

FACULTY News...Paper

THE ALBA FACULTY NEWSLETTER



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Alba Dean's Office

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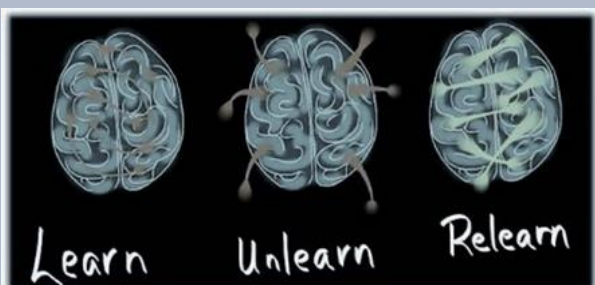
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The Art of..



Thematic e-mail briefings focusing on Alba's thought Faculty latest news, impact and more

Dean's Note

by **Kostas Axaroglou**, Dean,
Professor of International Business and Strategy

Alba's mission in serving the community is realized through new knowledge creation of relevance and impact. The newsletter in hand, the "Alba Faculty News...Paper" shares regularly Alba faculty's most recent knowledge creation and dissemination with our stakeholders and the community, in an easily accessible manner that helps us all to continuously learn; our faculty's academic distinctions and international recognition, their management insights stemming from their scientific research, the dissemination of their insights and expertise in the classroom, in the media and in their intercourse with the public, even their "business unusual", and yet with much ingenuity, points of view and perspectives.

All in all, and in paraphrasing Heinrich Schliemann's message to King George I, when he discovered the tombs that belonged to Agamemnon and Cassandra, "Since [at Alba] [we] work out of sheer love of science, [we] naturally make no claim of [knowledge] and enthusiastically make [it] over in [its] entirety to [the community]".

Happy reading!

TOP STORY

Dr. George Batsakis, Associate Professor of International Business

Is on the "BEST 40 UNDER 40 BUSINESS SCHOOL PROFESSORS" list by POETS & QUANTS!

George Batsakis, PhD, is an Associate Professor of International Business. He has previously held academic positions at Brunel University London and the University of Kent. His research focuses on internationalization processes and foreign market entry strategies of multinational enterprises and, in particular, how firms decide to enter foreign markets and how their decisions affect their performance.

Dr. Batsakis has published in top-tier international business and general management academic journals (ABS 4* and ABS 4 rated), such as the Journal of International Business Studies, Journal of World Business, Journal of Product Innovation Management, and British Journal of Management, among others. His teaching lies in the areas of international business, strategic management, and entrepreneurship.

He has acted as Track-Chair of leading academic conferences, and he is an active ad-hoc reviewer for several highly-rated academic journals in the area of international business and general management

Dr. Batsakis has established strong ties with the industry, where he regularly advises pre-seed stage startups on issues revolving around business model formulation, proof of concept, and demand validation.

He is frequently invited as a speaker in practitioners' executive seminars and as a mentor and judge in leading national and international startup competitions (e.g., Disrupt Greece, EGG by Eurobank, VISA Innovation Program).



A passionate academic

"I wouldn't describe myself as a gifted professor but as a passionate academic who is always eager to go the extra mile for his students."

"From the perspective of an Alba MBA alumnus, I nominate Professor Batsakis because his entrepreneurship course was one of the most influential courses in my academic and professional careers. The course has given me unique perspectives on the business world, showing me how it works, what laws govern it, and, most importantly, giving me the opportunity to influence and improve it. Professor Batsakis designed the entrepreneurship course with the idea that students will need to come up with a product or service idea and pitch it to real venture capitalists. To that end, each student team's goal is to create and present their entrepreneurial/business ideas to a board comprised of real-life venture capitalists and school faculty members, so that the business plans can be judged and scored from both business and academic perspectives." – Dimitris Bertos



Read more at t.ly/_1z9 and enjoy Dr. Batsakis P&Q questionnaire & profile here t.ly/guas

Poets&Quants' Best 40-Under-40 Business School Professors Of 2021

Extremely excited and proud to announce that our own **Dr. George Batsakis**, is on the on the "**Best 40 Under 40 Business School Professors**" list by Poets & Quants!

This list honors the best b-school professors under the age of 40 who have been nominated by students, alumni, faculty, and staff for being "**masters in the classrooms, influence business and policy, are prolific researchers, and have demonstrated meaningful impact on their fields**".

Before selecting this year's winners, the editorial team went through roughly 2,250 nominations for nearly 140 professors worldwide!

Even though professors of Greek origin have been featured before in this ranking, **it is the first time ever a Greek Business School is included!**

These young professors come from a variety of backgrounds and fields, including strategy, economics, behavioral science, marketing, and entrepreneurship.

Hailing from top universities around the world, including the US, the UK, Germany, Canada, France, Israel, Switzerland, China, Spain and more, these forty rising star professors thrive in research and have overcome the stigma of being a "green professor" in the classroom.

This is the 10th edition of this annual recognition and professors on the 2022 list come from 33 different schools from which 14 are schools outside the United State. Even though professors of Greek origin have been featured before in this ranking, it is the first time ever a Greek Business School is included!

Dr. Batsakis thoughts and reflections:

His vision of the business school of the future

"Would have much more action-based learning and experiential and experimental learning"

If I had my way, the business school of the future would have much more of action-based learning, experiential and experimental learning. It would be a school where students will be able to apply knowledge directly to the market and companies/organizations would-be allies and key stakeholders in their learning process. Luckily, I can claim that many of these are important ingredients of the learning process in the Entrepreneurship course that I teach.

"Every year I set a new goal and this is what keeps me motivated and energetic"

In my opinion, companies and organizations today need to do a better job at being more extroverted, caring and empathetic with the stakeholders.

I'm grateful for doing a job I really love and has a (hopefully positive) impact on many individuals and organizations. I am also grateful for being able to achieve the goals I set. Every year I set a new goal and this is what keeps me motivated and energetic.

Commenting on what makes him stand out as a professor; Dr. Batsakis mentioned, "*Looking into my teaching evaluations throughout all these years I think what makes me stand out as a professor is my relentless dedication to the students and the fact that I am always available to them for providing guidance and feedback. I wouldn't describe myself as a gifted professor but as a passionate academic who is always eager to go the extra mile for his students.*"

Reciprocal learning what he enjoys most about teaching business students "*Working with experienced professionals and executives gives us (academics) the privilege of sharing our knowledge with what one can call agents of change. At the same time we have the opportunity to learn directly from the source about new industry trends and changing dynamics*"

DISTINCTIONS & DISSEMINATION

Dr. Christos Koritos, Associate Professor of Marketing received the "Best in Track Award (Consumer (Mis) Behavior in Services)"

Dr. Christos Koritos, Associate Professor of Marketing and Director of the Alba MSc. in Marketing, has received the **"Best in Track Award (Consumer (Mis) Behavior in Services)"** in the 12th *SERVSIG Conference of the American Marketing Association*, that took place at the University of Strathclyde (Glasgow) in June 2022.

With their research project Dr. Koritos and his coauthors shed light on the effects of customer misbehavior on front-line employees' morale, well-being, and actions towards misbehaving customers. Moreover, they assess whether and how organizational rewards can mitigate the adverse effects of customers' misbehaviors towards front-line employees.

Dr. Kyriakos Kyriakopoulos talking about Alba's EMBA at ANT1 TV and on air of SKAI TV

Just before Easter break EMBA's academic director Professor Kyriakos Kyriakopoulos gave an interview at **ANT1 TV** and discussed how senior executives can grow their potential with our Executive MBA, a program tailored to their needs!



Among other things, **Prof. Kyriakopoulos** mentioned:

"EMBA is a journey of personal and professional development in an era of change of digital transformation that requires new professional activities, new culture, and new leadership skills senior executives can grow new business models, renew their companies, and innovate new products and services"

"Personalization and Networking is what makes EMBA different. There are no exams; senior executives have proved they have a great record of success in their lives. They learn alongside other successful executive and next to top Professors from top schools such as London business School, Harvard etc."



SKAI TV and Αταιρίαστοι having us on air!

EMBA's Academic Director, **Professor Kyriakos Kyriakopoulos** discussed -on air- at **SKAI TV** why senior executives should be interested in an executive MBA program and how this choice could help them boost their senior leadership potential in times of change!

See more at: <https://www.facebook.com/albaedu/videos/3161196377502215>

See more at: <https://www.facebook.com/ALBAedu/videos/775505076952101>



Dr. Harris Kyriakou, Associate Professor of Information Systems The ESSEC Foundation rewards the winners of the 2022 ESSEC Foundation Teaching Awards

THE ESSEC FOUNDATION REWARDS THE WINNERS OF THE 2022 ESSEC FOUNDATION TEACHING AWARDS

The ESSEC Foundation's 2022 ceremony was held on Wednesday, April 6 at the institute Catholique de Paris. On this occasion, several professors were honored, as well as foundation scholarship holders.

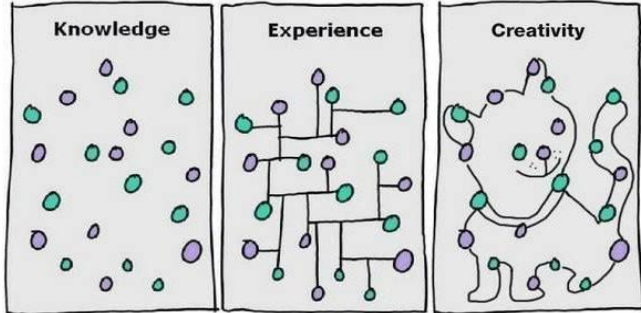
The Research Award is awarded to two laureates. One of them is Dr. Harris Kyriakou for the paper entitled "The Role of Artificial Intelligence and Data Network Effects for Creating User Value", published in *Academy of Management Review* (2021), co-authored with Robert Wayne Gregory, Ola Henfridsson and Evgeny Kaganer (see below the abstract of the paper)



MANAGEMENT INSIGHTS

Faculty Research and management insights

Turning Knowledge into Insight



Prof. Avramidis (along with his coauthors), in a forthcoming paper to be published in the *Journal of Financial Services Research* finds that during the consolidation in the banking industry (2010-2015), banking consolidation that does not have impact on the bank's relations with their clients do not have any impact in the probability of strategic default by bank clients.

Prof. Batsakis (along with his coauthors), in a forthcoming paper to be published in the *Journal of Product Innovation Management*, shed light on the recent trend of Multinational companies to develop certain of their affiliates as their innovation hubs. This becomes more prominent as the IP protection at the host country of the affiliate is not weaker than the one at the home country.

Prof. Mainemelis (along with his coauthors), in a forthcoming paper in the *Organization Science*, sheds light on the evolution of creative projects in an organization. He finds that that creative projects that evolve through informal channels of the organization allows the projects to bypass organizational barriers and secure strategic autonomy, while projects that go through the formal channels allows the projects to preserve their legitimacy and secure resources for their implementation.

Prof. Tzioumis in a paper published in the *Journal of Banking and Finance* sheds light on the default rate of home mortgages in the US. He finds that the default rate of home loans to purchase new homes is significantly higher than the default rate of similar loans to purchase already build homes.

Prof. Dionysiou in a book chapter published in the *Cambridge Handbook of Routine Dynamics*, studies how pragmatist thinking, what really exists is "in the making" and is emerging, improves our understanding of routines in companies, practices with internal dynamics that contribute to both stability and change in these organizations

Prof. Avramidis (along with his coauthors), in a forthcoming paper to be published in the *Journal of Money Credit and Banking* studies how regulation that promotes greater access to bank credit impacts the financing of small firms.

Stay tuned for more..

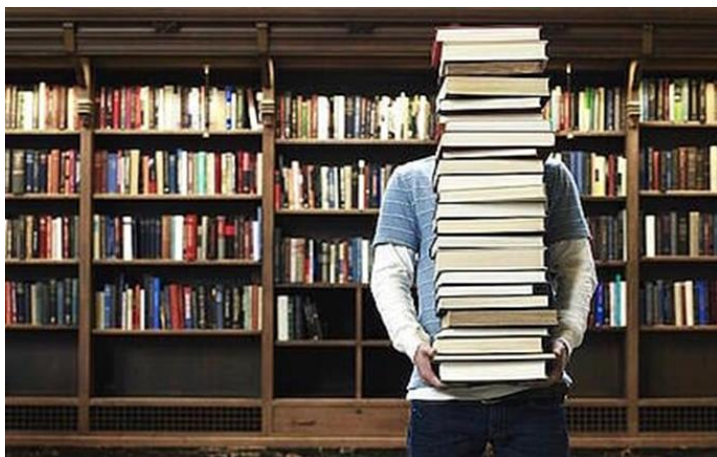
Prof. Batsakis (along with his coauthors), in a forthcoming paper to be published in the *International Business Review* studies the effect of home country characteristics on the internationalization of emerging market multinational enterprises (EMNEs).

Stay tuned for more..

BOOK CLUB

Summer Readings

"I guess there are never enough books."
John Steinbeck



Book is a gift you can open again and again

ReadingsReadingsReadings

Do you want to enjoy a great reading experience? Celebrate long summer days ahead with a touching memoir, a highly anticipated short-story collection, a study and more. If you see something you like, pre-order it now and thank yourself later

Our Professors' selections:

Dean Kostas Axarloglou:

- Συρίγος Άγγελος και Χατζηβασιλείου Ευάνθης, Μικρασιατική Καταστροφή, 50 Ερωτήματα και Απαντήσεις, Εκδόσεις Πατάκη, 2022.
- 10 Μεταρρυθμίσεις που Άλλαξαν την Ελλάδα, διαΝΕΟσις, 2021.
- Rebecca Henderson, Reimagining Capitalism in a World on Fire, PublicAffairs, 2020

Dr. George Batsakis:

- Open Strategy: Mastering Disruption from Outside the C-Suite By Christian Stadler, Julia Hautz, Kurt Matzler and Stephan Friedrich von den Eichen

Dr. Pavlos Vlachos:

- Chandler, D. (2020). Sustainable value creation. Routledge

Panos Avramidis:

- The Price of Peace, Money Democracy and the life of J M Keynes, by Z.D. Carter
- The economist's view of the world and the quest for well-being, by S.E. Rhoads

Dr. Babis Mainemelis:

- Γιάννης & Μενέλαος Κουρούδης, Εικόνες για την Όπερα. Εκδόσεις Πατάκη, 2021.
- Lyndsy Spence, Casta Diva: Μαρία Κάλλας: Η Κρυφή Ζωή της. Μετ. Χ. Φραγκιαδάκη. Εκδόσεις Παπαδόπουλος, 2021.
- Malcolm Gladwell, The Bomber Mafia: A Story Set in War. Allen Lane, 2021.
- Διονύσης Χαριτόπουλος, Οι Άτακτοι. Εκδόσεις Τόπος, 2022.

Dr. Nikos Mylonopoulos

- If Then: How one data company invented the future, by Jill Lepore
- Human Compatible: AI and the problem of control, by Stuart Russell
- No Rules Rules: Netflix and the culture of reinvention, by Reed Hastings and Erin Meyer
- Leadership: Six studies in world leadership, by Henry Kissinger
- Snow Crash, by Neal Stephenson

Dr. Harris Kyriakou:

- Prediction Machines: The Simple Economics of Artificial Intelligence Hardcover – April 17, 2018

Dr. Christos Koritos

- Troll Proof Branding in the Age of Doppelgangers by Gaurav Sood (SAGE, 2022)

FACULTY UNUSUAL

An Academic sharing non-academic reflections and perspectives:
Pavlos Vlachos on micro mobility commute



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"e-biking and cycling is greener even when compared to walking"



Micro-mobility mindset

As one would expect, according to the Athens Urban Age Task Force¹ **Athens (Attica)** and **micro-mobility** (i.e., mostly e-bikes, bikes, walking) are two words that do not get together.

This report is one more piece of (good) evidence that micro-mobility in Athens remains very low (at best...) something tangibly reflected to its inexistent cycling infrastructure which is only 2.6 km (for instance Paris has a 730 km of cycling infrastructure, only very recently expanded). Some related statistics offered in this report are also useful to keep in mind, as they point to issues conducive to the problem of NO micro-mobility in Athens/Attica: Athens has 16,615 people per square kilometer (3/5 times that of London/Berlin). These people own 13,275 cars (multiply this number with the 17

square meters that a car covers on average) and If buildings are accounted for, it seems that we, the modern Athenians, have decided to give cars **60%** of the free public space. Contrast this, again with Paris, the only more densely populated city in Europe than Athens (18,269 people per square kilometer), where cars cover 55% of free public space.²

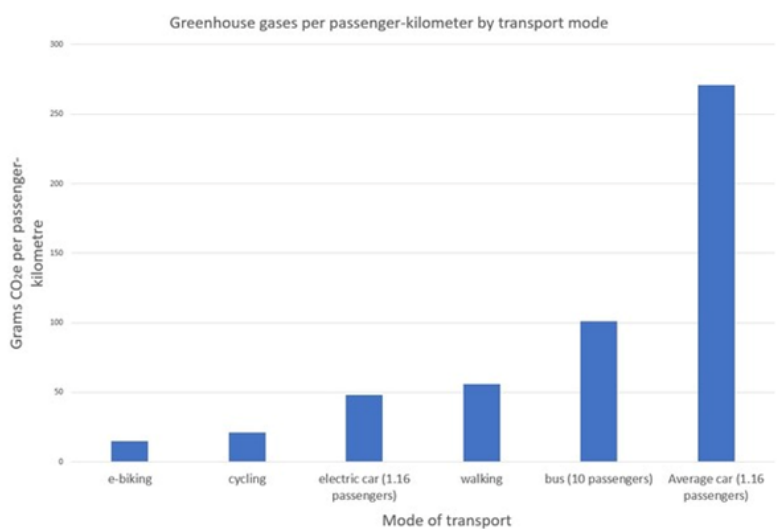
At the same time, and in light of no serious micro-mobility, Athens has a climate goal to meet (as most cities and organizations nowadays). It aims to reduce its environmental footprint by 91 thousand tons of CO₂ (yearly) by encouraging micro-mobility. This makes sense, of course, if one looks at how green micro-mobility really is (besides being good for your health) (see Figure below for GHG per mode of transportation).

¹ Organized by the London School of Economics and Political Science (LSE), the Alfred Herrhausen Gesellschaft and the City of Athens, see

<https://www.lse.ac.uk/Cities/Assets/Documents/Urban-Age/Athens-Urban-Age-Task-Force-Spatial-Compendium.pdf>

² See <https://adammarkakis.substack.com/p/--afa> for an excellent analysis

Interestingly, **e-biking and cycling is greener even when compared to walking** (these numbers account for the manufacturing processes and also the calories that each mode of transport contributes to CO2 emissions; yes, food is a major contributor to CO2³). Overall, according to some analysis it seems that even 5 kilometers per day on a bicycle or e-bicycle, roughly contributes 14% of the total reduction the city wants to achieve per inhabitant (yearly).



So, many are the benefits of micro-mobility, but unfortunately in Athens (Attica, and most of Greece broadly), there is not yet a micro-mobility mindset. As is always the case (in my view), it is up to the government first, and of course up to municipalities and prefectures, to encourage such a mindset, starting with seriously investing in relevant infrastructure (more on this below). On a personal note, I am perhaps way to biased in favor of cycling. I am using my "traditional" (folding) bicycle or e-bike daily to get to the office (an average of 24 kms travelled usually daily and usually using "of-road" pathways to avoid cars) (check my Brompton below @Alsos Stratou and @Giannena respectively; isn't a beauty? Full disclosure: I also own a Xiaomi Qicycle; will upgrade to a Brompton electric, hopefully, soon...). Unfortunately, I am putting myself daily in great danger (my family knows and worries).

"My students see me with my bicycle not only in class but even in graduations"

As my fellow cyclists know well, car-only drivers consider cyclists to be an obstacle, something that annoyingly gets in their way as they try to get to their chores or commuting fast. We have surrendered the city to cars, noise, and air pollution, and as usual, people (evolutionary) do not really worry about things that they cannot see or touch (i.e., air pollution). I am not that optimistic towards more serious micro-mobility in Athens (although there are initiatives), given that even the recent law that tries to govern cycling behavior, also treats cycling as an obstacle for car-drivers.

Also, our road infrastructure is of course terrible: if you are not hit by a car, you will definitely (at some point) be injured by the endless potholes; cyclists suffer the most for these potholes. Also, bus lanes (wherever they are found), although they could be used for micro-mobility, are essentially used by all cars although this is illegal; nobody seems to care. I will keep on complaining to the Attica prefecture and the traffic

lice that is for sure.



Although not being optimistic, I will insist on cycling to work and I will keep on encouraging my students verbally and vicariously to also cycle to work (they see me with my bicycle not only in class but even in graduations). The more people cycle, more and more will imitate and adopt (as the Bass forecasting model predicts with its coefficients of innovation and imitation).



They will especially do so, if employers (that heavily communicate their ESG credentials) make it easier for their employees to get to the office using a bicycle, e-bike or scooter (e.g., through policies for folding bikes, bike racks, bike lockers, funding etc.).

By the way, does your firm has such a policy?
To what extent, does it encourage micro-mobility?
Food for thought

About Dr. Pavlos A. Vlachos

Pavlos A. Vlachos (Ph.D.) is the Theodore Papalexopoulos Chair in Sustainability and Associate Professor of Marketing at ALBA Graduate Business School, The American College of Greece (with tenure). His current research explores organizational social evaluations and particularly how different stakeholders—including employees, job seekers, customers, investors and financial analysts—understand and react to Corporate Social Responsibility & Sustainability. He ranks in the 10% of business authors in the Social Science Research Network and his work has been cited in top journals including among others the Academy of Management Review, Academy of Management Journal, Journal of Marketing, Journal of Consumer Research, Journal of Personality & Social Psychology and Journal of Applied Psychology. He has been awarded a PriceWaterhouseCoopers scholarship for academic excellence, a best paper award at the 16th European Conference of Information Systems and he has been a recipient of a Unilever Research grant.

³ In the U.S., 30% of all food is thrown away, with implications for the environment: 96% of wasted food is left to decompose in landfills, resulting in the release of methane, a greenhouse gas that traps solar radiation and contributes to climate change (see <https://journals.sagepub.com/doi/full/10.1177/0022242920988656>)