



Name: Marcos Komodromos, PhD.

Address: University of Nicosia, Cyprus, Humanities Building, 2nd Floor,202a

School: Humanities and Social Sciences, Department of Communications

Ranking: Associate Professor, Programme Coordinator (BA in Public Relations, Advertising and Marketing (PRAM))

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Personal: Birthday: August 13

Education: Undergraduate work:

1997	2000	European University, Switzerland	School of Humanities, Social Sciences and Law	Bachelor of Arts in Business Communication & Public Relations (double major)
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Graduate work:
(Degree, Date received)

2006	2008	Northcentral University, Arizona, USA	School of Business and Technology Management	Master in Business Administration (MBA) / Marketing major
2000	2001	European University, Switzerland	School of Business	Master in Business Administration (MBA) / Management & PR majors

Postgraduate work:
(post-doc)

PhD	2013	Northcentral University, Arizona, USA	School of Business and Technology Management	Doctor of Philosophy in Business Administration
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Positions Held:

Employment history				
Period of employment		Employer	Location	Position
<i>From</i>	<i>To</i>			
Sept. 2010	Today	University of Nicosia	Nicosia - CYPRUS	Associate Professor, Program Coordinator Public Relations, Advertising and Marketing, Department of Communications
Sept. 2006	February 2018	Globaltraining	Nicosia, Cyprus	Senior lecturer, CIPR Course Leader for Cyprus, Greece & Romania.
Aug., 2004	September 2010	Demstar Information Group Ltd.	Nicosia - CYPRUS	Business Unit Manager (Educational Centre)

Jan., 2001	July 2004	Masterfoods Inc.	Nicosia - CYPRUS	Marketing Manager (for Cyprus, Malta and Turkey markets)
Sept., 2001	July 2010	University of Nicosia	Nicosia - CYPRUS	Part time Lecturer in the Department of Communications

Areas of Concentration/ Research Interests:

Public Relations, Organizational Justice & Fairness, Organizational Trust, Internal Communications, Social Media, Corporate Communication, Marketing Communications, Change Management & Corporate Social Responsibility.

Professional Associations

Organization/field	Title
Chartered Institute of Public Relations (CIPR)	Member (CIPRM)
Chartered Institute of Public Relations (CIPR)	Chartered PR Practitioner

Languages:

(Fluent Proficient Competent)
Greek and English

Research & Publications

Doctoral Dissertation:

Employees' perceptions of trust, fairness, and management of change using an organizational justice framework in a media organization.

Books Edited, Written or Translated

Principles of Public Relations (Book), 2013, University of Nicosia Press by Nicholas Nicoli & Marcos Komodromos.

Organizational Justice during Strategic Change: The Employee's Perspective (Book), 2015, by Marcos Komodromos & Daphne Halkias, Gower Publishing Ltd.

Journal Articles – in print or submitted for publication

Key refereed journal/ conference publications						
Year	Title	Other authors	Journal/ Conference	Vol.	Pages	
2020	The 'Soft' and 'Hard' sides of the Sharing Economy: Marketing, Sociocultural and Financial aspects.	Melanthiou, Y., Evripidou, L., Epaminonda	International Journal of Business and Globalisation	Vol.24 No.3,	pp.330 - 346	
2020	"Examining the role of internal communication and employee engagement in	Komodromos, M.	Journal for Global Business Advancement	Vol. 13, No. 1	pp.32 - 52	

		Cyprus-based medium-sized organizations in times of challenging strategic changes”.				
	2020	The use of social media in healthcare: Knowledge transfer in the Cyprus’ health care system, International Journal of Technology Enhanced Learning	Komodromos, M. Nicoli, N., Papacharalambous, C.	International Journal of Technology Enhanced Learning	DOI: 10.1504/IJTE L.2020 .10029 934	(e-published)
	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., and Komodromos, M.	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	TBA	TBA
	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., Komodromos, M.	Cases on Corporate Social Responsibility and Contemporary Issues in Organizations, Antonaras Alexandros and Dekoulou Evi (Eds.), IGI Global, Pennsylvania	ISBN13: 9781522577157	pp. 71-89
	2019	Managers’ perceptions of trust in the workplace in times of strategic change: The cases of Cyprus, Greece and Romania	Komodromos, M., Halkias, D., Harkiolakis, N.	EuroMed Journal of Business https://doi.org/10.1108/EJTB-03-2018-0018	Vol. 14, Issue 1	pp. 2-20

	2018	Influence of online retailers' social media strategies on students' perceptions towards e-shopping: a qualitative study	Komodromos M., Papaioannou, T., & Aihaji Adamu, M.	International Journal of Technology Enhanced Learning	Vo. 10, No. 3	pp. 218 – 234. (e-published)
	2018	Influence of online retailers' social media strategies on students' perceptions towards e-shopping: a qualitative study.	Papaioannou, T., & Aihaji Adamu, M.	<i>International Journal of Technology Enhanced Learning</i>	10, No. 3	218 – 234
	2018	Assessing Cross-National Invariance of the Three-Component Model of Organisational Commitment: A Cross-Country Study of University Faculty.	Halkias, D., Thurman, P.W., & Alserhan, B	<i>EUROMED Journal of Business</i> https://doi.org/10.1108/EJMB-09-2017-0031	Vol. 13, Issue:3	pp. 254-279
	2018	The Role of Autonomy to Implement Customer Decisions on Job Satisfaction and Turnover Intention in Retail Employees: A Multiple-Case Study.	Young, R. E., Komodromos, M.	International Journal of Technology Enhanced Learning DOI: 10.1504/IJTCS.2018.093560	Vol. 9, No. 03	pp.258 - 274
	2017	A Historical View of Leadership Prototypes: Looking Backwards to Move Forward.	Harkiolakis, N., Halkias, D.,	International Leadership Journal	Summer 2017, Vol. 9, Issue 2, (Lead Paper first)	3-16
	2017	Social Networking: How small organisations are using Facebook and Twitter in	-	<i>International Journal of Technology Marketing</i>	12	28-39

		engaging customers.				
	2017	Public relations and reputation in small organisations: creating identity and building reputation for success.	-	Global Business and Economics Review	Vol. 19, No. 5	536-552
	2017	Examining Corporate Social Responsibility as a Public Relations Vehicle: An Empirical Study.	-	<i>International Journal of Corporate Strategy and Social Responsibility</i>	Vol. 1, No. 2,	101-117
	2017	Challenges experienced by employees during change management: a case study from Cyprus.	Melanthiou, Y	<i>International Journal of Teaching and Case Studies</i>	Vol. 8, No. 1.	46-58
	2016	Book Chapter: The Role of Change Management in Cyprus Organizations.	-	In Halkias, D., Santora, J. & Thurman, P. <u>Leadership and Change Management: A Cross-Cultural Perspective.</u>	Gower Publishers, London. ISBN-13: 978 - 147247 1666 ISBN-10: 147 247166 0	26-39
	2016	How Web 2.0 and social media are changing public relations practitioners' work: a qualitative study.	-	International Journal of Technology Enhanced Learning.	Vol. 8 Issue (1),	48-58
	2016	Public Relations' practitioners view on Public Relations and Digital Media: A brief Literature Review.	Nicoli, N.	International Journal of Teaching and Case Studies.	Vol.7 Issue (1)	42-50

	2016	Public Relations and Reputation in small organisations: Creating Identity and Building Reputation for Success.	-	Global Business and Economics Review	Vol. 19 Issue (5)	536-552
	2015	Book: Organizational Justice during Strategic Change: The Employee's Perspective.	Daphne Halkias	Gower Publishing Ltd., UK	ISBN: 978-1-4724-5328-0	
	2015	Theory Development in the Public Relations Research Domain.	Nicholas, N.	International Journal of Teaching and Case Studies.	Vol. 6, Issue (2)	124-139
	2015	Social media update in Cyprus – or is it just a new fad?	Melanthiou, M., Pappasolomou, I.	International Journal of Technology Marketing.	Vol. 10 Issue (3)	312-325
	2015	Social Media and its Role for Cypriot Members of Parliament in Times of Crisis. The Cyprus Review: A Journal of Social, Economic and Political Issues	-	The Cyprus Review: A Journal of Social, Economic and Political Issues.	Vol 27, No 1 (Spring 2015)	217-232
	2015	Critical analysis of corporate social responsibility as a PR practice in Cyprus and Greece.	-	International Journal of Social Entrepreneurship and Innovation.	Vol. 3, Issue (4)	302-312
	2015	The Marketing Mix: A Conceptual framework for Teaching Public Relations and other Corporate Communication.	Nicoli, N.	International Journal of Teaching and Case Studies.	Vol. 5, Issue (3/4)	303-313
	2014	Employees' perceptions of	-	Journal of Human Resources Management	Vol. 2 Issue	35-54

		trust, fairness, and the management of change in three Private Universities in Cyprus.		and Labor Studies	(02)	
	2014	Employees' perceptions of Trust using an Organizational Justice Framework in a Media Organization in Cyprus.	-	International Journal of Teaching and Case Studies (IJTCS)	Vol. 5 Issue (02)	158-174
	2014	Corporate Reputation through Strategic Corporate Social Responsibility: Insights from Service Industry Companies.	Melanthiou, Y.	Journal of Promotion Management.	Vol. 20	470-480
	2014	A Study of PR practitioners' use of Social Media tools in Cyprus.	-	<i>Journal of Developmental Entrepreneurship</i>	Vol. 19 Issue (2)	88-97
	2014	Measuring Luxury Brand Consumption and Female Consumers' Religiosity in the UAE.	Alserhan, B. A., Bataineh, M. K., Halkias, D.	<i>Journal of Developmental Entrepreneurship</i>	Vol. 19 Issue (2)	112-126
	2013	Book: Principles of Public Relations.	Nicoli, N.	University of Nicosia Press	ISBN: 9789963711147	
	2013	Employees' perceptions of trust, fairness, and management of change using an organizational justice framework: a brief review of the literature.	-	Int. J. Teaching and Case Studies	4(1)	83-94

Conference Proceedings

Conference proceedings						
	Year	Title	Other authors	Journal/Conference	Vol.	Pages
	2010 04 & 05 of November	Improved Internal Corporate Communications: A Practice-Based Theoretical Conceptualization	No	3rd Annual EuroMed Conference of the EuroMed Academy of Business, EuroMed Press, ISBN : 978-9963-634-83-5	-	483-497
	2009 23 & 24 of April	The strategic importance of corporate social responsibility (CSR) in the European market business sector	No	14th International Conference on Corporate and Marketing Communications: Developments and Challenges, ISBN: 978-9963-634-59-0	-	479-489

Newspaper Articles

InBusiness Magazine: August 2007, September 2008, May, 2008, September 2009, February, 2010, August 2010, September 2011, August, 2012, October 2013

Gold Magazine: September 2011, October 2013

Marketing Week: September 2008

Other Scholarly Activities

Conference Organizing

Editorial Boards

Member of Editorial Review Board: International Journal of Teaching and Case Study; International Journal of Social Entrepreneurship & Innovation; International Journal of Islamic Marketing and Branding; *Journal of Human Resources Management and Labor Studies*

Reviewer

Journal of Consumer Research, Strategic Management Journal, Journal of Communication

Collaborations

Consultancies

February 2016 – Today Electricity Authority of Cyprus (EAC) – on a contract basis

Position: Communications Specialist

Establishing positive associations with the public and mass media on behalf of EAC's clients.

Proposing and manage communication on behalf of EAC. Controlling information output, and handling requests for information from media outlets. Aiming to promote cooperative relationships between their publics. Develop effective corporate communication strategies, collaborate with marketing professionals to produce copy for advertisements or articles and assist in communication of strategies or messages from senior leadership.

2011 – Today Freelancer Communications Specialist for TRUE Agency in London | UK. PR strategy and planning, brand reputation and development and digital and social campaigns, developing “digital first” public relations and marketing strategies for international clients.

May 19-20 (2015) LEONI Bistrita, Romania (global wiring system and cable technology leader)
Position: Senior Trainer
Professional Workshop/Seminar delivered: Internal Communication (IC) strategy/Action plan/Employee engagement
Company’s website: <https://www.leoni.com>

2012 – 2014 Cyprus Academy of Public Administration, Nicosia, Cyprus
Position: Senior Trainer

Certified trainer for the EU project for 2,000 hrs training of personnel from the municipalities all over Cyprus including Mayors, Administration, and consultants.

2002 – Today Certified Professional Trainer (appr. 12,000 training hrs)

- Tailored made/customized professional training programs for private and public organizations in Cyprus, Greece and Romania.

Training courses: Marketing Communications, Crisis Management and Communication Planning, Professional Presentation Skills for Managers, The secret Meaning of the Marketing Mix, Customer Care Excellence – Techniques and Practices, Reflective Practices and Strategic Planning as a Powerful PR tool in the Cyprus market, PR Planning & Management, PR strategic practices for PR Executives, Management Skills for Effective Team Effectiveness, Team Building for Operative Employees, PR workshop to keep your organization at the top, Marketing and Product Life Cycle, Communication & PR” , EU funded seminar in Kos (GR), Customer Service Excellence: How to Win and keep your customers, Strategic Marketing for winning competition, Marketing for Successful Communication, Customer service for the Hotel Industry, Management Skills for New Managers, Public Relations as a Tool in the Marketing Mix, Public Relations Principles, Business Games for Effective Communication, Communicating with Diplomacy, Discretion & Influence.

Experience

Administrative

(projects managed, committees served etc)

Globaltraining PR Project for InBusiness Awards 2012

Advisory

(students supervised, theses directed etc)

Supervision/theses directed: 40 Final Year Projects (Academic) and 220 Final Research Projects CIPR (Professional Qualification)

Teaching

(seminars designed; courses taught)

Academic Courses taught: COMM 190, COMM 200, COMM 321, COMM 322, COMM 395, COMM 422, COMM 450, BADM 234, MGT 281, MGT 282, MKT 291, MKTG 340, MKTG 398.

Seminars Implemented as a trainer / Training and teaching experience:

Marketing Communications, Crisis Management and Communication Planning, Professional Presentation Skills for Managers, The secret Meaning of the Marketing Mix, Customer Care Excellence – Techniques and Practices, Reflective Practices and Strategic Planning as a Powerful PR tool in the Cyprus market, PR Planning & Management, PR strategic practices for PR Executives, Management Skills for Effective Team Effectiveness, Team Building for Operative Employees, PR workshop to keep your organization at the top, Marketing and Product Life Cycle, Communication & PR” , EU funded seminar in Kos (GR), Customer Service Excellence: How to Win and keep your customers,

Strategic Marketing for winning competition, Marketing for Successful Communication, Customer service for the Hotel Industry, Management Skills for New Managers, Public Relations as a Tool in the Marketing Mix, Public Relations Principles, Business Games for Effective Communication, COMMUNICATING WITH DIPLOMACY-DISCRETION & INFLUENCE.

Cyprus Academy of Public Administration CY

Certified trainer for the EU project for 2,000 hrs training of personnel from the municipalities all over Cyprus including Mayors, Administration, and consultants.

Extra Curricular Activities

Heart Association of Cyprus, Anticancer Association.