Form 500.1.3

Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Efthymiou
Name:	Leonidas
Rank/Position:	Associate Professor
Faculty:	School of Business
Department:	Management
Scientific Domain: *	Business and Hospitality

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
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 in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
09/2018	current	University of Nicosia	Cyprus	Associate Professor
06/2023	Present	Commonwealth of Learning (CoL)	Africa	Capacity Building
09/2010	Adjunct	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. 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	2026	The Influence of Technology on the Experience of Mature Cruise-Travelers: Innovation, Strategy and Sustainability	Odysseos, O., Panayiotou, G., Orphanidou, Y., Efthymiou, L.	Advanced Technologies in Business	2	225-248
2	2026	The Role of Artificial Intelligence and Metaverse in the Indian Service Sector	Kulshrestha, A., Kulshrestha, S., Rafailidis, A., Efthymiou, L.	Advanced Technologies in Business	1	55-82
3	2025	Consumer perception of corporate social responsibility in tourism and hospitality: a systematic literature review	Pakhalov A., Antonaras A., Efthymiou L., Memtsa C.	EuroMed Journal of Business	ahead-of-print	1-24
4	2025	How can data-driven service innovation transform hybrid business offerings in global markets?	Hani U., Akter S., Varsha PS., Efthymiou, L.	International Marketing Review	ahead-of-print	1-33
5	2025	Global challenges and uncertainty in tourism and hospitality: Content analysis	Buhalis, D., Efthymiou, L., Fan, DFX,	Global challenges and uncertainty in tourism and	1	1-49

		of strategies for resilience and adaptation	Theofanous, G., Thrassou, A., Vrontis, D.	hospitality: Marketing advancements and value creation		
6	2025	The art of storytelling in hotels: Paving the way for recovery and resilience	Efthymiou, L., Tabash, W., Uzunboylu, N., Michael, A.	Business in a Turbulent Era	2	83-112
7	2025	Innovation and Value Creation Amidst Global Challenges and Crises in Tourism and Hospitality Industry	Fan, D.X., Uzunboylu, N., Efthymiou, L., Thrassou, A., Vrontis, D.	Global Challenges and Uncertainty in Tourism and Hospitality	2	1-25
8	2024	Charting the progress of technology adoption in tourism and hospitality in the era of industry 4.0	Buhalis, D., Efthymiou, L., Uzunboylu, N., Thrassou, A.	EuroMed Journal of Business (EMJB)	19	1-20
9	2024	Cultural Heritage for Sustainable Education Amidst Digitalisation	Orphanidou, Y., Efthymiou, L., Panayiotou, G.	Sustainability	16 (4)	1540-1562
10	2018	Worker body-art Worker body-art in upper-market hotels: Neither accepted, nor prohibited	Efthymiou, L.	International Journal of Hospitality Management	74	99-108

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)					
Ref. Number	**Date**	**Topic**	**International / Local**	**Location***	**Role in Exhibition**
1					

**Specify venue, geographic location etc*

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	**Date**	**Title**	**Funded by**	**Project Role***
2021-1-IT01-KA220-VET-000034836	1/01/22 → 30/06/24	DIGICult: Cultural Heritage: a source of resilience and learning through digital education	Erasmus+	Researcher
021-HR01-KA220-HED-000032220	1/11/21→ 1/11/24	QUEST: QUEST-promoting Quality Internships in Sustainable Tourism and cultural heritage management	Erasmus+	Researcher

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

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	2018-Date	International Journal of Hospitality Management	Reviewer	Blind Article Reviews

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	2025	Outstanding Reviewer Award	Emerald Awards Literati
2	2012	Best PhD Thesis Award http://cms.aom.org/awards-and-competitions/best-dissertation/	The Academy of Management, Boston, Massachusetts Online
3	2002	International Hotel & Catering Competition	London, 2nd Prize
4	2003	Best Final Project Award	1st Prize

Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
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	• 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 (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- andmarketing/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).