

Academic Personnel Short Profile / Short CV

University:	University Of Nicosia
Surname:	Komodromos
Name:	Marcos
Rank:	Associate Professor
Faculty:	School of Humanities And Social Sciences
Department:	Communications
Scientific Domain:	Digital Media & Social Media, Public Relations, Marketing Communications, Organizational Behavior, Management.

Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
Doctor of Business Administration	2013	Northcentral University, Arizona, USA	School of Business and Technology Management	Employees' Perceptions of Trust, Fairness, and Management of Change Using an Organizational Justice Framework
Master in Business Administration (MBA) / Marketing major	2008	Northcentral University, Arizona, USA	School of Business and Technology Management	Improving Marketing Communications: The case of a Media organization in Cyprus
Master in Business Administration (MBA) / Management & PR majors	2001	European University, Switzerland	School of Business	Crisis and Reputation Management in the service industry
Bachelor of Arts in Business Communication & Public Relations (double major)	2000	European University, Switzerland	School of Business	The Secret Meaning of Shopping

Employment history				
Period of employment		Employer	Location	Position
From	To			
2010	today	University of Nicosia	Nicosia, Cyprus	Assistant Professor
2008	today	360 Chartered PR Consultants	Nicosia, Cyprus	Director
2019	today	NRJ Cyprus Radio	Nicosia, Cyprus	Radio host/Program & Marketing Director
2004	2019	Dias Group	Nicosia, Cyprus	Radio host/DJ & TV presenter
2001	2004	Masterfoods International	Vienna, Austria	Marketing & PR Executive

Key refereed journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2023	'Digital Technology and Investigation of the Impact in the Marketing Industry for Marketing Communication Professionals: The case study of Cyprus and Greece'	Harkiolakis, T., Khoshtaria T., & Vassiliou, M.	International Journal of Technology Enhanced Learning	9(5)	
2	2023	Supporting Knowledge Workers' Health and Well-Being in the Post-Lockdown Era	Harkiolakis, T.	Administrative Sciences	13(49)	https://doi.org/10.3390/admsci13020049
3	2023	Online criticism and cancel culture in digital marketing: A case study of audience perceptions of brand cancellation	Kyriakou, C., Papaioannou, T.	Journal of Technology Enhanced Learning	15(4)	412-427
4	2022	Applied Strategic Management by Managers in the Hotel and Tourism Industry in Cyprus and	Abadir, S., Alserhan, A.B., & Halkias, D.	Journal for International Business and Entrepreneurship	14(3)	378-399

		Greece during the COVID-19 pandemic		Development		
5	2021	"Innovative Learning and Education Practices in European Universities: A Pathway to Modern Pedagogy"	-	IGI Global. Chapter 4 in Book Cases on Engineering Management Education in Practice. e-published & printed)	ISBN10: 1799840638	63-90
6	2021	Book Chapter : "Innovation Analysis in Cypriot Small and Medium-sized Enterprises and the Role of the European Union". Apostolopoulos, N., Chalvatzis, K. and Liargovas, P. (Ed.) Entrepreneurship, Institutional Framework and Support Mechanisms	Masouras, A., Pistikou, V.	Emerald Publishing Limited	Bingley, (e-published & printed).	pp. 115-131
7	2021	Handbook of Research on Future Policies and Strategies for Nation Branding.	Victoria Pistikou (Democritus University of Thrace, Greece); Andreas Masouras (Neapolis University	IGI Global Publication. (e-published & printed)	DOI: 10.4018/978-1-7998-7533-8. ISBN13: 9781799875338	
8	2020	Innovation analysis in Cypriot small and medium-sized enterprises and the role of the European Union". In Entrepreneurship, Institutional Framework and Support Mechanisms in the EU	Masouras, A., Pistikou, V.	In Entrepreneurship, Institutional Framework and Support Mechanisms in the EU (eds) Apostolopoulos, N., Chalvatzis, K., and Liargovas, P. pp. xx-xx. Bingley, UK:	Emerald Publishing Limited, Bingley	115-131

				Emerald Publishing Limited		
9	2019	CSR Communication in the Digital Age. The Case of The Bank of Cyprus”, in Cases on Corporate Social Responsibility and Contemporary Issues in Organizations	Nicoli. N	Cases on Corporate Social Responsibility and Contemporary Issues in Organizations, Antonaras Alexandros and Dekoulou Evi (Eds.),	IGI Global, Pennsylvania	71-89
10	2016	Book Chapter: The Role of Change Management in Cyprus Organizations, in Halkias, D., Santora, J. & Thurman, P. <i>Leadership and Change Management: A Cross-Cultural Perspective.</i>	Komodromos, M.	Gower Publishers	http://goo.gl/BqVsTB	26-38

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

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2016 - today	International Journal of Technology Enhanced Learning (IJTEL)	Editor	<ul style="list-style-type: none"> Providing guidelines to authors for preparing and submitting manuscripts Providing a clear statement of the Journal's policies on authorship criteria Treating all authors with fairness, courtesy, objectivity, honesty, and transparency Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers Protecting the confidentiality of every

				author's work.
2	2016 - today	<i>Journal of Entrepreneurship in Emerging Economies (JEEE)</i>	Member of Editorial Review Board	<ul style="list-style-type: none"> • Providing guidelines to authors for preparing and submitting manuscripts • Providing a clear statement of the Journal's policies on authorship criteria • Treating all authors with fairness, courtesy, objectivity, honesty, and transparency • Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers • Protecting the confidentiality of every author's work.
3	2015 - today	<i>International Journal of Islamic Marketing and Branding</i>	Member of Editorial Review Board	<ul style="list-style-type: none"> • Providing guidelines to authors for preparing and submitting manuscripts • Providing a clear statement of the Journal's policies on authorship criteria • Treating all authors with fairness, courtesy, objectivity, honesty, and transparency • Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers • Protecting the confidentiality of every author's work.

Awards / International Recognition

Ref. Number	Date	Title	Awarded by:
1	2017	Communication strategy & Marketing promotion	PARFOIS, PORTUGAL

Other Achievements.

Ref. Number	Date	Title	Key Activities:
1	2019	Communication strategy & Marketing promotion	Toni & Guy Hairdressing Saloon
2	July, 2018	Food Park City – Online ordering system communication strategy	Marketing Communication strategy, PR Digital planning
3	January, 2016	PABLOSKY Cyprus - Communication strategy & Marketing promotion	Marketing Communication strategy, PR Digital planning