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12th HSSS National & International Conference

**PROFESSIONAL SYSTEMICS**

**&**

**STAKEHOLDER ENGAGEMENT**

15-16 JULY 2016

Coral Hotel | Palaio Faliro | Greece

## PROGRAM

In collaboration with and under the auspices of the:



Dept. of Informatics  
University of Piraeus





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**HELLENIC SOCIETY FOR SYSTEMIC STUDIES**

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University of Piraeus

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## Welcome Message

On behalf of the Hellenic Society for Systemic Studies (HSSS) we would like to invite you to the 2016 HSSS 12th. National & International Conference, organized in collaboration with and under the auspices of the Department of Informatics of the University of Piraeus, which will take place in Athens, Greece.

The HSSS's annual National and International Conference is held alternately in different cities of Greece in collaboration with and/or under the auspices a local University or Department of a local University 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 Stakeholder Engagement" 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 Stakeholder Engagement.

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, 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.

Athens is the capital of Greece. Its economy is also supported by manufacturing, trade, services and tourism.

Athens 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. Alexandros Miaris  
University of Piraeus,  
HSSS  
Piraeus, Greece

### **Chair of the Scientific Committee**

Professor John Thanopoulos  
Dept. of Business Administration,  
University of Piraeus  
Piraeus, Greece

### **HSSS President**

Professor Nikitas Assimakopoulos  
University of Piraeus

## Acknowledgements

*The Board of Directors of the  
Hellenic Society for Systemic Studies  
&  
the Organizing Committee of the  
12th 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 15th. July, 2016

- 09:00 – 18:00 Registrations Open
- 10:30 – 12:30 Opening Ceremony with Keynote Addresses
- 12:30 – 14:00 Welcome Reception
- 14:00 – 15:30 Workshops & Parallel Session
- 15:30 – 16:00 Coffee Break
- 16:00 – 17:30 Workshops
- 17:30 – 18:00 Coffee Break
- 18:00 – 19:30 Professional Panel, Workshop & Parallel Sessions

### Saturday 16th. July, 2016

- 09:00 – 15:00 Registrations Open
- 09:00 – 10:30 Parallel Sessions
- 10:30 – 12:00 Workshops & Parallel Session
- 12:00 – 12:30 Coffee Break
- 12:30 – 14:00 Keynote Addresses & Parallel Sessions
- 14:00 – 15:00 Light Lunch
- 15:00 – 16:30 Workshops & Parallel Session
- 16:30 – 17:00 Coffee Break
- 17:00 – 18:30 Professional Round Table
- 18:30 – 18:45 Closing of the Conference
- 20:30 – 02:30 Gala Conference Dinner with dance


## Program Timetable

### Friday 15th. July, 2016



09:30 – 18:00	Registrations Open
10:30 – 12:30	Opening Ceremony
	Hall: NEREUS 01
	<b>Opening Ceremony with Keynote Addresses</b>
	<b>Chair: Mr. Alexandros Miaris</b>
	Opening by the representative of the Neas Smyrnis's Bishop The most Reverant Metropolitan Symeon will be represented by Father Georgios Roussakis for his brief Address to the Conference.
	Salutation by the President of the HSSS, Professor N. Assimakopoulos
	Salutation by the Chair of the Scientific Committee, Professor John Thanopoulos
	Salutation by the rep. of the Dept. of Informatics, Un. Piraeus
	CSAP Certification Projects: Distinction
	Best Student Paper Award
<u><b>KN-01</b></u>	The Era of Corporate Governance: Management and Philosophy <b>Thanopoulos J.</b>
<u><b>KN-02</b></u>	Not engaging the stakeholders leads to inferior solutions. But the challenge is how to engage them authentically. <b>Laouris Y.</b>
<u><b>KN-03</b></u>	Trends in Business Education: Are Business Schools Still the Drivers for Innovation? <b>Mescon T.</b>
12:30 – 14:00	Welcome Reception, NEREUS 01
14:00 – 15:30	Workshops
14:00 – 15:30	Hall: NEREUS 01
	<u><b>WS-01</b></u> <b>Workshop 01</b>
	An Employee-Centric, Multi-stakeholder Engagement to GSPR's Operational Excellence <b>Kotsakis A.</b>
14:00 – 15:30	Hall: NEREUS 02
	<u><b>EA-01</b></u> <b>Sustainability and Social Dimensions</b>
	<b>Chair: Pange J.</b>
<u><b>EA-01.01</b></u>	Sustainability and Social Dimension of Universities <b>Jenny Pange</b>
<u><b>EA-01.02</b></u>	Systemic ethical dilemmas <b>Papazoglou N.</b>
<u><b>EA-01.03</b></u>	Urban systems and social space. Indicating the antithesis between a refugee settlement and a camp. <b>Koutsandrea K.</b>





<b>EA-01.04</b>	Theoretical systemic approaches in E.U. gambling market –The European Casino Association (ECA) case <b>Vasios A., Lamprakis A.</b>
<b>14:00 – 15:30</b>	<b>Hall: HELIOS</b>
<b>WS-02</b>	<b>Workshop 02</b>
	Total Leadership: Strategies & Stakeholders <b>Levetas K.</b>
<b>15:30 – 16:00</b>	<b>Coffee Break at NEREUS 01</b>
<b>16:00 – 17:30</b>	<b>Workshops &amp; Parallel Session</b>
<b>16:00 – 17:30</b>	<b>Hall: NEREUS 01</b>
 <b>WS-03</b>	<b>Workshop 03</b>
	Stakeholders and Systemic Negotiations <b>Papakonstantinou D.</b>
<b>16:00 – 17:30</b>	<b>Hall: NEREUS 02</b>
 <b>WS-04</b>	<b>Workshop 04</b>
	ERP with ISO and it's Stakeholders: experience from SAP professional projects <b>Kanellopoulos V.</b>
<b>16:00 – 17:30</b>	<b>Hall: HELIOS</b>
 <b>WS-05</b>	<b>Workshop 05</b>
	Stakeholders and Requirements Elicitation: Including Maritime Applications <b>Lyras D.</b>
<b>17:30 – 18:00</b>	<b>Coffee Break at NEREUS 01</b>
<b>18:00 – 19:30</b>	<b>Professional Panel &amp; Parallel Sessions</b>
<b>18:00 – 19:30</b>	<b>Hall: NEREUS 01</b>
 <b>PP-01</b>	<b>Stakeholders are the major complexity enhancers in Project, Program and Portfolio Management: How can Systems Approach help Dealing with this Complexity?</b> <b>Chair: Giotis T., Chatzipanos P.</b>
<b>18:00 – 19:30</b>	<b>Hall: HELIOS</b>
 <b>EA-02</b>	<b>Education and Business Continuity</b> <b>Chair: Mitsika E.</b>
<b>EA-02.01</b>	Design and Management of a Course Unit: its stakeholders, Methods and techniques <b>Mitsika E.</b>
<b>EA-02.02</b>	Online games for learning statistics <b>Pange J. , Lekka A.</b>
<b>EA-02.03</b>	Improvement of the role of the Internal Audit system and its contribution to a more effective operation of the organization. <b>Lytsaki P.</b>
<b>EA-02.04</b>	The use of DCSYM Systemic Methodology in the Athens Ledra Hotel: designs of current, improved situation and comparison

	among designs.
	<b>Ioannou F.</b>
<b>EA-02.05</b>	System Dynamics Simulation for a Pharmaceutical Company with the use of Business Model Canvas, Systemic Methodologies and their relevant software: DCSym, Vensim, Forio
	<b>Mahmudi N. , Assimakopoulos N.</b>
<b>18:00 – 19:30</b>	<b>Hall: NEREUS 02</b>
 <b>WS-06</b>	<b>Workshop 06</b>
	Changing the Business Ecosystem: Cloud Apps
	<b>Zervas S.</b>



### **Saturday 16th. July, 2016**

<b>09:00 – 15:00</b>	<b>Registrations Open</b>
<b>09:00 – 10:30</b>	<b>Parallel Sessions</b>
<b>09:00 – 10:30</b>	<b>Hall: NEREUS 01</b>
 <b>EA-03</b>	<b>Business Process Modelling (I)</b>
	<b>Chair: Papailiou A.</b>
<b>EA-03.01</b>	Lean Six Sigma and Stakeholder Engagement "A structured approach investigating their inseparable correlation in Projects"
	<b>Papailiou A.</b>
<b>EA-03.02</b>	CRM in the IoT era
	<b>Miaris A., Assimakopoulos N.</b>
<b>EA-03.03</b>	Systemic Business Re-Modelling for a Wellness and Fitness Club: use of a STIMEVIS Multi-Methodology and its related software
	<b>Vamvakas I.</b>
<b>EA-03.04</b>	The use of AnyLogic for Dynamic Simulation of a supermarket's operations
	<b>Psallas K.</b>
<b>EA-03.05</b>	The usefulness of the dynamic simulation of the finance department and the purchasing department of Cisco Hellas
	<b>Gouma I.</b>
<b>EA-03.06</b>	The utility of the dynamic simulation via VENSIM for an antibiotic pill
	<b>Papadomanolakis L.</b>
<b>09:00 – 10:30</b>	<b>Hall: NEREUS 02</b>
 <b>EA-04</b>	<b>Business Process Modelling (II)</b>
	<b>Chair: Papaioannou P.</b>
<b>EA-04.01</b>	DCSYM Extensions For Systems Modeling With Cybernetic




	Orientation
	<b>Assimakopoulos N., Antoniadis R., Papaioannou P.</b>
<b>EA-04.02</b>	Systemic & Business approach to Startups: Improvements to Business Model & Function through Systemic and Agile Project Management Methodologies
	<b>Lengos P.</b>
<b>EA-04.03</b>	Systemic Analysis through the use of Business Model Canvas: A case study in the Greek General State Account Office
	<b>Germanakos G.</b>
<b>EA-04.04</b>	DCSYM and Process Simulation as Tools of Process Recording in a fictional Driving School An Attempt to improve existing Business Processes
	<b>Stathatos N.</b>
<b>EA-04.05</b>	The use of DCSYM Systemic Methodology in the "Dromokaitio" Hospital: designs of current, improved situation and comparison among designs
	<b>Apostolakopoulos S.</b>
<b>EA-04.06</b>	The use of Business Model Canvas and systemic methodologies in appliance on a branch of Piraeus Bank
	<b>Goniotakis L.</b>
<b>09:00 – 10:30</b>	<b>Hall: HELIOS</b>
	<b>EA-05 Project Management in Marketing</b>
	<b>Chair: Sakellaris E.</b>
<b>EA-05.01</b>	Safety Specifications for the Hellenic Civil Unmanned Aerial Vehicle: Applying a Systems Theretic Approach
	<b>Dokas I., Yakinthos K., Gasteratos A.</b>
<b>EA-05.02</b>	Digital Library Project
	<b>Sakellaris E.</b>
<b>EA-05.03</b>	The use of AnyLogic for the Dynamic Simulation of a promotional event
	<b>Tziotis M.</b>
<b>EA-05.04</b>	The use of DCSYM Systemic Methodology in the " Aluminium of Greece"
	<b>Stavropoulou Ch.</b>
<b>EA-05.05</b>	The use of AnyLogic for the Dynamic Simulation of the cash desks in a shopping mall
	<b>Tsilimigra O.</b>
<b>10:30 – 12:00</b>	<b>Workshops &amp; Parallel Session</b>
<b>10:30 – 12:00</b>	<b>Hall: NEREUS 01</b>
	<b>WS-07 Workshop 07</b>
<b>WS-07.01</b>	A Stakeholder Analysis in Sport Administration: A Systems Perspective
	<b>Kriemadis A.</b>
<b>WS-07.02</b>	Psychological dimensions of stakeholders in sport
	<b>Travlos A.</b>
<b>WS-07.03</b>	Stakeholder engagement in the European football industry: Diverse demands and financial implications



		<b>Dimitropoulos P.</b>
	<b>WS-07.04</b>	Responsible Training: Playing by the Rules and Winning
		<b>Papaloukas M.</b>
<b>10:30 – 12:00</b>		<b>Hall: HELIOS</b>
	<b>WS-08</b>	<b>Workshop 08</b>
		Health Tourism Stakeholder Engagement and Integration
		<b>Constandinides C.</b>
<b>10:30 – 12:00</b>		<b>Hall: NEREUS 2</b>
	<b>EA-06</b>	<b>Operations Management</b>
		<b>Chair: Konstantopoulou M.</b>
	<b>EA-06.01</b>	Legal fortification and confrontation responsibilities of doctors and pharmacists for efficient operation of health units
		<b>Konstantopoulou M.</b>
	<b>EA-06.02</b>	A fast-track systemic design and implementation of a production process, of a system limited on resources and information: use of systemic methodologies and related software.
		<b>Chatzipanagiotidis D.</b>
	<b>EA-06.03</b>	Systemic Approach of PARADOX HELLAS SA
		<b>Tsevas D.</b>
	<b>EA-06.04</b>	Problems in a medical institution and suggested solutions using the systemic method DCSYM
		<b>Mostratos K.</b>
	<b>EA-06.05</b>	The use of DCSYM Systemic Methodology in the "TOYOTA KIFISOS" authorized car dealer: Designs of current, Improved Situation and Comparison among designs.
		<b>Terzakis G.</b>
<b>12:00 – 12:30</b>		<b>Coffee Break at NEREUS 01</b>
<b>12:30 – 14:00</b>		<b>Keynote Addresses &amp; Parallel Sessions</b>
	<b>KN</b>	<b>Hall: NEREUS 01</b>
		<b>Chair: Varsos D.</b>
	<b>KN-04</b>	Anthropocentric Technology & Stakeholders Engagement "by design" not "by default"
		<b>Kalogerakis Y.</b>
	<b>KN-05</b>	Decoding the recursive dynamics of value cocreation through cybernetics and systems thinking
		<b>Dominici G.</b>
<b>12:30 – 14:00</b>		<b>Hall: NEREUS 02</b>
	<b>EA-07</b>	<b>Organizational Development &amp; Performance Management</b>
		<b>Chair: Antoniadis R.</b>
	<b>EA-07.01</b>	Systemic approach to the Business-IT alignment issue
		<b>Assimakopoulos N., Antoniadis R., Papaioannou P.</b>
	<b>EA-07.02</b>	The use of DCSYM and Systems Dynamics Systemic Methodologies with its Relevant Software in Shipping Industry
		<b>Messinis S.</b>
	<b>EA-07.03</b>	Procedure of request and issuing of an insurance policy

	<b>Charalambous N.</b>
<b>EA-07.04</b>	Re-organisations & connect & relationship between two Department of Ministry of Finance
	<b>Koutrouli E.</b>
<b>12:30 – 14:00</b>	<b>Hall: HELIOS</b>
 <b>EA-08</b>	<b>Systemics in Management</b>
	<b>Chair: Papailiou A.</b>
<b>EA-08.01</b>	Using Systemic Methodology for Improving Structures, Processes and Procedures at Zeus CRO
	<b>Andritsos V.</b>
<b>EA-08.02</b>	A systemic approach to GloVo - Global Volunteers Platform: the use of DCSYM Systemic Methodology
	<b>Tsimpoura E.</b>
<b>EA-08.03</b>	Design and implementation of an intelligent battery changeover system in a Logistic Distribution Center
	<b>Karampatos G.</b>
<b>EA-08.04</b>	Use of Systemic Methodologies and their relevant software for business operation with or without e-business activity
	<b>Karathanasis P.</b>
<b>EA-08.05</b>	Work on Systemic Analysis
	<b>Lamprou G.</b>
<b>14:00 – 15:00</b>	<b>Light Lunch, NEREUS 01</b>
<b>15:00 – 16:30</b>	<b>Workshops &amp; Parallel Sessions</b>
<b>15:00 – 16:30</b>	<b>Hall: NEREUS 01</b>
 <b>WS-09</b>	<b>Workshop 09</b>
	A Co-Laboratory to introduce participants in Structured Dialogue methodologies of the digital era
	<b>Laouris Y.</b>
<b>15:00 – 16:30</b>	<b>Hall: HELIOS</b>
 <b>WS-10</b>	<b>Workshop 10</b>
	Pharmacy Management and its Stakeholders
	<b>Sakaloglou A.</b>
<b>15:00 – 16:30</b>	<b>Hall: NEREUS 02</b>
 <b>EA-09</b>	<b>Systemics in Public Sector</b>
	<b>Chair: Giannakou S.</b>
<b>EA-09.01</b>	A Systems Approach to "Risk-Based Thinking" for the Pharmaceutical Industry
	<b>Giannakou S.</b>
<b>EA-09.02</b>	Applying systemic methodologies to design e-government policy in EYDAP S.A.
	<b>Papaioannou P.</b>
<b>EA-09.03</b>	Stakeholder management in endogenous island development
	<b>Chatzopoulos P.</b>
<b>EA-09.04</b>	The use of systemic methodologies for improvement of structures, processes and procedures for a unit of the Hellenic Army
	<b>Lagoudaki D.</b>
<b>16:30 – 17:00</b>	<b>Coffee Break at NEREUS 01</b>
<b>17:00 – 18:30</b>	<b>Professional Round Table</b>



	<b>Hall: HELIOS</b>
<b>PRT</b>	<b>Stakeholder Engagement – Developing an Effective Engagement Strategy</b>
	<b>Chair: Varsos D.</b>
	<b>Contributors</b>
	<i>Gandolfo Dominici</i>
	<i>Yiannis Laouris</i>
	<i>Timothy Mescon</i>
	<i>John Thanopoulos</i>
	<i>John Kalogerakis</i>
	<i>and workshop leaders</i>
<b>18:30 – 18:45</b>	<b>Closing of the Conference</b>
	<b>Hall: HELIOS</b>
<b>20:30 – 02:30</b>	<b>Gala Conference Dinner with dance</b>

<b>Digital Poster session</b>
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