

GEORGIOS STERGIU

Researcher | Human-Centred Digital Transformation | Responsible AI | Industry 4.0 & 5.0

PhD Candidate, Department of Cultural Technology and Communication, University of the Aegean, Greece

Helping organisations navigate digital transformation through human-centred AI, evidence-based decision-making and adaptive leadership.



ACADEMIC PROFILE

PhD Candidate researching human-centered digital transformation, responsible AI and organizational readiness within Industry 4.0 and Industry 5.0. My work bridges Design Science Research with executive practice to develop evidence-based approaches that support organizational decision-making, technology adoption and sustainable transformation. More than twenty years of executive and entrepreneurial experience across Europe and Americas provide a practical context for translating research into applied organisational settings.

CURRENT RESEARCH

4D-DT readiness framework
Multi-dimensional readiness framework developed through Design Science Research and systematic literature review.

RESEARCH FOCUS

AI-supported diagnostics
Human-in-the-loop decision support
Industry 4.0 & 5.0

RESEARCH INTERESTS

Human-centred AI
AI governance
Adaptive leadership & digital innovation

My research develops practical, evidence-based methodologies that enable organisations to navigate digital transformation responsibly through human-centred AI, adaptive leadership and organisational readiness. Through the development of the 4D-DT framework, I aim to contribute practical, evidence-based methods that support AI-enabled transformation while preserving human judgement, ethics and organisational resilience.

RESEARCH INTERESTS

- Human-Centred Digital Transformation
- Technology Acceptance
- Adaptive Leadership
- Organisational Change & Digital Innovation
- Responsible AI & AI Governance
- Industry 4.0 & Industry 5.0
- Socio-Technical Systems

CURRENT DOCTORAL RESEARCH

“Towards an Adaptive Digital Transformation Readiness Framework: The Development and Implementation of the 4D-DT Model for Industry 4.0 and 5.0”

My research aims to bridge the gap between academic theory and organisational practice by developing methodologies that help organisations adopt emerging technologies responsibly, improve decision-making and build sustainable digital capabilities. The 4D-DT framework operationalises theoretical constructs into binary readiness indicators and connects diagnosis with maturity levels, role-specific outputs, strategic pathways and behavioural maturity drivers. Validation is currently exploratory; the next stage focuses on broader empirical testing and an AI-supported diagnostic environment in which human judgement remains central.

EDUCATION

PhD Candidate | 2022 - Present

University of the Aegean - Department of Cultural Technology and Communication

Research focus: adaptive digital transformation readiness, technology acceptance, responsible AI and Industry 4.0/5.0.

Global Executive OneMBA | 2011 - 2013

Rotterdam School of Management, Erasmus University Rotterdam, Netherlands

Degree combined from six universities and business schools: CUHK (CN), FGV (BR), RSM (NL), EGADE (MX), UNC (USA), GIBS (SA).

BEng (Hons), Aeronautical Engineering | 1994 - 1998

City, University of London, United Kingdom

Project focus: Human Factors in airline industry accident avoidance.

SELECTED PUBLICATION

Stergiou, G., Kavakli, E. & Kotis, K. (2023)

“Towards a technology acceptance methodology for Industry 4.0.” *Procedia Computer Science*, 219, 832-839. DOI: 10.1016/j.procs.2023.01.357

RESEARCH APPROACH & METHODOLOGICAL COMPETENCE

- Design Science Research (DSR): iterative artefact design, refinement and evaluation.
- PRISMA-informed systematic literature review and structured evidence synthesis.
- Human-in-the-loop AI: AI-supported interpretation and decision support while retaining human judgement.
- Indicator development and operationalisation of theoretical constructs into measurable diagnostic elements.
- Case-informed analysis, practitioner feedback and exploratory validation.

SELECTED ACADEMIC SERVICE & ERUA ACTIVITIES

10th Annual Doctoral Conference, NBU | 17 - 20 June 2026

Presented the 4D-DT Framework for inclusive, human-centric transformation; 3 ECTS.

ERUA Intensive Course, European University Viadrina | 18 - 22 May 2026

Participation focused on student participation in university governance and reform; 6 ECTS.

SOCIN 2025, University of Macerata | 22 - 26 September 2025

Presented the 4D-DT approach to AI-enabled Industry 4.0 and 5.0 transformation.

Media, Culture & Communication Summer School, Paris 8 | 9 - 11 September 2024

ERUA academic mobility and interdisciplinary engagement.

8th Annual Doctoral Conference, NBU | 22 - 26 June 2024

Presented research on technology acceptance for Industry 4.0, SMART and immersive technologies; 3 ECTS.

ACADEMIC & EDUCATIONAL INNOVATION

ERUA Human Agency Lab / AI Tamers - Proposal Development

Co-developed a student-led programme concept combining AI sovereignty, critical thinking, digital resilience and responsible human-AI collaboration.

Adaptive Leadership and Human-Centred Transformation in the AI Era - Course Design

Designed an ERUA professional-development course concept using reflective practice, active learning, collaborative diagnostics and transformation challenges.

ERUA Community Challenge Labs - Proposal Development

Developed a practical model for international, interdisciplinary teams to work on real community challenges and present action plans to local stakeholders.

ERUA Entrepreneurship & Innovation Commons - Proposal Development

Developed an alliance-wide concept connecting students, researchers, alumni and professionals with opportunities, collaborators and expertise.

TEACHING & LEARNING DESIGN

- Active and experiential learning design: reflective practice, project-based learning, collaborative learning and peer dialogue.
- Facilitator guides, participant workbooks, visual learning activities and course architecture for human-centred transformation.
- Longstanding professional training experience in leadership, entrepreneurship, sales, organisational development and change.

PROFESSIONAL EXPERIENCE INFORMING RESEARCH

Stergiou Holdings | Founder & Managing Director - Greece | 2023 - Present

Leading AI-supported business processes, organisational innovation and digital transformation initiatives across multiple sectors. This role provides an ongoing environment for applying and evaluating concepts related to organisational readiness, AI adoption, change management and customer experience.

RedVelvetXR | Co-Founder & CEO - Greece | 2021–2025

Developed extended reality (XR) solutions for education, cultural heritage and organisational transformation, exploring immersive technologies as tools for learning, engagement and digital innovation.

AboutSamos | Founder - Greece | 2021 - Present

Developed a digital platform supporting destination marketing, cultural promotion and community engagement. Applied value innovation, differentiation and digital strategy, attracting more than 250,000 visitors since 2024 while experimenting with digital communication and user engagement.

XINTRIX SRL | Co-Founder & CEO - Mexico / Greece | 2014 - 2021

Led the international development of Industry 4.0 solutions, building strategic partnerships with manufacturers, universities and public organisations throughout Latin America. This experience significantly shaped my research interests in technology acceptance, digital transformation and organisational readiness.

ecocarspa | Co-Founder & Managing Director - Mexico | 2013 - 2016

Founded and scaled a technology-enabled sustainability venture, leading business model innovation, digital platform development, strategic partnerships, franchising and investor negotiations. The initiative achieved documented water savings exceeding 32 million litres, informing my research on digital transformation, innovation and organisational change.

Wings Consulting & Business Development | Founder - Mexico | 2011 - 2013

Established a consulting practice specialising in organisational transformation, executive leadership and business development. Developed executive education programmes in collaboration with EGADE Business School, introducing early concepts that later evolved into my research interests in organisational change and adaptive leadership.

EARLIER PROFESSIONAL EXPERIENCE

- **Wings Marketing and Management Training BV**, Founder, Netherlands (2007 - 2011): Developed organisational training systems and managed high-growth commercial operations across multiple European locations.
- **Eloquent Marketing UK Ltd**, Founder, United Kingdom (2002 - 2007): Built and led commercial operations, sales training and organisational development programmes during the company's growth from start-up.
- **Hellenic Army Aviation**, Flight Engineer / Technical Quality & Training, Greece (2000 - 2001): Completed compulsory military service, supporting UH-1H helicopter technical quality, maintenance procedures and operational training while working within a safety-critical aviation environment.
- **Airbus Group**, Trainee, France (1998 - 1999): Completed an extended internship within Customer Support Services, contributing to more than 60 engineering projects across multiple departments. Awarded Trainee of the Year and received five offers to continue within Airbus, including opportunities in Engineering, Customer Support, Sales, Marketing and Military Programmes.

APPLIED RESEARCH, INNOVATION & KNOWLEDGE TRANSFER

- **4D-DT Framework**: Design Science Research methodology for assessing organisational readiness for digital transformation.
- **Human-Centred AI**: Conceptual development of AI-supported organisational diagnostics integrating human judgement with evidence-based decision support.
- **Industry Collaboration**: Technology adoption, Industry 4.0 strategy and innovation projects with industrial, academic and public-sector partners.
- **Extended Reality**: Development of XR concepts for education, cultural heritage and organisational transformation.
- **Innovation Strategy**: Application of value innovation and differentiation methodologies to technology commercialisation and organisational growth.

KNOWLEDGE TRANSFER & EXECUTIVE EDUCATION

Designed and delivered executive education programmes in leadership, organisational transformation and innovation across Europe and the Americas, contributing to knowledge transfer through collaboration with more than 50 organisations and the professional development of over 30,000 participants.

KNOWLEDGE DISSEMINATION, EDUCATIONAL RESOURCES & PUBLIC ENGAGEMENT

- Developed educational resources and book manuscripts on leadership, business development, sales strategy, organisational transformation and digital innovation, with publication planned following completion of doctoral research.
- Produced articles, educational videos and online resources translating research-informed concepts into practical guidance for professional audiences.
- Developed and maintain a professional website and knowledge platform supporting knowledge dissemination and public engagement (22,000+ readers).
- Featured in a business case study by EGADE Business School, Mexico.

RESEARCH & COLLABORATION INTERESTS

I welcome interdisciplinary collaborations with universities, industry and public-sector organisations in human-centred AI, organisational transformation, digital innovation and European research initiatives that combine rigorous academic research with practical implementation.

RECOGNITION

- Onassis Foundation Scholar.
- ERUA Student Ambassador, University of the Aegean (2025 - 2026).
- Recipient of 40+ performance and excellence awards across international executive leadership roles.
- International speaker on digital transformation, Industry 4.0 and organisational innovation.

LANGUAGES

Greek	Native
English	Professional & Academic Proficiency
Spanish	Professional Working Proficiency
Dutch	Basic Working Knowledge

DIGITAL PRESENCE

Projects, Research, Publications: www.georgiostergiou.com

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QR Code

Explore my research, professional work, publications and current projects.

