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1 RESEARCH @ SEERC

1.1 Externally funded research projects update

Six new externally funded projects were approved for funding and kick started in 2015. Another six projects were successfully completed.

1.1.1 New Awards

**NetMIB: Network of multidisciplinary ideation and business model generation**

The key innovation of this project resides in establishing a cutting-edge framework for boosting entrepreneurial skill competence and open innovation through the triple helix model by engaging also society which leads, in various extents, to piloting a quadruple (university, industry, government, society) helix model in Europe, where open innovation, co-creation and co-learning are key enablers of economic growth and shaping of new enterprises.

**TrainERGY: Training for Energy Efficient Operations**

The aim of the project is to develop an innovative, evidence-based transnational framework that will markedly improve the knowledge and skills of academic institutions to produce more marked oriented EEO curricula, reducing the barriers in this field. The project consortium comprises key academics, SMEs, and industrial association partners from different sectors who will co-create the envisaged EEO curriculum and will pilot it through an open innovation and co-creation virtual learning environment (VLE).

**GABE: Greek – Albanian cross border cooperation in Biomass Exploitation**

Creation of an elearning platform for training on the use and technologies of biomass production.

**REINVEST: EU-India Research & Innovation Partnership for efficient and sustainable freight transportation**

The project has the general goal of enhancing co-operation and research collaboration between EU and India and combining their expertise in the field of freight transportation to make freight transportation more efficient and therefore
more environmental friendly, financially and socially sustainable for a longer term benefits.

**Startify7: A team-building, thematically-focused and learn-training summer academy system for young future ICT entrepreneurs.**

The aim of the project is to provide an innovative training structure focused on addressing the limited capability of young European ICT entrepreneurs to compete against global players, on enhancing their commercial readiness, and, on systematically connecting young ICT entrepreneurs to international markets is needed.

**PaaSword: A Holistic Data Privacy and Security by Design Platform-as-a-Service Framework Introducing Distributed Encrypted Persistence in Cloud-based Applications**

The vision of PaaSword is to maximize and fortify the trust of individual, professional and corporate customers to Cloud-enabled services and applications, to safeguard both corporate and personal sensitive data stored on Cloud infrastructures and Cloud-based storage services, and to accelerate the adoption of Cloud computing technologies and paradigm shift from the European industry.

### 1.1.2 Ongoing Research Projects (as of the end of December 2015)

<table>
<thead>
<tr>
<th>PROGRAMME</th>
<th>ACRONYM/FULL TITLE</th>
<th>COORDINATOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Erasmus+ Strategic partnerships</td>
<td>NetMIB: Network of multidisciplinary ideation and business model generation</td>
<td>University of Pecs</td>
</tr>
<tr>
<td>2 Erasmus+ Strategic partnerships</td>
<td>TrainERGY: Training for Energy efficient operators</td>
<td>University of Lodz</td>
</tr>
<tr>
<td>3 EU-INDIA</td>
<td>REINVEST: EU-India Research &amp; Innovation Partnership for efficient and sustainable freight transportation</td>
<td>University of Sheffield</td>
</tr>
<tr>
<td>4 Erasmus+ Strategic partnerships</td>
<td>HELPCare: Health and socialcare workers: Employability Learning and Professionalisation</td>
<td>Lancaster University</td>
</tr>
</tbody>
</table>
### Completed Research Projects in 2015

SEERC successfully completed six projects during 2015. Details on the completed projects are available in the table below:

<table>
<thead>
<tr>
<th>PROGRAMME</th>
<th>ACRONYM/FULL TITLE</th>
<th>COORDINATOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Greek- German research cooperation</td>
<td>INVENT: Reinventing the Distribution and Delivery of Goods</td>
</tr>
<tr>
<td>5</td>
<td>HORIZON ICT35</td>
<td>STARTIFY7: A team-building thematically-focused and lean training summer academy system for young future ICT entrepreneurs</td>
</tr>
<tr>
<td>6</td>
<td>HoRIZON ICT07</td>
<td>PaaSWord: A Holistic Data Privacy and Security by Design Platform-as-a-Service Framework Introducing Distributed Encrypted Persistence in Cloud-based Applications</td>
</tr>
<tr>
<td>7</td>
<td>Erasmus+</td>
<td>KEEP ME SAFE IN EUROPE</td>
</tr>
<tr>
<td>8</td>
<td>7th Framework Programme – Capability, European Commission</td>
<td>HOMER: Home made explosives (HMEs) and recipes characterisation</td>
</tr>
<tr>
<td>9</td>
<td>Erasmus, Lifelong Learning programme</td>
<td>JEMMS: Joint European Masters in Search &amp; Social Media Marketing</td>
</tr>
<tr>
<td>PROGRAMME</td>
<td>ACRONYM/FULL TITLE</td>
<td>COORDINATOR</td>
</tr>
<tr>
<td>-----------</td>
<td>---------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>2</td>
<td>Life Long Learning Program</td>
<td>PrESS: Promoting Sustainable SMEs</td>
</tr>
<tr>
<td>3</td>
<td>FP7/ICT</td>
<td>ICT2B: Bridging the Entrepreneurial Gap: Transforming European ICT Research into Investment Opportunities</td>
</tr>
<tr>
<td>4</td>
<td>Leonardo da Vinci: Multilateral projects for developing innovation</td>
<td>ELIEMENTAL: Breaking Down Barriers to Enterprise</td>
</tr>
<tr>
<td>5</td>
<td>FP7 ICT</td>
<td>Broker@Cloud: Enabling Continuous Quality Assurance and Optimization in Future Enterprise Cloud Service Brokers</td>
</tr>
<tr>
<td>6</td>
<td>FP7 Marie Curie Initial Training Network Programme</td>
<td>RELATE: Trans-European Research Training Network on Engineering and Provisioning of Service-Based Cloud Applications</td>
</tr>
</tbody>
</table>
1.2 Other Research Activities

1.2.1 Research Submissions

A total of 30 new research project proposals were submitted throughout 2015 to various funding bodies, including 14 in H2020, and 8 in the Erasmus+ program. The proposals reflected the research interests and related work of the research tracks and research clusters within the tracks. Most of these proposals received positive evaluations and 3 of them were selected for funding.

1.2.2 Publications

A series of publications by SEERC staff and students were published in 2015. (An extensive list of publications appearing by Research Track is provided at the end of the report in the Appendix).

2 THE DOCTORAL PROGRAMME

2.1 Viva examinations

Three PhD candidates have undergone through Viva examination in 2015. The Viva examinations took place at SEERC. The PhD students and were awarded with the Degree of Philosophy. Eminent academics were invited to act as external examiners and contribute to a rigorous process by providing insightful remarks for the candidates. The names and affiliations of the examiners of the PhD viva examination that took place in 2015 are provided in the list below:

<table>
<thead>
<tr>
<th>PhD Candidate</th>
<th>PhD Topic</th>
<th>External Examiner</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Miljana Mitic</td>
<td>Exploring the role of social media in relationship marketing in retail banking: Opportunities and challenges in South East Europe</td>
<td>Dr Neeru Malhotra</td>
<td>Aston Business School, UK</td>
</tr>
<tr>
<td>Ms Despina Panagiotidou</td>
<td>Distractor, Temporal, and Inhibitory Variations of the Distractor Devaluation Effect of Visual Selective Attention</td>
<td>Prof. Bernard Hommel</td>
<td>Lweiden University, Netherlands</td>
</tr>
</tbody>
</table>
Mr Sofoklis Vogiazas  
Determinants of credit risk in the Bulgarian and the Romanian banking systems and the role of the Greek crisis  
Prof. Philip Arestis  
University of Cambridge, UK

2.2 Confirmation Review Process

February 2, 2015: The PhD status of SEERC’s student Mr Danimir Ljepava, (Part time student) registered with the Management School, has been successfully confirmed at the Confirmation Review Process that took place at SEERC.

March 27, 2015: The PhD status of SEERC’s student Ms Fatbardha Qehaja-Osmani, (Part time student) registered with the Department of Psychology, has been successfully confirmed at the Confirmation Review Process that took place at SEERC.

April 3, 2015: The PhD status of SEERC’s student Ms Krenare Pireva, (Part time student) registered with the Computer Science Department, has been successfully confirmed at the Confirmation Review Process that took place at SEERC.

June 26, 2015: The PhD status of SEERC’s student Ms Marina Ntika, (Full time student) registered with the Computer Science Department, has been successfully confirmed at the Confirmation Review Process that took place at SEERC.

December 21, 2015: The PhD status of SEERC’s student Ms Adelina Basholli, (Part time student) registered with the Information School, has been successfully confirmed at the Confirmation Review Process that took place at SEERC.

2.3 Call for Doctoral Applications 2015-2016

New Admissions

A new Call for applications to the SEERC Doctoral Programme for the academic year 2015-2016 was published in April 2015 and resulted to the following recruits:
<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Topic</th>
<th>Mode of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Zlatina Gubatova</td>
<td>BULGARIA</td>
<td>Luxury brands and Social Media: the moderating role of trust and culture for building brand loyalty. Gender differences among consumers in Bulgaria, Romania and Greece</td>
<td>FULL TIME</td>
</tr>
<tr>
<td>Mr Ioannis Gavrilidis</td>
<td>GREECE</td>
<td>Cognitive Neuroscience of emotions in older adults: Self-disgust and the brain</td>
<td>FULL TIME</td>
</tr>
<tr>
<td>Mr Dimitris Pappas</td>
<td>GREECE</td>
<td>Exploring Paths to Pervasive Computing with Bio-inspired, Autonomous Distributed Systems</td>
<td>PART TIME</td>
</tr>
</tbody>
</table>

**Scholarships offered by the Ministry of Education in Kosovo - New Admissions**

The International Faculty of the University of Sheffield, CITY College in cooperation with the Ministry of Education, Science and Technology of the Republic of Kosovo (under UNSC 1244) announced a call for 5 scholarships for Full time PhD studies at SEERC for 2015-2016.

Following an evaluation process in which both potential supervisors from CITY College – International Faculty and from TuoS participated, one scholarship was offered to the successful PhD applicant below.

<table>
<thead>
<tr>
<th>Name</th>
<th>Topic</th>
<th>Dept.</th>
<th>Mode of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. Besart Hajziri</td>
<td>Determinants of Innovation and the Impact of Innovation on the Performance of Small and Medium Enterprises</td>
<td>MNG</td>
<td>FULL TIME</td>
</tr>
</tbody>
</table>

**2.4 DSC 2015**

The 10th Annual South East European Doctoral Student conference took place on 17-18 September 2015 in Thessaloniki. The audience of the conference expanded beyond the boundaries of South East Europe confirming the need for Doctoral Students to come together, discuss their experiences and gain external feedback to their work as well as listen to the progress and methodology of fellow PhD candidates.

This year’s during the two-day conference more than 50 presentations of full papers while two workshops took place, one on “Structural equation modeling using AMOS” presented by Dr Anastasios Diamantides, and one on “Ethics in Research” presented by Dr Alexandra Prodromidou. The keynote speech was delivered by Professor Ian Douglas, Deputy Dean of the School of Clinical Dentistry and Director of the Doctoral Academy of The University of Sheffield on “Developing Doctoral Research education for the 21st century: Interdisciplinarity, community and impact.”
2.5 Other Academic Activities

Throughout 2015 SEERC continued the organization of research seminars in the frame of Open Seminar Series and Research Student Seminars. (For a full list of the SEERC seminars, see Appendix).

NETWORKING & DISSEMINATION

2.6 Events Organised by SEERC

February 2, 2015: SEERC as a supporting partner to the AgriEntrepreneurship team hosted their “Business Strategy Workshop”

March 18, 2015: SEERC as a supporting partner to the AgriEntrepreneurship team hosted their experiential workshop on “Strategic Analysis of Agri-nutrition Entrepreneurship”

March 18, 2015: SEERC’s director Mr. Zaharis along with Alexander Kritikos - Research Director for Entrepreneurship Research at the German Institute for Economic Research (DIW Berlin), and Angelos Gketsis – Local Prize, Google Science Fair 2014 (PEACE), were guest speakers at The Hellenic Society of Imperial College London event on “Innovation and Entrepreneurship: Fuel for Recovery”.

July 1, 2015: SEERC as a supporting partner to the AgriEntrepreneurship team hosted their workshop on “Organic agriculture and its certification”

September 8, 2015: SEERC, in the frame of Promoting Environmentally Sustainable SMEs (PrESS) Project organized an event in order to present the key findings of PrESS and to demonstrate the online decision support system for green decision making that the transnational project team (Greece, UK, Poland, Italy) developed, in Electra Palace, in Thessaloniki, Greece.

September 10, 2015: SEERC along with The International Faculty of TUoS - CITY college and the City Hall of Thessaloniki in cooperation with Sheffield Political Economy Research Institute (SPERI) and Istanbul Sehir University organised an event on “The Political Economy of Crisis in South Europe”.

September 17-18, 2015: 10th Annual South East European Doctoral student conference, Thessaloniki, Greece.

September 19-21, 2015: SEERC in cooperation with the Northern Greece Entrepreneurs Cultural Society, Navarino Network, Konrad-Adenauer-Stiftung, and American College of Thessaloniki, organized the 4th Thessaloniki International Symposium in World Affairs, on October 18, 2015, at Olympion theatre.
November 23, 2015: SEERC in cooperation with Konrad-Adenauer-Stiftung organized a workshop on ”The Role of Democracy in a Social Market Economy”

December 1, 2015: SEERC, in the frame of ELIEMENTAL Project organized a conference on “Breaking Down barriers to Enterprise”, in Brussels, Belgium

December 3, 2015: SEERC, as an official supporting partner to the Balkan Venture Forum together with the Balkan Unilimited, organize the Balkan Venture Forum, the largest venture capital and private equity investment forum in the region created to facilitate access to finance, to improve investor readiness, to catalyse innovation for Balkans’ Region Business community and to foster entrepreneurship development. The 7th forum took place in Zagreb, Croatia

3 SEERC INTERNAL NEWS

17th Steering Committee Meeting (2015)

The 17th Steering Committee meeting took place on November 20, 2015 in Thessaloniki. Professor Tony Payne Chaired the meeting. Professor Panayiotis Ketikidis, Mr. Nikos Zaharis, Mr. Tom Rhodes, Dr Chay Brooks, Dr Mike Stannett, Dr Gabriel Ozon, Dr Barry Dixon, Dr Anastasios Karamanos, Dr George Eleftherakis, Dr Iraklis Paraskakis, Dr Efrosyni Kalyva and Dr Zoi Tatsioka took part in a discussion on future prospects of the Center and approved SEERC’s Business Plan for 2016-2020.

3.1 New Staff @ SEERC

Mr Dimitris Pappas, is a full time research associate working as a software developer. Mr. Dimitrios Pappas holds a Bsc(Hons) in Computer Science and a MSc with Distinction in Software Engineering and Telecommunications, both from the University of Sheffield and currently he is a part-time PhD student under the Doctoral Scholarship Scheme of SEERC and the University of Sheffield. He is also chairing the local Association of Computing Machinery (ACM) Student Chapter and has been active with the development of Serious Games in the context of teaching, learning and therapy.

Mr George Pavlidis, is a part time research associate working on several research projects. Mr. Pavlidis holds a Bsc (Hons) in Psychology from the International Faculty of the University of Sheffield, City College and currently he is a PhD student under the Doctoral Scholarship Scheme of SEERC and the University of Sheffield.

Ms Christina Batzaka, is appointed as SEERC’s financial administrator.
4 Appendix:

4.1 Publications per Research Track

Research Track 1: Enterprise, Innovation and Development


Research Track 2: Information and Communications Technology


Research Track 3: Society and Human Development: Psychology, Politics, Sociology, and Education


**PLEASE NOTE** that these lists might be incomplete since the publications database is continuously updated. For a last update please follow the link below:

4.2 Open Seminar Series

**January 20, 2015:** “Transnational languages, Multilingualism and the Challenges for Language Analysis for the Determination of Origin” delivered by Prof. Suzan Fitzmaurice, Head of the School of English, The University of Sheffield.

**June 5, 2015:** “From nature observation to autonomic wireless sensor networks” & “Med Vision project” delivered by Dr George Eleftherakis, & Dr Thomas Lagkas, Department of Computer Science, The University of Sheffield International Faculty, CITY College.

**June 6, 2015:** “Emergence of connectivity motifs via interaction of long - term and short - term plasticity” delivered by Dr Eleni Vasilaki, CEng, Senior Lecturer, (Associate Professor) Dept. of Computer Science, University of Sheffield

**June 12, 2015:** “Architerure design challenges of the EDUSAFE Supervision System” delivered by Mr Panagiotis Mousouliotis, Marie Curie ITN Fellow, EDUSAFE ESR 3, PhD Student, ECE Department, AUTH.

**June 19, 2015:** “Quality assurance in Service - Based Applications” delivered by Dr Dranidis Dimitris, Dept. of Computer Science, The University of Sheffield International Faculty, CITY College
4.3 Research Student Seminars

**February 2, 2015:** “The Implementation of Fiscal Policy in the Balkan Region and Their Impact on Economic Growth. Lessons to be learned” delivered by PhD student Mr Ardian Syla.

**February 2, 2015:** “The impact of Foreign Direct Investment on the exports and economic growth in South-eastern countries. An empirical investigation” delivered by PhD student Mr Kushtrim Zeqiri.

**February 6, 2015:** “Evaluating Determinants of Innovation Outcome in Information Technology Companies in SEE: Influence of Interorganizational Relationships (IOR) and Knowledge Transfer (KT)” delivered by PhD student Mr Danimir Ljepava.

**March 27, 2015:** “Executive functions and working memory contributions to children’s reading comprehension” delivered by PhD student Ms Fatdardha Qehaja Osmani.

**April 3, 2015:** “Cloud e-Learning” delivered by PhD student Ms Krenare Pireva.

**June 22, 2015:** “Understanding Entrepreneurial Behaviours and Resilience in SMEs: lessons from Kosovo” delivered by PhD student Ms Ismaili Flaka.

**June 26, 2015:** “Investigating the Effects of Emotions and Emotional Contagion on Crowd Evacuation via Multi-Agent System Modeling and Simulation” delivered by PhD student Ms Marina Ntika.

**December 21, 2015:** “Wireless monitoring systems for enhancing national health services in developing regions” delivered by PhD student Ms Adelina Basholli.
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