Form 500.1.3

Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Orphanidou
Name:	Yianna
Rank/Position:	Associate Lecturer
Faculty:	School of Business
Department:	Management
Scientific Domain: *	Hospitality/Tourism

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD in Business Administration	09/2021-today	University of Nicosia	Management	"Big Data: A possible solution to the Hospitality Industry Labor Market shortage phenomenon? The Paradigm of the Cyprus Hospitality Industry"
MSc in Tourism and Hospitality Education	2003	Surrey University , UK	Management for the service sector	Unionisation power in Cyprus Hospitality Industry in near future and the role of trade unions in collective bargaining
BA(HONS) Hospitality Management	1997	Wolverhampton University , UK	Hospitality	Social, Political and Economic factors influencing Hospitality Industry in Cyprus

HND Hotel and Catering (specialization in Foodand Beverage)	1996	Higher Hotel Institute, Cyprus	Hotel Management	The impacts of Tourism in the hospitality industry of Cyprus

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
02/2007	Today	University of Nicosia	Nicosia, Cyprus	Associate Lecturer (BBA Hospitality Management programme Coordinator)
09/2005	01/2007	KES College	Nicosia, Cyprus	Head of the Hospitality andCatering Department
09/2004	08/2005	Higher Hotel Institute	Nicosia, Cyprus	Hospitality Lecturer

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.	In: Akter, S., Hossain, M.A., Yildiz, H., Vrontis, D., Thrassou, A. (eds) Advanced Technologies in Business, Volume II. Palgrave Intersections of Business and the Sciences, in association with Gnosis Mediterranean Institute for Management Science. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-032-03492-2_8	**II**	
2	2024	Cultural Heritage for Sustainable EducationAmidst Digitalisation	Efthymiou, L. &Panayiotou, G.	Sustainability (Switzerland)	16, 4	1540
3				Tourism, Travel, and Hospitality in a		

	2023	Features of Foreign Working Force for Cypriot Hotel Industry	Yakavenka, V., Vlachos, D., Papadopoulos, A. M., Klieštik,., Efthymiou,L. & Psilla, D.	Smart and Sustainable World - 9th International Conference, IACuDiT2022—Vol. 2. Springer Nature	-	231-242
4	2023	The impact of workers' tattoos and piercings on employment: Suggestions forpragmatic career planning	Efthymiou, L., Karayiannis, A.	The Emerald Handbook of Appearance in the Workplace. Emerald Group Publishing Ltd.	-	301-316
5	2022	Crisis, Adaptation and Sustainability: Digital System Interoperability in the Cruise Industry	Efthymiou, L., Dekoulou, P.,., Sdoukopoulos, E., Perra, V. M. & Boile, M.	Palgrave Studies of Cross-Disciplinary Business Research,in Association with EuroMed Academyof Business: Business Under Crisis. Palgrave Macmillan	5 ed.	111-136
6	2022	Sustainability Initiatives in Cypriot Hotels and the way Forward Through Digital Marketing Communication	Efthymiou, L.,., Droussiotis, P. &Morphitis, A.	CMC2022, 26th Corporate and Marketing Communications Conference: 18-20 APRIL 2022	-	140-150
7				Advances in Mobility-as-a-		

	2021	Connecting Cruise Lines with Local Supply Chains for Enhancing Customer Experience: A Platform Application in Greece	Sdoukopoulos, E., Perra, V. M., Boile,M., Efthymiou, L., Dekoulou, E. &	Service Systems - Proceedings of 5thConference on Sustainable UrbanMobility, Virtual CSUM 2020.	1278	1086 - 1096
8	2021	Connecting Cruise Lines withLocal Supply Chains for Enhancing Customer Experience: A Platform Application in Greece	Sdoukopoulos, E., Perra, V-M., Boile,M., Efthymiou, L.,Dekoulou, P. &	Advances in Mobility-as-a- Service Systems.Springer US	1278	1086 - 1096
9	2020	A measurement model for collaborative online learningin postgraduate engineering management studies	Efthymiou, L., Zarifis, A. & Orphanidou, Y.	Cases on Engineering Management Education in Practice. IGI Global	-	1-21

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					
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**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***
1	30months October 2025- April 2028	ReTour -Building Resilient SMEs in the Tourism Industry	Interegg Next Med	PI- Research Team
2	24months 1/11/2025-30/10/2027	Smart Tourism Academy	Erasmus+	PI- Research Team Member
3	24 months 1/11/2024-30/10/2026	Anti- Burnout puzzle for Academics 2024-1-PL01-KA220-HED-000243646	Erasmus+	PI- Research Team Member
4	24 months 1/12/23 → 30/11/25	BLOCK4SME: Gearing up SMEs for value chain digitalization through blockchain - based distributed trust	Erasmus+	Scientific/Project Coordinator
5	30 months 1/01/22 → 30/06/24	DIGICult : Cultural Heritage :a source of resilience and learning through digital education	Erasmus+	Research Team Member
6	36 months 1/11/21 → 1/11/24	QUEST: QUEST- promoting Quality intErnships in Sustainable Tourism and cultural heritage management	Erasmus+	Research Team Member
7	36 months 1/06/20 → 31/07/23	INSTANT: INtelligent platform for providing STaffing ANd Training in the Hotel Industry	European Regional Development Fund and the Republic of	Research Team Member

			Cyprus through the RIF	
8	33 months 1/01/19 → 20/10/21	ΝΑΥΣ: Αξιοποίηση Ναυτιλιακών Πληροφοριών στη Διαλειτουργικότητα Εφοδιαστικών Αλυσίδων Προμηθευτικής και Εξυπηρετησης της Κρουαζιέρας	INTERREG V-A Ελλάδα Κύπρος 2014-2020	Research Team Member
9	24 months 2016-2018	RUECVET- Piloting ECVET to the national VET system of Russia and Uzbekistan	ERASMUS+	Research Team Member
10	36 months 2015-2018	European Dimension in Qualifications for the Tourist Sector	ERASMUS+	Research Team Member
11	PERMIT 2014-2016 24 months	ECVET for Permeability and Transferability between the Non-Formal and Formal Associate Vocational education and Training (VET) System	ERASMUS+	Research Team Member
12	24 months 2014-2016	Go Green and Care	Lifelong LearningLeonardo Davici	Research Team Member

**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	2013-present	University of Nicosia	Senate Member	Member of Curriculum Committee Member of Faculty Affairs Committee
2	2023-present	Nicosia Tourism Board	Board Member	
3				
4				
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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	2010- Today	Fellow Member of Institute of Hospitality (ex HCIMA)	Institute of Hospitality
2	2011 - Today	Board Member of Cyprus Sustainable Tourism Initiative (CSTI)	Affiliated with Travel Foundation
3	2010-2018	Chair Institute of Hospitality, Cyprus	IoH

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	09/2020-today	ISO (on behalf of Cyprus Organisation for Standardisation (CYS))	National Representative
2	09/2020-today	Cyprus Organisation for Standardisation (CYS)	Member of the technical committee for Tourism related standards
3	2015-today	HRDA	Certified Trainer of the Human resource Department Authority
5	2016	Kalamata candidacy as European Capital City 2021	Tourism Experts team for Kalamata candidacy as European Capital City 2021