

# Curriculum Vitae

## Leonidas Anastasakis

### Correspondence Address

Aston Business School of Business and Economics  
Aston University  
The Aston Triangle  
Birmingham  
West Midlands B4, 7ET  
United Kingdom  
Tel: +44 (0) 121 204 3034  
Fax: +44 (0) 121 204  
Email: [L.Anastasakis@aston.ac.uk](mailto:L.Anastasakis@aston.ac.uk)

Marital Status: Married  
Nationality: Greek – EU  
Date of Birth: 09 July 1974  
Place of Birth: Chios, Greece

### 1. Academic and Professional Background

Current Status: Lecturer in Quantitative Methods for Business  
Operations and Information Management Research Group  
Aston Business School, Aston University

Date Commenced: September 2011

Work Experience: 2008 – 2011, Research Group Officer  
School of Business and Economics  
Loughborough University

2004 – 2008, Research Associate  
School of Business and Economics  
Loughborough University

2005 – 2008, University Teacher  
Loughborough University

2002 – 2004, Assistant Invigilator & Registration Assistant  
The University of Sheffield

2001, Laboratory Assistant in Process Control  
Dept. of Automatic Control & Systems  
Engineering, The University of Sheffield

1997 – 1998, Laboratory Assistant in CAD/CAM/CAE  
Dept. of Automation, T.E.I. of Piraeus, Greece

## 2. Publications

### Refereed Academic Journals

Doherty, N.F., **Anastasakis, L.** and Fulford, H. (2011) Reinforcing the security of corporate information resources: a critical review of the role of the acceptable use policy. *International Journal of Information Management*. **31**(3), pp. 201-209.

Doherty, N.F., **Anastasakis, L.** and Fulford, H. (2009) The Information Security Policy Unpacked: A critical study of the content of University policies. *International Journal of Information Management*. **29**(6), pp. 449-457.

**Anastasakis, L.** and Mort, N. (2009) Exchange rate forecasting using a combined parametric and nonparametric self-organising modelling approach. *Expert Systems with Applications*, **36**(10), pp. 12001-12011.

**Anastasakis, L.**, Olphert, C.W. and Wilson, J.M. (2008). Experiences in using a contingency factor-based validation methodology for spreadsheet DSS. *Journal of the Operational Research Society*. **59**(6), pp. 756-761.

Ellis-Chadwick, F., Doherty, N.F. and **Anastasakis, L.** (2007). E-strategy in the UK retail grocery sector: a resource-based analysis. *Managing Service Quality*. **17**(6), pp. 702-727.

### Refereed Conferences

**Anastasakis, L.** and Ellis-Chadwick, F.E. (2010). Exploring the Adoption of Interactive Digital Television Services as a Retail Shopping Platform. Presented in the *39<sup>th</sup> European Marketing Academy (EMAC) Annual Conference*, 1-4 June, Copenhagen, Denmark.

Fulford, H. and **Anastasakis, L.** (2007). Internet Adoption Decisions in Small Businesses: The Impacts of a Local Web Portal. *In: Proceedings of the Information Resources Management Association International Conference, 19-23 May, Vancouver, Canada*. Hershey, PA: IGI Publishing.

Ellis-Chadwick, F.E., Doherty, N.F. and **Anastasakis, L.** (2006). E-Strategy in the UK Retail Grocery Sector. *In: Proceedings of the 13th Recent Advances in Retailing and Services Science Conference, 9-12 July, Budapest, Hungary*. European Institute of Retailing and Services Science.

**Anastasakis, L.**, Fulford, H. and King, M. (2006). E-Commerce Adoption in UK Manufacturing SMEs: A Study of CEO Reflections. *In: Proceedings of the 29<sup>th</sup> Institute for Small Business and Entrepreneurship (ISBE) Conference, 31 October – 02 November, Cardiff, UK.* Harrogate, UK: ISBE.

**Anastasakis, L.** and Mort, N. (2003). Prediction of the GBP/USD Exchange Rate Using Statistical and Neural Network Models. *In: Proceedings of the IASTED International Conference on Artificial Intelligence and Applications, 8-10 September, Banalmadena, Spain.* Hamza, M.H. (Ed.), ACTA Press, pp.493-498.

**Anastasakis, L.** and Mort, N. (2003). Applying the Analogue Complexing with Active Neurons Modelling Method for the Forecast of the Exchange Rate Market. *In: Proceedings of the 7th Joint Conference on Information Sciences, 26-30 September, Research Triangle Park, North Carolina, USA.* Chen, K. et al. (Eds), JCIS/Association for Intelligent Machinery, pp.1100-1103.

#### Other Conferences

Hatzikos, E.V., **Anastasakis, L.**, Bassiliades, N. and Vlahavas, I. (2005). Applying neural networks with active neurons to sea-water quality measurements. *In: Proceedings of the Second International Scientific Conference Computer Science, 30<sup>th</sup> September – 2<sup>nd</sup> October, Chalkidiki, Greece.*

**Anastasakis, L.** and Mort, N. (2005). The development of a combined GMDH algorithm for the prediction of the GBPUSD exchange rate. *In: Proceedings of the 2nd International Scientific Conference in Information Technology and Quality, 4-5 June, Spetses, Greece.*

**Anastasakis, L.** and Mort, N. (2000). Applying a feedforward neural network for the prediction of the USD/GBP exchange rate. *In: Proceedings of the Third Conference in Technology and Automation, 14-16 October, Dept. of Automation, T.E.I. of Piraeus, Greece.* T.E.I. of Piraeus, pp.169-174.

**Anastasakis, L.** and Mort, N. (2000). Neural network-based prediction of the USD/GBP exchange rate: the utilisation of data compression for input dimension reductions. *In: Proceedings of Nostradamus Prediction Conference, 2-3 September, Dept. of Automatic Control, Zlin, Czech Republic.* Zelinka, I. (Ed.), Zlin, Czech Republic: Technical University of Brno, pp. 3-9.

#### Working Papers / Technical Reports

**Anastasakis, L.** and Mort, N. (2001). The development of self-organisation techniques in modelling: a review of the group method of data handling (GMDH). ACSE Research Report No. 813, The University of Sheffield, UK.

#### **4. Grants**

2007, Business School Small Research Grant (£3000). *“Antecedents and Consequences of Electronic Service Quality”*, in collaboration with C. Jayawardhena and A.M. Farrell.

2007, Business School Small Research Grant (£3000). *“To what extent is digital TV likely to be adopted as an interactive shopping channel in the UK?”*, in collaboration with F. Ellis-Chadwick.

2005, Business School Small Research Grant (£2820). *“An empirical investigation of the adoption of electronic commerce by small businesses in the UK manufacturing sector”*, in collaboration with H. Fulford and M. King.

#### **5. Teaching Experience**

Management Science (Lectures – Undergraduate Level)  
Business Modelling (Lectures – Undergraduate Level)  
Business Modelling (Tutor – Undergraduate Level)  
Management Science (Tutor – Undergraduate Level)  
Quantitative Methods for Business (Tutor – Undergraduate Level)  
Decision Making & Support Tools (Tutor – Undergraduate Level)  
Quantitative Approaches to Business (Tutor – Undergraduate Level)  
Business Forecasting (Tutor – Postgraduate Level)  
Decision Support Systems (Lab Demonstrator – MBA Programme)

#### **6. Related Teaching Activities**

2010 – 2011, Sessional Lecturer at Aston Business School (Marketing Group) – Responsible for MSc Project supervision for postgraduate students enrolled in the MSc in Marketing Management.

2010 – 2011, Internal examiner (2<sup>nd</sup> Marker) for Business Maths and Statistics (School of Business and Economics, Loughborough University, Singapore Programme)

#### **7. Awards/Recognition**

Managing Service Quality paper selected as Top 10 Emerald Library Research Highlights for February 2008.

Anastasakis, Fulford and King (2006) Conference paper shortlisted for Best Paper in “E-Entrepreneurship, E-Business and E-Learning for SMEs” Track of ISBE.

## 8. Memberships

- 2009 – Present Member of the Operational Research Society
- 2008 – Present Member of the International Institute of Forecasters (IIF)
- 2007 – Present Member of the British Academy of Management (BAM)
- 2007 Member of the Institute for Small Business and Entrepreneurship (ISBE)

## 9. Reviewing Activities

- International Journal of Information Management  
Oxford University Press  
International Review of Retail, Distribution and Consumer Research
- International Conference on Information Systems (ICIS)

## 10. Research Interests

- Prediction of Business Processes  
Time Series and Data Analysis  
Artificial Neural Networks  
Self-Organising Modelling Methods  
E-Commerce in SMEs  
E-Service Quality  
Emerging Online and Interactive Shopping Channels

## 11. Education

- 10/99 – 12/04 PhD  
Thesis Title: *Application of Time Series Prediction in Business Processes*  
The University of Sheffield  
Department of Automatic Control and Systems Engineering
- 09/98 – 10/99 MSc in Control Systems (Distinction)  
Dissertation Title: *Time Series Prediction of Financial/Economic Data* (Distinction)  
The University of Sheffield  
Department of Automatic Control and Systems Engineering
- 09/93 – 02/98 BSc in Automation (Class 2:1, 67.6%)  
Dissertation Title: *The Means for Environmental Protection in Industry* (Distinction)  
T.E.I. of Piraeus

## 12. Scholarships

09/98 – 03/02 I.K.Y. Scholarship (Awarded after national written exams from the Greek State Scholarships Foundation for my postgraduate studies)

## 13. Training Courses/Workshops

Attendance of the 2010 British Academy of Management Workshop on Statistical Modelling in Management

Attendance of the 2007 British Academy of Management Workshop on Preparing Research Proposals and Publishing the Results

Attendance Certificate from the 2005 seminar series “Participation in Seminar Teaching Skills for Postgraduate and Research Assistants” organised by the Professional Development Centre in Loughborough University, including;  
Preparing to teach  
Promoting learning  
Teaching skills – Working with small groups

Attendance certificate from the 2002 Spring Programme seminar series “Develop Your Skills” organised by the Career Service, The University of Sheffield, including:  
On-line applications  
Interview skills  
Decision making skills

Training undertaken during the 1999 – 2000 “Research Training Programme” of The University of Sheffield, including:  
Research methodology  
Library and information skills for successful research  
Thesis writing: principle and practice

## 14. Skills

Computer literacy:      Advanced level of Microsoft Office, EVIEWS, SPSS, Matlab, simulation software: KnowledgeMiner  
                                  Good Knowledge of LISREL  
                                  Basic Knowledge in programming languages: Basic – C

## 15. Languages

Greek: Native  
English: Fluent (Oral and Written)

Holder of the Cambridge Lower Certificate in English (1989)  
Undertook IELTS exams supervised by the British Council in Greece (result:  
7.0) (May 1998)

## **16. Activities/positions held at University/School**

- |                 |  |
|-----------------|--|
| 2011 to present | PGCert Students Representative at the Aston University Teaching and Learning Committee   |
| 2005 – 2011     | Research Associates' representative on Research Committee at School of Business and Economics, Loughborough University.  |
| 1998            | Member of the Organising Committee "Technologies of the Archipelagos" Conference.  |
| 1991 – 1992     | President of the High School Union.<br>Involved in the management and co-ordination of activities organised by the Students' Union. Co-operation with council of teachers and parents for the school's management. |