

GEORGIOS STERGIU

PhD Candidate | Digital Transformation Readiness | Industry 4.0 & 5.0 | Human-Centred AI

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ACADEMIC PROFILE

My research focuses on how organisations can assess and strengthen their readiness for digital transformation in the Industry 4.0 and 5.0 era. Technology alone is not enough: governance, strategy, organisational culture and people must evolve together.

I connect digital-transformation research with technology acceptance, adaptive leadership and human-centred change. More than twenty years of executive and entrepreneurial experience across Europe and Latin America help me test academic ideas against organisational practice.

CURRENT DOCTORAL RESEARCH

Adaptive Digital Transformation Readiness: The 4D-DT Framework

I am developing 4D-DT as a structured diagnostic methodology for assessing organisational readiness across four connected dimensions. Built through Design Science Research and a systematic literature review, it contains 305 binary indicators organised into 17 sub-dimensions and 61 focus areas, with maturity classifications, role-specific outputs and phased intervention pathways. Validation is currently exploratory and will progress to broader empirical testing.

WHAT I AIM TO ACHIEVE

I aim to give organisations a practical, evidence-based way to identify readiness gaps, prioritise action and manage transformation. The next stage is wider validation and a scalable AI-supported assessment environment that informs - but does not replace - human judgement.

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.org/10.1016/j.procs.2023.01.357

My co-authors and I examine why established technology-acceptance approaches can overlook organisational context and outline a more integrated approach to Industry 4.0 transitions.

RESEARCH APPROACH

I combine Design Science Research with a PRISMA-informed systematic literature review, indicator development, case-informed analysis and practitioner feedback. The next phase will test reliability, consistency and explanatory value across larger organisational and industry samples.

COLLABORATION INTERESTS

I welcome collaboration on human-centred AI, responsible digital transformation, adaptive leadership, technology acceptance, AI governance and Industry 5.0.

RESEARCH INTERESTS

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

EDUCATION

PhD Candidate

University of the Aegean, Department of Cultural Technology and Communication

Global Executive OneMBA

Rotterdam School of Management, Erasmus University Rotterdam

BEng (Hons), Aeronautical Engineering

City, University of London

LANGUAGES

Greek	Native
English	Professional / Academic
Spanish	Professional working proficiency
Dutch	Basic working knowledge

RESEARCH, ENGAGEMENT & EXPERIENCE

ERUA PROGRAMME & INITIATIVE DEVELOPMENT

ERUA Human Agency Lab / AI Tamers - Proposal Development

I proposed evolving AI Tamers into the ERUA Human Agency Lab: a student-led programme that combines AI sovereignty with critical thinking, digital resilience and responsible human-AI collaboration. Its proposed 2026-2027 journey uses DigiTalks, Science Cafes and a student showcase to strengthen human judgement, oversight and democratic accountability.

ERUA Community Challenge Labs - Proposal Developer

I developed a practical method for bringing real community challenges into existing ERUA activities. International, interdisciplinary teams would create action plans, present them to local stakeholders and track what happens next.

ERUA Entrepreneurship & Innovation Commons - Proposal Developer

I developed an alliance-wide proposal to connect students, researchers, alumni and professionals with opportunities, collaborators and expertise. Its purpose was to help ideas move towards partnerships, projects, funding and practical impact.

Course Design & Academic Engagement

I designed the ERUA course concept Adaptive Leadership and Human-Centred Transformation in the AI Era. As an ERUA Student Ambassador, I also contribute to international mobility and interdisciplinary exchange.

SELECTED PROFESSIONAL EXPERIENCE

Founder & Managing Director | Stergiou Realty, Greece

I lead work on AI-supported processes, automation, customer experience and organisational innovation.

Co-Founder & CEO | RedVelvetXR, Greece

I develop extended-reality applications for learning, cultural heritage and organisational transformation.

Co-Founder & CEO | XINTRIX, Mexico

I led the international expansion of smart-manufacturing solutions and worked with universities, public agencies and industrial partners across Latin America.

SELECTED ACADEMIC & APPLIED PROJECTS

- 4D-DT readiness methodology: 305 indicators across 61 focus areas
- Human-Centred AI and Organisational Transformation
- Adaptive Leadership for AI-Enabled Organisations
- AI Governance, Industry 5.0 and Responsible Innovation

SELECTED ERUA ACADEMIC ENGAGEMENT

- ERUA Student Ambassador, University of the Aegean (2025-2026).
- 8th Annual Doctoral Conference, Sozopol (22-26 June 2024): presented research on technology acceptance for Industry 4.0, SMART and immersive technologies; 3 ECTS.
- Media, Culture & Communication Summer School, Paris 8 (9-11 September 2024).
- SOCIN 2025, Macerata (22-26 September 2025): presented the 4D-DT approach to AI-enabled Industry 4.0 and 5.0 transformation.
- ERUA Intensive Course, European University Viadrina (18-22 May 2026): student participation in university governance and reform; 6 ECTS.
- 10th Annual Doctoral Conference, Sozopol (17-20 June 2026): presented the 4D-DT Framework for inclusive, human-centric transformation; 3 ECTS.
- Additional ERUA programme participation in Mytilene.

FOUR DIMENSIONS OF 4D-DT

01 Organisational

Governance, culture, structures and coordination.

02 Technological

Infrastructure, data and digital capability.

03 Strategy & Change Management

Alignment, leadership and transformation planning.

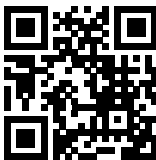
04 People Empowerment

Skills, self-efficacy, psychological safety and participation.

RECOGNITION

- Onassis Foundation Scholar
- ERUA Student Ambassador (2025-2026)
- International speaker on digital transformation and Industry 4.0
- Founder of innovation-driven ventures in Europe and Latin America

DIGITAL PRESENCE



Research & Professional Profile

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