



Academic Personnel Short Profile / Short CV

University:	University of Nicosia, UNIC Athens Campus
Surname:	Kretsos
Name:	Eleftherios
Rank/Position:	Associate Professor
Faculty:	Business
Department:	Management
Scientific Domain: *	Human Resource Management/ Employment Studies

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD Human Resource Management & Employee Relations	2006	Panteion University of Social and Political Sciences	Department of Regional & Economic Development	Working Time Flexibility in a Deregulated Labour Market
Master in Employment Studies and HRM	2000	University of North London - London Metropolitan University	The Guildhall School of Business and Law	Flexibility of Working Time in the European Automobile Industry
BA (Hons)	1995 - 1999	Social Policy and Social Anthropology,	Panteion University of Social and Political Sciences, Athens.	



Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
February 2026	To date	University of Nicosia, UNIC Athens	Athens	Associate Professor
February 2026	To date	Brunel University, University of London	remote	Honorary Reader
September 2021	January 2026	Brunel University, University of London	London, UK	Senior Lecturer
January 2020	January 2022	City University of London	remote	Honorary Senior Lecturer
November 2011	March 2016	University of Greenwich	London, UK	Senior Lecturer
June 2009	October 2011	Coventry University	Coventry, UK	Research Fellow
January 2007	May 2009	Robert Gordon University	Aberdeen, UK	Lecturer

Key <u>refereed</u> journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2025	Is AI coming for our Jobs? Rethinking the Future of Work and Inclusion		Emerald Publishing Limited.	12	55-73
2	2025	Leveraging AI for Inclusive Trade Union Transformation		Emerald Publishing Limited.	12	183-203
3	2025	Migrant Labour in the Greek Gig Economy	Charitsis, V.	Palgrave Macmillan		21-57
4	2024	Sustainability starts from within: A critical analysis of internal marketing in supporting sustainable value co-creation in B2B organisations	Brown, D. M., Apostolidis, C., Dey, B. L., Singh, P., Thrassou, A., & Babu, M. M.	Industrial Marketing Management	117	14-27
5	2024	The Political Challenge of AI in Modern Society: From National AI Strategy to the Algorithmic Elections	Tabaghdehi, S.A.H. and Braganza, A.	Emerald Publishing Limited.		319-331
6	2016	The extent and determinants of precarious employment in Europe	Livanos, I.	International Journal of Manpower	37	25-43



7	2015	That's the Experience": Passion, Work Precarity and Life Transitions among London Jazz Musicians	Umney, C.	Work and Occupations	42(3)	313-334
8	2015	Young Workers and Trade Unions: A Global View	Hodder, A.	Palgrave Macmillan		pp.211
9	2014	Creative Autonomy and Collective Interaction: The Working Lives of Young Jazz Musicians in London	Umney, C.	Work, Employment and Society	28(4)	571-588
10		Opening Pandora's Box: The Sovereign Debt Crisis and Labour Market Regulation in Greece	Koukiadaki, A.	Industrial Law Journal	41(3)	276- 304

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)					
Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
1	2025	AI and diversity in a datafied world of work: Will the future of work be inclusive?	International	Equality, Diversity and Inclusion conference. Athens, Greece	Conference stream organiser and chair
2	2025	The implications of climate change on occupational safety and health (OSH) and the world of work in Europe over the next 25 years	International	European Agency for Safety and Health at Work, Bilbao, Spain	Invited Speaker
3	2024	AI Gender Equality and Jobs Displacement	International	7th Equal Opportunities Conference Digital Innovation and Business Sustainability, Manama, Bahrain	Keynote Speaker
4	2024	Critical Futures of Higher Education Organising: Problems, Possibilities & Pathways	International	Northumbria University, Newcastle, UK	Invited Speaker
5	2023	Are Trade Unions Stronger when Left is in Power?	International	Industrial Relations in Europe Conference (IREC) 2023, Durham University	Paper presentation

6	2023	International Business and Polycrisis	International	2023 International Business Week, Brunel University of London	Round-table discussant
7	2023	Digital Platforms and Democracy	International	#AMIRetreat2023 Digital Platforms and Democracy: Journalism and Political Communication in a World of Polycrisis	Keynote speaker
8	2022	Riding against the neoliberal tide. Union mobilisation, consumer solidarity and platform activism in the Greek gig economy	International	40th International Labour Process Conference, Padua	Paper presentation
9	2022	Regulating the Digital Giants in Europe	International	Centre for AI: Social and Digital Innovation's Winter Thought Leadership Research Seminar Series, Brunel University of London	Invited Speaker
10	2014	Young People, Precarious Work and Trade Unionism	International	Annual Meeting of the SASE (Society for Advancement of Socio-Economics), Chicago	Paper presentation

** Specify venue, geographic location etc*

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	2026-	JUST-CIRCLE: Measuring and Advancing Circular Business Models for a Fair and Sustainable Transition	European Commission (Horizon Europe programme)	Research Team Member
2	2024-25	Understanding attitudes towards, and community engagement with, the net zero Agenda (Royal Park Net Zero Project, Brunel University of London)	Engineering and Physical Sciences Research Council EPSRC (UK)	Research Team Member
3	2023-25	DigitAll Empowerment: Towards developing a seamless network of female students, academics, and practitioners to foster women's participation in STEM	British Academy	<i>Scientific/Project Coordinator</i>
4	2023	The Impact of Film Tax Incentives on Job Quality	Brunel University of London	<i>Scientific/Project Coordinator</i>
5	2013	YOUUnion project: Trade Unions for Youth	European Commission (DG Employment, social affairs and inclusion)	Research Team Member
6	2012	The Effects of Marketization into Societies	European Research Council (ERC)	Research Team Member
7	2012	Analytical Report on Industrial Relations in Central Public Administration (CPA): Recent trends and features	European Foundation for the Improvement of	Research Team Member



			Living and Working Conditions (Eurofound)	
8	2012	What social rights in a Europe in crisis?	European Commission (DG Employment, Social Affairs and Inclusion)	Research Team Member
9	2010	Precarious Employment among Young Workers	Economic and Social Research Council (ESRC UK)	<i>Scientific/Project Coordinator</i>
10	2003	Pro-Dialogue: Enhancing and Promoting Social Dialogue in the Agricultural Sector	European Commission (DG Employment, Social Affairs and Inclusion)	Research Team Member

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2021 - 2025	Brunel University of London, Brunel Business School	Director of PhD Without Residence Programme with Ahlia University, Bahrain	Programme Leader – Partnership Development
2	2015 – 2019:	Government of Greece, Department for Digital Policy, Telecommunications and Media.	Deputy Minister/ Permanent Secretary for Media	Proposing and implementing legislation, management of government organisational entities
3	2019 –2020	Tanweer Media Group.	Board Member	Strategy & Market Development
4	2015-16	Work, Employment and Society, Sage Journals.	Member of the Editorial Board	Editorial activities
5	2011-14	Labor History, Routledge: Taylor & Francis Group.	Book Review Editor	Editorial activities
6	2011-14	The Economic and Social Research Council (ESCR) (Part of UK Research and Innovation)	Academic Peer Review	Grants Reviewer



7	2003 –2006:	Labour Institute of Greek Trade Unions Congress (INE/GSEE)	Policy Advisor,	Policy analysis and Training
8	2000 – 2003:	European Industrial Relations Observatory (EIRO), European Foundation for the Improvement of Living and Working Conditions.	National Expert and Correspondent	National Reports and Policy Analysis
9	2000 – 2003:	Institute of Urban Environment and Human Resources, Department of Economic and Regional Development, Panteion University of Social and Political Sciences.	Research Fellow	Participation, coordination of research projects



Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)

Ref. Number	Date	Title	Awarded by:
1	2026 - 2029	Honorary Reader	Department of Strategy, Entrepreneurship and Management, College of Brunel Business School, Brunel University of London
	2023	Postgraduate Teaching Certificate	Advance in Higher Education – British Academy
2	2020 - 2022	Honorary Senior Lecturer	City University of London, Department of International Politics, School of Arts and Social Sciences
3	1999 - 2000	Master in Employment Studies and HRM (Scholarship funded by the Greek Manpower Organization).	OAED (Greek Manpower Organisation)



**Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Key Activities:
1	Ongoing	Invites Speaker and Media Commentary	Policy and media impact (27 invited keynote speeches, 19 invited keynote contributions to High-Level policy events, 16 invited speeches to International Universities/ quoted in international media outlets, such as Financial Times, Guardian, BBC Radio 4, Bloomberg, CBC Canada, Der Standard, Euronews, Euractiv, RAI, IL Manifesto)
2	Ongoing	Conference papers, chairing and organising	25 conference presentations and 16 conferences Organisation & Chairing
3	2021-2025	International Partnership Lead	Leader of the PhD without residence Programme (HEC accredited Partnership between Bunnel University of London and Ahlia University in Bahrain)
4	2015-19	Deputy Minister / Government Spokesman/ General Secretary	Policy making at high level and leadership of major media organisations including the Public Broadcaster (ERT), the Athens News Agency, the National Centre for Film and Audiovisual.