**Katerina K Sarri – Professor of Business Administration & Entrepreneurship, University of Macedonia**

**Dr Katerina Sarri** is an Economist and Professor of Business Administration–Entrepreneurship at the University of Macedonia. She is actively involved in the promotion of entrepreneurship and innovation, with a focus on startup entrepreneurship and innovation ecosystems. She is the national scientific coordinator of the GUESSS project on youth entrepreneurship, coordinator of the thematic unit “Theory of Entrepreneurship & Innovation” at the Hellenic Open University, a former entrepreneur, and has worked as a Business Consultant and a member of the Board of Directors of the Ergani Center for Women’s and Youth Entrepreneurship.

For more than 30 years, she has been teaching in higher education institutions in Greece and abroad, at undergraduate and postgraduate levels, as well as in public and private sector organizations. She has served as an evaluator of academic programs and educational institutions abroad, scientific coordinator of national and European research projects, and reviewer and editor in international scientific journals, with a substantial number of citations to her published research work. She is the author or co-author of 7 academic textbooks- used in more than 40 academic departments.

Beyond her academic activity, she has contributed to strengthening entrepreneurship, innovation, and the integration of women and youth into the labor market through her involvement in institutional roles. She is the founder and director of the Entrepreneurship Laboratory at the University of Macedonia, Concept Founder of the Social Innovation Hackathon and of conferences on the Pedagogy of Entrepreneurship & Innovation, member of the Scientific Committee on Workforce Skills of the Ministry of Labor and Social Affairs, Board Member of the Northern Greece Business Administration Association (EDEVE), and President of the Equality Institute. She is also a member of the Committee for Technology Transfer, Innovation, and Startup Entrepreneurship at the University of Macedonia and President of the University’s Gender Equality and Anti-Discrimination Committee.
Additionally, she has served as a member of the National Gender Equality Council of the General Secretariat for Demographic and Family Policy and Gender Equality, a member of the Scientific Committee for the elimination of violence against women of the same Secretariat, and a board member of the Interbalkan Women's Cooperation Society – UNESCO Center.

Her work focuses on connecting scientific knowledge with entrepreneurship, innovation, and social empowerment, particularly through cultivating an entrepreneurial culture, supporting startup entrepreneurship, and fostering innovation ecosystems, with a strong emphasis on preparing and enhancing the participation of youth and women in the economy and labor market.