

ECIE 2022

17th European Conference on Innovation and Entrepreneurship

15 – 16 September 2022, Neapolis University Pafos (NUP), Cyprus

Mini Track on Entrepreneurship in the New Digital Era: The Era of Change

Mini Track Co-Chairs: Dr Sofia Daskou, Dr Antonis Zairis, Dr Andreas Masouras and Dr Christos Papademetriou, Neapolis University Pafos, Cyprus



This mini track will focus on entrepreneurial trends, in an era of continuous flux. The track seeks to draw upon perspectives of entrepreneurial actions pertinent to the digital transformation of firms. The world as we know it is changing at a radical pace and in response, enterprises are called to transform into learning organizations that apply digital tools and competencies to sustain their relevance to the markets they serve. Such practices contest enterprises, as entrepreneurs try to cope with the pressures of societal, and environmental changes that challenge them. In response to these challenges, enterprises digitize several of their processes and systems, become more intelligent, to (co-)create value with their stakeholders, especially in terms of distribution systems, marketing planning, and retailing. The digital entrepreneurial approaches redefine the nature of corporate entrepreneurship, business operations, customer service and product delivery in rearranged value chains.

This mini-track aims to facilitate the debate between academics and practitioners from different entrepreneurial settings on how entrepreneurship is best practiced in the New Digital Era. Suggested topics include but are not limited to:

- Digital transformation of enterprises
- Digital business models
- Entrepreneurial Challenges in the Digital Era
- The impact of digital entrepreneurship on sustainability, society and change
- Knowledge Management of a digital enterprises
- Special issues of entrepreneurship focusing on digital retailing, digital distribution systems, corporate entrepreneurship and entrepreneurial competencies for value (co-)creation.



Dr Sofia Daskou, PhD is an Associate Professor in Business and Customer Management, at Neapolis University Pafos. She holds a PhD awarded from the University of Strathclyde and has served as a scholar in various UK universities for 20 years. She the President of the International Advisory Council for the Marketing Profession (IACMP). Her research focuses on entrepreneurial thinking, digital relationship marketing & CRM, and various consumer issues, such as: customer satisfaction & loyalty, disordered eating, mindful and ethical consumption. She is the editorial board of International Journal of Economics and Business Research.



Dr Antonis Zairis, PhD is an Assistant Professor of Business Administration at Neapolis University, Cyprus as well as Associate Vice President of the Board of Directors of The Association of Business and Retail Sales of Greece (H.R.B.A). His doctoral dissertation was on Consumer Behavior, specializing in Retail Trade. He has served for 32 years as Managing Director of Sales and Marketing in various Multinational Companies and Large Greek Enterprises. He also served as Deputy National Representative at the UN Intergovernmental Expert Committee on Sustainable Development . He is also author of 27 books in business and marketing topics.”.



Dr Andreas Masouras, PhD, is an Assistant Professor at Neapolis University in Marketing and Communication. He holds a PhD (Honors) from the Dept of Political Science and International Relations, University of the Peloponnese. The title of his doctoral dissertation is: “Entrepreneurship and Competitiveness through the lens of the Institutional Analysis: The Case of Cyprus”. He holds a Professional Doctorate in Management (D.Mgt.) from Monarch Business School (Switzerland) and MPhil from Brighton University. Dr Masouras is actively writing scientific articles and is constantly involved in international conferences where he presents his research.



Dr Christos Papademetriou, PhD is an Assistant Professor in Management - Human Resources Management at the Neapolis University Pafos. He obtained a BA (Hons) in Accounting and Business and MA in International Management from the University of Sunderland. He also gained a BSc (Hons) in Computing and the Postgrad Certificate in Information Systems from the University of Portsmouth. He holds a doctorate (PhD) in Social Science from the University of Leicester, UK. His research interests focus on the following: entrepreneurship and innovation, human resource management, tourism management and marketing, social media, and leadership.

Submission details

In the first instance a 300 word abstract is required, to be received by 23 February 2022. Submissions must be made using the online form at: <http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/>

If you have any questions about this track please email the lead mini track chair: s.daskou@nup.ac.cy

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