



Conference Program

August 24-27, 2025
University of Piraeus, Greece

Organizers:



High Level Program (c)

	Day	1	2	3	4
	Date	Sunday 24.08.2025	Monday 25.08.2025	Tuesday 26.08.2025	Wednesday 27.08.2025
Time	8:00 - 8:45		Registration	Registration	Registration
	8:45 - 9:00		Conference Opening (Welcome Addresses)		
	9:00 - 9:45		Keynote Talk 1	Keynote Talk 3	Keynote Talk 7
	9:45 - 10:30		Keynote Talk 2	Keynote Talk 4	Keynote Talk 8
	10:30 - 11:00		Coffee Break	Coffee Break	Coffee Break
	11:00 - 13:00		Parallel Sessions D.2.1	Parallel Sessions D.3.1	Parallel Sessions D.4.1
	13:00 - 14:00		Lunch Break	Lunch Break	Lunch Break
	14:00 - 16:00		Parallel Sessions D.2.2	Parallel Sessions D.3.2	Parallel Sessions D.4.2
	16:00 - 16:30	Registration	Coffee Break	Coffee Break	Coffee Break
	16:30 - 17:15		Industrial Panel	Keynote Talk 5	Closing Ceremony
	17:15 - 18:00			Keynote Talk 6	
	18:30 - 18:45		LOC Organizational Notes	LOC Organizational Notes	
	18:45 - 20:00		Welcome Ceremony		
	20:00 - 23:00			Conference Dinner	

Event	Event's Place
Keynote Talks	Conference Room situated at the ground floor of the central building of the University of Piraeus
Industrial Panel	Conference Room situated at the ground floor of the central building of the University of Piraeus
Conference Opening	Conference Room situated at the ground floor of the central building of the University of Piraeus
Conference Closing	Conference Room situated at the ground floor of the central building of the University of Piraeus
LOC Organization Notes	Conference Room situated at the ground floor of the central building of the University of Piraeus
Registration	In the area in front of the Conference Room situated at the ground floor of the central building of the University of Piraeus
Parallel Sessions	Amphitheatres 201, 202, 203, 204 situated at the second floor of the central building of the University of Piraeus
Lunch Break	Ceremony Room situated at the ground floor of the central building of the University of Piraeus
Coffee Break	Ceremony Room situated at the ground floor of the central building of the University of Piraeus
Welcome Ceremony	Ceremony Room situated at the ground floor of the central building of the University of Piraeus
Closing Ceremony	Ceremony Room situated at the ground floor of the central building of the University of Piraeus
Dinner	TBA

Welcome Addresses

		Conference Room
Monday 25.08.25	08:45 - 09:00	Michael Sfakianakis Professor and Rector of the University of Piraeus, Greece
		Dimitrios A. Georgakellos Professor and Director of the Executive MBA post-graduate program at University of Piraeus, Greece
		Ali Emrouznejad, Professor and Director of Centre for Business Analytics in Practice, University of Surrey, UK
		Sotirios Bersimis Professor, University of Piraeus, Greece

Industrial Panel

		Conference Room	
Monday 25.08.25	16:30 - 18:00	Panel Coordinator:	TBA
		Participant 1	Elisavet Nika, CEO Covariance PC
		Participant 2	Constantinos Panayides, Director - Health Insurance Organisation
		Participant 3	Michalis Makris, Greece · Head of Forecasting Models · Eurobank
		Participant 4	Evi Dimitroulia, Managing Partner @ Ethicalie President ACFE Greece
		Participant 5	George Leivaditis, CEO SIXT GR
		Participant 6	KPMG partner - TBA

Keynote Talks

		Conference Room		
Time	Day	2	3	4
	Date	Monday 25.08.2025	Tuesday 26.08.2025	Wednesday 27.08.2025
		Keynote Talk 1: Madjid Tavana (AE)	Keynote Talk 3: Kostas Nikolopoulos (DG)	Keynote Talk 7: Vincent Charles (AR)
	9:00 - 9:45	The Art and Science of Business Analytics: A Journey from Data to Actions	Strategic Analytics: Big Data Business Analytics, in Practice, Now, and for long-term Strategic Decisions	Unpacking the Layers of Analytics: Unlocking Business Value with Agentic AI
	9:45 - 10:30	Keynote Talk 2: Apostolos Burnetas (VC)	Keynote Talk 4: Pantelis Bagos (AR)	Keynote Talk 8: Dimitra Lingri (SB)
		Managing Service Provision under Strategic Customer Behavior: Models and Data-driven Policies	Methods for post-GWAS Analysis Using Summary Statistics	The legal Architecture of AI and Analytics: Global and EU Regulatory Impacts on Identifying Waste in National Healthcare Systems
	16:30 - 17:15		Keynote Talk 5: Markos Koutras (SB)	
			A Unified Framework for Generating Flexible Distributions: Applications in Business Analytics	
	17:15 - 18:00		Keynote Talk 6: Demosthenes Panagiotakos (PB)	
			Using Epidemiology to Shape Health Economics and Reduce NCDs: Insights from Greece, 2025	

Monday 25.08.25 (PS)

			Amphitheater 201				Amphitheater 202				Amphitheater 203			
Monday 25.08.25	11:00 - 12:30	Parallel Sessions D.2.1	Session Title:	Data Envelopment Analysis			Session Title:	Network Analysis for Supply Chain Efficiency			Session Title:	Big Data Analytics for Business Insights		
			Session Chair:	Andreas Georgiou			Session Chair:	Panagiotis Zervopoulos			Session Chair:	Kyriakos Skarlatos		
			Talk 1	13	Evaluating Strategic Efficiency: A DEA Approach to Comparing Higher Education Prioritization Across Contexts	Aldo Valencia	Talk 1	85	Supply Chain Performance Evaluation using a Network Data Envelopment Analysis Model with Bias-corrected Estimates	Panagiotis Zervopoulos	Talk 1	138	Technology Usage Patterns of E-Commerce Companies: A Case Study of the United Arab Emirates (UAE)	Gurdal Ertek
			Talk 2	17	DEA-Enabled Markovian Models as Policy Decision Tools for the Electrification of Personal Transport	Andreas Georgiou	Talk 2	104	AI for Business Analytics in Logistics and Supply Chain Management: a bibliometric analysis for research trends identification	Said Gattoufi, Mokhtar Labidi	Talk 2	141	Assessing the Use of AI and Big Data in Maritime Industry	Thomas Thomaidis
			Talk 3	105	Benchmarking the sustainability of German companies in terms of efficiency: DEA model involving ESG index and social responsibility expenses as factors	Nabil Ktifi	Talk 3	65	Robust Performance Analysis of Supply Chains using Dynamic Network Data Envelopment Analysis	Adel Hatamimarbini	Talk 3	142	Real-Time Monitoring of Data Streams by Exploiting Machine Learning and Process Monitoring Techniques	Kyriakos Skarlatos
			Talk 4	106	Medical Waste Management using Machine Learning to Forecast Efficiency and Plan Additional Capacity to Improve the Efficiency of Healthcare Units	Said Gattoufi, Mohamed Labidi	Talk 4	59	Digital Supply Chain Transformation in Medium-sized Enterprises: Insights into Leadership, Skills, and Innovation Agility in Technological Turbulence	Malgorzata Radomska	Talk 4	147	Is Multiple Linear Regression Easier to Understand if it is Visualized in True 3D using Augmented Reality?	Oshorenua Imokhai
			Talk 5	99	Two Stage Meta Frontier Stochastic Data Envelopment Analysis Model	Aarti Yadav	Talk 5	16	Predicting Demand for New Products Using Polytope Volume and Benchmarking	Mohsen Afsharian	Talk 5	10	Employing AI for Systematic Analysis of Technology Adoption Patterns in Business from Large-Scale Unstructured Text Data	Ashkan Lotfipoor
	14:00 - 16:00	Parallel Sessions D.2.2	Session Title:	Big Data Analytics for Business Insights			Session Title:	Machine Learning Applications in Operations Research			Session Title:	Optimization and Simulation: Models, Methods		
			Session Chair:	Athina Ioannou			Session Chair:	Said Gattoufi			Session Chair:	Yiannis Smirlis		
			Talk 1	46	The Role of Big Data Analytics to Improve Decision Strategic - Making and Achieving (SDGS)	Mohamed Kobiesy	Talk 1	28	Integration of ML Techniques and DEA to Evaluate Efficiency of Maritime Transportation Systems using AIS Data	Mozhgan Mansouri Kaleibar	Talk 1	38	A Block Structure to Facilitate RFM Analysis for Customer Segmentation in Applications with Big and Streaming Data	Yiannis Smirlis
			Talk 2	15	The Dynamics of Knowledge Growth in Business Intelligence and Analytics: A Bibliometric Investigation	Violeta Cvetkoska	Talk 2	26	AI and Empirically Grounding Analytics (EGA) in Operations: Example of Finishing Stage Planning in Hog Farming	Panos Kouvelis	Talk 2	39	Failure Pattern Recognition for Predictive Maintenance with Changepoint Detection and Process Mining	Alexandros Bousdekis
			Talk 3	137	Rental Market Segmentation with Clustering: A Case Study of the Dubai Real Estate Market	Mohamed Zoghbour	Talk 3	107	International Benchmarking of Tunisian Banks: A Dynamic Risk Management Efficiency Analysis using Machine Learning and Malmquist Index	Said Gattoufi, Anis Ezzeddine	Talk 3	40	Forecasting Carbon Intensity Indicator (CII): A Simulation and ML-based Framework	Evangelos Chatzis
			Talk 4	75	Designing a Conceptual Framework for a Knowledge Hub in Tourism Destinations: Data Integration across Ecosystem Stakeholders	Ioannis Katsanakis	Talk 4	33	Interpretable Learning-Guided Metaheuristics for the Capacitated Vehicle Routing Problem	Dionysios Theodosis Papaloukas	Talk 4	42	A simulation modeling approach to optimize order policy for critical helicopter spare parts under uncertainty	Pavlos Eirinakis
			Talk 5	89	Large Language Models for Fake News Detection in Business Intelligence Pipelines: A Comparative Study	Athina Ioannou, Alaa Marshan	Talk 5	143	Optimizing Freight Distribution in a Retailer's Network Through Sponsored Search Advertising	Faten Afandi	Talk 5	5	Calibration of Spread Option Pricing with Liquidity Impact	Traian Pirvu

Tuesday 26.08.2025 (PS)

			Amphitheater 201				Amphitheater 202				Amphitheater 203			
Tuesday 26.08.25	11:00 - 12:30	Parallel Sessions D.3.1	Session Title:	Predictive Analytics for Business Decision Making			Session Title:	Quality Control, Six Sigma Analysis & Applications of Business Analytics			Session Title:	Data Envelopment Analysis		
			Session Chair:	Eleni Didaskalou			Session Chair:	Athanasios Rakitzis			Session Chair:	Georgios Tsaples		
			Talk 1	98	Determining Audit Materiality Using AI	Nikolaos Belesis	Talk 1	124	Evaluating the Challenges in Integrating Business Analytics into ISO 9001-based Quality Management Systems: A Best-Worst Method Approach	Panos Chountalas	Talk 1	12	A Generalized Regulator-Perspective Group Performance Luenberger Productivity Indicator	Chixiao Lu
			Talk 2	135	Comparing Player Performance in Different Competitive Strength Leagues	Christos Spyropoulos	Talk 2	139	Shewhart-type Control Charts based on the Kumaraswamy Distribution: The Case of Estimated Parameters	Athanasios Rakitzis	Talk 2	35	Profitability Efficiency in DEA: A Trade-Off Based Approach with a Generalized Distance Function	Alexander Öttl
			Talk 3	90	Predictive Business Process Monitoring with Transfer Learning	Alexandros Bousdekis	Talk 3	160	A Design of the Run Sum Max Chart based on Median Run Length for Joint Monitoring Mean and Variability	Konstantinos Fountoukidis	Talk 3	53	A Single-Stage DEA-Markov Model based on Multiple Target Structures and Transition Matrix Efficiency	Georgios Tsaples
			Talk 4	144	Strategic Cooperation: Leveraging Coalition Power for Competitive Advantage against Market Giants	Monika Ferenčáková	Talk 4	109	Artificial Intelligence and Machine Learning for the Optimization of Pharmaceutical Products: A Bibliometric Analysis	Sabrine Khemiri	Talk 4	54	Failure Prediction of Tourist Hotels in Taiwan based on Performance	Li-Hsueh Chen
			Talk 5	157	Strategic Decision-Making Under Uncertainty: AI Agent Algorithms from Mastermind to Business Analytics	Eleni Didaskalou					Talk 5	61	Evidence-Based Public Policy: A Performance Analysis of Integrated Public Security Areas	Bruno Vilela
	14:00 - 16:00	Parallel Sessions D.3.2	Session Title:	Fraud Detection and Risk Management			Session Title:	Artificial intelligence and Education			Session Title:	Data Envelopment Analysis		
			Session Chair:	Sotirios Bersimis			Session Chair:	Marios Dominikos Kremantzis			Session Chair:	Mette Asmild		
			Talk 1	128	A Comparison of Unsupervised Statistical Learning Models for Insurance Fraud Detection	Charalampos-Panagiotis Michelakis	Talk 1	19	Evaluating the Impact of Perceived Information Quality on GenAI Technology Adoption in Higher Education Students	Marios Dominikos Kremantzis, Aniekan Essien	Talk 1	72	Streamlining Justice: Enhancing Efficiency in Danish Courts	Mette Asmild
			Talk 2	70	Enhancing Fraud Detection through Privacy-preserving Federated Analytics: The Banking Pilot within the TANGO Project	Asterios Stroupoulis	Talk 2	154	Measuring Learner Performance to Support Educational Management using Waiting-time Distributions	Zoi Bartsioka	Talk 2	79	Decarbonization under Cap-and-Trade Regulation: An Integrated Slack-Based DDF Model with a Shapley Value Approach	Elnaz Azadi
			Talk 3	120	Harnessing Data and AI Technologies to Combat Fraud in Health Insurance	Sotirios Bersimis	Talk 3	94	Global Digital Innovations and Entrepreneurial Intentions: A Behavioral Perspective	Andreas Fouteris	Talk 3	118	Comparative Assessment of the 10 most Productive Countries on DEA: An Artificial Intelligence Assisted (AI-Assisted) Literature Review	Ayhan Gölcükcü
			Talk 4	161	Disrupting Health Insurance with AI	Konstantinos Koutsopoulos	Talk 4	103	Comparison of Supervised Machine Learning Methods for Institutional Classification of Turkish Universities	Yunus Emre Karaman	Talk 4	110	AI for Portfolio Selection in Stock Markets using machine learning in efficiency analysis	Abir Jendoubi
			Talk 5	162	An Insurance Anti-Fraud System Powered by AI	Fragkiskos Bersimis	Talk 5	140	Agentic AI-Driven Multi-Agent Collaboration for Stock Trading Decision-Making	Mohammad Dehghani	Talk 5	48	A Novel Hybrid AHP-Entropy Weighted Dynamic Network DEA Framework for Comprehensive Efficiency Assessment	Shivani Kalyan

Wednesday 27.08.2025 (PS)

Wednesday 27.08.25	11:00 - 12:30	Parallel Sessions D.2.1	Session Title:	Amphitheater 201 Energy Consumption Analysis and Optimization				Session Title:	Amphitheater 202 Data Envelopment Analysis				Session Title:	Amphitheater 203 Optimization and Simulation: Models, Methods				Session Title:	Amphitheater 204 Business Analytics in Practice			
			Session Chair:	Aparajita Singh				Session Chair:	Francisco Vargas				Session Chair:	Wolfgang Garn				Session Chair:	Ioannis Katsanakis			
			Talk 1	49	The Road to Net Zero: Decoding Energy Efficiency Dynamics of G20 Economies		Aparajita Singh	Talk 1	121	A Comprehensive Analysis of Tax Collection Efficiency in DEA Modeling		Ebrahim Rezaei	Talk 1	111	Optimizing Amazon Advertisements using Generative AI		Colin Fu	Talk 1	132	On Benefit-of-the-Doubt and Weighted Arithmetic Average Composite Indicators: Benchmarking and Direction-specific Improvement Paths		Panagiotis Ravanos
			Talk 2	25	How Do Drivers Respond to Fuel Efficiency Gains: The Rebound Effect in the UK Private Transport Sector		Qiongfang Zhang	Talk 2	115	Systematic analysis of Data Envelopment Analysis (DEA) in Latin America 2000-2024.		Francisco Vargas	Talk 2	101	Integrated Scheduling of Work and Training Activities for a Multi-skilled Workforce		Azin Rashidipour	Talk 2	71	Understanding Visitor Experience in the Hospitality and Tourism Sector through Text Analytics: A Case Study from a Greek Tourism Destination		Ioannis Katsanakis
			Talk 3	21	Data-Driven Insights into HVAC Plant Performance: Regression vs. Random Forest on Real-World Manufacturing Data		Omer Iqbal	Talk 3	149	A Network DEA model Based on ARIII to Measure Performance of High Speed Railway Stations		Mehmet Ünsal	Talk 3	153	Stochastic Casualty Response Planning with Operational Details		Hossein Hashemi Doulabi	Talk 3	123	Utilizing Health Analytics to Evaluate the Economic Burden of Major Neurological Conditions		Elisavet Nika
			Talk 4	63	Evaluating the Environmental-Financial Efficiency of European Industries		Marc Aliana	Talk 4	108	On the Inverse Transformation of Undesirable Outputs in Data Envelopment Analysis		Maria Michali	Talk 4	43	From Discrete Event Simulation to the Operational Metaverse: DES Creates Metaverse Digital Twin Environments with Embedded Generative AI Agents		Wolfgang Garn	Talk 4	133	A Comparative Assessment of Traditional to Digital, Technology-led and AI-aid Employee Selection Interviews		Alexandra-Paraskevi Chytiri
													Talk 5	47	A Strengthened MILP Formulation for the Heterogeneous Multi-Depot Vehicle Routing Problem with Time Windows		Theocharis Metzidakis	Talk 5	4	Navigating the Future: Addressing the Challenges of Integrating Artificial Intelligence in Accounting Education in the UAE		Ahmad Hayek
	14:00 - 16:00	Parallel Sessions D.2.2	Session Title:	Environmental Sustainability Analytics				Session Title:	Decision Analytics & Theory				Session Title:	AI in Business				Session Title:	Business Analytics in Practice			
			Session Chair:	Alexandra Alexandropoulou				Session Chair:	Ibrahim Osman				Session Chair:	Mahdi Tavalaei				Session Chair:	Stefano Zedda			
			Talk 1	2	A Novel Cross-Domain Integrated Big Data Approach for Assessing Sustainable Development in the Internet of Things Sector		Qian Long Kweh, Wen-Min Lu	Talk 1	76	The Assessment of Quantum Computing Platforms For Data Envelopment Analysis		Ibrahim Osman	Talk 1	82	Machine Learning and AI in Museum Business and Affective Museum		Arturas Kaklauskas, Zilvinas Abaravicius	Talk 1	136	Data-Driven Insights on Gender Reforms and Shareholder Payout Behavior		Eirini Georgaroudaki
			Talk 2	113	Data-Driven Evaluation of Circular Economy Readiness in Local Authorities: A Business Analytics Framework		Alexandra Alexandropoulou	Talk 2	146	Enhancing Performance Assessment: Stochastic DEA and Managerial Disposability in Banking Efficiency		Fatemeh Bozorgi-Gerdvisheh	Talk 2	130	How Does Generative AI Rewire Organizations? A Deep Dive into Its Role as a Strategic Actor		Daniel Olmedo Mejia	Talk 2	97	Credit Scoring: Does XGboost Outperform Logistic Regression? A Test on Italian SMEs		Stefano Zedda
			Talk 3	6	A Comprehensive Analysis of the Opportunities and Challenges of Digital Technologies' Contribution to Sustainable Community-Based Tourism		Omar Durrah	Talk 3	86	AI-Augmented Business Analytics in Innovative Startups		Ketevan Nozadze	Talk 3	129	Empowering Climate Risk Management Through Generative AI Innovation		Michail Makris	Talk 3	23	Measuring Social Media Customer Engagement with Brands based on Information Entropy: An Application Case of Luxury Brand		Siwei Xiao
			Talk 4	84	Spatial Optimization Applications in Agriculture		Marian Reiff	Talk 4	69	Enabling Retail Business Intelligence through Secure Cross-border Data Analysis and Visualisation: The TANGO Platform Approach		Asterios Stroumpoulis	Talk 4	66	Artificial Confidence: How AI Frames Risk and Uncertainty		Mahdi Tavalaei	Talk 4	112	An Integrated Sustainable Inventory Control and Routing Model for Multi-echelon Pharmaceutical Supply Chain with Lateral Transshipment and Uncertain Demand		Chaima Romdhani
			Talk 5	87	Strategic Leadership in Sustainable Supply Chains: A Stackelberg Game Approach to Carbon Reduction		Pouneh Arbabiun						Talk 5	7	The Role of AI in Enhancing Privacy, trust and Security in CBDC Systems: Explanatory study in Oman		Moaz Gharib	Talk 5	156	Artificial Intelligence-Driven Forecasting Models for Demand Forecasting in Inventory Optimization		Vinay Singh