



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Vrontis
Name:	Demetris
Rank/Position:	Professor
Faculty:	School of Business
Department:	Management
Scientific Domain: *	Marketing, Management, Human Resource Management

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2000	Manchester Metropolitan University	Marketing & Management	Integrating Adaptation and Standardisation in International Marketing, The AdaptStand Modelling Process
MBA <i>with Distinction</i>	2001	University of Hull	Business	International Management and Strategy in the UK Retail Sector
PGCE (HE)	2002	Manchester Metropolitan University	Education	-
BSc (Hons) Business	1997	Manchester Metropolitan University	Business	Human Resource Management: Employee Performance in the UK tertiary educational sector



Chartered Marketer	2006	The Chartered Institute of Marketing, UK	Marketing	-
Certificate in Virtual Tutoring	2004	Henley School of Management, University of Reading, UK	Distance Learning	-
PhD	2000	Manchester Metropolitan University	Marketing & Management	Integrating Adaptation and Standardisation in International Marketing, The AdaptStand Modelling Process

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
April 2020	present	University of Nicosia	Nicosia, Cyprus	Vice Rector for Faculty and Research Professor of Strategic Management
October 2012	March 2020	University of Nicosia	Nicosia, Cyprus	Executive Dean, Distance Learning Professor of Strategic Management
2006	September 2012	University of Nicosia	Nicosia, Cyprus	Dean, School of Business



2005	2006				Director of the MBA Programme
2004	2005				Professor of Strategic Management
					Associate Dean, School of the School of Business
					Head of Marketing Department
1997	December 2003	Manchester University	Metropolitan	Manchester, UK	Senior Lecturer Programme Director

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	2024	Reimagining our Futures Together: An Early Bird's-Eye View of Inclusive Organizational Behavior	Dhir, A., Kaur, P. and Hassan, S.	Journal of Organizational Behavior		DOI: 10.1002/job.2776

2	2024	Addressing the Grand Challenges of Poverty with Data-Driven Creative Service Offerings	Akter, S., Hossain, Md. A, Hani, U., Thrassou, A. and Arslan, A.	Journal of Product Innovation Management	41	pp. 236-266, DOI: 10.1111/jpim.12679
3	2024	B2B Marketing for Industrial Value Addition: How do Geopolitical Tension and Economic Policy Uncertainty Affect Sustainable Development?	Shams, R., Sohag, K., Islam, M., Kotabe, M. and Kumar V.	Industrial Marketing Management	117	pp. 253-274, DOI: 10.1016/j.indmarman.2024.01.002
4	2024	Interacting in Virtual Reality: When the Proteus Effect Stimulates 3D MMORPG Players to Buy	Yildiz, H., Reiter, A., and Mouline, J. P.	Technological Forecasting and Social Change	201	DOI: 10.1016/j.techfore.2024.123205
5	2023	Understanding the De-Internationalisation of Entrepreneurial SMEs in a Volatile Context: A Reconnoitre on the Unique Compositions of Internal and External Factors	Jafari-Sadeghi, V., Ammozad-Mahdiraji, H. and Budhwar, P.	British Journal of Management	34 (4)	pp. 2116-2137, DOI: 10.1111/1467-8551.12688
6	2023	Reviving China's Global Footprint Along the Silk Roads and the 'Belt and Road Initiative	Xing, Y., Liu, Y. and Sir Cooper, C. L.	Business History		DOI: 10.1080/00076791.2023.2233426
7	2022	Digital Transformation of Organization Using AI-CRM: From Microfoundational	Chatterjee, S., Chaudhuri, R. and Jabeen, F.	Journal of Business Research	153	pp. 46-58, DOI: 10.1016/j.jb

		Perspective with Leadership Support				usres.2022.08.019
8	2021	Agility and Flexibility in International Business Research: A Comprehensive Review and Future Research Directions	Christofi, M., Pereira, V., Vrontis, D., Tarba, S. and Thrassou, A.	Journal of World Business	56 (3)	DOI: 10.1016/j.jwb.2021.101194
9	2021	Artificial Intelligence, Robotics, Advanced Technologies and Human Research Management: a Systematic Review	Vrontis, D., Christofi, M., Pereira, V., Tarba, S., Makrides, A. and Trichina, E.	The International Journal of Human Resource Management		DOI: 10.1080/09585192.2020.1871398
10	2021	Investigating the Causal Configurations of Cost-efficient Firms at the Bottom of the Pyramid	Basu, S., Munjal, S., Malik, A. and Vrontis, D.	International Business Review		DOI: 0.1016/j.ibusrev.2021.101810
11	2021	Knowledge Sharing in International Markets for Product and Process Innovation: Moderating Role of Firm's Absorptive Capacity	Chatterjee, S., Chaudhuri, R. and Vrontis, D.	International Marketing Review		DOI: 10.1108/IMR-11-2020-0261

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	November 01, 2022 – October 31, 2025	Creative Learning for Boosting Bio-economy within HEIs' Curricula	PL01 - Foundation for the Development of the Education System	Project manager

2	January 2013 - December 2015	DAEDALUS: Euro- Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents	European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean)	Project manager
3	January 2013 - December 2014	Feeling Younger by getting Older	Cyprus National Agency Grundtvig, Lifelong Learning Programme,	Project manager
4	October 2013- September 2015	European Recovery Leadership – Striving Forward Erasmus	Erasmus, Life Long Learning Programme, Education and Culture DG	Project manager
5	October 2012 - September 2014	The Cross-Cultural Management Intensive Programme (CCMIP)	IDEP Cyprus, Erasmus LLP of the European Commission	Project manager
6	October 2011 - September 2013	Green Smart Furniture: Design Technology, production and promotion	Ministry of Education, Greece	Subcontractor
7	July 2010 – June 2012	University Enterprise Training Partnership Link - U.E.T.P Link	Lifelong Learning Erasmus Programme	Project manager
8	September 2009 – August 2012	Cross-Cultural Management Intensive ERASMUS LLP Programme	ERASMUS LLP	Visiting Professor
9	September 2008 – August 2010	The Renaissance of Commandaria – Developing the Brand as a Competitive Advantage	Research Promotion Foundation	Project manager
10	May 2004 – April 2006	Brand Building for the Wine Industry in Cyprus	Research Promotion Foundation	Project manager

**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	2006 - Present	Emerald	Founder and Editor in Chief of the EuroMed Journal of Business www.emeraldinsight.com/emjb.htm	Editor in Chief
2	2007- Present	EMRBI	Founder and President of the EuroMed Research Business Institute www.emrbi.org	President
3	2011 - Present	The Hellenic Quality Assurance and Accreditation Agency (HQA), Greece Αρχή Διασφάλισης και Πιστοποίησης της Ποιότητας στην Ανώτατη Εκπαίδευση (ΑΔΙΠ), Ελλάδα	External Evaluator Expert of Higher Education Academic Institutions in Greece. External Evaluator and Committee Member for Faculty Promotion / Academic Ranking https://www.adip.gr/gr/	External Evaluator Expert External Evaluator and Committee
4	2011 - Present	Cyprus Advertising Regulation Organization Φορέας Ελέγχου Διαφήμισης	Cyprus Advertising Regulation Organization, Cyprus code of Ethics Contact www.fed.org.cy	Member of the Primary Council



5	2015 – Present	University of Torino	Visiting Professor	Research, Teaching, External Examiner
---	----------------	----------------------	--------------------	---------------------------------------

**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	2023	The Scholar GPS' Highly Ranked Scholars list features scientists from around the world who are recognised for their exceptional performance in various fields, disciplines, and specialties. This recognition is due to their prolific publication record, the high impact of their work, and the outstanding quality of their scholarly contributions. Top 0.05% of all scholars worldwide #3,739 in the world for Overall (All Fields) #55 in the world for Business and Management #4 in the world for Marketing	Scholar GPS- Highly Ranked Scholars
2	2022	Featuring in Highly Cited Researchers around the world. Highly Cited Researchers have demonstrated significant and broad influence reflected in their publication of multiple highly cited papers over the last decade. Of the world's population of scientists and social scientists, Highly Cited Researchers™ are 1 in 1,000.	Clarivate analytics- Highly 0.1% Cited Researchers



		These highly cited papers rank in the top 1% by citations for a field or fields and publication year in the Web of Science™. https://clarivate.com/highly-cited-researchers/	
3	2023	Ranked as #2 in Cyprus, #3 Cyprus and Greece together, and #823 (#821 for 2022, #825 for 2023, #471 for 2024) in the world. Listed in the top Business and Management Scientists in the World by research.com, a leading academic platform for researchers and scientists, ranking the TOP scientists for Business and Management in the WORLD, basing its result on scientists' h-index, publications and citations values.	Research.com - 2021, 2022, 2023 TOP 1000 Scientists for Business and Management in the World
4	2023	Ranked among the top scientists of the world by Stanford University by data drawn from Scopus. The publicly available list on "Data for updated science-wide author databases of standardized citation indicators" assesses the performance of academics across the globe vis-à-vis their research output, classifying them into 22 scientific fields and 176 subfields. The list is based on a range of citation metrics that provide standardised data across those fields and subfields, arriving at single year impact result of more than 8,000,000 scientists worldwide. The fuller dataset of the Stanford University team, factors in career-long data compiled through Scopus – assessing the overall impact of scientists published research work throughout their academic careers. https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/6	Ranked by Stanford University - 2020, 2021, 2022 TOP 2% of scientists in the World (by year and career)
5	2015	MOFCOM), Ministry of Commerce, P. R. China	Academy for International Business Officials



		Participated (by invitation) in China in Seminars on “System Reform of Global Economic Governance for Developed and Developing Countries”. The seminars are organized by AIBO (Academy for International Business Officials) the training center of the Chinese Ministry of Commerce and took place in Beijing, Shanghai and Qingdao during 6th of July – 1st of August 2015.	
6	2013	Top Downloaded Article for the last 30 years - International Marketing Review Vrontis, D., Thrassou, A. and Lamprianou, I. (2009), “International Marketing Adaptation versus Standardisation of Multinational Companies”, International Marketing Review, Vol. 26, Nos. 4 and 5, pp. 477-500 (ISSN: 0265-1335-Emerald). Most read research of the last 30 years. This paper has been the top downloaded article of the past 30 years of the Journal.	International Marketing Review
7	2021-2023	Outstanding Paper Award Winner – Emerald Literati Network Awards for Excellence 2013 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 Literati Network Awards Committee 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.
8	2013	Outstanding Reviewer - Emerald Literati Network Awards for Excellence 2013	Emerald Literati Network Awards Committee This award winning paper was chosen following consultation amongst the journal’s Editors, Editorial Team and Publishers. This award is provided by Emerald, following nominations from Journal Editors, to Outstanding Reviewers who



			contribute significantly to the success of the Emerald journals.
9	2012	Outstanding Paper Award Winner – Emerald Literati Network Awards for Excellence 2012 Vrontis, D., Thrassou, A. and Rossi, M. (2011), "Italian Wine Firms: Strategic Branding and Financial Performance", International Journal of Organisational Analysis, Vol. 19, No. 4, pp. 288-304 (ISSN: 1934-8835, Emerald).	Emerald Literati Network Awards Committee 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 2011.
10	2010	Highly Commended Award Winner – Emerald Literati Network Awards for Excellence 2010 Thrassou, A., Vrontis, D. and McDonald, M. (2009) "A Marketing Communications Framework for Small Political Parties in Developed Countries" Marketing Intelligence and Planning, Vol. 27, Iss. 2, pp. 268-292 (ISSN: 0263-4503- Emerald).	Emerald Literati Network Awards Committee 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 2009.

**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	December 2023 – Present	Department of Management, Society and Communications, Copenhagen Business School, Denmark, Member of the Faculty Ranking Evaluation Committee.	Promotion committee



2	September 2023 – Present	Department of Management Studies, Adnan Kassar School of Business, Lebanese American University, Beirut, Lebanon, Visiting Professor.	Research
3	May 2023 – Present	University of Lorraine, France, Visiting Professor.	Research and Teaching
4	April 2023- Present	International Hellenic University, Greece, External Member of the University's Council.	External Member of the University's Council
5	October 2018 - Present	S P Jain School of Global Management, Campuses in: Dubai, Singapore, Mumbai, Sydney.	Research and Teaching (in Dubai and Singapore campuses)
6	2015 – Present	Visiting Professor, University of Turin, Italy	Research, Teaching, External Examiner
7	2015 – Present	Visiting Professor, Hellenic Open University, Greece,	Teaching
8	Ongoing-2024	Guest Editor in top tier journals including the following: <ul style="list-style-type: none">• Journal of World Business (ABS 4)• Regional Studies (ABS 4)• International Marketing Review (ABS 3)• Journal of Business Research (ABS 3)• Journal of International Management (ABS 3)• Technological Forecasting and Social Change (ABS 3)• Industrial Marketing Management (ABS3)• Annals of Operations Research (ABS3)• Asia Pacific Journal of Management (ABS3)• Industrial Marketing Management (ABS3)• Production Planning & Control (ABS3)• Journal of Strategic Marketing (ABS 2)• Journal of General Management (ABS 2)• Journal of Brand Management (ABS 2)• Journal of Consumer Behaviour (ABS2)	Journal Guest Editor

		<ul style="list-style-type: none"> • Thunderbird International Business Review (ABS 2) • Journal of Place Management and Development (ABS 2) • Journal of Operational Risk (ABS 2) • European Business Review (ABS 2) • European Management Journal (ABS2) • International Studies of Management & Organization (ABS 2) • Journal of Hospitality & Tourism Research (ABS 2) • Journal of Social Entrepreneurship (ABS 2) • Tourism Management Perspectives (ABS 2) • Management Decisions (ABS 2) • Journal of Enterprise Information Management (ABS 2) • British Food Journal (ABS 1) • Journal of Customer Behaviour (ABS 1) • International Journal of Organizational Analysis (ABS1) • Competitiveness Review (ABS 1) • Journal of Global Business Advancement (ABS 1) • Journal of Transnational Management (ABS 1) • Journal for International Business and Entrepreneurship Development (ABS 1) • International Journal of Internet Marketing and Advertising (ABS 1) • Global Business and Economics Review (ABS 1) 	
--	--	--	--



9	2024	President, EuroMed Research Business Institute EuroMed Journal of Business, Emerald International Marketing Review, Emerald Journal of Business Research, Elsevier Journal of International Management, Elsevier Journal of Strategic Marketing, Taylor & Francis International Studies of Management & Organization, Taylor & Francis FIIB Business Review, Sage	President Founder and Editor- in-Chief Associate Editor Associate Editor (until 2023) Consulting Editor Associate Editor Senior Advisor Senior Associate Editor
---	------	--	--