



### Academic Personnel Short Profile / Short CV

|                           |                          |
|---------------------------|--------------------------|
| <b>University:</b>        | University of Nicosia    |
| <b>Surname:</b>           | Efthymiou                |
| <b>Name:</b>              | Leonidas                 |
| <b>Rank:</b>              | Assistant Professor      |
| <b>Faculty:</b>           | School of Business       |
| <b>Department:</b>        | Management               |
| <b>Scientific Domain:</b> | Business and Hospitality |

### Academic qualifications

| Qualification                          | Year | Awarding Institution          | Department      | Thesis title   |
|--|------|-------------------------------|-----------------|--|
| PhD in Management                      | 2011 | University of Leicester       | Business School | Workplace Control and Resistance from Below – Ethnographic Study |
| MSc in Management                      | 2005 | University of Leicester       | Business School | When Strategies turn to Tragedies: Cyprus Airways                |
| BA (HONS) in Hospitality Management    | 2003 | University of Derby           | Business School | Women Awareness in London hotels                                 |
| Diploma in Hotel & Catering Management | 2002 | Higher Hotel Institute Cyprus | Institute       | A Tourist Police Department for Cyprus?                          |

## Employment history

| Period of employment |         | Employer                   | Location          | Position                            |
|----------------------|---------|----------------------------|-------------------|-------------------------------------|
| From                 | To      |                            |                   |                                     |
| 09/2018              | current | University of Nicosia      | Cyprus            | Assistant Professor                 |
| 09/2010              | 2019    | UNICAF Online              | EU, US, UK Africa | Faculty & Instructional Designer    |
| 09/2010              | 06/2017 | Intercollege Larnaca       | Cyprus            | Full-Time Faculty                   |
| 09/2011              | 06-2013 | Pearson Education          | UK                | Online Material Conversion Reviewer |
| 09/2006              | 06/2010 | University of Leicester UK | UK                | Tutor                               |

## Key refereed journal papers, monographs, books, conference publications etc.

| Ref. Number | Year | Title   | Other authors                    | Journal and Publisher / Conference              | Vol.              | Pages  |
|-------------|------|---|----------------------------------|---|-------------------|--------|
| 1           | 2018 | Body Art in Upper-Market Hotels: Neither Accepted Nor Prohibited  | Efthymiou Leonidas               | International Journal of Hospitality Management | 74 (8)            | 99-108 |
| 2           | 2017 | The Book of Payments: Historical and Contemporary Views on the Cashless Economy   | Batiz-Lazo, B. and Efthymiou, L. | London: Palgrave McMillan                       | 978-1-137-60231-2 | v-416  |
| 3           | 2016 | The Cash(less) Antagonism   | Bátiz-Lazo, B. and Efthymiou, L. | The European Financial Review                   | 22 (10)           | 7-16   |
| 4           | 2016 | "The Cyprus Cash Crash: A case of Collective Punishment". In BatizLazo, B. and Efthymiou, L. (2016) "The Book of Payments: Historical and Contemporary Views on the Cashless Economy" | Efthymiou, L. and Michael, S.    | London: Palgrave McMillan                       | 978-1-137-60231-2 | v-416  |

|   |      |  |  |   |                   |         |
|---|------|--|--|---|-------------------|---------|
| 5 | 2016 | “Milestones for a global cashless economy” in B. Bátiz-Lazo and L. Effthymiou (eds.) “The Book of Payments: Historical and Contemporary Views on the Cashless Economy” | Bátiz-Lazo, B., Effthymiou, L. and Michael, S.           | London: Palgrave McMillan                               | 978-1-137-60231-2 | 391-401 |
| 6 | 2016 | “360 degrees of cashlessness” in B. Bátiz-Lazo and L. Effthymiou (eds.) “The Book of Payments: Historical and Contemporary Views on the Cashless Economy”              | Bátiz-Lazo, B. and Effthymiou, L.                        | London: Palgrave McMillan                               | 978-1-137-60231-2 | 1-10    |
| 7 | 2014 | Consumer Trust in Digital Currency Enabled Transactions Mode   | Zarifis, A., Effthymiou, L., Cheng, X. and Demetriou, S. | Processing-Springer                                     | 183               | 241-254 |
| 8 | 2013 | When Cards and ATM's are the only choice: A fortnight in Cyprus with no banking system, nor trust  | Effthymiou, L. and Michael, S.                           | MPRA Paper  | 50646             | 1-32    |
| 9 | 2014 | The CDIO Approach and Collaborative Virtual Environment in Distance Learning   | Zarifis, A., Demetriou, S., Effthymiou, L. and Cheng, X. | Engineering and Technology, En&T (IEEE). Moscow, Russia |                   |         |

### Research Projects.

| Ref. Number | Date                  | Title  | Funded by   | Project Role |
|-------------|-----------------------|--|---|--------------|
| 1           | 01/06/2018-30/11/2020 | NAYS: Logistics and Supply Chain for Cruising Ships in Cyprus Ports  | European Commission EU regional and urban development | Researcher   |
| 2           | Submitted             | "INSTANT Gateway Project". Proposal submitted by Ernest & Young Law (EY) to Restart - Institute for Research and Innovation (ISEK).              | Institute for Research and Innovation (ISEK).         | Researcher   |
| 3           | Submitted             | ENI CBC MED Programme 2014-2020 Cross Border Cooperation Programme Mediterranean Basin ENI Med 2014-2020 Strategic Projects, Duration: 30 months | ENI Med   | Researcher   |

### Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.

| Ref. Number | Period    | Organization                                    | Title of Position or Service | Key Activities        |
|-------------|-----------|---|------------------------------|-----------------------|
| 1           | 2018-Date | International Journal of Hospitality Management | Reviewer                     | Blind Article Reviews |

### Awards / International Recognition

| Ref. Number | Date | Title  | Awarded by:   |
|-------------|------|--|---|
| 1           | 2012 | Best PhD Thesis Award<br><a href="http://cms.aom.org/awards-and-competitions/best-dissertation/">http://cms.aom.org/awards-and-competitions/best-dissertation/</a> | The Academy of Management, Boston, Massachusetts Online |
| 2           | 2002 | International Hotel & Catering Competition   | London, 2nd prize                                       |

## Other Achievements.

| Ref. Number | Date | Title  | Key Activities:   |
|-------------|------|--|---|
| 1           | 2016 | Impact Publication: Bátiz-Lazo, B.; Efthymiou, L. and Michael, S. (2016) "Around the world in 80 payments: global moves to a cashless economy" The Conversation (UK) | <ul style="list-style-type: none"> <li>• Reprinted in EconoTimes (USA)<br/><a href="http://www.econotimes.com/Around-the-world-in-80-payments-%E2%80%93-global-moves-to-a-cashless-economy-140452">http://www.econotimes.com/Around-the-world-in-80-payments-%E2%80%93-global-moves-to-a-cashless-economy-140452</a> (January 8, 2016).</li> <li>• Reprinted in EconomyWatch<br/><a href="http://www.economywatch.com/features/The-Death-of-Cash-Not-SoFast1018.html">http://www.economywatch.com/features/The-Death-of-Cash-Not-SoFast1018.html</a> (January 8, 2016).</li> <li>• Reprinted in the World Economic Forum's Agenda blog (Switzerland) <a href="https://agenda.weforum.org/2016/01/are-we-heading-towards-a-cashless-economy/">https://agenda.weforum.org/2016/01/are-we-heading-towards-a-cashless-economy/</a> (January 11, 2016). <ul style="list-style-type: none"> <li>▪ WEF reprint discussed in Mexican TV - <a href="https://www.youtube.com/watch?v=YpC_VSR3pXY">https://www.youtube.com/watch?v=YpC_VSR3pXY</a> (January 25, 2016 – minute 09.22).</li> <li>▪ Reprinted in TechCentral (South Africa) <a href="http://www.techcentral.co.za/around-the-world-in-80-payments/62416/">http://www.techcentral.co.za/around-the-world-in-80-payments/62416/</a> (January 11, 2016).</li> <li>▪ Reprinted in Start Up Smart (Australia) <a href="http://www.startupsmart.com.au/sales-andmarketing/marketing/around-the-world-in-80-payments-global-moves-to-a-cashlesseconomy/2016011116234.html">http://www.startupsmart.com.au/sales-andmarketing/marketing/around-the-world-in-80-payments-global-moves-to-a-cashlesseconomy/2016011116234.html</a> (January 11, 2016).</li> <li>▪ Reprinted in The Epoch Times (Hong Kong) <a href="http://www.theepochtimes.com/n3/1939238-around-the-world-in-80-payments-global-moves-to-a-cashless-economy/">http://www.theepochtimes.com/n3/1939238-around-the-world-in-80-payments-global-moves-to-a-cashless-economy/</a> (January 12, 2016).</li> </ul> </li> <li>• Reprinted in Scroll.in (India) <a href="http://scroll.in/article/801704/around-the-world-in-80-payments-globalmoves-to-a-cashless-economy">http://scroll.in/article/801704/around-the-world-in-80-payments-globalmoves-to-a-cashless-economy</a> (January 13, 2016).</li> </ul> |