

## Dr. Spyros Angelopoulos

Assistant Professor  
Information Management

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Tilburg University  
Tilburg School of Economics and Management  
Department of Management

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### Education

#### **PhD Information Systems and Management, 2014**

Warwick Business School, The University of Warwick

*Thesis:* Social Processes on Online Communities: Emergence and Evolution of Social Networks

#### **MSc. Engineering Management, 2009**

Department of Production Engineering and Management, Technical University of Crete

#### **Dipl-Eng / MEng Production Engineering and Management, 2007**

Department of Production Engineering and Management, Technical University of Crete

### Academic Appointments

2017-Present: *Assistant Professor in Information Management (Tenure-Track)*, Tilburg School of Economics and Management, Department of Management, Tilburg University, Netherlands

2015-2017: *Post-Doctoral Research Fellow*, InterDisciplinary Institute of Data Science, Faculty of Economics, Università della Svizzera italiana, Switzerland

2013-2015: *Post-Doctoral Research Fellow*, Horizon Digital Economy Research Institute, School of Computer Science, University of Nottingham, UK

### Other Academic Appointments

2014: *Visiting Scholar*, Big Data Institute, Fox Business School, Temple University, PA, USA

2012: *Visiting Scholar*, MelNet, University of Melbourne, Melbourne, Australia

### Academic Training

2019: *Global Faculty Development Programme*, Wharton School, University of Pennsylvania

2019: *Junior Faculty Consortium*, Academy of Management, OCIS Division

2018: *Junior Faculty Consortium*, International Conference on Information Systems

2017: *Junior Faculty Consortium*, International Conference on Information Systems

### Research Grants

PI: WeCare, “*Digital Transformation of Healthcare*”

Budget: 150.000 EUR, Duration: 2020-2022

PI: EATC, “*Digital Transformation of Military Organizations*”

Budget: 100.000 EUR, Duration: 2019-2023

## Refereed Journal Papers

**Angelopoulos, S.**, McAuley, D., Merali, Y., Mortier, R., and Price, D. (2020). "Stewardship of Personal Data on Social Networking Sites", *International Journal of Information Management*, (55), pp. 102048.

Georgiadou, E., **Angelopoulos, S.**, and Drake, H. (2020). "Big Data Analytics and International Negotiations: Sentiment Analysis of Brexit Negotiating Outcomes", *International Journal of Information Management*, (51), pp. 102048

Heirman, W., **Angelopoulos, S.**, Wegge, D., Vandebosch, H., Walrave, M., & Eggermont, S. (2015). "Cyberbullying-entrenched or Cyberbully-free Classrooms? A Class Network and Class Composition Approach", *Journal of Computer-Mediated Communication*, (20:3), pp. 260-277.

**Angelopoulos, S.**, Kitsios, F. and Papadopoulos, T. (2010). "New service development in e-government: identifying critical success factors", *Transforming Government: People, Process and Policy*, (4:1), pp. 95-118.

Kitsios, F., Papadopoulos, T. and **Angelopoulos, S.** (2010). "A Roadmap to the Introduction of Pervasive Information Systems in Healthcare", *International Journal of Advanced Pervasive and Ubiquitous Computing*, (2:3), pp. 21-32.

## Papers Under Review and in Progress

Alexiou A., Oshri M., Schippers M., and **Angelopoulos S.** (2020). "*Narrative and Aesthetics as Antecedents of Perceived Learning in Serious Games*", under review in *Information Technology & People*.

Hawkins, M.A., Canhilal, S.K., **Angelopoulos, S.** "Origins of consumption groups: Resource transfer and shared schemas", under review in the *Journal of Business Research*.

**Angelopoulos, S.**, and Merali, Y. "Material exchanges in online communities: the effect of offline prosocial group activities on participants' status and relations".

Alexiou, A., Lübbers, M., and **Angelopoulos, S.** "Disrupting the disruptors via digital transformation: The response of financial institutions to Distributed Ledger Technology".

Zuo, M., **Angelopoulos, S.**, Ou, C.X.J, Liu, H., and Liang, Z. "Dynamic competition identification through consumers' clickstream data".

Motsi-Omoijiade, I., Kharlamov, A., Tkachenko, N., **Angelopoulos, S.**, and Pogrebna, G., "Social Constructs Matter: A Historical Analysis of Black Female Voices over 200 Years".

Struijk, M., **Angelopoulos, S.**, Ou, C.X.J., and Davison, R.M. "A Strategic Approach to Information Quality and its Implications for the Performance of Military Organizations".

**Angelopoulos, S.** "Revisiting Breaching Experiments: Unexpected Gifting in Organizational Settings".

Lu, Y., Ou, C.X.J., and **Angelopoulos, S.** "Effect of monetary incentives on user behavior in Online Sharing Platforms".

Ou, C.X.J., Davison, R.M., Pavlou, P., and **Angelopoulos, S.** "Research synthesis and future directions of Social Media IS Literature".

Janse, N., Ou, C.X.J., **Angelopoulos, S.**, and Davison, R.M. "Do Security Breaches Matter to Consumers?", under review in *Information & Management*.

## Refereed Book Chapters

**Angelopoulos, S.**, Kitsios, F. and Moustakis, V. (2011). “Transformation of management in the Public Sector: Exploring the strategic frameworks of e-Government”. In Papadopoulos T. and Kanellis, P. (Eds), *Public Sector Reform Using Information Technologies: Transforming Policy into Practice*, pp. 44-58, Idea Group Publishing.

Papadopoulos, T., **Angelopoulos, S.** and Kitsios, F. (2010). “A strategic approach to e-health interoperability using e-government frameworks”. In Lazakidou, A., Siassiakos, K. and Ioannou, K. (Eds.), *Handbook of Research on Wireless Technologies for Ambient Assisted Living and Health Care: Systems and Applications*. Idea Group Publishing.

**Angelopoulos, S.**, Kitsios, F. and Babulac, E. (2008). “From e to u: Towards an innovative digital era”. In Kotsopoulos, S. and Ioannou, K. (Eds.), *Heterogeneous Next Generation Networking: Innovations and Platform*, pp. 427-444, Idea Group Publishing.

Kitsios, F., **Angelopoulos, S.** and Zannetopoulos, I. (2008). “Innovation and e-government: an in-depth overview on e-services”. In Kotsopoulos, S. and Ioannou, K. (Eds.), *Heterogeneous Next Generation Networking: Innovations and Platform*, pp. 415-426, Idea Group Publishing.

## Refereed Conference Papers and Proceedings

Struijk, M., **Angelopoulos, S.**, Ou, C.X.J., and Davison, R.M. (2020). “A Strategic Approach to Information Quality and Its Implications for the Performance of Military Organizations”, *European Conference on Information Systems (ECIS)*.

Zuo, M., Ou, C.X.J, Liu, H., Liang, Z., and **Angelopoulos, S.** (2020) “Dynamic Competition Identification Through Consumers’ Clickstream Data”, accepted at the *AoM Annual Conference*.

Eleftheriadis, A., Alexiou, A., and **Angelopoulos, S.** (2020). “Legacy Technology Reemergence: The Case of the Vinyl Record”, accepted at the *AoM Annual Conference*.

Struijk, M., **Angelopoulos, S.**, Ou, C.X.J., and Davison, R.M. (2020). “Digital Transformation and Organizational Networks: A Multi-Level Network Perspective”, *Sunbelt*. Paris, France.

Brik, T., Magelinski, T., **Angelopoulos, S.**, and Carley, K. (2020). “What you gonna do when they come for you? Network Effect of Information Exposure on Coalition Formation”, *Sunbelt*. Paris.

Alexiou, A., Lübbers, M., and **Angelopoulos, S.** (2019). “Managing identity challenging technology: The case of distributed ledgers”, *3th EGOS Conference*, Edinburgh, UK.

**Angelopoulos, S.**, McAuley, D., Merali, Y., Mortier, R. and Price, D. (2018). “Managing Privacy, Rights, and Security in a Digital Economy”, *AOM Specialized Conference: Big Data and Managing in a Digital Economy*, Surrey, UK.

Lu, Y., Ou, C.X.J., and **Angelopoulos, S.** (2018). “Exploring the effect of monetary incentives on user behavior in Online Sharing Platforms”, *HICSS (Best Paper Award)*.

**Angelopoulos, S.**, and Merali, Y. (2017). “Sometimes a cigar is not just a cigar: Unfolding the transcendence of boundaries across the digital and physical”, *ICIS*, Seoul (Best Paper Award).

Janse, N., Ou, C.X.J., **Angelopoulos, S.**, Davison, R.M. and Jia, J. (2017). “Do Security Breaches Matter to Consumers?”, *International Conference on Electronic Business (ICEB)*. Dubai, UAE.

**Angelopoulos, S.**, and Lomi, A. (2017). “The Global Structure of Knowledge Network”, *37th Sunbelt conference*, Beijing, China.

- Lomi, A., Giachanou, A., Crestani, F., and **Angelopoulos, S.** (2017). "Table for Two: Explaining variations in the evaluation of authenticity by restaurant critics", *12th Organization Studies Summer Workshop and Special Issue*, Chania, Greece.
- Angelopoulos, S.**, McAuley, D., Merali, Y., Mortier, R., & Price, D. (2016) "Small Fish in a Big Pond: An Architectural Approach to Users Privacy, Rights and Security in the Age of Big Data", *ICIS*, Dublin, Ireland.
- Angelopoulos, S.** and Merali, Y. (2016). "Exploring the Entanglement of online sociability and offline interactivity on online communities", Poster Presentation at the *2nd Annual International Conference on Computational Social Science*, Chicago, USA.
- Angelopoulos, S.** and Merali, Y. (2016). "Social Networks on Online Communities: A Mixed-Methods Approach", *36th Sunbelt conference*, New Port Beach, CA. USA.
- Lomi, A., Giachanou, A., Crestani, F. and **Angelopoulos, S.** (2016). "Table for two: The effects of relational and categorical organizational identities on restaurants reviews", *36th Sunbelt conference*, New Port Beach, CA. USA.
- Angelopoulos, S.** and Connelly, E. (2015). "Ingredients Network of Medieval Medicines", *35th Sunbelt conference*, Brighton, UK.
- Angelopoulos, S.** (2015). "Stairway to Heaven: Longitudinal Social Network Analysis of Religious Communities on Twitter", *9th International AAAI Conference on Web and Social Media (ICWSM)*, Oxford, UK.
- Angelopoulos, S.** and Merali, Y. (2015). "Tales from the Borderlands: Dynamics of Creativity and Play on Online Communities", *10th Organization Studies Summer Workshop and Special Issue*, Chania, Greece.
- Angelopoulos, S.** and Merali, Y. (2015). "Routine Dynamics on Online Communities", *31st EGOS Conference*, Athens, Greece.
- Angelopoulos, S.**, Brown, M., Price, D., McAuley, D., & Mortier, R. (2015). "You can leave your hat on-line: Multiple Context-Dependent Identities on Social Networking Sites", *DH2015*, Sydney Australia.
- Price, D., McAuley, D., Mortier, R., Greenhalgh, C., Brown, M., & **Angelopoulos, S.** (2015). "Inter-Social Networking: Applying the lessons of RFC801", *HCI*, Los Angeles, CA, USA.
- Angelopoulos, S.** and Merali, Y. (2015). "Bridging the Divide Between Virtual and Embodied Spaces: Exploring the Effect of Offline Interactions on the Sociability of Participants of Topic-Specific Online Communities", *HICSS*, pp. 1994-2002, doi: 10.1109/HICSS.2015.239.
- Angelopoulos, S.** and Kitsios, F. (2015). "Decision Making for Content Management Systems: Criteria Identification and Categorisation", *HICSS*, pp. 1233-1239, doi: 10.1109/HICSS.2015.150.
- Angelopoulos, S.** and Merali, Y. (2014). "Sociomaterial Practices in the Morphing Organization: A Multilayer Network Approach", *ACM Conference on Supporting Groupwork*, Sanibel Island, Florida.
- Angelopoulos, S.** and Merali, Y. (2014). "Exploring the Dynamic Interplay Between Social Temporal Networks and Human Behavior on Online Communities", *ECCS*, Lucca, Italy.
- Angelopoulos, S.** and Merali, Y. (2014). "Exploring the evolving offline social interactivity of online networked embedded populations", *Facebook Digitizing Demography Conference*, Menlo Park, CA.
- Angelopoulos, S.** and Merali, Y. (2014). "Bridging the digital and the social: exploring the evolution of social processes on online communities", *ANZCA*, Melbourne, Australia.

- Angelopoulos, S.** and Merali, Y. (2014). "Beyond Reply and Quote Networks: Exploring the Evolution of Online Communities Through a Longitudinal Two-Mode Network Approach", *1st European Conference on Social Networks (EUSN)*, Barcelona, Spain.
- Angelopoulos, S.** and Merali, Y. (2014). "The Emergence of Online Informal Economies as an Effect of Collective Resistance to Formal Laws and Regulations", *9th Organization Studies Summer Workshop and Special Issue*, Corfu, Greece.
- Angelopoulos, S.** and Merali, Y. (2014). "Technology-Mediated Social Interactions on Topic-Specific Online Communities", *Social Influence in the Information Age Conference*, Defence Science and Technology Laboratory Ministry of Defence, London, UK.
- Angelopoulos, S.** and Merali, Y. (2014). "A Bipartite Network Approach for the Analysis of Social Networks on Online Communities", *34th Sunbelt conference*, Florida, USA.
- Angelopoulos, S.** and Merali, Y. (2013). "Offline interactions on Online Communities: The entanglement of Social and Material", *29th EGOS Conference*, Montreal, Canada.
- Angelopoulos, S.** and Merali, Y. (2013). "Social processes on online communities: Exploring social networks based on offline interactions", *33rd Sunbelt conference*, Hamburg, Germany.
- Angelopoulos, S.** and Merali, Y. (2013). "Evolving Sociability on Passion-Centric Online Communities: Exploring Online-To-Offline Interactions Over Time", *9th UK Social Networks Conference*, London, UK.
- Kodjamanis, A. and **Angelopoulos, S.** (2013). "Consumer perception and attitude towards advertising on social networking sites: The case of Facebook", *International Conference of Communication, Media Studies and Design*, Famagusta, Cyprus.
- Angelopoulos, S.** and Merali, Y. (2012). "Online-to-offline interactions: exploring social processes on online communities", *8th UK Social Networks Conference*, Bristol, UK.
- Angelopoulos, S.** and Merali, Y. (2012). "A narratological approach for exploring the emergence and evolution of social networks", *4th Management and Social Networks Conference*, Geneva, Switzerland.
- Angelopoulos, S.** and Merali, Y. (2011). "Exploring the emergence and evolution of networks: A narratological approach", *4th International Conference on Rhetoric and Narratives in Management Research*. Barcelona, Spain.
- Angelopoulos, S.**, Kitsios, F., Kofakis, P. and Papadopoulos, T. (2010). "Emerging barriers in e-government implementation", *IFIP eGov Conference*. Lausanne, Switzerland.
- Angelopoulos, S.**, Kitsios, F., Kofakis, P. and Papadopoulos, T. (2010). "Stakeholders as an emerging barrier in the implementation of information systems in the public sector: an exploratory study". *4th European Conference on Information Management and Evaluation*, Lisboa, Portugal.
- Angelopoulos, S.**, Papadopoulos, T. and Kitsios, F. (2009). "Services innovation in e-Government: A roadmap for a critical success factor approach", *EMCIS*, 13-14 July. Izmir, Turkey.
- Angelopoulos, S.**, Riggas, A. and Kitsios, F. (2009). "Developing a virtual enterprise that constructs electronic public services using Content Management Systems", *5th National & International HSSS Conference*, Xanthi, Greece.
- Angelopoulos, S.**, Kitsios, F. and Moustakis, V. (2009). "Current status of strategic e-Government frameworks literature", *5th National & International HSSS Conference*, Xanthi, Greece.
- Angelopoulos, S.**, Papadopoulos, T. and Riggas, A. (2009). "Developing a Virtual Enterprise using open source Content Management System". *Young OR 16*. Warwick Business School, UK.

Papadopoulos, T. and **Angelopoulos, S.** (2009). “Panacea or trend? The role of Rapid Improvement Events in the deployment of Lean Thinking in healthcare using a case of the UK NHS”, *20<sup>th</sup> Annual Conference of the Production and Operations Management Society (POMS)*, Orlando, USA.

Voutsas, P., **Angelopoulos, S.** and Riggas, A. (2008). “Development and analysis of a virtual enterprise that constructs wireless payment mechanisms using ASP Technology”, *4<sup>th</sup> HSSS National Conference*, Ioannina.

**Angelopoulos, S.** and Riggas, A. (2007). “Developing a Virtual Enterprise using open source Content Management Systems”, Poster in Developments in *Information and Communication Technologies colloquium*, Heraklio, Greece.

Assimakopoulos, N., **Angelopoulos, S.** and Riggas, A. (2005). “Development and analysis of a virtual enterprise that constructs wireless payment mechanisms using open source content management systems”, *1st HSSS National Conference*, Tripoli, Greece.

**Angelopoulos, S.**, Skiadas, C. and Atsalakis, G. (2004). “How the e-customer changes the way of thinking in Marketing field”, *20th European Conference on Operational Research*, Rhodes, Greece.

### Invited Research Talks

MCSNA, University of Manchester. Manchester, UK, 2012  
 MelNet, University of Melbourne. Melbourne, Australia, 2012  
 QMC, Medical School, University of Nottingham, UK, 2013  
 Facebook HQ, Silicon Valley, US, 2014  
 Dstl, Ministry of Defense, UK, 2014  
 Police Intelligence, Nottingham, UK, 2015  
 University of Hertfordshire, UK, 2015

### Supervised Students

PhD, Tilburg School of Economics and Management, Tilburg University  
 Mylène Struijk (Co-Supervised with Prof. Carol X. Ou)  
 Leon-Paul De Rouw (Co-Supervised with Prof. Carol X. Ou)  
 Yingxin Song (Visiting – Co-Supervised with Prof. Carol X. Ou)

PhD, Department of Computer Science, The University of Nottingham  
*Hanne Gesine Wagner* (Co-Supervised with Prof. Tom Rodden)

MSc Information Management, Tilburg School of Economics and Management, Tilburg University  
*Andriana Valianti, Asad Arya, Fabienne Bakker, Jurriaan Vogel, Sadie Makona, Aukje Wijnen, Cristina Silva, Geetanjali Kumar, Hassan Almass, Maroulio Apotsou, Polytimi Letta, Sjoerd Rongen, Yannick de Jong, Daniël Pauptit, Haico Janssen, Rogier Wiertz*  
*Jaap Knobbe – Best Dissertation Award, 2017*  
*Mentor Emurlai – Best Dissertation Award, 2018*  
*Mylène Struijk – Best Dissertation Award, 2019*

MA Global Media & Communication, Centre for Cultural Policy Studies, University of Warwick  
*Antonis Kodjamanis, Justyna Graslina, Kyeong Jin Lee, Raphaela Jofen, Remya Onattu*  
*Alina Vishniakova – Best Dissertation Award, 2012*  
*Sandra Kaliszewski – Best Dissertation Award, 2013*

## Teaching Experience

Tilburg University, Department of Management, Netherlands

Lecturer, Information Systems Strategy (2017)

Lecturer, MSc Thesis Methodology Training (2018, 2019, 2020)

Lecturer, Business Analytics and Emerging Trends (2018, 2019)

Lecturer, Knowledge Management and Societal Innovation (2018)

Lecturer (Course Leader), Digitization and Big Data Analytics (2018, 2019, 2020)

Università della Svizzera italiana, Faculty of Informatics, Switzerland

Lecturer (Course Leader), Practice of Simulation & Data Sciences (2016)

University of Warwick, Warwick Business School, UK

Teaching Assistant, Foundation Information Systems (2011)

Athens University of Economics and Business, Department of Informatics, Greece

Teaching Assistant, Internet Security (2009)

Technical University of Crete, Department of Production Engineering and Management, Greece

Teaching Assistant, Strategic Management (2006-2007)

Teaching Assistant, Data Analysis & Forecasting (2004-2007)

Teaching Assistant, Marketing (2004-2007)

## Other Experience

2007-2008: IT Support, “Heracleus - Research Scholarships in Technical University of Crete” subproject 10 “Reconfigurable Logical Structures”

2002-2004: Research Associate, Hellenic Ministry of Development and Commerce for the “Implementation of an issue-tracking framework for e-Government”, administered by Dr. Fotis Kitsios and Dr. Petros Kofakis. Funded by the Hellenic National Documentation Center

2001-2007: Research Associate, Data Analysis and Forecasting Laboratory, Department of Production Engineering and Management, Technical University of Crete

2001-2007: *System/Network Administrator*, Data Analysis and Forecasting Laboratory, Department of Production Engineering and Management, Technical University of Crete

2000-2007: *System/Network Administrator*, Innovation Observatory of the Region of Crete, for the RECITE II - INNOREGIO Project, funded by EU. Department of Production Engineering and Management, Technical University of Crete

2000-2003: *Research Associate*, Innovation Observatory of the Region of Crete, for the RECITE II - INNOREGIO Project, funded by EU. Department of Production Engineering and Management, Technical University of Crete

## Administration Activities

Member of recruiting committee for Assistant Professors, Tilburg University

Organizer of the “brownbag” seminar Series of TiSEM, Tilburg University

Seminar Chair for the Department of Management, Tilburg University

Data Science & Society Academic Committee, Tilburg University

## Editorial Activities

*Guest Editor:* Special Issue in the Journal of Operations Management

*Guest Editor:* Special Issue in the International Journal of Information Management

*International Editorial Board:* International Journal of Information Management

*Editorial Board:* Political Activism in the Information Age (2014), Political Campaigning in the Information Age (2014), Public Sector Reform Using IT: Transforming Policy into Practice (2011)

*Reviewer* OR Insight (2012), *Information Technology & People* (2017), ISR (2019)

*Reviewer* MSN (2012), ECIS (2011, 2019, 2020), HICSS (2011), ICIS (2016, 2017), WITS (2017)

*Conference Track Chair:* Sunbelt (2016, 2018, 2019, 2020), EUSN (2017, 2019)

*Scientific Committee Member:* Sunbelt (2020)

## Honors, Awards, and Scholarships

*Google Faculty Expert, Google, 2020*

*Erasmus+ Grant, European Union, 2019*

*Google Cloud Education Grant. Google, 2019*

*Amazon AWS Education Grant, Amazon, 2019*

*Amazon AWS Education Grant, Amazon, 2018*

*Google Cloud Education Grant. Google, 2018*

*ICIS Conference Best Paper Award. AIS, 2017*

*ICIS Track Best Paper Award. AIS, 2017*

*Microsoft Azure Research Award. Microsoft, 2016*

*Microsoft Azure Research Award. Microsoft, 2014*

*Early Career Researcher Grant. British Council, 2014*

*Doctoral Research Bursary. Warwick Business School, 2012*

*EUNIC Grant. Onassis Foundation – British Council, 2010*

*Doctoral Research Scholarship. Warwick Business School, 2009*

*Heraclitus Research Scholarship. Technical University of Crete, 2006*

*Research Scholarship. Hellenic National Documentation Center, 2004*

## Memberships and Associations

Member of the International Network for Social Network Analysis (INSNA)

Member of the European Group for Organizational Studies (EGOS)

Member of the European Social Networks Association (EUSN)

Member of the Association for Information Systems (AIS)

Member of the Technical Chamber of Greece (TEE-TCG)

Member of the Academy of Management (AoM)

## Language Skills

Greek: *Excellent - Native*

English: *Excellent - Cambridge CPE, IELTS*

German: *Good - Grundstufe Zertifikat Deutsch*

Italian: *Beginner – A2 Livello*



## References

**Paul Pavlou** (*Collaborator*)

Dean - Cullen Distinguished Chair  
Bauer College of Business  
University of Houston  
Email: [pavlou@bauer.uh.edu](mailto:pavlou@bauer.uh.edu)

**Carol Ou** (*Current Line Manager*)

Professor of Information Management  
Tilburg School of Economics and Management  
Tilburg University  
Email: [carol.ou@uvt.nl](mailto:carol.ou@uvt.nl)

**Derek McAuley** (*Previous Line Manager*)

Professor of Digital Economy  
Horizon Digital Economy Research Institute  
University of Nottingham  
Email: [derek.mcauley@nottingham.ac.uk](mailto:derek.mcauley@nottingham.ac.uk)

**Natalia Levina** (*PhD Examiner*)

Professor of Information Systems  
Stern Business School  
New York University  
Email: [nlevina@stern.nyu.edu](mailto:nlevina@stern.nyu.edu)

**Alessandro Lomi** (*Previous Line Manager*)

Professor of Organization Theory and Behavior  
Faculty of Economics  
Università della Svizzera italiana  
Email: [alessandro.lomi@usi.ch](mailto:alessandro.lomi@usi.ch)

**Yasmin Merali** (*PhD Supervisor*)

Professor of Systems Thinking  
Hull Business School  
University of Hull  
Email: [y.merali@hull.ac.uk](mailto:y.merali@hull.ac.uk)