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SYSTEMICS AND BUSINESS INTELLIGENCE

15th National & International Conference



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29-30 Nov, 2019



University of Piraeus

PROGRAM

Under the Auspices of



University of Piraeus
Department of Informatics





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HELLENIC SOCIETY FOR SYSTEMIC STUDIES

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Welcome Message

On behalf of the Hellenic Society for Systemic Studies (HSSS) we would like to invite you to the 2019 HSSS 15th. National & International Conference, organized in collaboration and under the auspices of the Department of Informatics of the University of Piraeus, Greece.

The HSSS's annual National and International Conference is held alternately in different cities of Greece in collaboration and/or under the auspices of one or more local Universities or with a contribution of a relevant international or Greek organization.

The main theme of the Conference, is to present the dynamic scientific area of "**Systemics and Business Intelligence**" with applications in organizations and enterprises across a wide spectrum of both service and production industry sectors.

Given the dynamic nature of this challenging area, Systemics will bridge the gap between theory and practice and will promote the use of effective Methodologies and Multi-Methodologies in managing today's organizational complexity for Organizational Excellence.

Our interdisciplinary international community has the scientific systemic tools and powerful specialized software to tackle up-to-date multi-dimensional strategic complex problems and to manage their complexity in different applied areas of practice.

The prominent national and international invited speakers in the scientific program, the exciting professional panels, the professional round table, and the professional workshop, will attract the attention of a large number of our colleagues. Further, the participation of the International Federation for Systems Research (IFSR) members, the International Academy of Systems and Cybernetic Sciences (IASCYS) members, the European Union of Systemics together with renowned consultancy firms of national and international stature, will make this Conference a very successful and memorable one in the history of HSSS Conferences. Who should attend?

- * Academics: Communicate your research results with colleagues around the world.
- * Consultants: Present the power of systems thinking, modeling and simulation in your applied, client-oriented work.
- * Practitioners: Show modeling and simulation at work in your organizations.
- * Graduate students: Share your developing research in a constructive environment.
- * Undergraduate students: Have a good experience within a challenging and professional environment.

Piraeus is the main port of the Attica region. Its economy is also supported by manufacturing, trade, services and tourism.

Piraeus is an ideal place for bringing together colleagues from all over the world to promote and exchange ideas, knowledge and experience for the benefit of both organizations and enterprises in effectively meeting the needs of a challenging international community.

Chair of the Organizing Committee

Mr. Stavros Fasoulas
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Department of Electrical and Computer
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Acknowledgements

*The Board of Directors of the
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the Organizing Committee of the
15th National & International Conference
would like to thank
all those who have contributed to
ensure the conference come to success;
reviewers, presenters, authors, sponsors,
support team and other conference assistants.*

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Brief Program

Friday 29th November, 2019

- 09:30 – 18:00 Registrations Open
- 10:30 – 12:30 Opening Ceremony with Keynote Addresses
- 12:30 – 14:00 Welcome Reception
- 14:00 – 15:30 Workshops
- 15:30 – 16:00 Coffee Break
- 16:00 – 17:30 Workshops
- 17:30 – 18:00 Coffee Break
- 18:00 – 19:30 Workshops

Saturday 30th November, 2019

- 09:00 – 14:00 Registrations Open
- 09:00 – 10:30 Parallel Sessions
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:15 Parallel Sessions
- 12:30 – 13:30 Keynote Addresses
- 13:30 – 14:30 Light Lunch
- 14:30 – 16:30 Workshop & Parallel Sessions
- 16:30 – 17:00 Coffee Break
- 17:00 – 18:30 Workshop & Parallel Sessions
- 18:30 – 20:00 Professional Round Table
- 20:00 – 20:15 Closing of the Conference
- 20:30 – 10:30 Gala Conference Dinner

Program Timetable

Friday 29th November, 2019

09:30 – 18:00	Registrations Open
10:30 – 12:30	Opening Ceremony
	HALL 1, Main Amphitheater, Ground Floor Opening Ceremony with Keynote Addresses <i>Chair: Mr. Stavros Fasoulas</i>
	Opening by the Bishop of Piraeus Mr. Mr. Serafeim
	Salutation by the General Secretary of Information Systems for Public Administration Prof Dimosthenis Anagnostopoulos
	Salutation by the President of the Department of Informatics University of Piraeus, Prof. George Tsihrintzis
	Salutation by the President of the HSSS, Prof. Nikitas Assimakopoulos
	Salutation by the member of the Scientific Committee, Dr. Stergiana Giannakou
	Salutation by the Vice President of the HSSS, Prof. Vasileios Angelis
	CSAP Certification Projects Awards
KN-1	Artificial Intelligence for Business Intelligence Professor Peter Groumos
KN-2	Why do we Visualize? Paradigms from Exploratory Data Analysis, Data Journalism, and Artificial Intelligence. Dr. Andreas S. Maniatis Entrepreneur, Commercial Manager, and Head of Analytics, CyberStream Ltd
12:30 – 14:00	Welcome Reception - Refectory Room, Ground Floor



14:00 – 15:30	Parallel Workshops
14:00 – 15:30 WS-1 	HALL 1, Main Amphitheater, Ground Floor Workshop 1: GLOBAL MANAGEMENT and BUSINESS INTELLIGENCE <i>Chair: Prof. John Thanopoulos</i>
WS-1.1	Global Manager: Self-actualize. <i>John Thanopoulos</i>
WS-1.2	Business Intelligence in multinational companies: The present and the - not so far - future. <i>Nikolaos Papazoglou</i>
WS-1.3	The Value of Business Intelligence Systems within the Corporate Governance Values Mechanism. <i>Despoina Caminis</i>
14:00 – 15:30 WS-2 	ROOM 001, Ground Floor Workshop 2: System Dynamics for Business Intelligence <i>Chair: Mr Aris-Rallis Antoniadis</i>
WS-2.1	Value Proposition Canvas as a tool for systemic approaches in a rapidly accelerated world <i>Panagiotis Kalofonos</i>
WS-2.2	Sustainable Business Modelling – Simulation Modeling of Business Model Canvas <i>Aris-Rallis Antoniadis</i>
WS-2.3	System Dynamics in Tourism: Designing a Tourist Guide Application on demand. <i>Pelagia Chourdaki, Aris-Rallis Antoniadis</i>
WS-2.4	System Dynamics for fuel consumption of a commercial ship under changing cruise conditions <i>Antonios Dragonas</i>
15:30 – 16:00	Coffee Break - Refectory Room, Ground Floor
16:00 – 17:30 WS-3 	Workshop HALL 1, Main Amphitheater, Ground Floor Workshop 3: Professional Systemics through Applied Visual Analytics and Artificial Intelligence on Big Data <i>Chair: Dr. Andreas S. Maniatis</i>
17:30 – 18:00	Coffee Break - Refectory Room, Ground Floor

18:00 – 19:30	Parallel Workshops
18:00 – 19:30 WS-4 	HALL 1, Main Amphitheatre, Ground Floor Workshop 4: Project Management Office (PMO) as a Business Intelligence Function <i>Chair: Mr Theofanis Giotis, MSc, PhD c., CSAP PMP, PMI-ACP, PMI-PBA, CSM/CSP, MCT, P2P</i>
WS-4.1	BI Techniques – A Primary Tool for Portfolio Governance at the Executive Level. Dr. Panos Chatzipanos, Ph.D., M.Phil., D.WRE., Dr. Eur Ing.
WS-4.2	From Zero to Value Machine: Building a PMO that Executives Embrace. Georgios Feidogiannis, BA, PMP®, Prince2, CCMPTM, Prosci
WS-4.3	Project Management office as a business ‘Intelligent’ function at AIA. Nektarios Psycharis, PhD
WS-4.4	Back to History: What it Takes to Setup the First Program Management Office (PMO) in Greece in 1992 to 1996. Theofanis Giotis, MSc, PhD c., CSAP PMP, PMI-ACP, PMI-PBA, CSM/CSP, MCT, P2P
18:00 – 19:30 WS-5 	ROOM 102, 1st Floor Workshop 5: The Blockchain Technologies (BT) as a motivating power for Businesses Intelligence <i>Chair: Mr Nikolaos Zoannos</i>
WS-5.1	Analyzing data from a bunch of transactions (Block of a Blockchain) can lead to optimization of Business Decisions. Nikolaos Zoannos
WS-5.2	Distributed Ledger Technologies (DLT) and Blockchain in action. Kostas Kalogerakis, Mr. George Panou
WS-5.3	Blockchain and Fundraising: The case of Initial Coin Offerings (ICOs). Nikos Daskalakis

Saturday 30th November, 2019

09:00 – 14:00	Registrations Open
09:00 – 10:30	Parallel Sessions
09:00 – 10:30 	HALL 1, Main Amphitheatre, Ground Floor Systemics in Small & Medium-sized Enterprises <i>Chair: Mr Stavros Fasoulas</i>
EA-01	Decision making systems in small and medium size enterprises using business intelligence. Stavros Fasoulas, Ioannis Alexiou, Dimitra Patsi
EA-02	Use of Systematic Methodologies in Small-Medium Enterprise (SME). Lefteris Kakavoulis
EA-03	Examination of the existing organizational structure of the IT Infrastructure and Operations Division of XYZ company, using Systemic Methodologies. Nikolaos Papageorgakis
09:00 – 10:30 	HALL 2, ROOM 340, 3d Floor Strategic Management <i>Chair: Mr Georgios Karampatos</i>
EA-04	Design and implementation of an Energy Management System in Food Retail company. Georgios Karampatos
EA-05	Systemic methodologies through the assessment and implementation of the strategic model of resources and opportunities in PORTOKALIDIS S.A. Theodora Kapousouzi
EA-06	Systemic approach for the organizational structure and the operation of the Piraeus Bank Group before and after its merger with other banking groups. Olga Tsilimigkra
09:00 – 10:30 	HALL 3, OLD AMPHITHEATER Creativity & Innovation <i>Chair: Mr Ioannis Drakos</i>
EA-07	Business Intelligence, a rising area that's obtaining progressively well-liked for enterprises. Ioannis Drakos
EA-08	An integrated model of broad business change by using systemic methodologies DCSYM and VENSIM. Petros Alexandris
EA-09	Applied Systemic Methodologies in a TEDx University Organization. Angeliki Pittarokoili

10:30 – 11:00	Coffee Break - Refectory Room, Ground Floor
11:00 – 12:15	Parallel Sessions
11:00 – 12:15 	HALL 1, Main Amphitheatre, Ground Floor Organizational Development <i>Chair: Prof P. Groumpos, Prof N. Assimakopoulos</i>
EA-10	Systemics And Business Intelligence For A Sustainable Tourism Industry. <i>George Telonis, Prof P. Groumpos</i>
EA-11	Optimization of specific Greek Police Business Processes using Systemic Methodologies. <i>Nikolaos Zoannos</i>
11:00 – 12:15 	HALL 2, ROOM 340, 3d Floor Systemics & Education <i>Chair: Stergiani Giannakou</i>
EA-12	Adaption of a Business Intelligence Framework, in Primary and Secondary Education Institutions. <i>Stergiani Giannakou, Maria Giannakaki, Dimitrios Varsos, Nikitas Assimakopoulos</i>
EA-13	The use of systemic methodologies so as to improve the management of a University research center. <i>Apostolos Adraktas</i>
EA-14	Systemic - Cybernetic Approaches for the development of a National Information System for the Management of Educational System. <i>Christos Rakitzis</i>
11:00 – 12:15 	HALL 3, OLD AMPHITHEATER Creativity & Innovation <i>Chair: Elias Sakellaris</i>
EA-15	Systemic Approach in the Operation of the Back Office - Retail Division. <i>Elias Sakellaris, Alexandros Miaris</i>
EA-16	Business Intelligence Technology to Support the Controlling of the Business – The Case of a Flour Manufacturing Business. <i>Emmanouil Kaldis, Vasiliki Baka</i>
EA-17	Systemic Approaches and Business System Dynamics with Applications: Improvement of Vensim PLE Software Introducing Systemic Time Handling. <i>Antonios Dragonas</i>
12:15 – 12:30	Short Break

12:30 – 13:30 	Keynote Addresses HALL 1, Main Amphitheatre, Ground Floor Organizational Behaviour <i>Chair: Dimitris Varsos</i>
KN-3	Benchmarking: A powerful tool of Business Intelligence for continuous organizational improvement. Prof. Thanos Kriemadis
KN-4	Once upon a time The Burnout - A systemic vision on Burnout Mrs Andrée Piecq, General Secretary of the EUS-UES
13:30 – 14:30	Light Lunch - Refectory Room, Ground Floor
14:30 – 16:30	Parallel Sessions & Workshop
14:30 – 16:30 	HALL 1, Main Amphitheatre, Ground Floor Organizational Development <i>Chair: Prof Peter Groumpos</i>
EA-18	Fuzzy Cognitive Maps And Product Planning Through Business Intelligence. Nikolaos Zervos, Peter Groumpos
EA-19	Decision Making Process in Strategic Information Systems: The Use of Fuzzy Cognitive Maps. Ioannis Katsanakis
EA-20	Digital Governance and Artificial Intelligence in the Evaluation of Public Administration and Civil Servants. Georgia Chronopoulou
EA-21	BASEL III and real economy. Eirini Karagianni
14:30 – 16:30 WS-6 	HALL 2, ROOM 340, 3d Floor Workshop 6: Business Intelligence in Organizational Context – Systemic Aspects <i>Chair: Mr. Panagiotis Papaioannou</i>
WS-6.1	Business Process Management and Business Intelligence Panagiotis Papaioannou
WS-6.2	The Role of Business Intelligence in Organizational Resilience & Viability: A Systems Approach Viktorija Zgouva
WS-6.3	Systemic Operational Processes: Macro and Micro Processes for Business Intelligence Antonios Dragonas

14:30 – 16:30 	HALL 3, OLD AMPHITHEATER Organizational Behaviour <i>CHAIR: MR. Alexandros Miaris</i>
EA-22	Organizational Transformation Related to the General Data Protection Regulation in Retail Industry. <i>Alexandros Miaris, Anastasios Riggas, Nikitas Assimakopoulos</i>
EA-23	TQM Models applied to Small Medium Size Enterprises. <i>Georgios Sainis, Athanasios Kriemadis</i>
EA-24	The systemic approach of political Communication <i>Katerina Salavoura</i>
EA-25	Systemics for Business Intelligence: An application in a museum shop. <i>Pelagia Chourdaki</i>
16:30 – 17:00	Coffee Break - Refectory Room, Ground Floor
17:00 – 18:30	Parallel Sessions & Workshop
17:00 – 18:30 WS-7 	HALL 1, Main Amphitheatre, Ground Floor Workshop 7: CSAP Reunion – From the past to the future <i>Chair: Prof N. Assimakopoulos, Dr Stergiani Giannakou, Mr. Alexis Kainadas</i>
17:00 – 18:30 	HALL 2, ROOM 340, 3d Floor Creativity & Innovation <i>Chair: Mr. Georgios Karampatos</i>
EA-26	The Predictive Sustainability and Analysis Scheme of the Critical Production Systems. <i>Rich Lee</i>
EA-27	A Viable Systems perspective for managing urban complexity: Aspect Based Sentiment Analysis and Fuzzy Cognitive Map for supporting the decision-making. <i>Sergio Barile, Francesca Loia, Francesca Iandolo, Silvia Cosimato</i>
EA-28	The Systemic Methodology for Knowledge Creation and Management: Its Conception and Use. <i>Ricardo Rodriguez-Ulloa</i>
EA-29	Personalized learning with Microsoft products. <i>Marina Stanojlovic Mircic</i>



17:00 – 18:30 	HALL 3, OLD AMPHITHEATER Innovative Approaches <i>Chair: Mrs. Dimitra Patsi</i>
EA-30	Combination of systemic methodologies and Business Intelligence in management of public education organization <i>Dimitra Patsi, Ioannis Alexiou, Stavros Fasoulas</i>
EA-31	Employer Branding: An Alternative Systemic Approach to Talent Management and Acquisition. <i>Vasiliki Messini</i>
EA-32	Formative Evaluation for Intelligent Quality Management in an Education Program. <i>Dimitris Tsiplanitis, Georgios Mandellos</i>
EA-33	A Business Intelligent Connection between Quality and Evaluation methods. <i>Georgios Mandellos and Dimitris Tsiplanitis</i>
EA-34	Facebook and Instagram Marketing & Tourism <i>Dimitris Koryllos</i>
EA-35	Using value maps as a basis for business intelligence projects. <i>Panagiotis Papaioannou</i>
18:30 – 20:00 	Professional Round Table HALL 1, Main Amphitheatre, Ground Floor
PRT-1	Business Intelligence & the Systems Approach: From Data to Wisdom <i>Chair: Mr Dimitrios Varsos</i> <i>Contributors:</i> <ul style="list-style-type: none"> - Prof. Nikitas Assimakopoulos - Prof. Peter Groumpos - Prof. Athanasios Kriemadis - Prof. John Thanopoulos - Mrs Andrée Piecq - Dr. Stergiani Giannakou - Mr. Alexis Kalnadas
20:00 – 20:15 	Conference Closing HALL 1, Main Amphitheatre, Ground Floor
20:30 – 10:30	Gala Conference Dinner Refectory Room, Ground Floor



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