

# CURRICULUM VITAE

**Leonidas Efthymiou, PhD, MSc, BA (HONS)**

## 1. Personal and contact details

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## 2. Education and academic background

**PhD** in Management (Thesis on Hospitality), University of Leicester, 2011, UK  
(Thesis awarded the best PhD Thesis award for 2011 by the Academy of Management, Boston, Massachusetts)

**MSc** in Management (Thesis on Tourism), University of Leicester, 2005, UK

**BA(Hons)** in Hospitality Management, University of Derby, 2004, UK

**Diploma** (Hons) in Hotel & Catering Management, HHIC, 2002, CY, EU. (Thesis awarded the best Thesis award by the Cyprus Tourism Organisation, Nicosia, Cyprus)

**2.1 Language skills** Greek (5+), English (5), Dutch (1).  
(indicative level of skills: 1= poor, 5= excellent)

## 3. Teaching and Professional Experience

### 3.1 Full-time academic positions

2018-today

School of Business, University of Nicosia, Nicosia, Cyprus  
*Associate Professor, Head, Chair, Coordinator*

- Head of the Department of Tourism, Leisure and Sports Management between 2018 and 2022
- Coordinator for the programme BBA in Tourism, Leisure and Events (TLE) Management
- Co-coordinator for the programme BBA in Sports Management
- Member of the University Research Ethic Committee (UREC)

- Member of the AACSB Taskforce
- As a coordinator and department head, I led the re-accreditation process of three programmes, namely a) Tourism, Leisure and Events Management; b) Hospitality Management; and c) Sports Management before the CYQAA appointed team of visiting experts from EU, UK, USA
- Previously chaired the University Research Ethics Committee (UREC)
- Contributed to the update of the School's Mission, the development of the first Strategic Plan for the UNIC School of Business, and the establishment of the School's KPIs
- Participation in student recruitment activities through webinars and fairs
- Participated in faculty recruitment interviews
- Participated in collaboration and MOU with Hilton International.
- Doctoral thesis supervision
- UG and MBA thesis supervision
- Internal examiner in three PhD VIVAS
- UG and MBA lecturing
- Developed 2 new MBA modules and 5 3 new UG modules to be delivered conventionally and online introducing new learning strategies and technologies as part of the constructivist pedagogy

2010-2018

Intercollege

*Lecturer, Coordinator, Chair, Instructional Designer*

- Full time lecturer
- Coordinator of the Hospitality Management Programme
- Chair of Student Staff Liaison Committee
- Instructional Designer

2005-2010

University of Leicester, UK

*Tutor, Associate Lecturer, Chair*

- Tutor
- Associate lecturer
- Chair of Student Staff Liaison Committee

### **3.2 Visiting Positions, Awards and Consulting Appointments**

- 2013-today: Consultant of Commonwealth of Learning (CoL) Kampala, Uganda; Kigali, Rwanda; Abuja, Nigeria, Instructional Design-Capacity Building
- 2014-today: Instructional Designer – Pearson Education, UK (2014-current)

- 2010-today: Visiting Faculty, Unicaf University
- 2013-2018: Lusaka, Zambia, Higher Education Authority (HEA) – Programmatic Accreditations, 2 Visits
- 2013-2018: Lilongwe, Malawi, National Council for Higher Education (NCHE) – Programmatic Accreditations, 3 Visits
- 2014-2018: Harare, Zimbabwe, National Council for Higher Education, University License Approval
- Kigali, Rwanda, Higher Education Council (HEC), University License Approval, 2 Visits
- UK Quality Assurance Agency, Transactional Education Review (TNE), 2 Visits with Unicaf

#### 4. Funded Projects/ Scientific Research

Date	Title	Funded by	Project Role
12/2023 – 11/2025 24 Months	BLOCK4SME: Gearing up SMEs for value chain digitalization through blockchain - based distributed trust	European Union	Researcher
01/2022 – 06/2024 30 Months	Cultural Heritage: a source of resilience and learning through digital education	Erasmus+ KA220-VET – Cooperation partnerships in vocational education and training.	Researcher
11/2021 - 11/2024 36 Months	QUEST- promoting Quality intErnships in Sustainable Tourism and cultural heritage management	Erasmus+KA220-HED - Cooperation partnerships in higher education	Researcher
01/06/2018- 30/11/2021  1.9 Million. 100K for UNRF 36 Months	NAYS: Logistics and Supply Chain for Cruising Ships in Cyprus Ports	Κωδικός Πράξης: 5041723 Επιχειρησιακό Πρόγραμμα: Πρόγραμμα Συνεργασίας INTERREG V-A Ελλάδα Κύπρος 2014-2020	Principal Researcher
09/ 2020- 36 Months  1.9 Million. 100K for UNRF 36 Months	<b>IN</b> telligent platform for providing <b>ST</b> affing <b>AND</b> <b>T</b> raining in the Hotel Industry ( <b>INSTANT</b> )	Project Reference No.: INTEGRATED/0918/0006 Funding Agency: European Regional Development Fund and the Republic of Cyprus through the RIF, which was submitted under the RESTART 2016 - 2020 Programme.	Researcher

## 5. Scientific Research Output & Guest Editor

### 5.1 Refereed Journal Articles

Buhalis, D., Efthymiou, L., Uzunboylu, N. and Thrassou, A. (2024), "Charting the progress of technology adoption in tourism and hospitality in the era of industry 4.0", *EuroMed Journal of Business*, Vol. 19 No. 1, pp. 1-20. <https://doi.org/10.1108/EMJB-11-2023-0310>

Orphanidou, Y.; Efthymiou, L.; Panayiotou, G. (2024) Cultural Heritage for Sustainable Education Amidst Digitalisation. *Sustainability* 2024, 16, 1540. <https://doi.org/10.3390/su16041540>

Efthymiou, L.; Kulshrestha, A.; Kulshrestha, S. (2023) A Study on Sustainability and ESG in the Service Sector in India: Benefits, Challenges, and Future Implications. *Administrative Sciences*. 2023, 13, 165. <https://doi.org/10.3390/admsci13070165>

Efthymiou, Leonidas, and Zarifis, Alex (2021) Modeling students' voice for enhanced quality in online management education. *International Journal of Management Education*, 19(2) 1–16. ABS1 <https://doi.org/10.1016/j.ijme.2021.100464>

Elli Doukanari, Despo Ktoridou, Leonidas Efthymiou, Epaminondas Epaminonda (2021) The Quest for Sustainable Teaching Praxis: Opportunities and Challenges of Multidisciplinary and Multicultural Teamwork. *Sustainability*, 13(13), 2-21. ABS3 <https://doi.org/10.3390/su13137210>

Efthymiou, L., Orphanidou, Y. and Panayiotou, G. (2020) Delineating the changing Frontstage and Backstage segregation in high-end and luxury hotels'. *ABS2 Hospitality and Society*, 10(2) 1-26. DOI: [https://doi.org/10.1386/hosp\\_00025\\_1](https://doi.org/10.1386/hosp_00025_1)

Efthymiou, L. (2018) Body Art in Upper-Market Hotels: Neither Accepted Nor Prohibited. *International Journal of Hospitality Management*, 74 (8):99-108. ABS3 <https://doi.org/10.1016/j.ijhm.2018.02.012>

### 5.2 Books

Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) *Business for Sustainability, Volume I: Strategic Avenues and Managerial Approaches*. Springer

Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) *Business for Sustainability, Volume II: Contextual Evolution and Elucidation*. Springer

Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) *Business in Uncertainty: Evolution, Transformation and Adaptation across Disciplines and Typologies*, Springer

Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) Non-Profit Organisations: Society, Sustainability and Accountability.
Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) Non-Profit Organisations: Economy, Industries and Context
Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) Non-Profit Organisations: Strategic, Managerial and Marketing Advancements
Thrassou, A. (ed.), Vrontis, D. (ed) Efthymiou, L. (ed.), Weber, Y. (ed.), Shams, R. (ed.) & Tsoukatos, E. (ed.) (2024) Non-Profit Organisations: Structures, Models and Technology
(E) Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds) (2022) Business Advancement through Technology Vol.I: Markets and Marketing in Transition. Book series: Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. ISBN: 978-3-031-07768-5 <a href="https://link.springer.com/book/9783031077685">https://link.springer.com/book/9783031077685</a>
(E) Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds) (2022) Business Advancement through Technology Vol.II: The Changing Landscape of Industry and Employment. Book series: Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. ISBN: 978-3-031-07764-7 <a href="https://link.springer.com/book/9783031077647">https://link.springer.com/book/9783031077647</a>
(E) Vrontis, D., Thrassou, A., Weber, Y., Shams, R., Tsoukatos, E., Efthymiou, L. (Eds.) (2022) Business under Crisis Volume I: Contextual Transformations. Palgrave Macmillan/ 10.1007/978-3-030-76567-5, ISBN 978-3-030-76566-8/ <a href="https://link.springer.com/book/10.1007/978-3-030-76567-5">https://link.springer.com/book/10.1007/978-3-030-76567-5</a>
(E) Vrontis, D., Thrassou, A., Weber, Y., Shams, R., Tsoukatos, E., Efthymiou, L. (Eds.) (2022) Business under Crisis, Volume II: Organisational Adaptations. Palgrave Macmillan/ 10.1007/978-3-030-76575-0, ISBN 978-3-030-76575-0/ <a href="https://link.springer.com/book/10.1007/978-3-030-76575-0">https://link.springer.com/book/10.1007/978-3-030-76575-0</a>
(E) Vrontis, D., Thrassou, A., Weber, Y., Shams, R., Tsoukatos, E., Efthymiou, L. (Eds.) (2022) Business Under Crisis, Volume III: Avenues for Innovation, Entrepreneurship and Sustainability. Palgrave Macmillan/ 10.1007/978-3-030-76583-5, ISBN 978-3-030-76583-5/ <a href="https://link.springer.com/book/10.1007/978-3-030-76583-5">https://link.springer.com/book/10.1007/978-3-030-76583-5</a>
(E) Batiz-Lazo, B. and Efthymiou, L. (2017) The Book of Payments: Historical and Contemporary Views on the Cashless Economy. London: Palgrave Macmillan, 978-1-137-60231-2. <a href="https://doi.org/10.1057/978-1-137-60231-2">https://doi.org/10.1057/978-1-137-60231-2</a>

### 5.3 Chapters in Books

Thrassou, A., Vrontis, D., Efthymiou, L., Bozat, M. (2024). Delineating Non-Profit Organisations: Strategic, Managerial and Marketing Advancements. In: Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, S.M.R., Tsoukatos, E. (eds) Non-Profit Organisations, Volume I. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-62399-8\\_1](https://doi.org/10.1007/978-3-031-62399-8_1)

Thrassou, A., Vrontis, D., Efthymiou, L., Theofanous, G. (2024). Delineating Non-Profit Organisations: Economy, Industries and Context. In: Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, S.M.R., Tsoukatos, E. (eds) Non-Profit Organisations, Volume II. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-62530-5\\_1](https://doi.org/10.1007/978-3-031-62530-5_1)

Vrontis, D., Thrassou, A., Bozat, M., Efthymiou, L. (2024). Profiling Business in Uncertainty: Evolution, Transformation, and Adaptation Across Disciplines and Typologies. In: Vrontis, D., Thrassou, A., Efthymiou, L., Weber, Y., Shams, S.M.R., Tsoukatos, E. (eds) Business in Uncertainty. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-65587-6\\_1](https://doi.org/10.1007/978-3-031-65587-6_1)

Orphanidou, Y., Efthymiou, L., Dekoulou, P. (2024). Creating an Innovative Vocational E-learning Model that Harnesses the Potential of Digital Cultural Heritage. In: Vrontis, D., Thrassou, A., Efthymiou, L., Weber, Y., Shams, S.M.R., Tsoukatos, E. (eds) Business in Uncertainty. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-65587-6\\_9](https://doi.org/10.1007/978-3-031-65587-6_9).

Efthymiou, L., Dekoulou, E., Orphanidou, Y., Sdoukopoulos, E., Perra, V.M., Boile, M. and Bras, I. (2022) 'Crisis, adaptation and sustainability: digital system interoperability in the Cruise Industry' in Thrassou, A., Vrontis, D., Weber, Y., Shams, R., Tsoukatos, E., Efthymiou, L. (Eds) Business Under Crisis: Avenues for Innovation, Entrepreneurship and Sustainability. Ch. 5. Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. [https://doi.org/10.1007/978-3-030-76583-5\\_5](https://doi.org/10.1007/978-3-030-76583-5_5)

Bátiz-Lazo, B., Efthymiou, L. and Davies, K. (2023) 'Artificial Intelligence and its impact on employment: Evidence from the Banking and Accounting sectors' in Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds) Business Advancement through Technology Vol. II: The Changing Landscape of Work and Employment. Ch. 7. Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland.

Vrontis, D., Thrassou, A., Uzunboylu, N., Efthymiou, L. (2023). An Overview of

Business for Sustainability: Strategic Avenues and Managerial Approaches. In: Vrontis, D., Thrassou, A., Efthymiou, L., Weber, Y., Shams, S.M.R., Tsoukatos, E. (eds) Business for Sustainability, Volume I. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-37361-9\\_1](https://doi.org/10.1007/978-3-031-37361-9_1)

Thrassou, A., Vrontis, D., Efthymiou, L. and Uzunboylu, N. (2023) An Overview of Business Advancement through Technology: Markets and Marketing in Transition. In Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds) Technology Vol.I: Markets and Marketing in Transition. Book series: Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. <https://link.springer.com/book/9783031077685>

Thrassou, A., Vrontis, D., Efthymiou, L. and Uzunboylu, N. (2023) An overview of Business Advancement through Technology: the Changing Landscape of Work and Employment. In Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds) Business Advancement through Technology Vol.II: The Changing Landscape of Industry and Employment. Book series: Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland. ISBN: 978-3-031-07764-7 <https://link.springer.com/book/9783031077647>

Thrassou, A., Efthymiou, L., Vrontis, D., Weber, Y., Shams, S.M.R., Tsoukatos, E. (2022) Editorial Introduction: Crisis in Context. In: Vrontis, D., Thrassou, A., Weber, Y., Shams, S.M.R., Tsoukatos, E., Efthymiou, L. (eds) Business Under Crisis Volume I: Contextual Transformations. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-76567-5\\_1](https://doi.org/10.1007/978-3-030-76567-5_1)

Thrassou, A., Uzunboylu, N., Efthymiou, L., Vrontis, D., Weber, Y., Shams, S.M.R., Tsoukatos, E. (2022) Editorial Introduction: Business Under Crises: Organizational Adaptations. In: Vrontis, D., Thrassou, A., Weber, Y., Shams, S.M.R., Tsoukatos, E., Efthymiou, L. (eds) Business Under Crisis, Volume II: Organisational Adaptations. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-76575-0\\_1](https://doi.org/10.1007/978-3-030-76575-0_1)

Vrontis, D., Thrassou, A., Efthymiou, L., Uzunboylu, N., Weber, Y., Shams, S.M.R. and Tsoukatos, E. (2022) Editorial Introduction: Business Under Crisis—Avenues for Innovation, Entrepreneurship and Sustainability. In: Vrontis, D., Thrassou, A., Weber, Y., Shams, S.M.R., Tsoukatos, E., Efthymiou, L. (eds) Business Under Crisis, Volume III: Avenues for Innovation, Entrepreneurship and Sustainability. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-76583-5\\_1](https://doi.org/10.1007/978-3-030-76583-5_1)

Efthymiou, L. (2022) Staged Authenticity. In Buhalis, D., (ed), Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing, Cheltenham/ <https://doi.org/10.4337/9781800377486.staged.authenticity> ISBN: 9781800377479

Efthymiou, L. and Orphanidou Y. (2022) Customer Feedback. In Buhalis, D., (ed),

Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing, Cheltenham. <https://doi.org/10.4337/9781800377486.customer.feedback> ISBN: 9781800377479

Efthymiou, L. and Markatos, G. (2022) Carrying Capacity and Sustainable Development. In Buhalis, D., (ed), Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing, Cheltenham. <https://doi.org/10.4337/9781800377486.carrying.capacity> ISBN: 9781800377479

Efthymiou, L., Zarifis, A., and Orphanidou, Y. (2021) A Measurement Model for Collaborative Online Learning in Postgraduate Engineering Management Studies. In: Ktoridou, D., (Ed.) Cases on Engineering Management Education in Practice. Ch.1. IGI Global Ltd. DOI: 10.4018/978-1-7998-4063-3.ch001

Efthymiou, L., Michael, S. (2016). The Cyprus Cash Crash: A Case of Collective Punishment. In: Batiz-Lazo, B., Efthymiou, L. (eds) The Book of Payments. Ch. 13. Palgrave Macmillan, London. [https://doi.org/10.1057/978-1-137-60231-2\\_13](https://doi.org/10.1057/978-1-137-60231-2_13)

Bátiz-Lazo, B., Efthymiou, L., Michael, S. (2016). Milestones for a Global Cashless Economy. In: Batiz-Lazo, B., Efthymiou, L. (eds) The Book of Payments. Ch.33. Palgrave Macmillan, London. [https://doi.org/10.1057/978-1-137-60231-2\\_33](https://doi.org/10.1057/978-1-137-60231-2_33)

Bátiz-Lazo, B., Efthymiou, L. (2016). Introduction: The 360 Degrees of Cashlessness. In: Batiz-Lazo, B., Efthymiou, L. (eds) The Book of Payments. Ch.1. Palgrave Macmillan, London. [https://doi.org/10.1057/978-1-137-60231-2\\_1](https://doi.org/10.1057/978-1-137-60231-2_1)

#### 5.4 Guest Editor in Special Issues

- Ktoridou, D., Epaminonda, E. and Efthymiou, L. (2024) Technology Major Student Engagement: Pedagogical Paradigms, Educon, IEEE, <https://2024.ieee-educon.org/special-sessions>
- Thrassou, T., Buhalis, D., Akter, S. And Efthymiou, L. (2023) Tourism & Hospitality in the Digital Era: Technology and its (im)Possibilities. EuroMed Journal of Business. <https://www.emeraldgrouppublishing.com/calls-for-papers/tourism-hospitality-digital-era-technology-and-its-impossibilities>
- Ktoridou, D., Epaminonda, E. and Efthymiou, L. (2021) Technology and Innovation Management in Education, Sustainability, [https://www.mdpi.com/journal/sustainability/special\\_issues/Technology\\_Innovation#info](https://www.mdpi.com/journal/sustainability/special_issues/Technology_Innovation#info)

#### 5.5 Publications in Academic Blogs

Efthymiou, L., Orphanidou, Y. and Panayioutou, G. (2019) The Latest from the Tourism Front: Technology Innovation and Disruption. The European Financial Review, 5(1): 39-43. <https://www.europeanfinancialreview.com/the-latest-from-the-tourism-front->

[technology-innovation-and-disruption/](#)

Bátiz-Lazo, B. and Efthymiou, L. (2016) The Cash(less) Antagonism. The European Financial Review, 22 (10):7-16. <https://www.europeanfinancialreview.com/the-cashless-antagonism/>

Batiz-Lazo, B. and Efthymiou, L, Michael, S. (2015) ‘When Payments Infrastructure Turns Political: The 2015 Greek Financial Crisis Through Social Lenses’. Charisma, Online at: <http://www.charisma-network.net/finance/when-payments-infrastructure-turns-political-the-2015-greek-financial-crisis-through-social-lenses>

Efthymiou, L. and Michael, S. (2013) ‘When Cards and ATM’s are the only choice: A fortnight in Cyprus with no banking system, nor trust’. The Cashless Society, MPRA, Online at: [https://mpa.ub.uni-muenchen.de/50646/1/MPRA\\_paper\\_50646.pdf](https://mpa.ub.uni-muenchen.de/50646/1/MPRA_paper_50646.pdf)

## 5.6 Signs of Impact

Bátiz-Lazo, B.; Efthymiou, L. and Michael, S. (2016) “Around the world in 80 payments: global moves to a cashless economy” The Conversation (UK) <https://theconversation.com/around-the-world-in-80-payments-global-moves-to-a-cashless-economy-52882>

- **Reprinted** in EconoTimes (USA) <http://www.econotimes.com/Around-the-world-in-80-payments-%E2%80%93-global-moves-to-a-cashless-economy-140452> (January 8, 2016).

- **Reprinted** in EconomyWatch <http://www.economywatch.com/features/The-Death-of-Cash-Not-SoFast1018.html> (January 8, 2016).

- **Reprinted** in the World Economic Forum’s Agenda blog (Switzerland) <https://agenda.weforum.org/2016/01/are-we-heading-towards-a-cashless-economy/> (January 11, 2016).

- WEF **reprint** discussed in Mexican TV - [https://www.youtube.com/watch?v=YpC\\_VSR3pXY](https://www.youtube.com/watch?v=YpC_VSR3pXY) (January 25, 2016 – minute 09.22).

- **Reprinted** in TechCentral (South Africa) <http://www.techcentral.co.za/around-the-world-in-80-payments/62416/> (January 11, 2016).

- **Reprinted** in Start Up Smart (Australia) <http://www.startupsmart.com.au/sales-and-marketing/marketing/around-the-world-in-80-payments-global-moves-to-a-cashlesseconomy/2016011116234.html> (January 11, 2016).

- **Reprinted** in The Epoch Times (Hong Kong) <http://www.theepochtimes.com/n3/1939238-around-theworld-in-80-payments-global-moves-to-a-cashless-economy/> (January 12, 2016).

- **Reprinted** in Scroll.in (India) <http://scroll.in/article/801704/around-the-world-in-80-payments-globalmoves-to-a-cashless-economy> (January 13, 2016).

## 6. Conference organization, reviewer and other service to the community roles

### 6.1 Conference Organisation/ Conference Chair/ Conference Editor in Sis

- Mediterranean Tourism Forum 2025, **Co-organiser, Co-chair, Presenter**, The Mediterranean Tourism Knowledge Exchange and Policy Forum, Malta, 25th & 26th November 2025 (forthcoming)
- Mediterranean Tourism Forum 2024, AMIDST RAPID TRANSFORMATIVE SHIFTS, The Mediterranean Tourism Knowledge Exchange and Policy Forum, **Co-organiser, Co-chair, Presenter**, Malta, 25th & 26th November 2024
- Mediterranean Tourism Forum 2023, Mediterranean Life, The Mediterranean Tourism Knowledge Exchange and Policy Forum, **Co-organiser, Co-chair, Presenter**, Malta, 25th & 26th November 2023

### 6.2 Manuscripts Published in the Proceedings

Alexander Pakhalov, Alexandros Antonaras, Leonidas Efthymiou, Chrysi Memtsa (2024) Too little, too late: Online CSR disclosure in the Cyprus hotel sector, Proceedings of The Mediterranean Tourism Knowledge Exchange and Policy Forum, Malta, 25th & 26th November 2024

E. Epaminonda, L. Efthymiou, D. Ktoridou and E. Eftychiou, "Students' Social Media and Content Development Practices: Evidence from a University in Cyprus," *2024 IEEE Global Engineering Education Conference (EDUCON)*, Kos Island, Greece, 2024, pp. 1-7, doi: 10.1109/EDUCON60312.2024.10578881.

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Efthymiou Leonidas (2018) Hybrid processes of Labour Control in high-end hotels. '14th Organization Studies Workshop: Technology and Organisation' in Mykonos (22-25 May, 2019). OSW-137

### 6.3 Scientific Advisory and Editorial Boards

- Editorial board member of Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business
- Editorial board member of Palgrave Intersections of Business and the Sciences, in association with Gnosis Mediterranean Institute for Management Science
- Scientific research advisor for 'The European Marketing and Management Association' (EUMMAS)
- Scientific research advisor for the Cyprus Sustainable Tourism Initiative (CSTI)

### 6.2 Scientific Reviewer:

- Tourism Review
- Sustainability
- International Journal of Hospitality Management
- TOURMAN
- EDUCON
- The European Marketing and Management Association
- The International Tourism Congress
- IGI Global
- Palgrave MacMillan

## 7. Awards and Distinctions

2012	Best PhD Thesis Award <a href="https://cms.aom.org/awards/new-item6">https://cms.aom.org/awards/new-item6</a>	The Academy of Management, Boston, Massachusetts
2002	International Hotel & Catering Competition	London, 2nd prize