



Special Points:

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- ▶ Two Greek Companies at the top of the 100 Best Workplaces in Europe
- ▶ Available Scholarships for the ALBA Programs
- ▶ Series of articles in renowned Greek Newspapers by ALBA Faculty
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ALBA accredited by EFMD-EPAS



We proudly announce that the **ALBA MSc in Finance** and **ALBA MSc in Strategic HRM** Academic Programs have gained EPAS accreditation from the European Foundation for Management Development (EFMD).

EFMD is recognized globally as an international organization that promotes top quality in management education, while EPAS is an international accreditation system, operated by EFMD, which accredits academic programs. It evaluates the quality of any business and/or management program that has an international perspective and demonstrates high academic quality. So far, very few elite programs have been accredited; **in Greece, the ALBA MSc Programs are the only ones that have been awarded with this quality label.** The accreditation procedure is particularly rigorous, and requires that each candidate school satisfies strict criteria that cover both academic and administrative aspects. Our school went through a thorough examination of its MSc programs' processes and activities, while a site visit of the EPAS Evaluation Committee took place on January.

Our Dean, **Professor Nickolaos G. Travlos**, comments: *"We are delighted that our MSc Programs (in Finance and Strategic HRM) were accredited by EPAS. Although the process was rigorous and demanding, the benefits from going through it far outweigh the costs. This achievement is another decisive step towards the fulfillment of our vision, which is to become one of the leading research-driven business schools in Europe, on the basis of excellence in teaching and intellectual impact on the business world, attracting outstanding faculty and students from all over the world. I would like to express my gratitude to the entire ALBA community for their dedication and support that makes these achievements happen."*

For more information please contact the ALBA Quality Management Department, +30 210-8964531, quality@alba.edu.gr.

Two Greek Companies at the top of the 100 Best Workplaces in Europe

The Awards Ceremony for the 100 Best Workplaces in Europe took place on May 20 in Baden, Austria.

Two Greek companies, **Microsoft Hellas** and **Piscines Ideales**, were listed first in the two lists of large and small companies respectively. In total, five Greek companies were distinguished in prestigious positions.

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The Piscines Ideales team receives its Award

APPLY NOW for an ALBA Program

Current Intake for Classes that begin in Fall 2009

An ALBA degree will undoubtedly open up a large range of career opportunities. On average, more than 90% of our graduates from our full-time academic programs are hired by leading companies within 3 months after the completion of their studies - such figures can only speak for themselves. In addition, graduates of the part-time programs experience significant career advancement upon graduation.



Contact Persons:

Full time MBA: Ms. Lida Kominou, e-mail: mba@alba.edu.gr

Professional MBA: Ms. Teta Arvaniti, e-mail: pmba@alba.edu.gr

MBA in Shipping: Ms. Marilia Koukou, e-mail: shipping@alba.edu.gr

MBA in Banking: Ms. Vicky Moschopoulou, e-mail: banking@alba.edu.gr

MSc in Finance: Mr. George Christianos, e-mail: msfinance@alba.edu.gr

MSc in Strategic HRM: Ms. Lila Efstathiadi, e-mail: mshrm@alba.edu.gr

MSc in Business for Lawyers: Ms. Vasiliki Zacharaki, e-mail: buslaw@alba.edu.gr

Guest Speakers at ALBA Programs

MSc in
Strategic
HRM

Students of the MSc in Strategic HRM had the opportunity to attend a presentation titled *"Performance Management at Ericsson"* by **Ms. Alexandra Lekkou**, Competence Development Senior Specialist, HR, Organization & Operational Excellence at **Ericsson Hellas**. The presentation took place in the framework of the Strategic Performance Management I: Training, Employee Development & Appraisal" course instructed by Dr. Kamal Birdi, Deputy Director in Occupational Psychology at the University of Sheffield.



Full time
MBA

Professional
MBA

The Full time and Professional MBA Students had the opportunity to learn from the invaluable experience of distinguished executives from the local business community, in the framework of the e-Business course.

Mr. George Saliaris-Fasseas, Country Manager of Google Hellas S.A, visited ALBA on April 1, 2009.



Mr. Manos Sfakianakis, Lieutenant Colonel, **Head of Unit, Computer Crime Unit**, Police Security Division, visited ALBA on April 29, 2009. Mr. Sfakianakis made a presentation on the electronic crime, its trends and incidents in Greece, as well as the efforts made by the Computer Crime Unit of the Greek Police.

Full time
MBA

The following guest speakers visited ALBA in the framework of specific courses of the Full time MBA. In particular:

In the framework of the Entrepreneurship Course:

- ▶ **Athanasios Geramanis**, Engagement Manager at **McKinsey & Company** and MBA9 alumnus, and **Christos Fouskoudis**, Associate at McKinsey & Company, on February 3, 2009
- ▶ **Yiannis Papadopoulos**, CEO of **Attica Ventures**, as guest lecturer on February 9, 2009
- ▶ **Costas Mitropoulos**, Chairman of the Board of Directors of **Eurobank EFG Telesis Finance**, on March 9, 2009
- ▶ **Last year's winning team** at the European Business Plan of the Year Competition, consisting of Full time MBA students **Christos Kalogris**, **Dimitris Damaskos**, **Iosifina Armaou**, **Ivica Lazevski** and **Stefanos Kourouthanasis**, visited ALBA on March 16, 2009, and shared their experience from the Competition

In the framework of the "Meet the Architects of Business Excellence" "Series of Lectures":

- ▶ **Mr. Yiannis Kalogirou**, Marketing Director, **Procter & Gamble Beauty**, on February 12, 2009
- ▶ **Mr. Theodore Liakopoulos**, Managing Director, **Johnson & Johnson Medical Greece**, on March 13, 2009

SDA Bocconi Scholarship to ALBA stakeholders



Congratulations to Mr. Petros Plakakis, Deputy Business Manager at Petros Petropoulos S.A., for receiving the SDA Bocconi scholarship for its [Senior Executive Program \(SEP\)](#).

The scholarship is offered by SDA Bocconi to ALBA Graduate Business School stakeholders for the first time this year, inaugurating the collaboration between the two institutions.

For more information please contact the ALBA Marketing & Communications Department, e-mail: marcoms@alba.edu.gr, tel: +30 210 89.64.531.

Available Scholarships from Notos Com



For the first time this year, **Notos Com Holdings** is offering two partial scholarships for the Full time MBA and MSc in Finance respectively, covering 50% of the tuition fees of each of the Programs.

ALBA will make the initial selection for the scholarship, whereas the final selection will be made by a special selection committee formed by Notos Com Holdings.

For more information please contact Ms. Lida Komninou for the Full time MBA, mba@alba.edu.gr, and Mr. George Christianos for the MSc in Finance, msfinance@alba.edu.gr.

Available Scholarships from ING



For a second consecutive year, **ING Hellas**, in collaboration with ALBA, offers one scholarship covering full tuition fees for an ALBA Program.

Last year, the scholarship was offered to a successful candidate for the Professional MBA. This year, the scholarship is offered for the **Full time MBA**, starting in September 2009. It is addressed to young experienced and motivated professionals who wish to be educated in the field of Business Administration and transform their lives.

ALBA will make the initial selection for the scholarship as soon as all the relevant applications have been received, whereas the final selection will be made by a special selection committee formed by ING Hellas.

For eligibility requirements please [click here](#). For more information please contact Ms Lida Komninou, mba@alba.edu.gr, +30 210 8964531.

The ALBA MSc in Finance Distinguished Lecture Series*

In the framework of 'The ALBA MSc in Finance Distinguished Lecture Series', ALBA organized a speech of the distinguished Professor **Stephen A. Ross**, the Franco Modigliani Professor of Financial Economics at Sloan School of Management of MIT titled: "[Retirement Savings and Social Security and some Implications of the Current Crisis](#)". The event took place on May 6 at The Gennadius Library in Kolonaki.

Professor Ross' speech focused on how to use financial analysis in order to determine the true cost of social security programs, that is the permanent base on which the current financial crisis expenditures are building.

The event was sponsored by the **Hellenic Bank Association** and **EDEKT Asset Management**. Media sponsors were **KATHIMERINI** and **SKAI TV & Radio**.



Professor Stephen A. Ross

Upcoming Events

Annual Event of the "Aristides Daskalopoulos Foundation"
June 15, 2009 at SEV Hellenic Federation of Enterprises

Presentation for the Professional MBA, MBA in Shipping and MBA in Banking
June 25 at Dais Center

For information on the ALBA events you may contact the Marketing & Communications Department, e-mail: communications@alba.edu.gr.

SPECIAL CONTRIBUTIONS BY ALBA FACULTY



Recent Papers in leading International Journals

Sarah Dodd with Alice de Koning, *"Tea and Understanding: Metaphors in the Entrepreneurial Narrative of Tea Republic"*, *Visible Hand*, Vol. 1, Issue 1, forthcoming Fall 2009

Sarah Dodd with Alice de Koning, *"Metaphor Methodologies in Entrepreneurship"*, forthcoming book chapter in Helle Neergaard and Claire Leitch (eds, 2011) *Handbook of Qualitative Research Techniques and Analysis in Entrepreneurship*, Edward Elgar

Conferences

Kyriakos Kyriakopoulos with Corine Noordhoff, , Benedict Dellaert, Pieter Pauwels, and Chris Moorman, Special Presentation titled: *"The Asymmetric Effect Of Relational Ties In Business-To-Business Innovation"* in the *American Marketing Association's Winter Educators' Conference*, Tampa, Florida, USA., 21-23 February, 2009

Ilias Visvikis, participation at the Panel titled: *"Opportunity or crisis for Greek shipping?"*, in the framework of the FT Conference *Preparing for the Upturn*, Athens, Greece, 1-2 April, 2009

Series of Articles in KATHIMERINI



ALBA has launched a series of articles on the financial crisis, titled **"Management in Times of Crisis"**, in collaboration with Kathimerini Newspaper. The

articles are written by ALBA resident and visiting faculty and will appear every Sunday in the financial section of Kathimerini. Following the conclusion of the series, the articles will also feature in a **special book**. ALBA Professor, **Dr. Olga Epitropaki**, has the scientific supervision of this initiative. Find out more at: www.alba.edu.gr/crisis.

Series of Articles in NAFTEMPORIKI

Another series of articles was launched in collaboration with **Naftemporiki** newspaper, focusing on Family Business issues. The series included 9 articles by **Dr. Sarah Drakopoulou Dodd**, Associate Professor of Entrepreneurship and Director of AHEAD (ALBA Hub of Enterprise & Development), and **Mr. Alexis Komselis**, Assistant Director of AHEAD. Find out more at: www.alba.edu.gr/faculty/Pages/InThePress.aspx?ProfID=626.

Dr. Olga Epitropaki on ET1

ALBA Professor **Olga Epitropaki**, shared her knowledge on HR Management and Woman Equality with the viewers of the TV show **"Εχουμε και Λέμε"** on ET1, on March 6. The program was dedicated to Woman's Day (March 8th) and presented a video featuring Dr. Epitropaki commenting on Woman Equality in enterprises, Project Anthisi on Equal Opportunities and the Best Workplaces Competition.



Dr. Nikos Mylonopoulos on SBC

ALBA Professor **Nikos Mylonopoulos** commented on the Greek labor market, the results of the Recruitment Confidence Index (RCI) survey conducted by ALBA, as well as the general implications of the financial crisis on the Greek and global economy, as a guest of the TV Show of SBC *"The Day After"*, on March 24.



ALBA Contribution to Business Conferences

ALBA has intensified its scientific contribution to high-profile, business-oriented Conferences by renowned organizations. The School is the scientific partner in important Conferences, offering academic expertise as well as special offers to its students and alumni. Moreover, an ALBA representative is available in each of the Conferences providing with all the necessary information anyone interested. For a full list of the Conferences [please click here](#).

BEST WORKPLACES 2009 Awards Ceremony



Watch
the
Video



The **Awards Ceremony** for the Best Workplaces 2009 Hellas took place on **April 29** at 'Megaron, The Athens Concert Hall'. **Ms. Fani Palli Petralia**, Minister of Employment & Social Protection, **Mr. Kostis Chatzidakis**, Minister of Development and **Mr. Konstantinos Mihalos**, President of the Athens Chamber of Commerce and Industry attended the event and presented some of the top awards.

The list of the 20 Best Workplaces in Greece has been developed by the Great Place to Work Institute Hellas with the scientific support of the ALBA Applied Research and Innovation Department. For the first time this year, the top20 list has been divided in two sub-lists:

Top 10 (with 50-250 employees)

1. Piscines Ideales
2. Microsoft Hellas
3. Bristol-Myers Squibb
4. Cisco Hellas
5. AION
6. Psimiti
7. 3M Hellas MEPE
8. Genesis Pharma
9. Exodus
10. Johnson Diversey Hellas

Top 10 (with more than 250 employees)

1. Coca-Cola HBC Greece
2. Abbott Laboratories Hellas
3. Millennium Bank
4. Tasty Foods
5. Hewlett-Packard Hellas
6. Club Hotel Casino Loutraki
7. Vivechrom
8. Hellenic Postbank
9. Marfin Egnatia Bank
10. Deloitte



Download
the special
issue

The 20 Best Workplaces in Greece are automatically included in the evaluation process for the **top 100 list of the Best Workplaces in Europe**.

For more information please visit www.greatplacetowork.gr or contact Ms. Zoe Kourounakou at 210-8964531, zkouroun@alba.edu.gr.

Two Greek Companies make it to the top at the 100 Best Workplaces in Europe

(continued from front page)

In particular, regarding the category of companies with more than 500 employees, **Microsoft Hellas** was listed **1st** along with Microsoft companies of 15 European countries; **Coca Cola 3E** was listed **18th** and was also awarded with the **special award for Pride**.

Regarding the category of companies with 50-500 employees, **Piscines Ideales** was **1st** and was also nominated for the **special award for Respect**. **Cisco Hellas** was **4th** along with Cisco companies of 11 European countries and was also nominated for the special award for Credibility. Finally, **Bristol-Myers Squibb** was listed **10th** and was awarded with the **special award for Credibility**.

The company nominations for the top 100 Best Workplaces in Europe resulted from the evaluation in the framework of the Best Workplaces survey in Greece, which is organized by the Great Place to Work Institute Hellas with the scientific support of the ALBA Applied Research and Innovation Department.

More than 300 representatives from European companies and personalities from the political world who attended the Awards Ceremony, were enchanted by the Greek celebrations and applauded the Greek excellence. For more information please visit: www.greatplacetowork-europe.com/.

BEST WORKPLACES Survey on Employee Benefits

Private Health Insurance and Education top-rated HR benefits among employees

The HR benefits most preferred by employees are private health insurance and executive education, according to the Best Workplaces evaluation of **45 employee benefits**. The survey was based on the responses of more than 16,000 employees from 109 companies, which have participated at the Best Workplaces Competition during the last three years.

The results were presented at the event **"Employee Benefits: Key Investment or money down the drain?"** organized by the Greek Personnel Management Association in collaboration with the Great Place to Work® Institute Hellas and ALBA Graduate Business School, and with the support of 'Our World Group', on March 16, 2009.

The results were presented by **Mr. Dimitris Ganoudis**, General Manager of Great Place to Work® Institute Hellas and ALBA Professor **Dr. Olga Epitropaki**, to more than 170 HR professionals.

The presentation of the results was followed by a panel discussion consisting of **Mr. Stelios Stavridis**, President and CEO of PISCINES IDEALES, **Mr. Ioannis Koutrakis**, HR Manager of MICROSOFT HELLAS, **Ms. Dorothee Marschall**, Quality Manager of EXODUS and **Ms. Niki Nyktari**, HR Director of PROCTER & GAMBLE HELLAS, **Mr. Yiannis Kolovos**, General Manager of Accor Services and **Ms. Maria Katsarou**, Partner of Our World Group also participated in the discussion.



Corporate Best Practices for Gender Equality Survey 2008-2009



The Applied Research and Innovation Department with the academic support of Dr. Olga Epitropaki, is the Greek partner of the World Economic Forum's (WEF) latest survey initiative, related to Gender Equality. The Corporate Best Practices Survey will form a major component of the Corporate Best Practices for Gender Equality Report of the World Economic Forum. It will also provide the key data that will turn the Report into a comprehensive benchmarking tool for companies to assess their performance against established best practices for gender equality.

The Survey has gathered valuable information on a broad range of variables for which hard data sources are scarce or nonexistent and has covered the 100 largest listed companies (by employee size) in each of the 30 OECD countries as well as Brazil, Russia, India and China. WEF selected 100 Greek companies to participate in the survey and ALBA has already started the data collection.

BENEFIT FROM SOCIO ECONOMIC RESEARCH! Training Session Event in Athens



ALBA organizes a training session on June 15 at its premises, in order to introduce researchers from Socio-Economic Sciences and Humanities (SSH) as well as non-SSH domains to a group-based learning experience. The scope of the session is to promote the cross-fertilization of ideas and to turn the outputs of the discussions into an actionable set of actions for research and policy-making.

The training sessions will be based on a multidisciplinary approach that cuts across different topics that span the thematic areas of the 7th Framework Program (FP7). This approach is grounded in the use of simulation games which bring together and apply various disciplinary lenses of observation and analysis. People from both the academic and the business community will be invited, as the session aims at creating collaboration dynamics and negotiation in a multi-disciplinary context.

ALBA – TITAN Co. S.A.**"TITAN mBA"**

The Graduation Ceremony of the "TITAN mBA" executive management program took place at the premises of TITAN on March 12, 2009. During the Ceremony, the graduates of the program presented their final projects to a number of TITAN executives and to the ALBA Faculty.



The Executive Development Department wishes the graduating class all the best in their professional and personal endeavours, and every success in their academic obligations to those who will continue their studies with the Professional MBA.

ALBA – GLAXOSMITHKLINE HELLAS
"Executive Diploma in Management"


The Executive Development Department has launched a new training program for a leading multinational pharmaceutical company, GlaxoSmithKline Hellas.

The program started in March and will have a duration of 168 hours, covering 18 courses on different management areas.

The program is addressed mainly to the company's sales force, as well as Marketing executives.

The goal of this executive program is to combine academic knowledge with a profound integration of the company's culture, as well as its structure and processes.

ALBA – NOVO NORDISK ROAG**"Executive Management Program in Business Studies", 3rd Class**

Novo Nordisk ROAG (Regional Office of Africa & Gulf) has been cooperating with the Executive Development Department of ALBA, since 2004.

During the last 4 years, ALBA has successfully trained two classes of the executive development program "Executive Management Program in Business Studies", and on March, 2009, the 3rd class of the program started. Its participants are from the 9 branches of Novo Nordisk, shown on the graph.



**We interviewed Mr. John Dapidis,
IT Operations Director at the Hellenic
Organization of Telecommunication (OTE)
& P-MBA10 Alumnus**



Could you please inform us on your recent professional developments? What responsibilities does your current position entail?

Following OTENET's consolidation by OTE, I was positioned as the head of the IT Applications Operations Directorate within OTE's General IT Division. The main focus of this directorate is Operations, Support and Maintenance of all OTE IT applications infrastructure. The list of IT systems involved is quite extensive, covering customer support and order management systems for retail and wholesale business, billing, ERP, HRM, BI etc, most of which are mission critical. The IT Operations team is responsible for providing a sustained high level of service, responding fast to problems and requests, and aligning the existing IT systems to changing business needs by implementing small-scale changes.

The role is by its nature quite demanding, mostly due to the complexities and the fast change rate of IT technologies as well as the increasing ratio of dependence of the telecoms business on IT technologies. In the current competitive business environment, Telecoms rely on IT technologies to increase automation of business processes, create new services and revenue streams, and make crucial information available to all levels of the business and to its customers. There is a constant increase in demand for IT systems in the recent years, following the internet explosion.

Do you think that the Professional MBA has provided you with the required knowledge and skills in order to meet these demanding responsibilities?

To answer that, I need to provide you with some background info. Since the beginning of my career in the Greek ICT sector, I had the chance to work in various IT position levels in several telecom companies both startups and well established. I also experienced the start-up of my own company back in 1996, a partnership with a friend, focusing on custom software development for telecoms. These years provided me with valuable experiences and supported a successful evolution of my career.

I was IT Director at OTENET when I decided to attend the ALBA Professional MBA. I initially thought of the MBA as a stress-relief measure and a way to do something for myself, a way to certify my existing knowledge gained through years of experience. I soon found out that I was mistaken. ALBA provided me with a sound theoretical background that complemented my experience and in many cases shifted my perception of business and life. Many of its courses were inspiring and enlightening. The program increased my potential by providing me with the tools and, most importantly, the insight to better understand corporate environments.

How will the trends in the IT sector be shaped, both locally and globally, due to the current financial crisis?

Information Technologies are used as tools for increasing both competitiveness and operational efficiency. The IT industry has been following economic fluctuations by providing to the rest of the business sectors tools to survive in difficult times or to grow in economic upturns. There is always an opportunity to use IT, for cost-saving and revenue maximization.

The IT companies whose portfolio includes the products to support these business goals in different times are usually able to survive economic fluctuations with ease. Furthermore, the previous "dot com bubble" crisis has recently "cleaned" the industry and made most of the companies left in the sector even stronger after a consolidation rally in the first years of this century. Although "CAPEX freeze" and "OPEX cutting" is in almost every company's agenda these days, the use of IT technologies will continue to increase. Trends and opportunities for low-cost, open-source software and outsourcing of IT services will probably be observed and that will lead to some price corrections for IT assets.

The local IT industry is relatively small and mostly focused to services. Hardware development is nonexistent and software development focuses on providing solutions that are well adapted to local Greek corporate legislation, to small and medium companies. This situation makes Greek software non-exportable and leaves most IT companies with a very small market to address, while international competition is increasing as big players are localizing their products to support Greek peculiarities. In my view, the Greek IT industry is very introvert, with a few nice exceptions, and that needs to change in order for Greek companies to survive globalization.

What about the telephony sector? Do you believe that it will be influenced by the prevailing financial circumstances as well? If yes, in which way?

The telecoms sector was in turbulent times before the crisis and still is; the main reasons for that are:

- A) Advances in telecom technology, which brings down the cost of communication. Fiber optic technologies are tripling the capacity of existing fiber every six months, making backbone communications capacity a product with unlimited supply.
- B) Market liberalization and internet technologies opened the industry to new players.
- C) Mobile phones are replacing fixed line phones.

These drivers were in existence before the recent financial crisis, pushing telecom companies to reduce their costs and find new product offerings in order to keep their customer base and increase their Average Revenue Per User. At the same time, prices were dropping. The financial crisis enhances this effect and provides stronger stimuli to increase efficiency and reduce operational cost. It is probably a good excuse to speed up, already needed, cost cutting decisions.

On the other hand, the need for communication increases during financial downturns and internet continues to find new ways for becoming part of our everyday life. The communications sector will keep on bringing information and intelligence closer to the end-customer, creating new sources of revenue. Innovation in services and IT are key elements of success for this industry. Data usage, Mobile applications, and Content "where and when you need it" will drive revenue growth of the telecoms sector for the next years. This makes me believe that the sector will be moderately to least affected by the financial crisis.

Please welcome AHEAD - the ALBA Hub of Enterprise & Development



ALBA Graduate Business School announces the foundation of the ALBA Hub of Enterprise & Development, or simply called, AHEAD (www.alba.edu.gr/AHEAD). AHEAD brings together all ALBA activities dedicated to entrepreneurship and its aim is to promote the understanding and development of enterprise within Greece, and beyond. High growth entrepreneurial ventures, including social enterprises, offer tremendous

potential for invigorating the economic landscape with innovation, vision, and value. The core activities of AHEAD will involve:

- ▶ Carrying out research concerning entrepreneurship, to help further understanding about this important topic
- ▶ Teaching and training entrepreneurs of today and tomorrow, both within the ALBA classes, and through wider programs
- ▶ Encouraging and promoting entrepreneurship in the wider environment, through outreach work

We are confident that AHEAD will become an important part of ALBA and will make a valuable contribution to the promotion and development of entrepreneurship.

Alumni Enterprise

The mission of ALBA aims directly at creating catalysts of change. It is not surprising, then, that so many of its alumni run their own ventures. One of the key roles which AHEAD fulfills is to support ALBA alumni entrepreneurs, in three main ways:

- ▶ Studying the Enterprising ALBA community to find out what they are doing and how we can help them succeed even more. These studies also assist us in improving still further our classroom work with current ALBA students.
- ▶ Supporting alumni entrepreneurs by participating in seminars and workshops delivering special skills and insights.
- ▶ AHEAD is also a partner in a wider ALBA effort to promote the activities of alumni entrepreneurs to a wider audience.

STEP Project



AHEAD is partnering with Babson College and leading institutions in Europe to address the entrepreneurial needs of business families.

The STEP Project (www.STEPProject.org) is a global applied research initiative that explores Successful Transgenerational Entrepreneurship Practices in order to create a stream of powerful practices and cases that empower families to continue their entrepreneurial legacies. The knowledge generated will be dispersed in leading academic journals, published case books, and in solutions-oriented educational events such as yearly Summits, which provide a shared learning environment for researchers, professors and family business leaders.

The
ALBAshop

Alumni Entrepreneurs: *Ilias Birdas, Haris Geronymakis*

Program Attended: *P-MBA 11*

Name of Enterprise: *TheALBAshop*

Description of Enterprise: *An e-shop for ALBA memorabilia*

Year founded: *2009*

Number of Employees: *2*

Website of Enterprise: www.theALBAshop.gr



Keep the ALBA spirit with you !

Who or what would you say was the source of your inspiration?

Our main source of inspiration was ALBA family itself. We believe culture is the single most important asset of ALBA, and ALBA products are like a statement, which characterize the members of the ALBA community.

What do you most like about this career path? Is there something that you don't like about it?

Well, it is not actually a career path; we believe it can be more described as a lifetime experience. The market for ALBA products is still quite small, but we really like the fact that we serve, in a way, the ALBA community.

What is your personal mission statement?

Foster ALBA community strong bonds, keep the ALBA spirit alive within each student/graduate.

What do you do in your spare time?

What spare time?? We split our time between our job and our families. In whatever little time is left, we are looking to exploit new opportunities and improve on what we already do!

How did you develop your business? What are your plans to develop it further?

Our first step is to increase the awareness of students and alumni about the Shop and the products. Our next step would be to enhance the collection based on our customers' feedback.

What does "success" mean to you?

Becoming better over the time in what we do and having people acknowledge that.

Who do you admire? Why?

All the people that work hard to make ALBA one of the leading business schools in Europe. Despite the every-day difficulties they face, they never give up.

What risks will your company face due to industry changes?

Due to the small market size, TheALBAshop is by itself a risky project. Regarding the present conditions, we believe we can survive any crisis as long as our customers value our products.

What advice would you give to someone who would like to follow your footsteps and start their own business?

First plan, and then act. Make sure people get interested about your idea. Be prepared to face the difficulties of the Greek environment. If you fail, have the strength to rise and keep going.



New Board

Following the General Assembly of the ALBA Alumni Association on March 15, the new Board of the Association for the next 2 years is as follows:

- ▶ Manos Dimitropoulos – President
- ▶ Konstantinos Karamichalis – Vice President
- ▶ Theologos (Lois) Genitsarelis - Secretary
- ▶ Angela Katopodi – Treasurer
- ▶ Alexandros Kostiroglou – Member
- ▶ Olympia Anastasopoulou – Member
- ▶ Tasos Athanasopoulos – Member

The new Board will continue, following the example of the previous Boards, to work in order to promote the interests and achievements of ALBA and its alumni, to enhance networking and to provide services and programs intending to enlighten, empower and advance the ALBA community. Moreover, the Association strives to make a positive impact on the Greek business market and on society in general.

For any purpose regarding the Association, please contact its Board at: aaa@alba.edu.gr.

Annual Summer Excursion

The ALBA Alumni Association successfully organized the annual summer excursion for ALBA alumni and their friends. The excursion took place on the weekend of May 30-31 in a beautiful resort of West Peloponnese, the [Aldemar Olympian Village in Skafidia](#) (near Pyrgos Ilias). The participants had the opportunity to explore the resort's sports and recreational activities, as well as to relax at the resort's spa.



Good Citizenship (GC) Activities



The ALBA GoodCitizenship Committee continues its efforts to enhance the contribution of ALBA to the public.

During the last months the Committee has contributed to the community by the design and production of Good Citizenship branded T-Shirts for fundraising purposes. The collected funds from this initiative will be employed for the financing of activities that contribute to the public.

During February, the Committee also undertook the collection of clothing, which were donated to the organization HUMANA (www.humana-hellas.org), an organization committed to people in need, locally and abroad.

For more information, you may visit the GoodCitizenship Committee blog at: alba-goodcitizenship.blogspot.com



ALBA establishes the ALBA Business Advisory Committee

Consistent with our goal to continuously pursue the strengthening and enrichment of our links with the business community, the ALBA Business Advisory Committee was established, consisting of **27 distinguished members of the local and international business community**. The role of this committee is to assist the Dean in further promoting the goals of ALBA in the business community in Greece and abroad.

You may find a complete list with the Members of this Committee, in alphabetical order, [here](#).

We would like to express our appreciation to all Members for agreeing to further contribute to our School. Their support strengthens our confidence for the future.

New Staff Members

Two new members have joined the ALBA family:
Ms. Marilia Koukou as
 MBA in Shipping
 Administrative Assistant and
Ms. Argiro Kanteraki as
 Assistant Accountant.
 Let's welcome them and wish them all the best!

Special Offers for ALBA Alumni

- ▶ **Holmes Place Health Clubs** offered the following privileges to all ALBA alumni during **May 20–29, 2009**:
 - Free registration
 - A special corporate rate of 15% on the full-time annual membership and 20% on the two-year membership
- ▶ **ATExcelixi** offered a special discount to all ALBA alumni who participated in the international conference & workshop: “**From Training to Learning to Work Performance**”, on **June 11-12**, with Learning Transfer pioneer, **Dr. Elwood F. Holton III**.



For further details, please contact the Career & Alumni Office: career@alba.edu.gr.

"Creative Leadership in Tough Times" 1st Executive breakfast

What do people expect from leaders during tough times? Which are the specific challenges leaders need to tackle in order to be effective in tough times? How can leaders call on the most creative parts of themselves to turn adversity and ambiguity into opportunity?

The answers to these questions were discussed by **Dr. Babis Mainemelis**, Assistant Professor of Organizational Behavior at London Business School and Visiting Professor at ALBA at the **Executive Breakfast on "Creative Leadership in Tough Times"** which took place on April 10 at ALBA and was organized by the Career & Alumni Office in collaboration with the Executive Development Department.

Approximately 100 people attended and made this first breakfast of the year a success. The event attracted HR executives & consultants, recruitment professionals, entrepreneurs, marketers, PR consultants, journalists and, of course, ALBA alumni.



"Women in Leadership" 2nd Executive breakfast

The 2nd ALBA Executive Breakfast on “**Women in Leadership**” was held on June 2 at ALBA.

Despite the continuous efforts for gender equality, the number of women CEOs and top executives in Greece as well as worldwide remains relatively small. ALBA Professors [Dr. Olga Epitropaki](#), [Dr. Sarah Drakopoulou-Dodd](#), and [Dr. Yiota Pastra](#), presented empirical findings and new ideas on gender equality in the workplace.

A fruitful conversation followed the Professors’ presentations with questions from the audience and answers as well as comments from the three Professors.



Career Workshops

The Career & Alumni Office is completing its series of workshops and finalizing career preparation of this year's students in view of September's **Career Forum**.

- In February, Career & Alumni Executive, Ms. Maria Melioti, held a **Career Planning** workshop, which helped students identify the job that integrates their values, interests and skills, and develop a plan that will connect them with the career they want.
- In May, the **Interview Skills** workshop was conducted in two parts so as to familiarize students with the interview process and provide them with on the spot training. **Part I** was held by Career & Alumni Director, Ms. Maria Moragianis, who among other things taught students about the five steps of a successful interview, what employers are looking for and how to formulate answers to typical interview questions. **Part II** was sponsored by the **Director of HR Passport, Ms. Dimitra Karatolou**, who conducted a 2-hour mock interview session, teaching students how to put into practice everything they have learned so as to perfect their interviewing skills
- In June, Ms. Melioti administered the **Psychometric Testing** workshop which familiarized students with the steps involved in these particular tests. A series of sessions were held on **June 13 & 16** during which students practiced *SHL's Verbal & Numerical Critical Reasoning Tests*.

Career Development Events

In an effort to assist the MSc in Business for Lawyers students in their career planning, a special event titled "**A Career Path in Corporate Law**" was held on **June 11, 2008 at 18:00** at the Educational Center of the National Bank of Greece facilities (30, Omirou Street). The keynote speakers were: **Ms. Ioanna Stavrou**, HR Manager at Grant Thornton and **Ms. Elena Tsogka**, Legal Advisor at AirSea Lines who discussed:

1. *Key features of the Corporate Legal profession*
2. *Skills and knowledge an LLM graduate needs, to land a successful career as a Corporate Lawyer*
3. *Job search and career planning advice for the law professionals*
4. *Market trends and challenges for the next generation of Corporate Lawyers*

Meanwhile, career panels with renowned executives from the Greek and International market are currently organized for June in the following sectors: Finance, Sales & Marketing, HR and Management Consulting.

Reunion for the MSc in Strategic HRM

Alumni mark your Calendar!

A reunion is coming up for the MSc in Strategic HRM alumni on June 18! Stay tuned for more details!

Company Presentations

The final company presentations for the 2008-9 academic year were held by **Tasty Foods S.A.** and **Procter & Gamble S.A.** to the Full-time MBA & Finance students.

ALBA Alumni on the move

- ▶ **Aggelos Baxevanis** (MBA 6) from Coca-Cola HBC to **Astra Zeneca S.A.** as Business Effectiveness Manager
- ▶ **Odysseas Christodoulou** (P-MBA 12) from Pepsico to **L'Oreal Hellas S.A.** as Key Account Manager in the Consumer Division
- ▶ **Dimitrios Karampis** (MSc in HRM 6) from Adecco to **Papastratos CMC S.A.** as a Recruitment Specialist
- ▶ **Thanos Patrikis** (P-MBA 6) from Innospec Limited to **BP Hellas S.A.** as Sales & Business Coordination Mgr – Air BP

Stay in Touch!

The Career & Alumni Office is updating the Alumni database and requests that all alumni inform us of any changes in their data and spread the word to other alumni who may not be receiving our e-mails to contact us at: alumni@alba.edu.gr

Don't forget to join the ALBA **LinkedIn**® network which can be used as a live platform to get in contact with fellow alumni, post ideas, announce events and even upload job posts.



Contact us:

ATHINAS AVE. & 2A AREOS STR.
166 71 VOULIAGMENI
ATHENS GREECE
Tel.: (+30) 210 896 4531
Fax: (+30) 210 967 1403

www.alba.edu.gr

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GRADUATE STUDIES

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ALBA e-mail addresses

MBA Program

mba@alba.edu.gr

Professional MBA Program

pmba@alba.edu.gr

MSc in Business for Lawyers

buslaw@alba.edu.gr

MSc in Strategic Human Resources Management

mshrm@alba.edu.gr

MSc in Finance

msfinance@alba.edu.gr

MBA in Shipping

shipping@alba.edu.gr

MBA in Banking

banking@alba.edu.gr

Executive Development

exed@alba.edu.gr

Applied Research & Innovation

appliedresearch@alba.edu.gr

Marketing & Communications Department

marcoms@alba.edu.gr

Career Services

career@alba.edu.gr

Library

library@alba.edu.gr

Faculty & Research

facultyadmin@alba.edu.gr

Public Events

events@alba.edu.gr

IT

it@alba.edu.gr

Accounting

accounting@alba.edu.gr

Alumni Office

alumni@alba.edu.gr

Quality Management Department

quality@alba.edu.gr

Human Resource Department

hr@alba.edu.gr