



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Martoudi Demetriou
Name:	Marlen
Rank/Position:	Associate Professor
Faculty:	School Business
Department:	Management
Scientific Domain: *	Corporate Social Responsibility, Business Ethics

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
Doctorate in Professional Studies	2006	Middlesex University		
MBA	1992	RVB- Maastricht		
Postgraduate Diploma in Management	1984	Mediterranean Institute of Management (MIM)		
BSc.in BA	1983	Derree University		



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ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
1987	Present	Intercollege/University of Nicosia	Nicosia	Associate Professor
1983	1987	Photos Photiades Co ltd	Nicosia	Assistant Marketing Manager

Key <u>refereed</u> journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2024	Cause-Related Marketing and Philanthropy at Times of Crisis and Increasing Digitization	Efthymiou, L. and Morphitis, A.	Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland.	ISBN 978-3-031-37361-9 (eBook)	249-272
2	2024	The Impact of COVID-19 on Sustainability and CSR activities: An empirical study across nine sectors	Thrassou, A., Efthymiou, L. and Sahyoun, K	<i>Business for Sustainability: Contextual Evolution and Elucidation</i> . Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland.	ISBN 978-3-031-37365-7	97-116

3	2024	'The Attention given by Cypriot Youth on Social Networking Security'	Morphitou,R	23rd International Marketing Trends Conference, IMTC Venice 18-20 Jan.2024	Conference Proceedings	
4	2023	A Diagnostic Analysis of the Factors influencing student satisfaction and Dissatisfaction in Tertiary Education",	Morphitou,R	22 st International Marketing Trends Conference	Conference Proceedings	
5	2022	Support CY: The Re-active Social Responsiveness of the Bank of Cyprus after COVID 19 outbreak",	Morphitou, R	21 st International Marketing Trends Conference	Conference Proceedings	
6	2018	Beyond Teaching CSR and Ethics in Tertiary Education: the Case of the University of Nicosia, Cyprus	Demetriou,M.,Thrassou,A. and Papasolomou I	World Review of Entrepreneurship, Management and Sustainable Development	Vol 14, No.1/2 ISSN 1746-0573	97-122
7	2018	Strategic implications of Cyprus' emerging oil and gas industry"	Thrassou,A. and Papasolomou I	EuroMed Journal	Vol.13, No.2 ISSN 1450-2195	236-249
8	2015	Cause Related Marketing in the Higher Education Sector: The Case of the University of Nicosia	Papasolomou,I	International Journal of Sales, Retailing and Marketing	Vol 4, No.2 ISSN 2045-810x	97-105
9	2011	Cause Related Marketing and Employees' satisfaction	Papasolomou,I	International Journal of Management Cases	Vol.12, No.2	252-263



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					ISSN 1741- 6264	
10	2010	Cause Related Marketing: Building the corporate image whilst supporting worthwhile causes	Papazolomou,I., Vrontis,D.	Journal of Brand Management	Vol 17,No 4 ISSN 1350- 231X	266- 278



Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	June 2009-present		Member of the Scientific Committee of the Association of the Public and Non-Profit Marketing and Representative of Cyprus	
2	Nov 2009-Present		Member of the Scientific Committee of the International Cases Related Congress on Teaching to Public and Nonprofit Marketing	
3	Dec 2020-present		Internal Examiner of Doctorate Thesis on Corporate Social Responsibility	
4	Dec 2010-2015		External Examiner of Doctorate Thesis on Corporate Social Responsibility of the Graduate School of Business and Law of the University of RMIT in Melbourne, Australia	
5	Nov 2009-present		Board member of the Cyprus Anti-Cancer Society	



**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Awarded by:
1	2014, 2018	Award for the "Highest Contribution to the Anti-Cancer Society for the organization of the Annual Festivals and all other events initiated and organized for the collection of money for the Society	
2	2004	Award for the "Highest contribution to the Association of Young Volunteers" for the organization of the "Euro-Fiesta" for the Collection of money for children suffering with Leukemia	
3	2003	Award for the "Highest Contribution to the Mental Retardation Prevention Centre-Nicosia Division" for the organization of the Annual Festivals and all other events initiated for the collection of money for the Centre	