



INTERNATIONAL  
HELLENIC  
UNIVERSITY

Department of Organisation Management,  
Marketing and Tourism (OMMT)

[www.ommt.ihu.gr](http://www.ommt.ihu.gr)

## RESEARCH TALK

OMMTto... Research!

# Crafting a thesis & developing an academic footprint

---

### Topics:

**Writing Your Master's Thesis:**  
Addressing the **'So What'**  
Question

**Building an Academic Footprint:**  
Navigating the **Publication**  
Process

### Guest Lecturer:

**Univ-Prof.**  
**Dr. Emmanuella Plakoyiannaki**

Chaired Professor  
of International Business  
University of Vienna, Austria

**16.01.2025 @ 12:00**  
Room of Gastronomy

#OMMT Seminar Series



INTERNATIONAL  
HELLENIC  
UNIVERSITY

Department of Organisation Management  
Marketing and Tourism (OMMT)  
[www.ommt.ihu.gr](http://www.ommt.ihu.gr)