



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Kaufmann
Name:	Hans Rüdiger
Rank/Position:	Professor
Faculty:	School of Business
Department:	Management
Scientific Domain: *	International Management and Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
Full Professor	2013	Senate of University of Nicosia	Management & MIS	Defence
MPhil & PhD	1997	Manchester Metropolitan University UK	Department of Retailing & Marketing	The Influence of Identity on Marketing Education for Eastern German Entrepreneurs
BSc Business Administration	1986	University of Applied Sciences Kempten/Germany	Business Administration	Marketing Controlling in Financial Institutions
German A- Level	1978	High School Leutkirch (Natural Sciences)/Germany	-	-



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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			
01.02.2016	today	University of Applied Management Studies	Mannheim/Germany	Professor/Chair of Master Business Management English; Senate Member
10/2006	today	University of Nicosia	Nicosia	Professor; Senate Member
2/2000	31.09.2006	University of Liechtenstein	Vaduz/Liechtenstein	Associate Professor/ Academic Director Private Banking/Chair of International Management Competence Center

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	2020	Intercultural Service Encounters: A Systematic Review and a Conceptual Framework on Trust Development	Vrontis, Leonidou, Christofi and Kitchen	EuroMed Journal of Business	DOI: 10.1108/EMJ-B-03-2019-0044	In print
2	2020	A Love Hate Scale for Sport Fans	Shuv- Ami, Alon, Loureiro	European Sport Management Quarterly	3	543-560
3	2019	The human dimension of a brand influences brand equity: an empirical examination in the context of a luxury and a convenience brand	Confente, Brunetti	Journal of Brand Management	26	634-645
4	2019	Exploring the Power of Electronic Word-of-Mouth in the Services Industry	Loureiro Correia	IGI USA (Scopus)	ISBN13: 9781522585756	463 pages
5	2019	Handbook of Research of Contemporary Consumerism (2 nd Edition)	Panni	IGI USA (Scopus)	ISBN13: 9781522582700	361 pages



6	2016	Identifying moderators of brand attachment for driving customer purchase intention of original vs counterfeits of luxury brands	Petrovici, Gonzalves Filho, Ayres	Journal of Business Research	69/12	5735-5747
7	2016	Exploring behavioural branding, brand love and brand co-creation	Loureiro, Manarioti	Journal of Product and Brand Management (Emerald Award Commended Paper)	25/6	516-526
8	2012	Brand emotional connection and loyalty	Correia Loureiro, Vrontis	Journal of Brand Management	20	13-27
9	2014	The relationship between legitimacy, reputation, sustainability and branding for companies and their supply chains	Czinkota, Basile	Industrial Marketing Management	43/1	91-101
10	2012	Corporate Branding and Transformational Leadership in Turbulent Times.	Vrontis, Czinkota, Hadiono	Journal of Product and Brand Management (Emerald Award of Excellence)	21/3	192-204

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	2020	Smart Country Convention	International	Berlin	Interviewing lord majors and companies as part of DevOps Research Project
2	2017-2019	Future Convention- StartUp Exhibitions – amongst others meeting investors and business angels	National	Frankfurt; Wiesloch	Key Notes; Assessing Start-up projects; Accompanying Start-ups
3	2017	Urban Thinkers Campus 2017 (UN Habitat). Social Entrepreneurship. City of Mannheim. The Lord Mayor. Der	International	Mannheim	Organising, Presenting and co-ordinating seminar
4	2017	4th BIT Annual Global Congress of Knowledge Economy (Accelerating Metropolis into Global Smart City). Luxury Brands and Counterfeited Products.	International	Qingdao/China	Key Note and Track Chair
5	2017	Trade Fair Yekaterinburg	National	Yekaterinburg/ Russia	Representing EuroMed Research Business Institute;



					member of discussion forum
6	1986-1992	Oberschwabenschau (Trade Fair in Southern German county)	Local	Ravensburg	Representing Bank on Trade Fair

**Specify venue, geographic location etc*

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
(Date	Title	Funded by	Project Role*
1	01.2021	Creation of a Collaborative Environment in e-classroom. 2020-1-DE02-KA226-VET-007926.	Erasmus Plus	Research Team Member
2	2018 (ongoing)	DevOps Competencies for SMART Cities	Erasmus Plus	Scientific Project Co-ordinator (Work Package Leader) and Researcher
3	2017	MARCIEE- Infrastructure, Requirement and Support for Social Entrepreneurship-	Erasmus Plus	Research Team Member, Researcher
4	2013	Sono un Migrante	EU Life Long Learning	Research Team Member
5	2013	COBEREN - Thematic Network on Intercultural Consumer Behavior)	EU Life Long Learning	Member of the Managing Board; Research Team Member Researcher
6	2013	European Recovery Leadership.	Erasmus IP	Research Team Member
7	2012	DAEDALUS -EuromeDiterranean cAreeer & Employment aDvisor portAl for the mobiLity of yoUng residents	EU ENPI	Research Team Member, Researcher (Concept Note Co- Developer)
8	2012	2012. Learning Partnerships. Feeling younger by Getting older.	EU Life Long Learning/Gruntvig	Research Team Member (Concept Note Co-Developer)
9	2008	Innovation of European SMEs- MINT	EU Interreg Project	Scientific Project Coordinator, Member of



				the Research Team, Researcher
10	2006	Interregional location branding	EU Interreg III B	Member of the Research Team Co-ordinator; 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	2017- 2021	University of Applied Management Studies Mannheim	Assessor for International Sales Certificates (Intern Sales Agency Mannheim)	Assessing practitioners' final exam presentations on Sales Management
2	2016	MAFAB Mannheim Research Society for Work and Education	Consultant (International Consulting Dr. Kaufmann)	Integrating into Research Projects
3	1997- today	Various	Director of International Consulting Dr. Kaufmann	Consulting SMEs, Lecturing
4	2006	Banks: Serica Bank and ARAB Bank	Consultant	CRM Seminars: Liechtenstein, Nicosia/Limassol/Larnaca.
5	2006- today	Journals	Invited reviewer to 20 peer reviewed journals (amongst others Web of Science); Member of Editorial Boards of 19 Journals; Associated Editor of World Review of Entrepreneurship, Management and Sustainable Development	Paper reviews; organizing guest edition



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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	2017	Emerald Literati Network Award for Highly Commended Paper: Kaufmann, H.R and Manarioti, A. Brand love, behavioral branding and co-creation. Journal of Product of Brand Management. Thompson Reuters.	Emerald
2	2016	William R. Darden Award for Best Research Methodology on the paper presented on Curative Marketing.	Annual Conference of Academy of Marketing Science in Miami.
3	2013	Emerald Literati Network Awards for Excellence. This award winning paper was chosen following consultation amongst the journal's Editors, Editorial Team and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2012. Kaufmann, R., Vrontis, D., Czinkota, M. R. and Hadiono, A. (2012), "Corporate branding and Transformational Leadership in Turbulent Times" Journal of Product and Brand Management, Vol. 21, No. 3, pp. 192-204 (ISSN: 1061-0421-Emerald).	Emerald
4	2014	Research Team Award: Outstanding Award for Quality and Performance by	The Foundation for the Management of European Lifelong Learning Programmes, for participation in the Grundvig Lifelong Learning



			EU Programme entitled: "Feeling Younger by getting Older" http://www.llp.org.cy .
5	2014	Best Track Chair Award.	CIRCLE Conference at the University of Manchester
6	2013	Student Led Teaching Award (best academic feedback) – runner up prize	University of Gloucestershire:
7	2010	Supervision of best student paper	EuroMed Conference
8	2005	Supervision of one of the three best BA Thesis in Financial Services	Liechtenstein Banking Association
9	1995- 1997	Successful participation in three EU sponsored research competitions for young researchers (free travel and accommodation) between 1995- 1997	EU
10	2020	Acknowledgement for more than 10 years research collaboration	Georgetown University US

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	2007- today	Vice President EuroMed Research Business Institute	Co- Founder, Conference Organizer, Publisher; Establishment of PhD Program; Researcher
2	2018 - today	Visiting Professor to John Moores University UK	Lecture; Smart City Research Project
3	2017- today	Chair of SMEs at University of Vitez (Full Professor)	Conference participation; Research, and Publication
4	2012- 2016	American Marketing Association Member of the Board: Vice Chair of Communications SIG Global Marketing	Communicating with members/i.e. regular newsletters; Co- organisation of 4 conferences
5	2014	Vice President Consumer Brand Association	Co- founder; Statutory work; Conference co- organisation; track chair).
6	2007-2009	President of Circle International (Global Academic Network on Consumer Behavior)	Co- Founder; Conference Organiser; Seminar Organisation; PhD supervision; Member of the leadership team of the Virtual College at University of Vitez Bosnia Herzegovina
7	2015- 2016	Member of the Advisory Board Cyprus Center for Intercultural Studies at the University of Nicosia	Participation in meetings
8	2002- today	Supervisor:15 PhD, 2 DBA and 1 MPhil completions as supervisor; 3x external PhD examiner	Supervision of doctoral work; co-implementing PhD/DBA program at University of Nicosia; currently responsible for PhD research methodology seminar



9	2006- today	Member of the Board of Trustees Cologne/Germany)European Retail Academy (EHI	Research Co-operation/Publication
10	2006- today	Invited Keynote Speaker to academic and commercial events	Key note speeches