



TEMPUS IV PROGRAMME

Leading and Managing Change in Higher Education (La MANCHE)

TRAININGS IN LEADERSHIP AND CHANGE MANAGEMENT

23rd and 24th October 2013
Polytechnic Institute of Bragança, Portugal

TRAINERS IN LEADERSHIP AND CHANGE MANAGEMENT

1. Prof. Michel S. ZOUBOULAKIS, University Of Thessaly, Greece
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Ph.D. and DEA University of Paris 1, Pantheon-Sorbonne, B.Sc. Economics University of Thessaloniki, currently Professor in the History and Methodology of Economics in the Department of Economics at the University of Thessaly, Greece.

His research interests are in the Methodology of Economics, the History of Economic Thought and various fields of Institutional Economics He has published two books, *La science économique à la recherche de ses fondements. La tradition épistémologique ricardienne*, 18

26-1891, Paris, P.U.F. 1993, and a textbook on Economic Methodology in 2007 in Greek. A third book on the evolution of the concept of economic rationality will be published by Routledge, London, in January 2014. He has also published articles in international peer reviewed *Journals such as European Journal of the History of Economic Thought, Journal of the History of Economic Thought, Economies et Sociétés,*

History of Economic Ideas, Cahiers d'Economie Politique, Journal of Economic Methodology, Revue Economique, Journal of the Institutional Economics, Communist and Post-Communist Economic Studies, Forum for Social Economics and European Journal of Law and Economics.

His field-research experience includes:

- Research assistant, “Center for Analytical Theory of Organizations and Markets” ATOM-University of Paris 1, Pantheon-Sorbonne, from Sept. 1987 to June 1988.
- Team leader in two sub-projects of the European Programme EQUAL: “Social and solidaire economy and entrepreneurship - Local economy and integration” from April 2004 to December 2006.
- Participant in the PHARE Project “Consolidation of the Romanian Statistical System”, EuropeAid/119795/D/SV/RO, June 2005-Dec.2006.
- Team leader in the National Project “Observatory of Young Entrepreneurship in the Region of Thessaly”, Greek National Minister of Education, June-November 2008.
- Team Leader, in the project “The insertion of the graduates of the Department of Economics in the labour market”, University of Thessaly Research Committee (1/9/08-31/12/09).

From September 2008 to December 2012 he has served as Vice-rector of Economic and Student Affairs, Public and International Relations. From April 2004 to September 2009 he was the Head of the Department of Economics. He is currently the Vice-President of the University Council until 2016.

2. Prof. Pantoleon (Pantelis) SKAYANNIS, University Of Thessaly, Greece

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Dean of School of Engineering, Department of Planning and Regional Development.

Dr. Skayannis is Professor of Infrastructure Policy and Director of the Research Unit of Infrastructure, Technology Policy and Development in the Department of Planning and Regional Development at the University of Thessaly (DPRD-UTH) He is a qualified architect (Thessaloniki, GR) and holds an MA and PhD in urban and regional studies (Sussex, UK). He has been awarded three Pan-Hellenic architectural prizes and two distinctions related to teaching of entrepreneurship. He has been chairman of DPRD-UTH for four years and member of the University senate for six years, as well as member of several University committees and international and national congress organisation committees. Until August 2013 he was the director of the “European Regional Development Studies” Master’s Programme of DPRD (taught in English) and he is the director of the Unit of Innovation and Entrepreneurship of the University of Thessaly.

He has extensive experience as a researcher in infrastructure development and as a regional analyst and planner (60 research projects). During 2009 he was a visiting professor at Newcastle University (CURDS), UK. He has published widely in his fields of research (more than 120 publications of all kinds) and is author/editor/co-editor of five books, *Infrastructure Programming Policy: Athens-Piraeus* (Stamulis, 1994), *Entrepreneurship and Innovation Policies in the European Periphery: a Research Agenda* (U.Thess Press, 2002), *Pelion and Sustainable Development* (U.Thess Press, 2004), *The Context, Dynamics and Planning*

of Urban Development: a collection of papers (U.Thess Press, 2008), *Passion, Perseverance and Vision: nine windows of opportunity – nine entrepreneurial stories* (U.Thess Press, 2008).

Prof. Skayannis was until recently one of the two national representatives of Greece to the Association of European Schools of Planning (AESOP) and member of the Executive Committee of AESOP as well as and one of the two AESOP representatives to the Global Planning Education Association Network-GPEAN.

In 2011, prof. Skayannis was appointed by the Mayor of Athens as the representative of the Athens Municipality to the executive board of the Organization for the Master Plan of Athens. In June 2011 he was elected Dean of the School of Engineering of the University of Thessaly and in 2013 was appointed as the external examiner of the Mega Infrastructure Planning, Appraisal and Delivery (MIPAD) MSc. course in the Bartlett School of Planning, UCL, UK.

3. Martine DAVID, EDUTER Institute at Agrosup Dijon, France

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Engineering Training Officer at EDUTER Institute since 2007 involved in:

- Consulting on institutional projects in Technical and Higher Education
- Technical support for the French Ministry of Agriculture in the renovation of a support system for agriculture
- Development of standards for agricultural vocational qualifications, particularly business references and competency frameworks
- Training of trainers in training design, teaching
- AFOP programme in Cameroon since 2009: engineering systems, engineering qualifications (skills-based), school projects, agricultural installations.

Main areas of expertise

- Knowledge of the agricultural sector and its stakeholders (agricultural development, installation, training, farming techniques)
- Methodology for the development of Institutional projects
- Engineering training (the writing of methodologies and repositories design)
- Support and analysis of professional practices in the world of training
- Sustainability

Skills and knowledge

1. Accompanying analysis of practice:

- Support for the professionalisation of the stakeholders of advisory institutions
- Support for the professionalisation of the training profession
- Support for senior management teams on institutional project

2. Project management and strategic analysis including:

- Conducting of a research action on small farms in France for four years involving a hundred partners

- Technical assistance to the Ministry in charge of Agriculture on the renovation of agricultural installation devices from 2006-2008
- Support for the implementation of the Association of Agro biological producers in the Ardennes region of France
- Methodological support for the set-up of national agricultural and rural training networks (FAR) as part of a international cooperation project financed by AFD (ADEXFAR - Agropolis consortium of Montpellier)

3. Methodology

- Writing of a methodological diploma repository guide
- Methodological approaches to postgraduate research.

4. Dr. Maria DE LOURDES MACHADO-TAYLOR, Centre for Research in Higher Education Policies (CIPES), Portugal

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Dr. Machado-Taylor holds a *Licenciatura* in Economics from the University of Porto (Portugal), Post-Graduate Studies in Administration and a Ph.D in Business Sciences, both degrees from the University of Minho (Portugal). Her career in Portuguese higher education began as the Head of Administration of the Polytechnic Institute in Bragança (Portugal). She is a Researcher of CIPES – Center for Higher Education Policy Studies and currently works at the Agency for Assessment and Accreditation of Higher education (A3ES).

Dr. Machado-Taylor's areas of research include changes in academic career (CAP), gender studies, faculty satisfaction, governance and management, leadership, strategic planning, the non-university sector and student success. She has coordinated and contributed to several multi-disciplinary and multi- institutional research projects funded by the Foundation for Science and Technology (FCT), Gulbenkian Foundation and CAPES (Brazil). She has edited, authored and co-authored nine books and twenty books chapters. Among others she is author of *Strategic Planning in Higher Education* published by Lambert Academic Publishing; co-author of *The Practical Guide to Strategic Enrolment Management* published by the Educational Policy Institute Virginia Beach, VA- USA and co-editor of *The Non-University Higher Education in Europe* published by Springer. Other publications include peer-reviewed articles published in European, Asian and American journals.

5. Anita SHUKLA, Clevercherry, UK

Email: anita@birminghambition.com

Anita Shukla is currently a Tutor/Assessor, delivering ICT and Design apprenticeship programmes and with a background of working in time-based media, Anita is a creative enthusiast with a zest for communicating

ideas and collaborating with creative thinkers. After obtaining a Distinction in MA Animation and Sound Design, Anita gained invaluable experience working in varied teaching positions, managing her own production company and collaborating with children and adults on creative projects in Tokyo for three years.

Anita has a passion for collaborating with NGO's and taking part in voluntary work, and has extensive experience of teaching children and adult from various backgrounds and of abilities, including those with disabilities. She has a keen interest in diversity and international studies, and speaks Punjabi, Hindi and Japanese. Anita works with multi-medium art platforms and digital technology and is constantly researching new art technologies and techniques. She likes to communicate through the form of animation as a method of educating and a way of communicating complex messages about the surreal nature we live in.

6. Sarah DIGBY, University College Birmingham, United Kingdom

Email: s.digby@ucb.ac.uk

GradCIPD, Cert Ed, BSc, MSc and currently researching towards PhD, within the School of Social Sciences at the University of Glasgow. Sarah has designed and delivered Tourism, Hospitality, Human Resource Management and Business Further Education and Undergraduate programmes for over 10 years at UCB. Previously having spent a number of years working within Human Resource Management in international organisations including PricewaterHouseCoopers, Michael Page Sales and Marketing Recruitment and Compass Group, she has an academic and research background in International education and development management and has contributed to several conferences in Rwanda and Uganda in this context.

Additionally she is a reviewer for The Journal of Applied Research in Higher Education and COMPARE (A journal of comparative and international education). Currently a Lecturer within The Business School at UCB she is also a Research Student at the University of Glasgow, her research interests include international education, empowerment and international development.

7. Prof. Vesselin BLAGOEV, International University College, Bulgaria

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Prof. Vesselin Blagoev is Vice-Rector of International University College (IUC), Bulgaria. He holds a PhD in Marketing and Innovation Management from the Technical University, Sofia, and is an Associate Professor of Marketing and Management at IUC. He is also Director of the Cardiff Metropolitan University MBA Programme at IUC as well as of the University of Portsmouth programmes at IUC.

Dr. Blagoev is President of the Bulgarian Marketing Association, board member of the Bulgarian Business Leaders Forum, of the Bulgarian Chamber of Trade and Industry, and of CEEMAN (The Central and East European Management Development Association).

Dr. Blagoev has an extensive career as professional manager which gave him the chance to learn and develop in leadership and management which he teaches at the university. He served as Chief Secretary of the Council of Ministers of the Republic of Bulgaria (1994), Executive Director of the Bulgarian Privatization Agency (1995-1997), Chief Executive Director of Credit Bank PLC (1997-1998), and Editor-in-Chief of BusinessWeek Bulgaria (2006-2008). At IUC he teaches Strategic Management and Marketing Management to the MBA, and Managing Business Relationships and Innovation and Brand Management to the BA programs.

Dr. Blagoev has authored or co-authored 11 textbooks on Marketing Management, Innovation Management and Cross-Cultural Management, including:

Blagoev, V. (2013). Business Planning, 1st ed., IUC, Varna.

Blagoev, V. (2010). Culture: Values, Beliefs, Perceptions, Norms and Behaviours, pp. 22-46, in Lundby (ed). Going Global: practical applications and recommendations for HR and OD Professionals in the Global Workplace, Jossey Bass-Wiley, USA;

Blagoev, V. (2003). Marketing – Principles, STP, Strategy, Marketing mix, 2nd ed., IU Publishing, S.

Blagoev, V. (2003). The Rhetoric and Reality of Marketing in Bulgaria, in Kitchen et al. (eds.). The Rhetoric and Reality of Marketing – An International Managerial Approach, Palgrave Macmillan, UK;

Благоев, В. (1993), *Маркетинг в дефиниция и примерах*, 1^{во} изд., Санкт Петербург, Россия (Blagoev, V. (1993). Marketing in Definitions and Examples, St. Peterburg, Russia)

and seven other textbooks in the Bulgarian language published in Bulgaria.

He published over 50 articles in different academic journals, including:

Minkov, M., Blagoev, V., & Hofstede, G. (2013). The boundaries of culture; Do questions about societal norms reveal cultural differences? *Journal of Cross-Cultural Psychology*, 44(7), p.1094–1106.

Blagoev, V., M. Minkov (2013). Should we take into account national culture as we form marketing product policy?, *Alternativi*, Sofia

Blagoev, V., Uzunova, M. and Minkov, M. (2013). The KODIMA business game leads to faster and better understanding of marketing management theory, 1, *IUC Management Review*, p.50-55.

Minkov, M., & Blagoev, V. (2012). What do GLOBE's cultural dimensions reflect? An empirical validation. *Asia Pacific Business Review*, 18 (1), 27-43.

Blagoev, V., M. Minkov (2009) Hofstede's Individualism Predicts retail Trade Development During the Crisis, in *Managerial Decisions for Global and Local Markets During the Crisis*, proceedings from the International conference, 9-12 September, Nesebar, p.18-22

8. Nedka DIMITROVA, International University College, Bulgaria

Email: neda_dimitrova@yahoo.com

Trinity TESOL Lecturer in Business Communication and Business English at International University College and HRC Culinary Academy - leading business schools in Bulgaria and the region of Eastern Europe, attracting international students from different cultural backgrounds.

Head of the Foreign Languages Department at IUC – working with other teachers, staff members and students. Leading and coordinating the process of effective education, in line with the school policy of promoting a stimulating and culturally tolerant environment for teaching and learning.

Main area of interest in Intercultural communication and business ethics, acquired through several years of work and study experience in London, focusing on the influences of cultural differences and thinking styles in educational settings.

Considerable professional experience in instructing business students at undergraduate level to improve and develop their business knowledge, communication and career skills, as well as, English language skills necessary for the globalizing world of business; teaching Business curriculum, such as Business Writing, Verbal and Non-verbal communication, Active Listening skills, Soft skills, Job hunting and Career skills, Business Ethics, Cross-cultural communication, Conflict Resolution, Negotiation skills and others. Applying motivating and effective teaching methods to encourage and attract students' interest in developing their transferable language and communication skills and to facilitate the creation of interdisciplinary links with the other programme subjects.

International professional experience from Golders Green College, London – English to speakers of other languages; HAN University of Applied science, the Netherlands – Business Ethics workshop and language laboratory Business English practice – Erasmus teacher exchange; Tampere University of Applied Science, Finland – Digital, Social and Mobile Media in Marketing and Management – LLP Erasmus Intensive programme; Polytechnic Institute of Bragança, Portugal – Communicating in Multicultural business environment, Erasmus teacher mobility; Seville, Spain – Innovation in tourist services and marketing in the light of the European trends, practical education training under Leonardo da Vinci, Lifelong Learning programme – coaching and coordinating functions; Cavala, Greece – Integration of physically disabled individuals to the labor market, LLP – coaching and facilitating the conference activities of a group of young participants; other Multilateral Partnerships projects under the EU LLP – Italy, Turkey, Slovenia – Fostering Cultural awareness.

Keeping up with new ideas, methods and trends in the field of teaching Business Communication and Business English – through activities enhancing teaching and learning, including faculty development courses, exchanges, trips, practical trainings and participation in EU projects such as Erasmus, Leonardo da Vinci, Tempus, Comenius and other programmes as a coordinator, lecturer, trainer or interpreter, organised by different departments within the college structure.

9. Polina MITKOVA, International University College, Bulgaria

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Polina Mitkova is a lecturer at IUC in Business Communication and English as a Second language. Her professional interests are in the area of Pragmatics, Overcoming cultural misunderstanding and Negotiations. She holds an MA degree in International Relations from the Faculty of Law at Sofia University St Kliment Ohridski.

Polina is also a graduate of Temple University, Japan, where her teaching career started. Having spent six years in an Asian context as a corporate business English instructor she will be happy to share the insights she gained from her valuable intercultural experience.

10. Simon BLAKE, University College Birmingham, United Kingdom

Email: S.Blake@ucb.ac.uk

Lecturer in Social Business and Social Entrepreneurship Facilitator in the Business School, University College Birmingham

Following professional training and clinical work within the mental health and learning disability sectors, Simon began to develop a research and teaching profile through contracts at the University of the West of England and the University of Bath. Community development and service user empowerment are themes which have run through his academic work. Student engagement is therefore a 'natural' development, with experience of supporting the co-creation of curriculum with students at UWE and at University College Birmingham. In the learning and teaching context, Simon has gravitated towards Business Schools. Whilst at heart (and by training) an economist, the primacy of ethical, sustainability and critical, psychoanalytical psycho-social approaches to diverse socio-economic 'realities', continue to drive his thoughts and work.