Form 500.1.3

Academic Personnel Short Profile / Short CV

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

Academic qualifications

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

Employment history

Period of employment		Employer	Location	Position
From	To			
June 2019	Present	University of Nicosia	Nicosia	Director of Recruitment & International Admissions
Oct 2008	June 2019	University of Nicosia	Nicosia	Associate Lecturer
May 2001	Sep 2008	Intercollege, Nicosia	Nicosia	Assistant Professor

Key *refereed* journal papers, monographs, books, conference publications etc.						
Ref. Number	**Year**	**Title**	**Other authors**	**Journal andPublisher / Conference**	**Vol.**	**Pages**
1	2024	'The Attention given by Cypriot Youth on Social Networking Security'	Morphitis A. & Demetriou Marlen	*23rd* International Marketing Trends Conference, IMTC Venice 18-20 Jan.2024	Conference Proceedings	
2	2023	A Diagnostic Analysis of the Factors influencing student satisfaction and Disatisfaction in Tertiary Education",	Demetriou Marlen	*22st* International Marketing Trends Conference	Conference Proceedings	
3	2022	Coffee Culture Perceptions: A qualitative research study among the students of the University of Nicosia	Demetriou, M. & Morphitis, A.	Proceedings of the 21st International Marketing Trends Conference, IMTC	-	-
4	2020	Born Global: The Characteristics of an International Entrepreneur	Demetriou, M.	Proceedings of the19th International Marketing Trends Conference	-	-
5	2020	Corporate Social Responsibility-The Day after the Financial Haircut' in Cyprus	Demetriou, M., & Ioannidou, M.	Proceedings of the 19th InternationalMarketing Trends Conference	-	-
6	2020	Reactive Social Responsiveness of companiesin Cyprus after unprecedentedeconomic, political and socialdisasters; a paradigm for companies in today's COVID19 outbreaks	Demetriou, M., & Ioannidou, M.	Proceedings of the 19th International Congress on Public and Non Profit Marketing. On-linecongress	-	-
7	2020	The Impact and use of Social Media during students; university selection: The case of Cypriot University studentsapplying at European Universities	Demetriou, M.	Proceedings of the 19th International Congress on Public and Non Profit Marketing	-	-

8	2018	The Anticipated impact of the prospective Integrated Casino Resort on the tourism Industryin Cyprus	Demetriou, M.	Proceedings of the 7th International Conference on advances in SocialScience, Economics And ManagementStudy	-	-
9	2018	The Power of Social Media asa Communication Tool: The Case of Cyprus	Demetriou, M.	Proceedings of the 17th InternationalMarketing Trends Conference	-	-
10	2017	An Analysis of the Effectiveness of Digital Communication Tools among members of Non-Profit Organizations	Demetriou, M.	Proceedings of the 16th International Congress on Publicand Nonprofit Marketing	-	-

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

Ref. Number	Period	Organization	Title of Position orService	Key Activities
1	December2006	Pittas Dairy Industries Ltd.	Design of a Human Resource Strategic Plan for Pittas Dairy Industries Ltd	• Diagnostic Analysis of the organization • Design of an HRM plan • Implementation of the major strategic decisions
2	November2006	Photos Photiades BreweriesLtd.	Designed an Employee Satisfaction Survey for Photos PhotiadesBreweries	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults
3	May 2007	Pittas Dairy Industries Ltd.	Designed and Executed a Market Survey on the imageof ‘’Pittas Dairy Industries Ltd.’’	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults

4	January 2008	Ethniki Asphalistiki Ltd.	Designed an Employee Satisfaction Surveyfor ETHNIKI ASFALISTIKI LTD	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults
5	March 2009	Sof Top Ltd.	Design of a BusinessPlan (SME) for SOF TOP Ltd.	• Diagnostic Analysis • Design and implement a business plan
6	April - May2009	P.G.P Meat Traders Ltd.	Design of a BusinessPlan (SME) for P.G.P Meat Trades Ltd.	• Diagnostic Analysis • Design and implement a business plan
7	November2010 – February 2011	Mars International Ltd.	Designed and Executed a Market Survey on Consumer Behaviour among theCypriot Market for Chocolates for GalaxyChocolates (Requested by MARSInternational, Austria),	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults
8	January – April 2012	Mars International Ltd.	Designed a qualitativeresearch project on Image Analysis for theGalaxy brand of Chocolates (Requested by MARS International, Austria),	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults
9	Feb' 12	University of Nicosia	Designing A "Student Satisfaction Survey" for the University of Nicosia assigned by the Campus Directorof the University	• Design the research method • Secured data collection and analysis • Presenting and communicating theresults
10	May 2015 - present	Caterways Ltd.	Business Consultanton "Sales and SellingManagement", Caterways Ltd.,	• Diagnostic Analysis • Design and implement a sales plan • Sales evaluation • Training the sales representatives andthe 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	• Identify potential international markets forstudent 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	• Identify potential markets • Establishing relationships with Chineseuniversities • 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	• Identify Potential Markets • Organise Promotional activities • Organise the Admissions department
4	January – May 2016	Trainer	• Training the administrative personnel on communication and better student service
5	March 2015	Trainer	• Trained all the faculty of the university of Nicosia onthe concept of *"Student-Centered Excellence*
6	September 2015	Organising a conference in collaboration with BPW named "Women in the time of crisis"	• Co organiser • Presenter • Master of the ceremony
7	November 2017	Organizing a conference in collaboration with Nielsen Cyprus, "Breaking the Glass Ceiling":	• Co organiser • Presenter