



Special Points:

- ▶ ALBA Dean, Professor Travlos, on BBC World News
- ▶ Corporate Gender Gap Report 2010 by World Economic Forum - ALBA is the national scientific partner for Greece
- ▶ The Greek Labor Market remains stagnant according to the Recruitment Confidence Index Survey
- ▶ Upcoming Open Executive Seminar "Towards a more Sustainable and Efficient Maritime Industry: In search of smarter Shipping and Port Logistics" in May
- ▶ 1st Academic Entrepreneurship Symposium by ALBA in June
- ▶ Interview of Mr. Mario Reis Professional MBA Alumnus and Head of Solutions Engagement at Nokia Siemens Networks
- ▶ Our recently featured Alumni Entrepreneurs share the latest from their business and how they are tackling the current crisis

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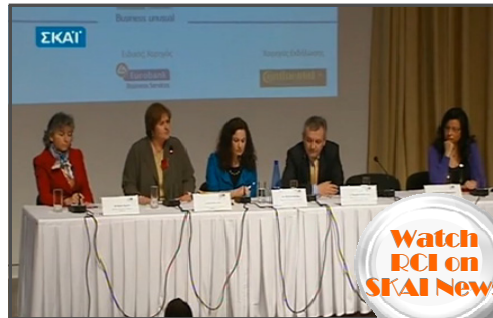
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Dean Travlos on BBC World News

ALBA Dean, Professor Travlos, was interviewed by the BBC World News on February 16. Professor Travlos commented on the Greek debt crisis and gave his insight on whether Greece will be able to reduce the current amount of public debt.



Greek Labor Market Remains Stagnant



Reduction in recruiting activities, salary increases of no more than 4% and fear for the repercussions of the financial crisis, still remain some of the findings of the Recruitment Confidence Index survey. The results for the 1st half of 2010 show that a 40% of Greek companies have proceed in layoffs, while one out of four companies is expected to reduce its manpower.

The results of the survey were presented on January 21, during a special event organized by ALBA and chaired by Professor, [Olga Epitropaki](#).

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Corporate Gender Gap Report 2010

The first global study on corporate gender gap by World Economic Forum
ALBA is the national scientific partner for Greece

The first study to cover the world's largest employers in 20 countries and benchmark them against the gender equality policies that most companies should have in place but are - in fact - widely missing, is now available. The report is based on a survey of 600 heads of human resources at the world's largest employers. The survey assessed companies on **representation of women** within their establishments and the **use of gender-equality practices** such as measurement and target setting, work-life balance policies and mentorship and training. The survey also asked respondents to identify the biggest barriers to women's leadership and their opinion on the probable effects of the economic downturn on women's employment. You may download the [international survey press release](#) and [report](#), and the [Greek results](#).

Contact person: Ms Zoe Kourounakou, zkouroun@alba.edu.gr

New ALBA Brochure

We are happy to introduce our recently launched ALBA Brochure that concisely presents the activities and services we provide.

[Get your copy >>](#)



Be Our Guest

Don't choose a Graduate Program before trying it first!

Join one of our classes to form your own opinion: attend a lecture, meet the Professor, discuss with current students. Experience it for yourself, so you can be convinced that our **classroom experience** is another main differentiation feature of ALBA.

[Register online >>](#)

ALBA Roadshow 2009-10

The ALBA Roadshow 2010, which aims at promoting Greece as a destination for graduate studies, continues its journey by visiting a number of cities in **Europe** and **Asia**:

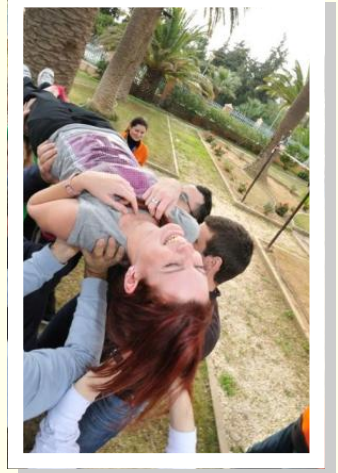
- April 17**, Access Masters Tour, **Cairo**
Access MBA Tour, **Cairo**
- April 24**, Access Masters Tour, **Sofia**
Access MBA, **Sofia**
- April 26**, Access MBA, **Bucharest**
- April 28**, Access MBA, **Athens**

[Register online >>](#)

Special thanks to our alumni in Belgrade: Maja Bojanic, Milos Stojanovic, Ivan Tomic and Danica Antonic, as well as our alumni in Skopje: Dejan Ralupovski, Goce Serafimov, Mence Ivanovska, Kristina Stamenkovska, Zlatko Smugrevski and Frosina Meshkova for their invaluable help and support during the Roadshow!

Team-Building Field Trip 2010

Effective teamwork is a key factor for future success for all ALBA Programs. This year the annual team-building field trips for the new classes of the **Professional MBA**, **MBA in Shipping**, **MBA in Banking** and **MSc in Strategic HRM** were organized on **January 9** at Lavrion Technological & Cultural Park, in cooperation with Summit Exploring S.A. Professor Nikos Mylonopoulos, along with Program Directors, welcomed new students and coordinated all related activities.



Guest Speakers

Full time MBA

Students of the Full time MBA Program had the opportunity to learn from the invaluable experience of distinguished executives from the local business community, in the framework of the Entrepreneurship course. More specifically:

- ▶ **Dr. Ioannis Arabatzis**, Managing Director and Co-Founder of **NanoPhos**, on January 25
- ▶ **Mr. Stefanos Xenakis**, General Manager of **INKAM S.A.**, on February 1
- ▶ **Mr. Brian Karey**, Founder and CEO of **Simply Burgers**, on February 8
- ▶ **Mr. G. Papadopoulos**, CEO and General Manager of **Attica Ventures**, on March 8

Moreover, **ALBA Alumni** Christos Kalogris, Iosifina Armaou and Stefanos Kourouthanasis, **members of the 2008 winning team** at the European Business Plan of the Year Competition, visited ALBA on March 2, and shared their experience from the Competition.

Challenge Future Competition

3 ALBA teams make it to the semi-finals

Three ALBA student teams have made it to the semi-final round of Challenge Future, the international student competition which aims at promoting collaboration and innovation for the world's sustainable future. These teams are:

- ▶ 'Future X-press' consisting of Full time MBA students **Nikoletta Petrova**, **Ioanna Tzardi**, **Salar Mobayen**
- ▶ 'World United' by MSc in Finance student **Voukelatos Antonis**
- ▶ 'Little Wide Eyes' by MSc in Finance student **Aurora Beleri**

Open Executive Seminar - May 11th

Executive
Development

"TOWARDS A MORE SUSTAINABLE AND EFFICIENT MARITIME INDUSTRY: In Search of Smarter Shipping and Port Logistics"

Conducted by:

Em. Prof. dr. Willy Winkelmans

Founding Father & Honorary President of ITMMA, University of Antwerp

First Chairman of the Flemish Port Commission

Founding Father & First President of the Flemish Institute of Logistics

Maritime Ambassador of the European Commission

The focus of this interactive executive seminar is to raise awareness and provide skills for managing **sustainability** and **transport (policy) efficiency**. Through practical examples and case studies, the following issues will be covered by the instructor, who is considered an expert in this area:

- ▶ Strategic and logistics changes in the maritime industry
- ▶ The growing imbalance between demand for mobility and supply of transport (infrastructure)
- ▶ Strategic seaport development and the application of a resource and competency-based approach
- ▶ The issue of competition and competitiveness in the maritime industry
- ▶ The issue of capacity and productivity in the maritime industry

[Find out more >>](#)

Duration: 6 hours (10.00 – 16.00) **Venue:** ALBA Graduate Business School

Full Fee: €250 (ALBA Corporate Members - €200, ALBA Alumni & Students - €80, Non-ALBA Students - €120)

ALBA – EUROBANK EFG "Leadership Development Program"



Eurobank EFG

The Leadership Development Program aims at empowering participants with leadership competencies in order to lead themselves and their teams. The Program includes one-to-one and group coaching sessions with experienced coaches from London and Greece.

2nd Class

The second class is attended by 31 Eurobank Senior Executives. The first module took place in October 2009, while the second module took place in Nafplio, on February 17-20, 2010, and was conducted by ALBA Professors, Dr. Olga Epitropaki and Dr. Babis Mainemelis. The third module will take place in May 2010.

3rd Class

The third class is attended by 31 Eurobank Senior Executives. The Program consists of three modules, the first of which took place in Nafplio, on February 24-27, 2010, and was conducted by Dr. Babis Mainemelis. The second module will take place in June 2010.

Christmas Party and New Year Celebration

All ALBA employees, faculty and their families had the opportunity to exchange holiday wishes and enjoy themselves during the annual ALBA Christmas Party and New Year Celebration which took place on campus on December 23 and February 5, respectively.

New Staff Member

Mr. Thanos Sakkas is the new **Research Assistant** of Professor Nicholas Tessaromatis as of January. Thanos has a Bachelor's degree in Mechanical Engineering as well as a Master's degree in Banking and Financial Management. We would like to welcome him and wish him all the best in his new role!



Left to right: Mr. Nikos Ebeoglou, Chairman of the Board of Directors, Mr. John Ioannou, Head of Administration and CFO, Professor Nickolaos Travlos, Dean



Recruitment Confidence Index

(continued from front page)

The event included a panel discussion with the participation of HR Directors from renowned Greek companies who had the opportunity to present the HR practices they use in face of the current financial crisis. A lively discussion followed the panel presentations, during which interesting views and ideas were exchanged among General Managers, HR Directors and other executives. The main issue under discussion during the event was the rather noticeable decrease of the Recruitment Confidence Index, which is adjusted every six months through the survey.

The survey is carried out twice per year and its main objective is to explore the perceptions and trends of companies regarding their recruitment processes and methodologies over the next 6 months. The 1st round (1st half) of 2010 was carried out in the time period December 2009 – January 2010 with the support of **ECDL Hellas**. **Eurobank Business Services** sponsored the Special Theme of the survey entitled “The Financial Crisis and its Repercussions”, while the special event was sponsored by **Continental tyres**. The collection of data for the 2nd half of 2010 will take place during May – June 2010. [Read more on the survey findings >>](#)



Left to right: Ms. Bouzouki, HR Director, Coca Cola HBC, Ms. Psimiti, CEO, Psimitis S.A, Mr. Kougoulos, HR Director, Abbott Laboratories Hellas, Dr. Olga Epitropaki, The Stavros Costopoulos Chair in HR Management and Development, ALBA, Ms. Makarigaki, HR Director Tasty, Mr. Tarsinos, Project Manager ALBA

ALBA Executive Briefings



The ALBA Executive Briefings is a series of highly insightful and cutting-edge knowledge articles developed by ALBA faculty members on hot current issues of modern management science and practice. The companies that participate have the opportunity to offer to their executives the participation at two ALBA Executive Breakfasts events annually, especially designed to cover business subjects of substantial added value in the Greek environment.

Contact person: Mr. Aristotelis Alexopoulos, aalexopo@alba.edu.gr, +30 210 8964531

The ALBA Executive Briefings contribute to lifelong learning and thus improve the capacity and skills of employees, as well as maximize the quality of their performance.

Ifigenia Christodoulidou
HR Executive Advisor
Hellenic Postbank

L4S – Learning for Security

Since July 2009, ALBA has been participating in the EU funded research project, L4S – Learning for Security, which aims at studying crisis management in the transport sector and developing a simulation gaming based training package that is tailor-made to the needs of executives of the air and sea transport sector.

ALBA participated in two project partner meetings (one plenary and one working) that took place in Milan in November and December 2009 respectively. Furthermore, ALBA studied the Athens International Airport (AIA) emergency and crisis handling mechanism and developed the AIA case as part of the first deliverable of the project on “knowledge harvesting” (theoretical and practical) of the field. On March 14-15 2010, ALBA hosted one of the working meetings of the project.

2010 Best Workplaces Competition



The Top 20 Best Workplaces in Greece for 2010 will be announced in the April 11th issue of “To Vima” newspaper.



“Measuring Efficiency after Training on IT skills and the cost of IT ignorance”

Since September 2009, ALBA has launched a **new survey** in collaboration with ECDL Hellas, entitled: “Measuring efficiency after training on IT skills and the cost of IT ignorance”. The data collection was concluded in January 2010 with 140 participating employees from 44 companies. The data analysis was finalised in February and the results will be presented on May 6th at a special event at King George Palace Hotel Athens. Contact person: Ms Zoe Kourounakou, zkouroun@alba.edu.gr, +30 210 8964531

Career Workshops 2009-2010

The Career & Alumni Office is continuing its series of workshops and preparing students for entrance into the job market.

- In February, a **CV preparation** workshop was held by Career & Alumni Director, Maria Moragianis, for the part-time MSc in Finance, MSc in Strategic HRM and Professional MBA students.
- Individual **CV coaching sessions** with Ms. Moragianis and Career & Alumni Executive, Maria Melioti, are currently in progress for all students.

Alumnus on the Move

- ▶ **Themis Ntamarelos** (MSc in Strategic HRM 4) from Randstand to **ICAP Group** as Senior Recruitment Consultant

Alumni Stay in Touch: Now through Twitter!

All alumni please inform us of any changes in your job and contact details and spread the word to other alumni who may not be receiving our e-mails. Contact us and stay in touch through:



Company Presentations

The second company presentation of the year was hosted by **Velti** in January. HR Manager, **Christos Koukios** presented valuable insights to the Full time MBA students. Mr. Koukios surprised students with a mobile contest especially designed for ALBA, during which the winner was presented with a prize.



Christos Koukios
HR Manager at Velti

Yearbook 2009

For those of you who did not manage to pick up a copy of the 2009 Yearbook, keep a lookout as you will be receiving it any day now in the post!

Career Forum 2010

We are pleased to announce that this year's Career Forum will be held on campus in early September. We are currently ironing out all the details and will provide you with further information in the upcoming months.



“Strategies and Tools for e-Startups” Seminar

The Seminar, conducted by ALBA Professor, Dr. Nikos Mylonopoulos, took place on campus on January 31, 2010. It was targeted to all ALBA Alumni who have an interest in or simply the curiosity to explore what it takes to go live with a new Web-based business idea and was structured around two main themes:

Strategies: business models, current trends, opportunities, competitive dynamics, two-sided markets, pricing, marketing strategies.

Implementation: assembling the right competencies/partners, tools for infrastructure, payments, design/development.

The Seminar also included panel presentations of ALBA Alumni e-entrepreneurs and field experts.

ALBA Alumni:

- Vicky Dallas, 9am.gr and growing.gr
- Mariangela Lestou, look4studies.gr
- Ilias Birdas and Haris Geronymakis, thealbashop.gr
- Stefanos Souldatos, olataepipla.gr, olatougamou.gr, olatouspitiou.gr, melodima.gr

Guests:

- George Saliaris-Fasseas, driin.eu
- Apostolos Apostolakis, e-shop.gr
- Dimitris Tsigos, vtripgroup.com and European Confederation of Young Entrepreneurs
- Fotis Draganidis, Microsoft Hellas (innovation center, startup weekend, imagine cup, etc)
- Kostas Kallandranis and Dimitris Tritaris, ricardo.gr



New Year's Dinner



The annual ALBA Alumni Association New Year's Dinner took place on January 20, at *'Cellier Le Bistrot'* in Athens. Approximately 140 ALBA Alumni and their friends filled the place, which was exclusively booked for the occasion. The dinner featured a special menu accompanied

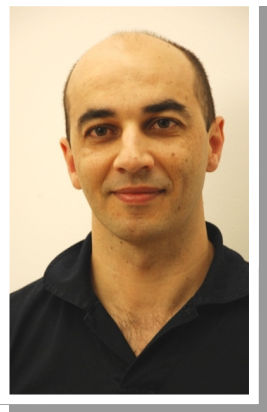
by wines carefully selected from around the world.

General Assembly

The AAA General Assembly was held on March 14. The board made a brief summary of its performance during the last year and the following topics were discussed and finalized:

- Financial Review and planning
- Past & forthcoming Activities

For more information on the Association, please contact its Board at: aaa@alba.edu.gr.



**We interviewed Mr. Mario Reis,
Professional MBA Alumnus and
Head of Solutions Engagement
at Nokia Siemens Networks**

Mario shares with us his international professional experience and gives us his insight on the current economic situation in the Mediterranean countries.

What are your latest professional developments? How has your career progressed since you graduated from ALBA?

Since the beginning of 2010, Nokia Siemens Networks (NSN) has established three business unities, and I currently run the Engagement team (a team of 35 sales experts) in the south sub-region (which encompasses Portugal, Spain, Italy, Malta, Cyprus, Albania and Israel). Our Business Unit, called Business Solutions (BSO), has the mission to help CSPs generate new revenues and differentiate by enabling faster time to market, enhancing billing and charging, automating and simplifying processes, addressing convergence and security, and opening doors to new markets in adjacent industries. So it is all about transforming what we at NSN have been doing so far and more important, to help our customers in their transformation journey. Since the conclusion of my Professional MBA studies in 2005, my career has been characterized by an interesting development in terms of scope and responsibilities and looking back to when I was in charge of a team of fantastic engineers responsible for the business in Greece to run now the activities of BSO Sales South... well the game is ON and I have to say my career reflects that as well. The Professional MBA, apart of the tools & techniques that any sophisticated manager should master nowadays, has stressed the importance of keeping a team inspired and energized and I think that this was one of the two most important lessons! The second one is diversity and how to get all the potential from it; and how critical it is for me on a daily basis. A customer in Tel Aviv is different... or I should say diverse from another in Lisbon... Looking back to 2004/2005, **how relevant and forward looking was what we have been discussing and sharing at ALBA during those two memorable years...**

From your international expertise how do you perceive the crisis in the PIGS (Portugal, Italy, Greece and Spain)?

I think the telecommunications sector has been less affected by the current crisis, and that is due to the role this service plays in our lives. We shall call friends and families, we shall transmit more data than before, we do have more data to be exchanged with the community, we do have communities that went well beyond our immediate walls ... and to keep those communities alive we shall use the service provided by CSPs. The most notorious change in terms of business behavior is the way investments are done, and in most of the cases, only strong business cases get the required management attention and funding, which sounds like a rational behavior, doesn't it? And I think households show a similar behavior, and therefore the entire value chain is affected or I would say, adjusted to current times. The way we have tackled such adjustments was simply by being more creative and providing solutions to capture the sophistication the market is asking for – it is all about differentiation. This trend can be observed in the PIGS as well.

Having said that, and going beyond the telecommunications sector, in the PIGS we do have major deviations from the rest of the European countries that shall be addressed right away: having an economy relying too much in SME and less diversified (strongly dependent on tourism and public investment), the PIGS have become less efficient in investing public funds and somehow unable to reach an economic activity diversification. How can we make the turnaround? Well, first by **investing in education: educated households will make educated decisions and will have louder voices**. And this is only the beginning. It will drive higher ethical standards, it will foster an environment where true and strong corporate governance is in place, it will foster the development of long term policies so short term political decisions won't prevail over the long term benefit of the entire society.

Special Contributions by ALBA Faculty



Special Awards

Sarah Dodd has recently received the 2010 Outstanding Reviewer Award from the International Journal of Entrepreneurship Behaviour and Research. Prof. Dodd received this Award in 2007, as well.

Recent Papers in leading International Journals

Sarah Dodd with A. Anderson and S. Jack, *"Network Practices and Entrepreneurial Growth"*, Scandinavian Journal of Management, 26:2, 2010

Babis Mainemelis has co-edited with Y. Altman the latest issue of the Journal of Organizational Change Management (2010, Volume 23, Issue 1), a special issue on "Work and Play". Prof. Mainemelis' & Altman's paper, *"Work and Play: New Twists on an Old Relationship"* opens the special issue.

Nicholas Tessaromatis, with T. Angelidis, *"The efficiency of Greek public pension fund portfolios"*, Journal of Banking and Finance, forthcoming 2010

Evangelia Baralou with J. Hallier, *Other Voices, Other Rooms: Differentiating Social Identity Development in Organizational and Pro-Am Virtual Teams*, New Technology Work and Employment, forthcoming in the summer issue of 2010

Ilias Visvikis with M. Kavussanos and D. Dimitrakopoulos, *"Information Linkages between Panamax Freight Derivatives and Commodity Derivatives Markets"*, Maritime Economics and Logistics, Vol. 12 (1), pp. 91-110, 2010

Books

Evangelia Baralou, *"How is knowledge created in virtual teams? A theoretical and empirical study"*, Lambert Academic Publishing AG & Co., USA, 2010

Press

Kyriakos Kyriakopoulos, *"Μετά την κρίση - Μάρκετινγκ για το μέλλον που ήδη είναι εδώ!"* (After the crisis - Marketing for the future that is already here'), Marketing Week, Issue: 1268, p. 20-21, December 2009

Kyriakos Kyriakopoulos, *"Το «διαμάντι» του MBA λάμπει όσο ποτέ άλλοτε"* (The MBA diamond shines like never before'), KERDOS Newspaper, Special Edition, September, 2009

Kyriakos Kyriakopoulos, *"Franchising προ προκλήσεων: ο ρόλος του executive education"* (Franchising challenges: The role of Executive Education"), KERDOS Newspaper, Special Edition, February 2010

Ilias Visvikis with M. Kavussanos and D. Dimitrakopoulos, *"A New Source of Information Transmission in the Shipping Derivatives Markets"*, Economic Outlook, Special Report – Shipping Finance, Issue 141, December 2009

Events / Conferences

Nickolaos G. Travlos, *"The Current World Financial Crisis and Implications for Managers of the 21st century: The Need for Human Capitalism"*, Keynote Speech at the 2010 MBA Graduation Ceremony of Mediterranean School of Business, Tunis, January 18, 2010

Nickolaos G. Travlos, *"The present and future of social responsibility"*, panel participation, CSR Best Practices 2010, Athens, March 15, 2010

Babis Mainemelis, *"Creative Leadership in Tough Times"*, Graduation Ceremony of Eurobank's e-learning program, Athens, January 15, 2010

Babis Mainemelis, *"How to keep employee morale high during difficult times"*, panel moderator, KPMG 13th People Management Symposium, Athens, March 11, 2010

Babis Mainemelis, Welcome Speech, "Lynda Gratton on The Future of Work" Conference, Athens, March 17, 2010

Kyriakos Kyriakopoulos, with M. Hughes, and P. Hugh (2010), *"The Role of Marketing Resources in Radical Innovation"*, American Marketing Association's Winter Educators' Conference, New Orleans, LA, USA, February 20-22, 2010

Ilias Visvikis, *"Empirical Research Findings in the Freight Derivatives Market"*, Freight Derivatives 2009 Conference, London, UK, November 16-17, 2009

Ilias Visvikis, *"FFA and Freight Option Trading in Volatile Periods"*, Derivatives & Risk Management in Shipping Seminar, Lloyd's Maritime Academy, London, UK, December 7-8, 2009

Ilias Visvikis, *"Risk Management in Shipping: Current Outlook and Future Prospects"*, Trading Show, Money Show, Athens, Greece, December 18, 2009

Our Alumni Entrepreneurs share the latest from their business and how they are tackling the current crisis



Thanassis Andreadis & Dimitris Maniotis, Professional MBA Alumni



AMS Partners, as an importing and trading company in the area of vehicle industry car representatives, gas stations, etc as well as super and hyper markets, is facing some challenges in face of the current crisis such as: The average order – consumption– is around 30% lower than last year; the average credit period is being extended in all sales channels; the credit risk is growing; the bad climate created by the media does not encourage consumption; rumors - especially beyond Greece - create a loss of trust to our suppliers worldwide; there is not any indication if and when the crisis will end.

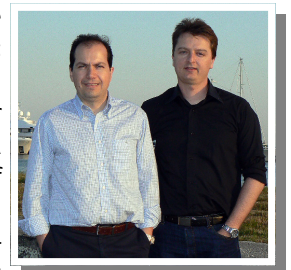
In face of the crisis, here at AMS Partners we are trying to defend ourselves collectively targeting on the following aspects:

- Evaluate and Focus our core business to our customers
- Evaluate customers credit risk
- Stable prices
- Expand to new traditional sales channels
- Create a new e-shop
- Launch of an innovative Product: Driinn™ hangs between the battery charger and the wall socket, providing a support for the mobile phone and convenient storage for the charging cord

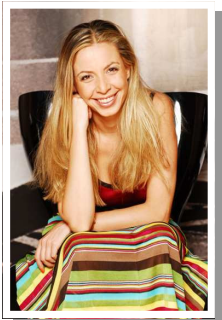


Ilias Birdas and Haris Geronymakis, MBA Alumni

The ALBAshop was launched in 2009 in the midst of the crisis, so we are not sure what “good days” mean, however, we are determined to do our best. Recently, as part of our effort to increase brand awareness, we created ALBAshop groups in online social networks such as LinkedIn and Facebook. A showcase with our products is available at ALBA, so current students can have a look at the ALBA memorabilia we offer. Furthermore, we are currently trying to establish a point of sales close to the ALBA campus. Unfortunately, durable goods are going through a thin time, so we have decided to maintain the low prices we introduced last Christmas –at least for a few more weeks. We also participated in the recent e-business seminar at ALBA and gained valuable feedback through the discussions we had with fellow alumni.



Mariangela Lestou, MBA Alumna



Look4Studies.com, the complete website for studies in Greece, operates in the sector of education. The current economic situation has not influenced the industry so much in real terms, rather on a psychological level. This, together with the vague situation regarding the liberalization of the educational system and employment rights of private universities graduates, have resulted in making educational institutions more sceptical and cautious regarding the investment of their resources. Look4Studies.com faces the above mentioned challenges by constantly improving and enriching its content and services for both users and partners. Some examples include the addition of services for finding housing and employment, more information on opportunities on studies abroad and continuous improvements and optimization of marketing activities. It is very important, especially in this era, to stay very close to the market, listen to the thoughts

and concerns of your partners and help them in finding the best solutions. In this way, more and more people see and appreciate the value of the services offered and the results it brings, as the Internet is a relatively new medium, which can bring significant results with relatively low investment, especially in the field of studies. With hard work, a clear goal and passion for what we do, I believe that we can overcome all challenges!

ΟΙΛΑ **Μελώδημα** music laboratory Stefanos Souldatos, MBA Alumnus

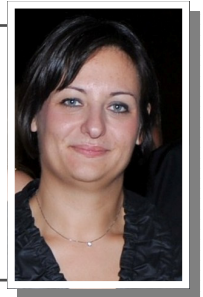


OLA: OlaTaEpipla.gr, OlaTouGamou.gr and OlaTouSpitiou.gr are three leading electronic exhibitions providing consumers with an easy way to select furniture, wedding and building products from hundreds of companies. An expansion in the car market, exploiting the existing business model and technical infrastructure, is currently under consideration. The recent industry changes have been really beneficial. The financial crisis and the expansion of broadband networks have made web advertising an alternative. The large number of visitors (500.000 in 2009) in combination with high customer satisfaction has made OLA a strong player in the market.

MELODIMA.gr: Melodima.gr is a music laboratory for weddings, including music before (bride instruments), during (choir) or after the wedding (orchestra, DJ, saxophones). The number of customers and their budget has increased since sample videos were published online. Soon, a video of the orchestra will also become available. The strong Greek traditions and the desire of many couples to organize the perfect wedding are not considerably affected by the ongoing financial crisis. Moreover, since the fixed costs sum up to zero (all underlying tasks covered by personal effort), Melodima has a strong competitive advantage, allowing high quality of service at relatively low cost.

prmaconsulting Sotiria Papanicolaou, Professional MBA Alumna

Despite the current financial situation, prmaconsulting, which offers pharmaceutical pricing, reimbursement and market access consulting services, is enjoying a great growth. We have now become a team of 25 employees (compared to six a year and a half ago) in EU, US and Japan. We have also just opened an office in the UK and we plan to open one in the East coast before the end of the year.



New Book “KOUROS Awards; 15 Years Later”

Mr. Alexis Komselis and Mr. George Batsakis of the AHEAD team, have prepared a special edition for the 15-Year celebration of the annual KOUROS Awards that were established in 1995 by the [Hellenic Entrepreneurship Association](#) (HEA). The book presents the history of the HEA and profiles the activities that it has undertaken, in order to promote entrepreneurship within the Greek society. The authors have included a study on Entrepreneurship that is based on a questionnaire distributed among the entrepreneurs - members of HEA. Moreover, two chapters on Growth & Innovation and International Growth respectively, that deal with the two main Awards introduced by HEA were included. Finally, short case studies and brief interviews are also included for several of the Award recipients.

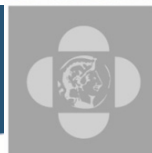


AHEAD Announces Cooperation with STARTUPDAY

AHEAD has joined forces with a new initiative in the entrepreneurship field in Greece, STARTUPDAY, in order to better understand the dynamics of start up financing in Greece. AHEAD has a strong interest in this event, as the research output of the whole procedure is expected to result in several valuable business tools for nascent and future entrepreneurs on business plan development, presentation skills and negotiation strategies. AHEAD will focus on **investigating the relationship between business angels and entrepreneurs**. The main research questions that will be examined are, firstly, the way this relationship develops and, secondly, the criteria a business angel examines in order to invest in a certain entrepreneurial project.

1st Academic Entrepreneurship Symposium

We are happy to announce the organization of our first Academic Entrepreneurship Symposium on June 1, 2010. The event is the first one of a series of meetings that aim at bringing together active researchers in the area of entrepreneurship in Greece to share new research initiatives, discuss global trends and enhance collaboration on a local level. Participants will have the opportunity to attend several presentations and be part of the discussion. People who might find interest in this event are Educators, Scholars and Research Students. The Symposium will be held at ALBA. More on this event can be found [here](#).

**Business unusual***The ALBA Quarterly Newsletter*

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