



***Immersion Project  
Full-Time Program,  
Academic Year 2023-2024***

Company	Title	Tutor
<b>Field Study Projects</b>		
Convert Group	Optimization of Employee Handbook for Convert Group	Irene Tsachouridi
L'Oreal Hellas	Unlocking GenZ: A Strategic Marketing Project for Elvive's Haircare Products in the Generation Z Landscape	Konstantinos Indounas
<b>Internships</b>		
Xara Collection, Malta	From Staff to Stars: Unveiling the Impact of Strategic HRM on Employees and Competitive Edge in Luxury Hospitality	Irene Tsachouridi
zhan.com, China	An Immersive Exploration of Xiaozhan Education's Content Marketing Strategies	Eric Soderquist
<b>Entrepreneurial Projects</b>		
Entrepreneurial Project	Daigrow: Start now, grow daily	Diomidis Spinellis
Entrepreneurial Project	Evryka – Global Talent Acquisition Platform powered with AI	Ioanna Deligianni
Entrepreneurial Project	Entrepreneurial Business Plan for the Digital Agency GM	Eric Soderquist