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CITY College
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South-East
European
Research Centre.



Annual Report 2009.

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Status Report

2009 has been another year of substantial progress for the South-East European Research Centre (SEERC). Activities were vigorous throughout the year: ongoing funded projects, international conferences, fresh doctoral graduates, new research associate appointments and the usual lively internal meetings: open and research student seminars, the International Advisory Board and the Steering Committee meetings. Following a series of funded research projects in which SEERC participated as a partner, in 2009 the Centre was awarded its first project, MORMED, as a Coordinator of a European consortium, a development that seals its upward course during the last years of involvement in EU-funded collaborative research projects.

The MORMED project proposes a multilingual community platform combining Web 2.0 social software applications with semantic interpretation of domain relevant content, enhanced with automatic translation capabilities, fine-tuned for a specific domain. MORMED will be piloted by a community interested in the Lupus or Antiphospholipid Syndrome (Hughes Syndrome). The community will involve researchers, medical doctors, general practitioners, patients and patient support groups. MORMED will promote online collaboration, while people contribute content, evaluate and exchange information resources and it will support the diffusion of knowledge within multilingual social networks and online communities.

Ongoing progress is notable in the other projects of SEERC: partner meetings were realized throughout the year both at SEERC and abroad, and events and workshops were organized in the frame of the research projects. Having increased its knowledge on the state of play in the Western Balkans, SEERC undertook the synthesis of a set of policy recommendations on facilitating the participation of WBC researchers to EU-funded research programmes through the project ICT-WEB-PROMS project. At the same time, SEERC significantly contributes in the context of the INTERVALUE project to a South East European platform that attempts to set up a mechanism, which allows sharing and dissemination of key technologies and helps to establish supply chains between the R&D institutions and the business sector. It is a project that aims to enhance interregional cooperation by enlarging the capacity and marketability of R&D results through joint actions and by creating critical mass of R&D results in selected areas. The project will also seek the Dissemination and commercial exploitation of research outcomes delivered from the SEE research centers; this, will improve their capabilities to demonstrate their research outcomes and will facilitate companies in finding solutions to specific technological problems.

The past year was highlighted by a series of international events some of which took place for the first time in Greece. Such were the annual conference of the Technology Innovation International (TII) association, the International Conference in Entrepreneurship, Innovation and Regional Development (ICEIRD) and the 10th IFIP Working Conference on Virtual

Enterprises (PRO-VE 2009) that were organized by SEERC in Thessaloniki and attracted an international audience of renowned professionals and academics. This set of events truly advanced SEERC's understanding of innovation theoretical and practical aspects from an international standpoint. Other regional events included the ICT Solutions for Justice Workshop that was organized in Skopje and the co-organisation of the 4th Balkan Conference in Informatics (Thessaloniki), both organized in September 2009.

PhD candidate Mr. Petros Lamerias graduated with a PhD on Networked Learning in South East Europe. The closing of the year saw another six doctoral candidates added to SEERC's doctoral researcher roster. The 4th Doctoral Student Conference took place in July 2009 and was a major success attracting a mix of doctoral students from South East Europe and beyond.

For all this lively activity that went on and is keeping up, SEERC would like to extend warm thanks for the continuing support to Professor Keith BURNETT, Vice-Chancellor of the University of Sheffield and to Professors Tony CROOK, former Vice-Chancellor of the University of Sheffield and Martin SMITH, Chair of SEERC's Steering Committee, Director of Research for the Division of Social Sciences and Professor in the Politics department. Special thanks go to Mr. Yannis VERVERIDIS, the Principal of CITY College, International Faculty of the University of Sheffield and to Dr Panayiotis KETIKIDIS, SEERC Chairman and Vice-principal for Research and Innovation of CITY College for their commitment and effort to advance SEERC.

1 Research @ SEERC

1.1 Research Projects Update

2009 was a productive year in terms of research applications and two new projects were approved for funding. Four projects were successfully completed.

New Awards

MORMED: Multilingual Organic Information Management in the Medical Domain: Coordinated by SEERC, MORMED will address the challenge of bringing geographically dispersed groups of people with common interests together using web 2.0 tools in the e-health domain. The platform will combine the semantically-enhanced social networking and content management platform developed in a past project (OrganiK) with technologies enabling machine translation and post-editing by human experts, in order to make content available in multiple languages. MORMED will be piloted in a community interested in Lupus or Antiphospholipid Syndrome, involving researchers, medical doctors, general practitioners, patients and support groups.

Funding: CIP ICT Policy Support Programme

Coordinator: SEERC

INTERVALUE: Inter-regional cooperation for valorisation of research results: The overall objective of the project is to set up a mechanism covering most of the SEE area, which allows sharing and dissemination of key technologies and help to establish supply chains between the R&D institutions and the business sector. The project follows an integrated approach for strengthening the linkages among university R&D, industries, and public or private funding schemes through involvement of experts in evaluation and valorisation of R&D results.

Funding: South East Europe Transnational Cooperation Programme

Coordinator: Aristotle University of Thessaloniki (URENIO Unit)

1.1.1 Ongoing Research Projects

	Programme	Acronym / Full title	Coordinator
1	Eurostars programme	"CAST". Enabling Customisation of SaaS	CAS SOFTWARE AG GERMANY

	(EUREKA & European Commission)	Applications by Third Parties	
2	7th Framework Programme - ICT, European Commission	"ICT-WEB-PROMS". Promoting ICT cooperation opportunities and policy dialogue with the Western Balkan Countries	European Business Associates (EBA), Italy
3	DAPHNE III programme, DG Justice, Freedom and Security, European Commission	"You Respond". Developing a good practice guide and training manual for young people's participation in research, policy and practice developments to prevent and combat violence	The University of Sheffield, UK
4	7th Framework Programme - Research for the Benefit of SMEs, European Commission	"ELEVATE". Integrating Pedagogically-Documented, Value-Added E-Training Add-ons in Commercial Software Products of European Software SMEs	CAS Software AG Germany
5	Leonardo da Vinci programme, DG Education and Culture, European Commission	"Embed4auto". Up-skilling to Model-Based Software Development in the Automotive and Embedded Software Sector	Fraunhofer Institute for Experimental Software Engineering, Germany
6	7th Framework Programme - Research for the Benefit of SMEs, European Commission	"ORGANIK". An Organic Knowledge Management System for Small European Knowledge-intensive Companies	CAS Software AG Germany
7	7th Framework Programme - International Cooperation, European Commission	"WBC-INCO.NET". Coordination of Research Policies with the Western Balkan Countries	ZSI, Austria
8	Cancer Research UK - Tobacco Advisory Group	"SpiB". Smoking Prevention in the Balkans	The University of Sheffield, UK

	(TAG)		
9	eContentplus Programme, DG Information Society and Media, European Commission	“e-SDI NET +” Network for promotion of cross border dialogue and exchange of best practices on Spatial Data Infrastructures throughout Europe	Technische Universitat Darmstadt, Germany

1.1.2 Completed Research Projects

SEERC successfully completed four projects during 2009. Details on the completed projects are given in the table below:

	<i>Programme</i>	<i>Acronym / Full title</i>	<i>Coordinator</i>
1	7th Framework Programme - ICT, European Commission	“ICT-WEB-PROMS”. Promoting ICT cooperation opportunities and policy dialogue with the Western Balkan Countries	European Business Associates (EBA), Italy
2	7th Framework Programme - Research for the Benefit of SMEs, European Commission	“ELEVATE”. Integrating Pedagogically-Documented, Value-Added E-Training Add-ons in Commercial Software Products of European Software SMEs	CAS Software AG Germany
3	7th Framework Programme - Research for the Benefit of SMEs, European Commission	“ORGANIK”. An Organic Knowledge Management System for Small European Knowledge-intensive Companies	CAS Software AG Germany
4	eContentplus Programme, DG Information Society and Media, European Commission	“e-SDI NET +” Network for promotion of cross border dialogue and exchange of best practices on Spatial Data Infrastructures throughout Europe	Technische Universitat Darmstadt, Germany

1.2 Other Research Activities

1.2.1 Research Project Proposal Submissions

16 proposals for attracting funding to support new research projects were submitted throughout 2009, to various funding bodies.

1.2.2 Publications

SEERC staff and research students published a series of papers during 2009. (An extensive list of publications, by Research Track, is provided in the Appendix at the end of this report).

2 The Doctoral Programme

2.1 One more SEERC Doctoral Graduate in 2009

June 15, 2009: The viva examination of SEERC PhD candidate Mr. Petros Lameris, from the second cohort of SEERC students (2004-2005), was held at SEERC, in the presence of Dr Christopher Jones of the Open University who served as an external examiner, and Dr Sheila Webber of the University of Sheffield, who was the internal examiner. The doctoral thesis of Mr Lameris' doctoral is titled: "Networked Learning in South East Europe: University teacher's conceptions and approaches and implications for educational ICT policy and development". Dr Iraklis Paraskakis, SEERC Senior Research Officer and Academic Director of the SEERC Doctoral programme in 2009 acted as viva coordinator.

2.2 Upgrades to PhD Status

March 17, 2009: SEERC student Ms Dialehti Fotopoulou (part-time student) successfully upgrades to PhD status following a presentation and examination in "Management Education as a Driver of Institutional Isomorphism in Non-Anglo Saxon Business Environments: The Case of Greece". Examiner: Dr Eftychia Nikolaidou (Business Administration & Economics Dept. CITY College).

May 25, 2009: SEERC student Mr Andreas Baresel Bofinger successfully upgrades to PhD status following a presentation and examination in "Design and Implementation of Green Supply Chain Management in Emerging Environments: The manufacturing sector in Greece". Examiner: Dr Aristidis Matopoulos (Business Administration and Economics Dept. CITY College).

November 4, 2009: SEERC student Ms Erika Melonashi successfully upgrades to PhD status following a presentation and an examination in "Understanding non-compliance to the Smoking ban in public places in Albania". Examiner: Dr Ana Vivas (Psychology Dept., CITY College).

November 5, 2009: SEERC student Mr Martin Zlatev successfully upgrades to PhD status following a presentation and an examination in "Normative Influences and Adolescent Smoking in Bulgaria". Examiner: Dr Efrosini Kalyva (Psychology Dept., CITY College).

December 18, 2009: SEERC student Mr Alexandros Karvounis successfully upgrades to PhD status. His upgrade examination took place at the University of Sheffield.

2.3 Call for Doctoral Applications 2009-2010 & New Admissions

A new Call for applications to the SEERC Doctoral Programme for the academic year 2009-2010 was published in May 2009. A combination of one Broad thematic area and 7 topics in specific thematic areas were published

and 8 applications were received. Specifically, the applications received were three in Research track 1, two in Research Track 2, one in Research Track 3 and two applications in Research Track 4.

The outcome was four Fee-waivers for five new PhD candidates. Research Track 1 recruited Ms Miljana Mitic (FT Mode) who will study the topic “Scope of Implementation of Web 2.0 Communication in Relationship Marketing by Financial Institutions” and Mr Sofoklis Vogiazas (PT mode) who will study the topic “Crisis and Risk Management of Greek Banks Established in SEE”. The supervisors for Ms Mitic are Dr Sunil Sahadev (University of Sheffield, Management School) and Dr Psychogios (CITY College, Business Administration and Economics Department). The supervisors for Mr Vogiazas are Dr Kostas Mouratidis (University of Sheffield, Economics Department) and Dr Eftychia Nikolaidou (CITY College, Business Administration and Economics Department). Research Track 2 recruited Mr Kostas Rousis (FT Mode) who will study the topic “Formal methodology for modelling, verification and testing of web services and web service compositions” having Dr Anthony Cowling (University of Sheffield, Computer Science Department) and Dr George Eleftherakis (CITY College, Computer Science Department) as supervisors. Also in Research track 2 an offer was made for a part time graduate place to Mr Dionysis Basakos who will study the topic: “Emotional Multi-Agent Systems” with supervisors Professor Roger Moore (University of Sheffield, Computer Science Department) and Dr Petros Kefalas (CITY College, Computer Science Department).

Before the PhD Applications Call in May 2009, Ms Despina Panagiotidou was offered a Fee waiver and started working on “Visual Attention and Emotion: the deleterious effect of ignoring an object in the subsequent emotional evaluation” in April 2009. Her supervisors are Dr Tom Stafford (University of Sheffield, Psychology Department) and Dr Ana Vivas (CITY College, Psychology Department).

Another candidate, Ms Aristeia Ladas was offered a Fee waiver in November 2009. Ms Ladas is supervised by Professor Michael Siegal (University of Sheffield, Psychology department) and by Dr Ana Vivas (CITY College, Psychology department) and will study in Full time mode “Towards the Elucidation of the Bilingual Effect on Attention: Bilingualism, Joint Attention and the Neurocognitive Mechanism Modulating them.”

The 2009 recruitment in summary:

<i>Name</i>	<i>Country</i>	<i>Topic</i>	<i>Mode of Study</i>
Ms Despina PANAGIOTIDOU	Greece	Visual Attention and Emotion: the deleterious effect of ignoring an object in the subsequent emotional evaluation	Full time
Ms Miljana MITIC	Serbia	Scope of Implementation of Web 2.0	Full time

<i>Name</i>	<i>Country</i>	<i>Topic</i>	<i>Mode of Study</i>
		Communication in Relationship Marketing by Financial Institutions	
Mr Sofoklis VOGIAZAS	Greece	Crisis and Risk Management of Greek Banks Established in SEE	Part time
Mr Konstantinos ROUSIS	Greece	Formal methodology for modelling, verification and testing of web services and web service compositions	Full time
Mr Dionysios BASAKOS	Greece	Emotional Multi-Agent Systems	Part time
Ms Aristeia LADAS	Greece	Towards the Elucidation of the Bilingual Effect on Attention: Bilingualism, Joint Attention and the Neurocognitive Mechanism Modulating them	Full time

2.4 Doctoral Student Conference 2009

The 4th Annual South East European Doctoral Student conference took place in 6-7 July 2009 and building on the success of the previous conferences welcomed doctoral students from Serbia, Bulgaria, Romania, F.Y.R. Macedonia, Albania, Greece, Poland, Hungary, Montenegro, Slovakia, Turkey, Czech Republic, UK, Ireland, Germany, Italy, Brazil and USA. Almost 80 papers, of the 131 submitted, were accepted for presentation and more than 100 people participated at the conference. Accepted papers were published in the two volumes of proceedings (two Research tracks per volume). The full papers per Research Track were divided as follows:

21 for Research Track 1

17 for Research Track 2

19 for Research Track 3 and

10 for Research Track

2.5 Other Academic Activities

Throughout 2009 SEERC continued the organization of research seminars within the frame of Open Seminar Series and Research Student Seminars. (For a full list of the SEERC seminars, see Appendix).

3 Networking & Dissemination

3.1 Events Organised by SEERC

February 5, 2009: SEERC organises the “1st Workshop on Contemporary Activity on Spatial Data Infrastructures in the South East European Region (SEESDI09)” in the frame of the e SDI-Net+ project and AGISEE.

April 22-24, 2009: SEERC coorganises with the Technology Innovation International the 2009 Technology Innovation International Conference (TII 2009). The theme of the conference was “Regional Excellence in Innovation: Case Studies from around the World”, and was held in conjunction with the 2nd International Conference on Entrepreneurship, Innovation and Regional Development (see below). The event took place in Thessaloniki and attracted more than 120 participants from 30 different countries, including innovation and technology professionals, academics and researchers, representatives of regional development agencies, governmental agencies, science parks, and incubators.

April 24-25, 2009: SEERC and CITY College organise the 2nd International Conference for Entrepreneurship, Innovation, and Regional Development (ICEIRD-2009) in Thessaloniki. The theme for this year's conference is “Entrepreneurship and Innovation Crossroads Triggers, Catalysts and Accelerators for Sustainable Regional Development”.

June 2, 2009: SEERC and The University of Sheffield organize a workshop funded by the ESRC titled: “Multi Level Governance in South East Europe- Institutional Innovation and Adaptation in Croatia, Greece, F.Y.R. Macedonia, and Slovenia”. Workshop took place in Thessaloniki.

June 24-26, 2009: CITY College and SEERC host the 13th Annual International Conference on Economics and Security.

July 6-7, 2009: 4th Annual South East European Doctoral student conference, Thessaloniki, Greece.

September 17-19, 2009: SEERC co-organises with CITY College and all the public academic institutions in Thessaloniki, the “4th Balkan Conference in Informatics (BCI 2009)”. BCI 2009 took place in Thessaloniki and attracted researchers from 14 different countries, with the vast majority coming from countries within the greater Balkan region, such as Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Former Yugoslav Republic of Macedonia, Romania, Serbia, Slovenia, Turkey and Greece.

September 18, 2009: The two FP7-ICT-funded projects, ICT-WEB-PROMS and WINS-ICT are jointly organising the workshop “Training and networking workshop for WB-EU research cooperation in ICT for Learning and eLearning” in the frame of the international event “4th Balkan Conference in Informatics-BCI 2009”.

September 24, 2009: In the context of the J-Web research project, SEERC and the University of Ss. Cyril and Methodius are organising the 2nd International

Conference on ICT Solutions for Justice (ICT4Justice '09). The conference took place in Skopje.

October 7-9, 2009: SEERC, with the support of the New University of Lisbon and the UNINOVA Institute for the Development of New Technologies organises the 10th IFIP Working Conference on Virtual Enterprises (PRO-VE'09) in Thessaloniki. The conference was sponsored by the International Federation for Information Processing (IFIP), the International Society of Collaborative Networks (SOCOLNET), and the European Commission's Community Research and Development Information Service (CORDIS). The three-day conference was attended by over 120 academics and researchers from universities, research organisations and companies from around the world.

October 8, 2009: In the context of PRO-VE 2009, SEERC, The University of Sheffield and the Aristotle University of Thessaloniki organise as an associate event the "Workshop on Specification and Computation of Affect in Collaborative and Social NETWORKS" (SCACSNET'09).

December 5, 2009: CITY College (Computer Science Department) and SEERC, co-organise the 4th South-East European Workshop on Formal Methods (SEEFM'09) and continued the successful series of the SEEFM workshops (SEEFM'03 - Thessaloniki, SEEFM'05 - Ohrid, SEEFM'07 - Thessaloniki).

3.2 Staff Networking

March 16-19, 2009: Mr Zaharis visits London to meet with Professor Tony Crook, Professor Jan Horwath, Mr Paul Bernstein, Chairman of ARK Foundation and Lord Richard Best at the House of Lords.

March 23-26, 2009: PhD Candidate Mr. Alper Kayhan participates at a conference "Shevchenkivska Vesna 2009", an international Interdisciplinary young scientists conference held each year in Kyiv National Taras Shevchenko University by Scientific Association of Students and Postgraduates. Mr. Kayhan's paper titled: "An empirical and Grounded inquiry into the family business of the textiles and clothing industry in Turkey".

April 6-9, 2009: PhD Candidate Mr. Alper Kayhan participates at the AUMEC 2009 "International Conference on Market, Marketing & Entrepreneurship: Creating & Capturing Value in the 21st Century" with his paper "Fashions in doing the business of Fashion: Insights from family firms in Turkish textile and clothing industries".

April 23-25, 2009: Mr Dimitris Kourtesis participates at the 2nd Workshop on Artificial Intelligence Techniques in Software Engineering (AISEW 2009) in Thessaloniki, Greece with his paper "Semantic Annotation, Publication and Discovery of Java Software Components: An Integrated Approach".

April 25-29, 2009: Mr. Dimitris Bibikas participates in "International Conference on Organizational Learning, Knowledge and Capabilities (OLKC) 2009" in Amsterdam, presenting his paper entitled: "Enterprise 2.0: The "New Knowledge Management" or just another buzzword?"

April 28, 2009: Mr. Zaharis is invited to participate as a speaker in the TECHNOPSIS “MEDLAB: Mediterranean Living Lab for Territorial Innovation” public workshop on Innovation Initiatives in Central Macedonia in which he participated with his presentation on “Living Lab Thessaloniki: Profile and Strategy”.

June 1-4, 2009: Mr Dimitrios Kourtesis attends the 6th European Semantic Web Conference (ESWC 2009) in Heraklion, Greece.

September 3-4, 2009: Mr Dimitris Bibikas participates at the 10th European Conference on Knowledge Management, in Vicenza, Italy with his paper on “Integrating Knowledge and Innovation Through Practice-Based Thinking: Early Findings From an SME Case Study”.

October 22, 2009: Dr Iraklis Paraskakis participates as a speaker to the workshop “EU-Western Balkan countries Brokerage & Networking Session” at the eChallenges e2009 Conference in Istanbul, Turkey, with his paper “Support to the FP7 participation in the Western Balkan Countries”.

November 15-17, 2009: Ms Cristina Miariti attends for the CIP Coordinators day in Brussels.

November 30, 2009: Mr Zaharis attends the Info Day for the South East Europe Programme of the “South East European Trans-national Cooperation programme” in Athens.

4 SEERC Internal News

4.1 Meetings and Visits

11th Steering Committee Meeting

The 11th Steering Committee meeting took place in Thessaloniki with the participation of all Steering Committee members from the University of Sheffield and SEERC. Professor Tony Crook, who has been at the Chair of SEERC since its establishment, handed over to Professor Martin Smith.

5th International Advisory Board (IAB) Meeting

International Advisory Board meeting took place this year at SEERC on September 25, 2009. Special mention was made to Professor Crook, who was awarded an honorary plaque in recognition to his contribution to SEERC's development for over 7 years from the position of Chair of the Steering Committee. 13 members from Ukraine, Bulgaria, Albania, UK, Serbia, F.Y.R.Macedonia, and Greece were hosted at SEERC and made their suggestions for SEERC's further development. The Chairman of the IAB meeting Lord Richard Best congratulated SEERC for its remarkable activity since the last IAB meeting in 2008.

Visit of Professor Andrew Linn at SEERC

December 9-11, 2009: Following CITY's integration as the International Faculty of the University of Sheffield, Professor Andrew Linn from the University of Sheffield visited SEERC to perform a review of the centre. The review focused on issues of governance, resources and sustainability of the research agendas. Overall it can be characterized as a positive experience. Recommendations made by Professor Linn, are followed by SEERC as outlined in section 5: Priorities for 2010.

4.2 New Staff @ SEERC

Ms Eleni Kargioti

Eleni Kargioti holds a BSc in Applied Informatics by the University of Macedonia and an MSc in Information Systems by the Aristotle University of Thessaloniki. Before joining SEERC as a research associate in May 2009 she worked as a Software Engineer of web applications for more than 2 years. Eleni will work as a research associate on the ORGANIK and the MORMED Projects.

Mr Ikaros Tsantekidis

Ikaros Tsantekidis holds a BSc in Mathematics from Aristotle University of Thessaloniki. He is currently studying for his MSc in Applied Informatics from University of Macedonia. Before joining SEERC as a research associate in May 2009 he has worked in the information technology industry for a period of three years and in the educational industry for a period of eight years. Ikaros will work as a research associate on the ELEVATE Project.

Ms Chrysanthi Dikaiou

Chrysanthi holds a BA in Psychology from Aristotle University of Thessaloniki. Chrysanthi works as a psychologist with children with developmental disorders and joined SEERC in April 2009 as a part time research associate on the YOU RESPOND Project.

5 Priorities for 2010

In 2009 a unique development took place: CITY College started operating as an International Faculty of the University of Sheffield (TUoS). As an International Faculty, CITY College is an academic entity of the University of Sheffield and operates in parallel with the other five faculties under a common umbrella. At the same time, this development has its impact on SEERC which also operates as an integral part and research centre of the University and is keen to align its strategy with research priorities at TUoS and CITY College. As research at SEERC develops, the need to integrate research activities with teaching at the International Faculty stands out as a priority for the next years.

Furthermore, this development opens up opportunities in networking with more departments and centres at the University. In 2010 SEERC plans to intensify its efforts to establish cooperation with other TUoS research centres such as the Public Services Academy, ICoSS and other relevant services, i.e. Research and Innovation Services. This is particularly important not only in terms of a wider collaboration in research work but also in terms of a substantial exchange of ideas and know-how in research performance and operation.

The SEERC Doctoral programme, after having consolidated its structure and flow of operation with new calls for PhD applications, and new recruits, is now in position to set qualitative targets for 2010 aiming for high-level recruits, lean procedures for an even smoother running of the programme and an attentive monitoring of supervision. This effort is considered essential at this stage for increasing the programme's competitiveness and for making it more attractive for candidates. The target is for the SEERC Doctoral Programme to be a choice of quality for education accompanied by administrative structures that will support the students. A new Call for PhD applications is expected during the first semester of 2010 and the 5th South East European Doctoral Conference is scheduled to take place in September 2010.

In 2009, SEERC was awarded for the first time an international project, entitled "MORMED: Multilingual Organic Information Management in the Medical Domain" as a Coordinator of a European consortium. This was a particularly significant advancement after having participated as a partner in a number of projects during the previous years. Leading a consortium is demanding work from which SEERC will gain the necessary know-how for administering projects in direct liaison with the European Commission. In addition to that, during the next year, SEERC expects to complete a record number of its currently running research projects: 9 projects come to end and will be completed within 2010. This creates considerable scientific and administrative workload but also significant opportunities: for utilizing the lessons learned from the completed projects in order to submit better quality proposals to available funding sources for next year (FP, Greek national funding programmes, Territorial Cooperation Programmes etc.) and also for disseminating project results to relevant stakeholders via the new SEERC

website and particularly using the Institutional Repository and Knowledge Management database.

Finally, as SEERC grows and staff develops its scientific expertise, a continuing target is to enhance the quality of journal publications as well as the level of conference participation for the Centre's researchers. SEERC is co-organising for the second time in Thessaloniki the 15th International Symposium for Health Information Management Research (ISHIMR 2010) in October 2010. This year's topic is: Innovations in eHealth and Health Informatics.

The developments in 2009 seal a successful course over the years since SEERC's establishment and indicate a phase of maturity with more challenges, more researchers focusing on contemporary issues of importance for South East Europe, closer ties with the University of Sheffield and a commitment to excellence to accompany all further activities in the future.

6 Appendix

6.1 Publications per Research Track

Research Track 1: Enterprise, Innovation and Development

Books

Ketikidis, P. H., Sotiriadou, A., Hatziapostolou, T., & Misopoulos, F. (Eds.). (2009). Proceedings of the 2nd International Conference on Entrepreneurship, Innovation and Regional Development, "Entrepreneurship and Innovation Crossroads: Triggers, Catalysts and Accelerators for Sustainable Regional Development". Thessaloniki, Greece: SEERC.

Book Chapters

Cleveland, M., Papadopoulos, N., Laroche, M., Berács, J., Hallberg, A., Elliott, S., et al. (2009). Identity, Demographics, and Consumption: A Study of Segmentation Variables Across Eight Countries and Nine Product Categories. In I. Lu (Ed.), Administrative Sciences Association of Canada.

Conferences

Fotopoulou, D., & Psychogios, A. (2009). Towards the Anglo-Saxonization of Management Education? The Implications of Institutional Isomorphism in Mediterranean Capitalisms..

Fotopoulou, D., Psychogios, A., & Szamosi, L. (2009). Towards an Understanding of Incubators Training needs: a South-Eastern European Perspective. (pp. 269–280). Thessaloniki, Greece: SEERC.

Fotopoulou, D., Wood, G.T. & Psychogios, A. (2009). Understanding the Role of Management Education in the Greek Context: Environmental Pressures and Reforms. (pp. 17–33). Thessaloniki, Greece: SEERC.

Jekic, I., & Szamosi, L. (2009). Project Management as a Facilitator of Institutional Change Management: the case of Academic Hospitals in Serbia. In International Conference on Entrepreneurship, Innovation and Regional Development (pp. 177–186).

Kapoulas, A., & Cvetanovski, I. (2009). Enhancing and Establishing Strong Relationships with Customers: The case of the Banking Sector in FYROM. EuroMed Conference Solerno Italy.

Journals

Bitzenis, A., & Szamosi, L. (2009). Entry Modes and the Determinants of Foreign Direct Investment in an EU Accession Country: The Case of Albania. Journal of East-West Business, 15(3-4), 189–209

Psychogios, A., Wilkinson, A., & Szamosi, L. (2009). Getting to the Heart of the Debate: 'Hard' Versus 'Soft' Side Effects of TQM on Middle Manager Autonomy. *TQM & Business Excellence*, 20(4), 445–466.

Research Track 2: Information and Communications Technology

Books

Bamidis, P., Frantzidis, C., Konstantinidis, E., Luneski, A., Lithari, C., Klados, M., et al. (2009). An Integrated Approach to Emotion Recognition for Advanced Emotional Intelligence. In *Human-Computer Interaction. Ambient, Ubiquitous and Intelligent Interaction, Proceedings of the 13th International Conference on Human-Computer Interaction (Vol. 5612, pp. 565–574)*. LNCS. Springer Berlin / Heidelberg.

Eleftherakis, G., Georgiadis, C., Ketikidis, P. H., & Stamatis, D. (Eds.). (2009). *Proceedings of the 4th Balkan Conference in Informatics*. 17-19 September, Thessaloniki-Greece.

Book chapters

Bibikas, D., Paraskakis, I., Psychogios, A. G., & Vasconcelos, A. C. (2009). An Integrated Knowledge Innovation Process Management Model: The Case of Skandia. In Lytras M., & Ordonez de Pablos P. (Eds.), *Knowledge Ecology in Global Business: Managing Intellectual Capital (Advances in Emerging Information Technology Issues Book Series)* (pp. 156–173). London, UK: IGI Global.

Bibikas, D., Paraskakis, I., Psychogios, A. G., & Vasconcelos, A. C. (2009). The Potential of Enterprise Social Software in Integrating Exploitative and Explorative Knowledge Strategies. In S. Hatzipanagos, & S. Warbutron (Eds.), *Social Software & Developing Community Ontologies* (pp. 285–297). London, UK: IGI Global.

Dranidis, D., Ramollari, E., & Kourtesis, D. (2009). Run-time Verification of Behavioural Conformance for Conversational Web Services. In *Proceedings of the 7th IEEE European Conference on Web Services (ECOWS 2009)* (pp. 139–147). IEEE Computer Society.

Hatziapostolou, T., & Paraskakis, I. (2009). Effective Provision of Formative Feedback in an e-Learning Environment. In *Proceedings of the 8th European Conference on e-Learning*. October 29th - 30th, Bari, Italy.

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Note: The above lists might be incomplete. For a most updated compilation please visit: http://www.seerc.org/index.php?option=com_refbase&Itemid=86

6.2 SEERC Open Seminar Series

March 11, 2009: “Overt Funcional Conflict (OFC) Deficit in non-profit business partnerships” delivered by Dr May Seitanidi, Brunel Business School, Brunel University, London, UK (Research track 1).

March 24, 2009: “Work and Social Change in Sicilian Agrarian Anti-mafia Cooperatives” delivered by Dr Theodoros Rakopoulos CITY College. The

seminar was organised by SEERC's Culture and Politics Research Group (Research Track 3).

June 1, 2009: "The Nonconscious Mere Exposure effect with Brand Logos: Real but Elusive" delivered by Dr Tom Stafford, University of Sheffield, Psychology Department (Research Track 4).

November 19, 2009: "Lacanian politics and anti-authoritarian critiques in the light of last's December's events in Greece", delivered by Mr Giorgos Avgeris. The seminar was organised by SEERC's Culture and Politics Research Group (Research Track 3).

6.3 SEERC Research Student Seminar Series

February 5, 2009: "Affective Computing: state of the art challenges and applications areas" delivered by SEERC PhD candidate Andrej Luneski as part of his Upgrade examination.

March 17, 2009: "Management Education as a driver of institutional isomorphism in Non-Anglo Saxon Business Environments: The case of Greece", delivered by SEERC PhD candidate Dialehti Fotopoulou as part of her Upgrade examination.

May 25, 2009: "Design and Implementation of Green Supply Chain Management in

Emerging Environments: The manufacturing sector in Greece" by SEERC PhD candidate Andreas Baresel-Bofinger as part of his Upgrade examination.

November 4, 2009: "Understanding noncompliance to the smoking ban in public places in Albania" delivered by SEERC PhD candidate Erika Melonashi as part of her Upgrade examination.

November 5, 2009: "Normative Influences and Adolescent Smoking in Bulgaria" delivered by SEERC PhD candidate Martin Zlatev as part of his Upgrade examination.



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