



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Nicoletti Morphitou
Name:	Ria
Rank:	Associate Lecturer
Faculty:	Business School
Department:	Management & MIS
Scientific Domain:	Marketing / Management

Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
MBA	1992	Maastricht School of Management	Business Administration	MBA
BSc	1984	West Virginia UNIVERSITY	Business and Economics	BSc

Employment history

Period of employment		Employer	Location	Position
From	To			
Oct 2008	Present	University of Nicosia	Nicosia	Associate Lecturer
May 2001	Sep 2008	Intercollege, Nicosia	Nicosia	Assistant Professor

				International Recruitment Consultant
Aug 2000	April 2001	Cyber Kids	Nicosia	General Manager

Key refereed journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2010	<i>Promotional Tools in Higher Education: the case of Private Universities in Cyprus</i>	Morphitou R	International Consumer Behaviour: A Mosaic of Eclectic Perspectives, Rudi Kaufmann, Access Press UK	ISBN 978-0-9562471-3-1	Page 107
2	2015	Enterprising culture: Innovation and value-network, the case of Cypriot companies” Creating stakeholder value co-creation, . Entrepreneurial Challenges in the 21st Century	Morphitou, R	Palgrave Macmillan Publishing	ISBN 978-1-137-47976-1	
3	2003	The development of the Dairy Industry (halloumi) in Cyprus	Gibbs P, Morphitou Nicoletti R	<u>British Food Journal</u> , Vol 105		pp.569-576.11
4	2012	“Women at work equality versus inequality-barriers for advancing in the workplace”	Michailidis M.P, Morphitou N.R & Theophylaktou I	International Journal of Human Resource Management (Taylor & Francis	RIJH 66507 1	

5	2010	Promotional Tools in Higher Education:the case of Private Universities in Cyprus	Morphitou R	"International Cosumer Behavior:A Mosaic of Eclectic Perspectives,Access Press UK	ISBN 978-0-95624 71-3-1	
6	2016	"Κατανοώντας τις πωλήσεις"	Ρία Νικολέττη Μορφίτου	Εκδόσεις Επίκεντρο Α.Ε,Θεσσαλονίκη	ISBN:978-960-458-023-1	
7	2014	Morphitou,R,Iryna Lomats	An analysis of the Consumer Behavior of the consumption of Organic Products in Cyprus	Journal of Food Products Marketing	Manus cript ID WFPM -2014-0082	
8	2015	Enterprising culture: Innovation and value-network, the case of Cypriot companies".	Morphitou R	Creating stakeholder value co-creation,Entrepreneu rial Challenges in the 21 st Century.PalgraveMac millan Publishing	ISBN 978-1-137-47976-1	Page 107
9	2017	The power of Social media as a marketing communication tool:The case of Cyprus	Nicoletti Morphitou R,Demetriou M	16 th International Marketing Trends Conference,Madrid (Spain,January 26-28 2017)		
10	2017	"The impact of Social Media on Students' Decision Making Process on Selecting a University	Morphitou R,Demetriou M	10 th Annual International Conference on Mediterranean Studies,10-13 April 2017,Athens,Greece		
11	2017	"Female Entrepreneurs in Cyprus: Characteristics, barriers and steps for Development"	Morphitou R	International Journal of Management Cases	().Vol 19,No 2 (2017)	20-34

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

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	December 2006	Pittas Dairy Industries Ltd.	Design of a Human Resource Strategic Plan for Pittas Dairy Industries Ltd	<ul style="list-style-type: none"> • Diagnostic Analysis of the organization • Design of an HRM plan • Implementation of the major strategic decisions
2	November 2006	Photos Photiades Breweries Ltd.	Designed an Employee Satisfaction Survey for Photos Photiades Breweries	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis • Presenting and communicating the results
3	May 2007	Pittas Dairy Industries Ltd.	Designed and Executed a Market Survey on the image of "Pittas Dairy Industries Ltd."	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis • Presenting and communicating the results
4	January 2008	Ethniki Asphalistiki Ltd.	Designed an Employee Satisfaction Survey for ETHIKI ASFALISTIKI LTD	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis • Presenting and communicating the results
5	March 2009	Sof Top Ltd.	Design of a Business Plan (SME) for SOF TOP Ltd.	<ul style="list-style-type: none"> • Diagnostic Analysis • Design and implement a business plan
6	April - May 2009	P.G.P Meat Traders Ltd.	Design of a Business Plan (SME) for P.G.P Meat Trades Ltd.	<ul style="list-style-type: none"> • Diagnostic Analysis • Design and implement a business plan
7	November 2010 – February 2011	Mars International Ltd.	Designed and Executed a Market Survey on Consumer	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis

			Behaviour among the Cypriot Market for Chocolates for Galaxy Chocolates (Requested by MARS International, Austria),	<ul style="list-style-type: none"> • Presenting and communicating the results
8	January – April 2012	Mars International Ltd.	Designed a qualitative research project on Image Analysis for the Galaxy brand of Chocolates (Requested by MARS International, Austria),	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis • Presenting and communicating the results
9	Feb' 12	University of Nicosia	Designing A “Student Satisfaction Survey” for the University of Nicosia assigned by the Campus Director of the University	<ul style="list-style-type: none"> • Design the research method • Secured data collection and analysis • Presenting and communicating the results
10	May 2015 - present	Caterways Ltd.	Business Consultant on “Sales and Selling Management”, Caterways Ltd.,	<ul style="list-style-type: none"> • Diagnostic Analysis • Design and implement a sales plan • Sales evaluation • Training the sales representatives and the sales manager

Research Projects.				
Ref. Number	Date	Title	Funded by	Project Role
1	March 2005	Designed and Executed a Market Survey among the population requested by the Cyprus Physiotherapist Association	European Research Foundation	Primary research coordinator
2	January 2005	Designed and Executed a survey sponsored by the Large Families Associations in Cyprus	European Research Foundation	Primary research coordinator
3	April 2005	Designed and Executed a Market Survey on the perception of Cypriot consumers on local wines	European Research Foundation	Primary research coordinator
4	January 2006	Designed the Dissemination Strategy for the Training Package and the Research Results“Young Farmers’ Training Package”	Leonardo Da Vinci	Communication Officer
5	September 2010 – September 2013	Fe:male project to improve Women Entrepreneurship		Research Coordinator

Other Achievements.

Ref. Number	Date	Title	Key Activities:
1	May 2001 – September 2016	International Student Recruitment for the University of Nicosia	<ul style="list-style-type: none"> • Identify potential international markets for student recruitments • Design and implement Promotional campaigns • Establish a network for representatives • Attending Educational Exhibitions
2	September 2006- July 2015	International Student recruitment: Country Director, China	<ul style="list-style-type: none"> • Identify potential markets • Establishing relationships with Chinese universities • Design and implement Promotional campaigns • Establish a network for representatives • Attending Educational Exhibitions
3	May – September 2015	Acting Director of Admissions for the Local Market	<ul style="list-style-type: none"> • Identify Potential Markets • Organise Promotional activities • Organise the Admissions department
4	January – May 2016	Trainer	<ul style="list-style-type: none"> • Training the administrative personnel on communication and better student service
5	March 2015	Trainer	<ul style="list-style-type: none"> • Trained all the faculty of the university of Nicosia on the concept of <i>“Student-Centered Excellence”</i>
6	September 2015	Organising a conference in collaboration with BPW named “Women in the time of crisis”	<ul style="list-style-type: none"> • Co organiser • Presenter • Master of the ceremony
7	November 2017	Organizing a conference in collaboration with Nielsen Cyprus, “Breaking the Glass Ceiling”:	<ul style="list-style-type: none"> • Co organiser • Presenter