.4
J of Optimization Theory & Applications	0.688	>10
J of Parallel & Distributed Computing	0.574	6.8
J of Political Economy † *	4.190	>10
J of Product Innovation Management	1.585	9.5
J of Public Economics *	1.403	9.7
J of Regional Science	0.785	>10
J of Retailing	2.054	>10
J of Small Business Management	0.703	9.7
J of Social Policy	1.177	6.4
J of Systems and Software	0.799	5.8
J of the Academy of Marketing Science	1.180	8.8
J of the ACM	3.136	>10
J of the American Statistical Association †	2.086	>10
J of the Operational Research Society	0.784	>10
J of the Royal Statistical Society Series A	1.654	>10
J of the Royal Statistical Society Series B	2.210	>10
J of the Royal Statistical Society Series C	1.362	>10
J of Transport Economics and Policy	0.780	>10
J of Vocational Behavior	2.148	8.8
Land Economics	1.042	>10
Long Range Planning	1.667	9.8
Management Science †	1.931	>10
Mathematical and Computer Modelling	0.527	7.1
Mathematical Programming	1.475	>10
Mathematics of Operations Research	0.875	>10
Mobile Networks and Applications	0.586	4.9
Multivariate Behavioral Research	1.619	>10
OMEGA-The Intern. J of Management Science	1.327	8.4
Operations Research †	1.467	>10
Operations Research Letters	0.517	>10
Organization Science †	3.130	9.2
Organization Studies	2.042	6.9
Oxford Bulletin of Economics and Statistics	0.732	>10
Oxford Economic Papers *	0.645	>10

Journal	IF 07	Cited Half-Life
Papers in Regional Science	0.576	8.9
Performance Evaluation	0.616	7
Personality and Individual Differences	1.400	7.6
Personnel Review	0.597	6.3
Proc. of the American Mathematical Society	0.520	>10
Psychological Reports	0.353	>10
Psychometrika	0.767	>10
Public Administration	0.920	7
Public Choice	0.527	>10
Quarterly J of Economics *	3.688	>10
Queueing Systems	0.851	9.8
R & D Management	0.597	7.6
RAND J of Economics † *	1.440	>10
Random Structures & Algorithms	1.043	8.5
Regional Science & Urban Economics	0.885	>10
Regional Studies	1.797	6
Research Policy	2.211	6.8
Resource and Energy Economics	1.050	7.5
Review of Accounting Studies	2.176	4.7
Review of Development Economics	0.550	4.3
Review of Economic Dynamics	0.972	6.1
Review of Economic Studies *	2.539	>10
Review of Economics and Statistics *	1.724	>10
Review of International Political Economy	1.000	5.6
Scandinavian J of Economics	0.676	9.5
SIAM J of Computing	1.310	>10
SIAM J on Discrete Mathematics	0.674	>10
Southern Economic J	0.463	>10
Statistics and Computing	1.136	7.7
Stochastic Processes & their Applications	0.978	>10
Strategic Management J †	2.829	>10
Technometrics	1.090	>10
Theoretical Computer Science	0.735	7.8
Trans of the American Mathematical Society	0.824	>10
Transportation	1.242	7.4
Transportation Research Part A	1.352	8.2
Transportation Research Part B	1.948	9.1
Transportation Research Part C	0.875	7.6
Transportation Research Part E	1.000	5.3
Transportation Science	1.427	>10
Urban Studies	1.274	6.8
User Modelling and User-Adapted Interaction	1.000	6.2
Very Large Databases J	3.818	5.8
Water Resources Research	2.154	>10
Wireless Communications & Mobile Computing	1.225	5.4

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 a two-year period 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).

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 this journal is.

† Financial Times List

The corresponding journal is included in the FT-40 list of top journals in the area of Business Administration.

* Diamond List of Journals in Economics

The corresponding journal is included in the Diamond list of the top Economics journals.

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