



Dr Serafini is Associate Professor in Human Resource Management & Organisational Behaviour at the Business Administration and Economics Department. Prior to joining CITY College, University of York Europe Campus, he was a Lecturer in International Business & Management and member of the Management Science and Entrepreneurship Group at the Essex Business School, University of Essex (UK). Moreover, he has a noteworthy industrial background as HR professional with a rich experience of Human Resource Management application in multinational firms operating in the luxury segment of the hospitality industry.

After gathering varied industrial experiences at Disneyland Paris (France) and Munich Park Hilton (Germany) during his earlier studies, Dr Serafini embarked on a Food & Beverage Management training program with Hilton Hotels & Resorts in the UK. In 1997 he moved to Greece as Training Manager at Sani Resort (Sani/Ikos Group) and two years later he joined Hyatt Hotels & Resorts as Training Manager of Regency Casino and Hyatt Regency Thessaloniki. In 2002 Dr Serafini took over the position of Personnel Manager at the Hyatt Regency Thessaloniki and from January 2008 until November 2013 he held the position of Human Resource Manager in the same property. As a Hyatt trainer, he was part of the Human Resource Management task force teams for the opening of the prestigious Grand Hyatt Dubai (UAE) and Park Hyatt Milano (Italy).

He has contributed research work to The International Journal of Human Resource Management, Human Resource Management Review, International Business Review, and the International Journal of Training and Development with the latest being "Transformational leadership and teamwork as catalysts for motivation and job satisfaction among doctors: the case of Republic of North Macedonia" for Leadership in Health Services. His most recent co-authored book chapters are "HRM: From Digitalisation to AI" (Routledge, 2025), "Skills gap between Eastern and Southeastern Europe SMEs and their North-Central, Western, and Northern European counterparts: the role of financial, institutional, and demographic contexts" (Palgrave Macmillan, 2025), and "International HRM in an Uncertain World" (Routledge, 2024). In collaboration with the South-East European Research Centre, Dr Serafini is actively involved in the organisation, planning, and execution of several EU projects as a Research Associate. These responsibilities lead him to cooperate with diverse EU teams to achieve project goals, milestones, and deliverables (see, e.g.: <https://tracceproject.eu/en> • <https://www.moreproject.eu/> • [R-Map](#)).

Moreover, Dr Serafini specialises in conducting training programs and lectures on leadership, change management, organisational culture, team dynamics and human resource management in various organisations, both in Greece and internationally. While sharing the latest developments in organizational behaviour and human resource management in industry conferences, symposia and forums, Dr Serafini promotes a holistic approach to business management strategies.

Dr Serafini holds a PhD in Human Resource Management from the University of Sheffield (UK), an Executive MBA from the University of Sheffield (UK), a BA in Hospitality Management from Bournemouth University (UK), and a Swiss Higher Diploma in Hotel Management from SHMS, Swiss Hotel Management School (Switzerland). He also completed the Human Resource Management Certificate of the Educational Institute of the American Hotel & Lodging Association (USA). He is a member of the Greek People Management Association (GPMA) and speaks Italian, Greek, English, and French.