

George Bithas

Instructor & Researcher

Contact

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Portfolio

LinkedIn: linkedin.com/in/bithas

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Profile



I specialize in Business Strategy, focusing on Service Management and Business Transformation.

1. I have developed and managed with my Ph.D. advisor a Research Lab, where I was responsible for the management of the research projects.
2. I have created a pioneering framework for Business Ecosystems.
3. I have a rich portfolio of publications & 4 years' experience on:
 - Teaching
 - Curriculum development
 - Project supervision
4. I have 2 years' experience on mentoring MSc and junior PhD students on building capacity and capability
5. I have a rich portfolio of publications.
6. In 2017, I was selected by U.S. Department of State for the International Visitor Leadership Program (IVLP). One year later I directed an equivalent program (LDIP), which in 2019 was finalist contender in the 5th "Innovation & Entrepreneurship Teaching Excellence Awards".

Skill Set



I have a complete teaching skill set, comprised of: Leadership skills – Systematic Problem-Solving skills – Creative skills.

1. Leadership skills:

- Communicating goals
- Managing team members
- Motivating and inspiring
- Keeping team members on track and harmony

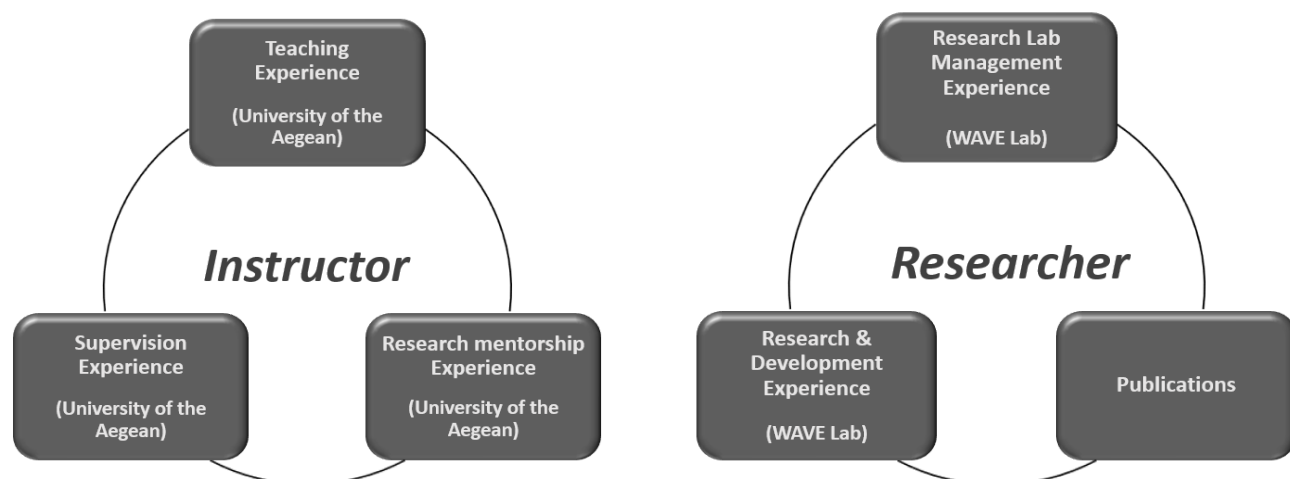
2. Systematic Problem-Solving skills: Finding solutions

methodically:

- Researching new information
- Analyzing the data
- Making proper decisions

3. Creative skills: managing, inspiring and giving solutions

Experience in brief





Growth Transformation & Value Engineering (W.A.V.E.) Lab

The WAVE Lab, hosted by the University of the Aegean, Greece, is a boutique R&D and business advisory venture, driven by thought leadership creation (insights, intellectual capital) on business transformation.

Research Lab
Development &
Management
2016-2020

Achievements and contribution to the organization:

- Established with the Director of the Lab the initial strategy and initiated the launch of it
- Pioneered the first consulting tool for Business ecosystem strategy
- Spearheaded and trained a group of junior and senior researchers (MBA students, PhD candidates) on the development of new intellectual capital for the Lab
- Optimized and delivered PhD-level insights on new strategic thinking (e.g. business ecosystems, growth, business transformation)
- Piloted the search and assessment of cutting-edge strategic trends and the potential integration in the Lab's propositions
- Accelerated the Lab's international profile and impact
- Improved overall productivity by establishing roles and responsibilities that clearly define tasks for the researchers

Educational Program
Direction &
Development
2017-2018
Greece & USA

"Leadership & Disruptive Innovation" Program (LDIP). An acclaimed 16-weeks educational program that was focused on preparing participants to lead an organization amidst digital disruptions. The program was capped by a 1-week Discovery Expedition in the US, where participants met with top experts and leaders (e.g. Princeton University, Citigroup, US Congress, Federal Bank of New York, etc.)

Responsibilities and achievements:

- Designed and developed the scope and the goals of the program
- Designed and organized the candidate selection process
- Shaped, trained and motivated the selected participants to become capable to interact with top experts and leaders in the US and as a result to cultivate lasting relationships with our American counterparts
- Supervised and coached the participants during the trip

CNN Link (in Greek): <http://www.cnn.gr/news/ellada/story/151925/to-panepistimio-aigaioy-proetoimazei-ti-nea-genia-igetikon-stelexon>

Business School, University of the Aegean

Curriculum
Development
2015-2019
Chios, Greece

Achievements and contribution to the organization:

- Modernized and transformed the curriculum, developing the courses based on cutting edge scientific development in service management and the standards of the best Business schools of the world (IMD Business School, University of California etc.)
- Influence the direction of the curriculum going forward and become updated, adopting insights from my research

Teaching
2015-2019
Chios, Greece

Teaching Undergraduate students in Business School, University of the Aegean

Responsibilities and achievements:

- Developing, designing and delivering teaching and student-centred learning based on cutting edge pedagogical methods:
 - *Objectivism – the students acquire the necessary knowledge*
 - identify objectives
 - select the proper activities
 - organize and present the activities
 - evaluate the learning
 - *Constructivism – the students learn HOW TO LEARN.*
 - Prompt students to formulate their own questions (inquiry)
 - Allow multiple interpretations and expressions of learning (multiple intelligences)
 - Encourage group work and the use of peers as resources (collaborative learning)
- Teaching on:
 - Strategy Management
 - Service Innovation
 - Innovation Management
 - Service management
 - Strategy Development
 - Service Development
 - Value mapping
- Teaching Lab Courses on:
 - Value constellation development
 - Business ecosystem modelling

Postgraduate &
Ph.D. Candidate
Students
Management
& Supervision
2015-2019

Responsibilities and achievements:

- Coaching and supervising all levels of students (Undergraduate, Postgraduate and Ph.D. candidate students) on projects using the *Constructivism* pedagogical method.
- Coaching and supervising Ph.D. candidate student on research proposals development and her Ph.D. research.
- Managing Postgraduate students on individual and collaborative research projects, contributing to the research profile within the Business School, leading to the production of high-quality research outputs/outcomes.
- Manage Postgraduate students on research-related contributions through conference papers and presentations, dissemination activities and consultancy projects

Scientific Writing
Management &
Mentorship
2018-2020
Chios, Greece

Responsibilities and achievements:

- Directed and cultivated scientific research insights for publications on conference proceedings and international journals.
- Research mentorship on Postgraduate and Ph.D. candidate student on:
 - Scientific methodology development
 - Mind mapping
 - Logical flow development
 - Ensure International Journal's standards

Research
2016-2018
Greece

Research for proposals of EU Funded Projects based on the Call for Proposals Horizon 2020 Balkan Med & Erasmus +

Responsibilities:

- The engineering of pioneering insights based on the requirements of the call for proposals
- Research on stakeholder management for an innovative tourism experience in the disruptive networked economy
- The creation of Heritage-led ecosystems in Greek tourism destinations

ACADEMIC QUALIFICATIONS



2014-2020
Chios, Greece

Ph.D. in Business Administration - UNIVERSITY OF THE AEGEAN, Business School
Focus: Strategy - Business Transformation

Grade: Excellent

Results: A business ecosystem strategic model (published in international Journals) that provides a decision-making tool for deciding on the level of engagement in a business ecosystem (i.e. the role), the required collaborative behavior and norm at the chosen level (i.e. its relationships with other stakeholders).

The proposed model is unique and the first that offers an 'Ecosystem Portfolio' strategy.

Field of Expertise:

- *Business Ecosystems*
- *Stakeholder Management*
- *Service Innovation*
- *Business Transformation*

2010-2012
Chios, Greece

M.B.A. - UNIVERSITY OF THE AEGEAN, Business School
Focus: Operations Management

Expertise gained on:

- *Business Strategy*
- *Project Management*
- *Value Engineering*

2006-2010
Chios, Greece

B.Sc. in Business Administration - UNIVERSITY OF THE AEGEAN, Business School

Expertise gained on:

- *Digital Disruptions*
- *Service Management*
- *Creation and development of dynamic e-learning environments*



CONFERENCE
PRESENTATIONS
(sample list)

Service innovation within service system networks: a business transformation perspective, 5th Business Systems Laboratory International Symposium, Naples, 2018.

An ecosystem-based framework for transforming the tourism sector, 13th IMIC Conference, Santorini, 2017.

E-Services Development in the Collaborative World, 4rd International Conference on Strategic Innovative Marketing (ICSIM 2015), Mykonos, 2015.

Business Transformation Through Service Science: a Path for Business Continuity, 4rd International Conference on Strategic Innovative Marketing (ICSIM 2015), Mykonos, 2015.

Business Transformation Through Service Science: The Road Ahead, 3rd International Conference on Strategic Innovative Marketing (ICSIM 2014), Madrid, 2014.

An Applied Framework in Service Innovation, 10th. HSSS (Hellenic Society for Systemic Studies) National & International Conference, Athens, 2014.



Publications
(sample list)

Bithas, G., Kutsikos, K., Warr, A., & Sakas, D. (2018). Managing Transformation within Service Systems Networks: A System Viability Approach. *Systems Research and Behavioral Science*, 35(4), 469-484.

Bithas G., Sakas D. (2017). E-Services Development in the Collaborative World. In: Kavoura A., Sakas D., Tomaras P. (eds) *Strategic Innovative Marketing*. Springer Proceedings in Business and Economics. (pp. 153-158). Springer, Cham.

Bithas G., Sakas D.P., Kutsikos K. (2017) Business Transformation Through Service Science: A Path for Business Continuity. In: Kavoura A., Sakas D., Tomaras P. (eds) *Strategic Innovative Marketing*. Springer Proceedings in Business and Economics. (pp. 159-164). Springer, Cham.

Bithas G., Kutsikos K., Sakas D. and Konstantopoulos N. (2015) "Business Transformation Through Service Science: The Road Ahead". *Procedia-Social and Behavioral Sciences*, 175, 439-446.

Mastropetrou, M., Bithas, G., & Kutsikos, K. (2019, September). Digital transformation in the luxury industry - a systematic mapping study. In *12th Annual Conference of the EuroMed Academy of Business*.

Kolovou, V., Kutsikos, K., & Bithas, G. (2019, September). Beyond Digital Government: the Role of Internal Marketing in Public Sector Innovation. In *International Conference on Innovation and Entrepreneurship* (pp. 539-552). *Academic Conferences International Limited*.

PERSONAL & TEACHING SKILLS



Teaching skills

LEADERSHIP skills (responsible for a team of 5 researchers):

- Communicating goals so everyone understands them and their role
- Positioning team members to use their talents optimally
- Motivating and inspiring everyone to do their best work
- Keeping team members on task, on schedule, and on budget
- Maintaining morale and workplace harmony

SYSTEMATIC PROBLEM-SOLVING skills (dependable solutions using cutting-edge methodologies like SCQA and MECE by McKinsey):

- Researching for new insights about the problem
- Analyzing and categorizing the data
- Synthesizing the data and making decisions

CREATIVE skills (capable of lateral thinking, integrating insights and Information into a coherent and unique whole)

Languages

Greek (Native)

English (Fluent; Proficiency in English – Michigan, 2014)

HONORS



U.S. Department of State Scholarship
2017

International Visitor Leadership Program (IVLP) U.S. Department of State

IVLP is the U.S. Department of State’s premier professional exchange program. I was one of the 9 Greek scholars selected for the Program’s ‘Youth Entrepreneurship and Higher Education’ thematic area.

Achievements:

- Exposed to innovative startups and the US business mentality
- Promoted and uplifted the International profile of The Business School of the University of the Aegean and the W.A.V.E. Lab

Finalist contender
2019

Innovation & Entrepreneurship Teaching Excellence Awards

WAVE Lab’s “Leadership & Disruptive Innovation” program

DIGITAL SKILLS



Simulation/ Modelling
(E3-value)



Information processing
(e.g. MS Word)



Communication
(e.g. MS PowerPoint)



Problem solving
(e.g. MS Excel)



REFERENCE



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