



**University of York
Europe Campus**

Bus
Business
School

GUEST LECTURE

**Strategic HRM in practice: designing organisations,
leading change, shaping culture**



Wednesday, 1 April 2026

11:30-13:00 | Room L3, 7th Floor

PAPAPOSTOLOU

HEALTHCARE TECHNOLOGIES

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Speaker

Alex Papapostolou

Business Strategist, Papapostolou Healthcare Technologies

Description

This guest lecture examines how Human Resource Management shapes organisational performance, culture, and strategic change. Drawing on examples from the outstanding case of Papapostolou Healthcare Technologies company, the session demonstrates how HR practices influence how work is organised, roles are structured, and teams scale as organisations grow. Particular attention is given to the HR challenges of balancing operational efficiency with employee engagement and development. The lecture also introduces job architecture as a strategic HR tool and considers how artificial intelligence may reshape roles and capabilities in the future workplace.



In the context of:
Human Resource Management module
led by **Dr Giovanni Serafini**