

CURRICULUM VITAE

Professor Demetris Vrontis PhD, FCIM

Vice Rector for Faculty and Research, University of Nicosia
President, EuroMed Research Business Institute
Founder and Editor-in-Chief, EuroMed Journal of Business, Emerald
Associate Editor, International Marketing Review, Emerald
Associate Editor, Journal of Business Research, Elsevier
Consulting Editor, Journal of International Management, Elsevier



PERSONAL CONTACT DETAILS

Citizenship: Cypriot
University address: University of Nicosia, School of Business, 46 Makedonitissas Avenue, POBox 24005, 1703 Nicosia, Cyprus
Home address: POBox 24530, 1300 Nicosia, Cyprus
Tel: +357 22841615
Fax: +357 22355116
E-Mail: vrontis.d@unic.ac.cy
Website: <https://unic.academia.edu/DemetrisVrontis>

Citation Indices

Citations: 7250
h-index: 43
g-index: 74
i10-index: 130

<https://scholar.google.com/citations?user=FiF9mREAAAAJ&hl=en>

Biographic note

Professor Demetris Vrontis studied in the United Kingdom and obtained a BSc (Hons) in Business from Manchester Metropolitan University Business School, a PGCE (HE) from Manchester Metropolitan University, an MBA (with Distinction) from the University of Hull and a PhD in International Marketing from Manchester Metropolitan University Business School.

Professor Vrontis is a Fellow Member and certified Chartered Marketer of the Chartered Institute of Marketing (UK) and a Chartered Business and Chartered Marketing Consultant certified by the Chartered Association of Business Administrators, serving as a consultant and member of Boards of Directors to several international companies.

He is a Professor of Strategic Marketing, the Vice Rector for Faculty and Research at the University of Nicosia, Cyprus. At the same time, he is a Visiting Professor and a Research Fellow and collaborates with various universities, research centres and organisations at an international level. Previously, Prof. Vrontis served as Head of the Marketing Department (2004-2005), as Associate Dean (2005-2006), Dean (2006-2012) of the School of Business and Executive Dean/Vice President (2012-2020) of Distance Learning Unit at the University of Nicosia.

He has widely published in about 300 refereed journal articles, 60 chapters and cases in books/edited books and has presented papers to over 80 conferences around the globe. Professor Vrontis is also the author of 45 books in the areas of business management, marketing, human resource management, innovation and entrepreneurship, including 12 electronic books approved by and included in ISI Citation Index of Clarivate Analytics.

Academic journal publications, include among other, publications in the following prestigious and highly ranked journals: British Journal of Management; Human Resource Management (USA); Journal of World Business, The International Journal of Human Resource Management; Journal of Business Research; Journal of International Management; International Marketing Review; Technological Forecasting and Social Change; International Business Review; IEEE Transactions on Engineering Management; Human Resource Management Review, Annals of Operations Research, European Business Review; Journal of Marketing Management; Journal of Services Marketing; Journal of General Management; International Studies of Management and Organization; Management Decision; Employee Relations; Journal of Knowledge Management, Journal of Intellectual Capital, Thunderbird International Business Review; Journal of Place Management and Development, Journal of Social Entrepreneurship; International Journal of Entrepreneurship and Small Business; Business Process Management Journal; Journal of Operational Risk, Journal of Marketing Communications; Journal of Hospitality and Tourism Research; Journal of Business and Industrial Marketing; Journal of Technology Transfer; International Journal of Consumer Studies; The Cross Cultural Management: An International Journal; Tourism Management Perspectives; Marketing Intelligence and Planning; Journal of Customer Behaviour; Journal of Product and Brand Management; Journal of Brand Management; Marketing Review; International Journal of Business Studies; the Global Business and Economics Review; Journal of Textile Institute; British Food Journal; Journal of Hospitality and Tourism Management; World Review of Entrepreneurship; Management and Sustainable Development; Journal of Research in Marketing and Entrepreneurship and many more.

Professor Vrontis is a Member of the Appeals (Secondary) Council of the Cyprus Advertising Regulation Organization that aims to regulate advertisements in all media in order to comply with the Code of Conduct of the International Chamber of Commerce. He is also an External Evaluator Expert for the Hellenic Quality Assurance Agency (HQAA) and an External Evaluator Member for Academic Ranking Committee, evaluating Higher Education Academic Units and Academics in Greece.

Professor Vrontis is the Founding Editor and Editor in Chief of the *EuroMed Journal of Business*, the Associate Editor of the *International Marketing Review*, the Associate Editor of the *Journal of Business Research*, a Consulting Editor of the *Journal of International Management* and an editorial advisory board member in numerous academic and scientific marketing, management and business-related journals. He is furthermore the founder and President of the EuroMed Research Business Institute (EMRBI – <http://emrbi.org>) and the Chairman of the EuroMed Academy of Business (EMAB), which aim to contribute to and share the understanding of different business environments and trends in the region through research, teaching and consulting. The two Research Networks have successfully organized international conferences since 2008 and the network includes hundreds of members (individuals, universities and organizations) from all over the world.

Further details about Professor Vrontis can be found at: <http://unic.academia.edu/DemetrisVrontis> and https://www.researchgate.net/profile/Demetris_Vrontis

EDUCATION-QUALIFICATIONS

Since July 2006

Chartered Marketer

The Chartered Institute of Marketing, UK

Since February 2006

Chartered Business Consultant (CBC)

The Chartered Association of Business Administrators, British Columbia, Canada

Since April 2005

Chartered Marketing Consultant (ChMC)

The Chartered Association of Business Administrators, British Columbia, Canada

January 2004 - October 2004

Certificate in Virtual Tutoring

Henley School of Management, University of Reading, UK

September 2000 - June 2002

P.G.C.E. (H.E.) - Postgraduate Certificate in Education (Higher Education)

Manchester Metropolitan University, Institute of Education, Manchester, UK.

July 1997 - July 2000

Ph.D. in International Marketing Management and Strategy

Manchester Metropolitan University Business School (MMUBS), Manchester, UK.

September 1999 - September 2000

MBA (Distinction)

University of Hull, Business School, Hull, UK.

September 1995 - July 1997

BSc (Hons) in Business Studies – sandwich course

Manchester Metropolitan University Business School, Manchester, UK.

September 1993 – July 1995

ABA, Associate Degree in Business Administration

Cyprus College (currently European University Cyprus), Nicosia, Cyprus.

September 1984 - July 1991

High School, American Academy, Nicosia, Cyprus.

EMPLOYMENT HISTORY

ACADEMIC EXPERIENCE

April 2020 - Present

UNIVERSITY OF NICOSIA

Address: University of Nicosia, School of Business, 46 Makedonitissas Avenue, POBox 24005, 1703 Nicosia, Cyprus

April 2018 - Present

Title:

Vice Rector for Faculty and Research
Professor of Strategic Management

Main Academic Duties and Tasks:

Vice Rector for Faculty and Research
Member of the Senate
Chair, Senate Faculty Affairs Committee
Chair, Office of Doctoral Programmes of the University
Chair, University Research Committee
Chair, Research Time Release Committee
Chair, Ranking and Promotion Committee
Chair, Faculty Tenure Recommendation Committee

October 2012 – March 2020

Title:

Executive Dean, Distance Learning
Professor of Strategic Management

Director, Unit of Graduate Studies in Business, School of Business (2012 until 2016)
Director, PhD and DBA Programmes, School of Business (2007 until 2016)

Main Academic Duties and Tasks:

Executive Dean of Distance Learning – University level
Chair of the Scientific Committee for Distance Learning
Member of the Senate
Member of the Senate’s Academic Affairs Committee
Member of the Senate’s Curriculum Affairs Committee (2006 until 2016)
Member of the Coordinating Body (CoBo) of the University (2006 until 2016)
Chair of the Senate’s Faculty Disciplinary Committee (2006 until 2016)
Member of the University Council (2006 until 2016)
Member of the University Research Committee (2006 until 2016)
Director of the MBA programme (2006 until 2016)
Chair the MBA Faculty Board (2006 until 2016)
Chair of the MBA Mentors Board (2006 until 2016)

April 2006 – September 2012

Title:

Dean, School of Business
Director, MBA Programme
Professor in Strategic Management
Chair Holder of Expo Global Online at the University of Nicosia.

Main Academic Duties and Tasks:

Dean of the School of Business
Chair of the School Research Committee
Chair of the Administrative Committee
Chair of the School Council
Director of the MBA programme
Chair the MBA Faculty Board
Chair of the School Advisory Council
Chair of the MBA Mentors Board
Member of the Coordinating Body
Member of the Senate
Chair of the Senate’s Faculty Disciplinary Committee
Member of the Senate’s Curriculum Affairs Committee
Member of the Senate’s Academic Affairs Committee
Member of the University Council
Member of the University Research Committee

December 2005- May 2006

Title:

Associate Dean, School of Business
Director, MBA Programme
Associate Professor of Strategic Management

Main Academic Duties and Tasks:

Associate Dean of the School of Business
Director of the MBA programme
Director of the Institute of Retail Studies
Chair of the School Research Committee
Member of the Administrative Committee
Member of the School Advisory Council
Member of the Executive Council

January 2004 - November 2005**Title:**

Head, Department of Marketing, School of Business
Associate Professor of Strategic Management

Main Academic Duties and Tasks:

Director of the Institute of Retail Studies
Member of the School Research Committee
Member of the Administrative Committee

January 1997 - December 2003**MANCHESTER METROPOLITAN UNIVERSITY**

Address: Manchester Metropolitan University Business School (MMUBS), Department of Retailing and Marketing, Aytoun Street, Aytoun Building, Manchester, M1 3GH.

Main Academic Duties and Tasks**July 2000 - December 2003**

Senior Lecturer - International Marketing and Strategic Marketing and Planning.
Director/Course Leader - Postgraduate Diploma in Marketing Management.
Director/Course Leader - Postgraduate Certificate in Marketing Management.

July 2001 - December 2003

Chair of the Marketing Research Group Committee

July 2001 - September 2002

Year Tutor – BA (Hons) Retailing Marketing 2

July 1999 - December 2003

University Representation and Student Advising in Educational Fairs in Cyprus
Course Organiser - BA Retail Marketing (J. Sainsbury's)
Course Organiser - Post Graduate Certificate in Marketing (J. Sainsbury's)
Course Organiser - Post Graduate Diploma in Marketing (J. Sainsbury's)

January 1997 – June 2000

Lecturer - International Marketing and Strategic Marketing and Planning.

Supervision Experience

At a Bachelor, Master, DBA and PhD level.

Other International Scholarly and Professional Related Activities

May 2019 – July 2019

University of Wollongong Australia, Dubai Campus, United Arab Emirates, DBA External Examiner.

October 2018 - Present

S P Jain School of Global Management, Campuses in: Dubai, Singapore, Mumbai, Sydney. Rankings: Times Higher Education – Wall Street Journal: World’s Top 5 1-Year MBAs (2018-19), Forbes: Top 20 Best International 1 Year MBAs (2013 – 19), The Economist: Top 100 Fulltime MBAs worldwide (2015), Financial Times: Top 100 Global MBA programs (2011 and 2012), Ivy Exec: Asia Pacific’s Top 10 world’s top Executive MBA programs (2018).

October 2015 - Present

Hellenic Open University/Ελληνικό Ανοικτό Πανεπιστήμιο, Greece, Visiting Professor.

June 2015 - 2018

South Africa’s National Research Foundation (NRF). Evaluating/Examining the quality of the research outputs and standing of Faculty in South African Higher Education Institutions.

January 2015 – Present

University of Torino, Italy, Visiting Professor and Chair of the PhD External Examiner Committee.

November 2014 – 2019

The University of Foggia, Italy, Visiting Professor.

August 2014 – 2018

The Manchester Metropolitan University, UK, MMU International Alumni Ambassador.

June 2014 – 2017

Sapienza University of Rome, Italy, Visiting Professor and Member of the Research Grants Committee, External Examiner.

June 2014 – 2017

University of Salento, Italy, Visiting Professor, “Best Wine” Research project

February 2014 – 2017

EDC Paris Business School, Member of the International Scientific Committee of the Research Center (Observatory and Research Center in Entrepreneurship). The Scientific committee consists of 10 international recognized Professors with the purpose to advice, guide and provide orientation to their research strategy and activities.

December 2012 – 2017

Υπουργείο Εμπορίου, Βιομηχανίας και Τουρισμού, Τεχνικός Εμπειρογνώμονας, Γραφείο Διασύνδεσης με τον Επιχειρηματικό Κόσμο.

Ministry of Commerce, Industry and Tourism, Specialist, Office: Academia Link with the Industry.

November 2012 – 2017

Υπουργείο Γεωργίας, Φυσικών Πόρων και Περιβάλλοντος, Μέλος του Συμβουλευτικού Συντονιστικού Φορέα και Μέλος της Υποεπιτροπής Προβολής, Προώθησης και Εμπορίας Οίνου, Συμβουλευτικός Συντονιστικός Φορέας για τον Αμπελοοινικό Τομέα.

Ministry of Agriculture, Natural Resources and Environment, Member of the Advisory Council and Member of the Sub-Committee for Promotion, Marketing and Commerce of Wine, Advisory Council for the Cyprus Wine Industry.

February 2012 – 2016

UNESCO, Μέλος της Επιτροπής Ακαδημαϊκών Υποθέσεων της Έδρας UNESCO.

UNESCO, Member of the Academic Affairs Committee, UNESCO Chair.

February 2012 – Present

Φορέας Ελέγχου Διαφήμισης, Μέλος της Δευτεροβάθμιας Επιτροπής www.fed.org.cy

Η δευτεροβάθμια επιτροπή ασχολείται με τις αιτήσεις επανελέγχου κατά αποφάσεων της Πρωτοβάθμιας. Πρωταρχικός σκοπός του Φορέα είναι ο έλεγχος των διαφημιστικών μηνυμάτων, σε όλα τα ΜΜΕ, ώστε να συμμορφώνονται με τον Κώδικα Δεοντολογίας. Ο Κυπριακός Κώδικας Δεοντολογίας Επικοινωνίας βασίζεται στον κώδικα του International Chamber of Commerce.

Cyprus Advertising Regulation Organization, Cyprus code of Ethics Contact, Cyprus, Member of the Secondary (Appeals) Council www.fed.org.cy

The aim of the Cyprus Code of Ethics Contact is to regulate advertisements in all media, to comply with the Code of Conduct. It is based on the Code of Conduct of the International Chamber of Commerce.

September 2011 – 2012

University of Naples, PhD External Examiner, Department of Strategies and Quantitative Methods, Second University of Naples, Italy (Dipartimento di Strategie Aziendali e Metodologie Quantitative, Seconda Università degli Studi di Napoli, Italy).

March 2011 – January 2012

Φορέας Ελέγχου Διαφήμισης, Μέλος της Πρωτοβάθμιας Επιτροπής www.fed.org.cy

Cyprus Advertising Regulation Organization, Cyprus code of Ethics Contact, Member of the Primary Council www.fed.org.cy

September 2011 – Present

Αρχή Διασφάλισης και Πιστοποίησης της Ποιότητας στην Ανώτατη Εκπαίδευση (ΑΔΠ), Ελλάδα <https://www.adip.gr/gr/>

The Hellenic Quality Assurance and Accreditation Agency (HQA), Greece, External Evaluator and Committee Member for Faculty Promotion / Academic Ranking (Εξωτερικό Μέλος του Εκλεκτορικού Σώματος). <https://www.adip.gr/gr/>

April 2010 – Present

Αρχή Διασφάλισης και Πιστοποίησης της Ποιότητας στην Ανώτατη Εκπαίδευση (ΑΔΠΠ), Ελλάδα

The Hellenic Quality Assurance and Accreditation Agency (HQA), Greece, External Evaluator Expert of Higher Education Academic Institutions in Greece.

June 2010 – May 2011

King Fahd University of Petroleum and Minerals, Saudi Arabia, External Member of the Ranking and Promotion Committee.

May 2010 – 2012

European University, Cyprus, External Member of the Ranking and Promotion Committee.

September 2009 – Present

University of Gloucestershire, The Business School, Cheltenham, UK, Visiting Faculty, Director (for Cyprus) for their PhD and DBA Programmes (till 2012), teaching on their Doctorate programmes and Supervisor of Doctorate (DBA and PhD) candidates.

May 2008 – 2016

In Business Magazine, Member of the Award Committee for IN BUSINESS AWARDS organised by the IN BUSINESS magazine with the aim to award Business People who excelled in their professional endeavours.

January 2007 – 2012

Manchester Metropolitan University, Manchester, UK, Visiting Research Fellow.

September 2007 – August 2012

COMSATS Institute of Information Technology (CIIT), Medal Award Committee Member, Medals for Innovation (CIMI). The CIMI medals are awarded to honor the innovative proposals submitted by faculty members, staff and students of CIIT by recognizing their outstanding and original contributions in the area of Management Sciences.

September 2007 – September 2010

Cape Peninsula University of Technology, External Examiner for PhD Theses.

September 2004 – September 2011

HENLEY Business School, University of Reading, Henley-on-Thames, Oxfordshire, UK, Visiting Faculty, Teaching on the MBA programme and supervising student Theses.

September 2004 – September 2013

Leeds Metropolitan University, Leeds, UK, Visiting Fellow.

September 2002 – July 2010

Vorarlberg University of Applied Science, Dornbirn, Vorarlberg, Austria, Visiting Professor.

September 2000 – January 2014

The Nottingham Trent University, Nottingham Business School, External Examiner and Moderator for their full time and part time Bachelor and Master programmes.

January 2000- December 2003

Hellenic Association of Scientists and Professionals in Greater Manchester, President and Chairman of the Executive Board, founding member, The Hellenic Association of Scientists and Professionals in Greater Manchester is an Association with more than 300 Greek Scientists and Graduate Professionals that work in Greater Manchester and Northwest of England.

PROFESSIONAL MEMBERSHIPS

Since 2007	Fellow Member of the Chartered Institute of Marketing (FCIM)
Since 2006	Member of the Chartered Association of Business Administrators (CBC, ChMC)
2006-2007	Member of the Chartered Institute of Marketing (MCIM)
2007-2014	Member of the Greek Marketing Academy
Since 2000	Member of the Academy of Marketing (AM)
2000-2005	Member of Institute of Learning and Teaching (ILT)
2000-2014	Member of the American Marketing Association (AMA)
1997-2000	Member of the Institute of Export (MIExp)

CONSULTANCY

July 2009 – Sept. 2013	GlobalExpo (<i>Role: VP of the Board of Directors and Executive Director</i>)
Apr. 2009 – Sept. 2013	Fortune Health Resort (<i>Role: Member of the Board of Directors</i>)
Jan. 2009 – Sept. 2013	Business Global (<i>Role: Consultant</i>)
Apr. 2009 – 2013	SOK and Commandaria Producers (<i>Role: Research Director and Consultant</i>)
Jan. 2007 – June 2013	Archontiko Papadopoulou (<i>Role: Consultant</i>)
2010 - 2011	Cyprus Telecommunication Authority – CYTA (<i>Role: Trainer/Consultant</i>)

2004 – 2008	Cyprus Wine Industry and Bacchus Wine Association <i>(Role: Research Director and Consultant)</i>
2006 - 2007	Cyprus Telecommunication Authority – CYTA <i>(Role: Trainer/Consultant)</i>
June 2005	Malloupas & Papacostas Group of Companies <i>(Role: Trainer/Consultant)</i>
2000 - 2003	J. Sainsbury
1999 - 2003	Pendle Training, Northern Technologies
1999 - 2003	Inn Partnership
1998 - 2003	Kellogg's
1998 - 2000	Bass Plc
1993 – 2005	I.B.S. (International Bonder Stores), Responsible for designing and controlling the company's business planning including an analysis of the internal and external environment and the setting of the strategic and tactical direction for the future.

RESEARCH INTERESTS, OUTPUT AND INVOLVEMENT

RESEARCH INTERESTS

- International/Global Marketing
- Strategic Marketing Planning
- Marketing Communications
- Branding
- Wine Marketing
- Innovation and Entrepreneurship
- Human Resource Management

PUBLICATIONS

Books

Czinkota, R.M., Kotabe, M., Vrontis, D. and Shams, R. (2021), *Marketing Management: Past, Present and Future*, 4th Edition, New York: Springer: Springer Texts in Business and Economics (ISBN: 978-3-030-66915-7).

Pjero, E., Vrontis, D. and Thrassou, A. (2020), *Measuring Marketing and Brand Communications Performance: A Developing European Country Perspective*, UK: Cambridge Scholars Publishing (ISBN: 978-1-5275-4678-3).

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., and Tsoukatos E. (2020), *Palgrave Studies of Cross Disciplinary Business in association with EuroMed Academy of Business, The Changing Role of SMEs in Global Business, Volume II: Contextual Evolution Across Markets, Disciplines and Sectors*, Palgrave Macmillan (ISBN: 978-3-030-45834-8; Series ISSN: 2523-8167).

Thrassou, A., Vrontis, D., Weber, Y., Shams, R., and Tsoukatos E. (2020), *Palgrave Studies of Cross Disciplinary Business in association with EuroMed Academy of Business, The Changing Role of SMEs in Global Business, Volume I: Paradigms of Opportunities and Challenges*, Palgrave Macmillan (ISBN: 978-3-030-45830-0; Series ISSN: 2523-8167).

Shams, R., Vrontis, D., Weber, Y., Tsoukatos E. and Galati, A. (2019), *The Annals of Business Research*, Vol. 3, *Stakeholder Engagement and Sustainability*, London and New York: Routledge - Taylor and Francis Group (ISBN: 978-0367211233).

Weber, Y., Vrontis, D., Tsoukatos E. and Shams, R., (2019), *Cross-Disciplinary Management Perspectives: Applications, Challenges and Opportunities*, Bingley-UK: Emerald, Vol. 1, *The Cross-disciplinary perspectives of Management Ambidexterity: Challenges and Opportunities*, Emerald Publishing.

Vrontis, D., Thrassou, A., Weber, Y., Shams, R., and Tsoukatos E. (2019), *Palgrave Studies of Cross Disciplinary Business in association with EuroMed Academy of Business, The Synergy of Business Theory and Practice Advancing the Practical Application of Scholarly Research*, Palgrave Macmillan (ISBN: 978-3-030-17523-8; Series ISSN: 2523-8167).

Shams, R., Vrontis, D., Weber, Y., Tsoukatos E. and Ferraris, A. (2018), *The Annals of Business Research*, Vol. 2, *Cross-functional Knowledge Management: The International Landscape*, London and New York: Routledge - Taylor and Francis Group (ISBN: 978-0367074234).

Vrontis, D., Weber, Y., Thrassou, A., Shams, R., and Tsoukatos E. (2018), *Palgrave Studies of Cross Disciplinary Business in association with EuroMed Academy of Business, Innovation and Capacity Building: Cross-disciplinary Management Theories for Practical Applications*, Palgrave Macmillan (ISBN 978-3-319-90944-8; Series ISSN 2523-8167).

Shams, R., Vrontis, D., Weber, Y. and Tsoukatos E. (2018), *The Annals of Business Research*, Vol. 1, *Business Models for Strategic Innovation: Cross-functional Perspectives*, London and New York: Routledge - Taylor and Francis Group (ISBN: 978-0815367215). *Indexed by Scopus*

Vrontis, D., Bresciani, S. and Rossi. M. (2016), *Managing Globalization. New Business Models, Strategies and Innovation*, UK: Cambridge Scholars Publishing (ISBN: 978-1-4438-8897-4).

Vrontis, D., Sakka, G. and Amirkhanpour, M. (2015), *Management Innovation, Entrepreneurship and Human Resource Management Practices: a Global Perspective*, UK: Cambridge Scholars Publishing (ISBN 978-1-4438-7464-9).

Vrontis, D., Tsoukatos, V. and Maizza, A. (2015), *Innovative Management Perspectives on Confronting Contemporary Challenges*, UK: Cambridge Scholars Publishing (ISBN 978-1-1438-7245-4).

Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X).

Maliotis, S., Vrontis, D. and Pavlides, D. (2011), *Commandaria - Brand Development for the Creation of a Competitive Advantage / Κουμανδάρια – Ανάπτυξη Ενδιάκριτης Μάρκας για την Δημιουργία Συγκριτικού Πλεονεκτήματος*, Cyprus: EuroMed Press (ISBN: 978-9963-634-99-6).

Pavlides, D. and Vrontis, D. (2009), *Wine Adoration – Everything You Need to Know about Wine / Οινολατρεία - Όλα Όσα Πρέπει να Γνωρίζετε για τον Οίνο*, Nicosia: Εκδόσεις Επιφανίου (ISBN: 978- 9963-685-03-5).

Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent (ISBN: 978-953-99762-6-0).

Vranesevic, T., Vrontis, D. and Vignali, C. (2006), *Marketing and Retailing Strategy*, Zagreb: Accent (ISBN: 953-99762-3-5).

et al and Vrontis, D. (2006), *Retail Fashion Marketing, The Complete Strategic Guide*, Zagreb: Accent (ISBN: 953-99762-2-7).

Vignali, C. and Vrontis, D. (2006), *Global Marketing and Export Management*, UK: Foxwell and Davies (ISBN: 1-905868-00-6).

Vignali, C., Vignali, G., Vranesevic, T. and Vrontis, D. (2006), *Basic Selling Skills*, UK: Foxwell and Davies (ISBN: 1-905868-05-7).

Vranesevic, T., Vignali, C. and Vrontis, D. (2004), *Upravljanje Strateškim Marketingom*, Zagreb: Accent (ISBN: 953-99762-00).

Vignali, C., Vrontis, D. and Vranesevic, T. (2003), *Marketing Planning: Analysis, Tactics and Strategy*, UK: Foxwell and Davies (ISBN: 88-8448-007-8).

Vrontis, D., Vignali, C. and Davies, B. (2002), *STRATICS, Strategy and Tactics in Marketing*, UK: Manchester Metropolitan University Press (ISBN: 0905304 446).

Vrontis, D. and Vignali, C. (1999), *An International Marketing Reader*, UK: Manchester Metropolitan University Press (ISBN: 0905304 25X).

Dana, L. P., Vignali, C. and Vrontis D. (1999), *Cases for the International Marketing Reader*, UK: Manchester Metropolitan University Press (ISBN: 0905304 268).

Books – Scientific Editing in Greek

Τσουκάτος Ε. και Βρόντης, Δ. (2019), *Μέθοδοι Έρευνας στις Επιχειρήσεις και την Οικονομία*, 2^η Έκδοση, Εκδόσεις: Δίσιγμα (ISBN: 978-618-5242-50-3). Editing of the Greek version of the book: Saunders, M., Lewis Ph. and Thornhill A., *Research Methods for Business Students*, 7th Edition, Pearson Education (ISBN: 978-129-2016-62-7).

Βούζας Φ., Μαρούδας, Λ., Μπέλλου, Β. και Βρόντης Δ. (2017) *Διοίκηση Ανθρωπίνων Πόρων*, Εκδόσεις: Broken Hill Publishers (ISBN: 978-9963-258-31-4). Editing of the Greek version of the book: Torrington D., Hall L., Taylor S. and Atkinson, C., *Human Research Management*, 9th Edition, Εκδότης: Pearson Education (ISBN: 978-0-273-78663-4).

Βούζας Φ., Βρόντης Δ., και Μπέλλου, Β. (2016) *Οργανωσιακή Συμπεριφορά*, Εκδόσεις: Broken Hill Publishers (ISBN: 978-9963-258-32-1). Editing of the Greek version of the book: Uhl-Bien, M., Schermerhorn, J. R. and Osborn, R. O. *Organizational Behavior*, 13th Edition, Εκδότης: Wiley (ISBN: 13-978-1-118-51737-6).

Τσουκάτος Ε. και Βρόντης, Δ. (2014), *Μέθοδοι Έρευνας στις Επιχειρήσεις και την Οικονομία*, Εκδόσεις: Δίσιγμα (ISBN: 978-0273-750-77-8). Editing of the Greek version of the book: Saunders, M., Lewis Ph. and Thornhill A., *Research Methods for Business Students*, 6th Edition, Pearson Education (ISBN: 978-960-9495-39-4).

Books (Electronic) - Approved by and indexed in: ISI Proceedings - CPCI Conference Proceedings Citation Index (Clarivate Analytics)

http://thomsonreuters.com/products_services/science/science_products/a-z/conf_proceedings_citation_index/

Vrontis, D., Weber, Y. and Tsoukatos, E. (2020), *EuroMed Academy of Business Conference Book of Proceedings: Vol. 13, Business Theory and Practice Across Industries and Markets*, Cyprus: EuroMed Press (ISSN series edition number: 2547-8516 – ISBN: 978-9963-711-89-5). [Direct Link](#)

Vrontis, D., Weber, Y. and Tsoukatos, E. (2019), *EuroMed Academy of Business Conference Book of Proceedings: Vol. 12, Business Management Theories and Practices in a Dynamic Competitive Environment*, Cyprus: EuroMed Press (ISSN series edition number: 2547-8516 – ISBN: 978-9963-711-81-9). [Direct Link](#)

Vrontis, D., Weber, Y. and Tsoukatos, E. (2018), *EuroMed Academy of Business Conference Book of Proceedings: Vol. 11, Research Advancements in National and*

Global Business Theory and Practice, Cyprus: EuroMed Press (ISSN series edition number: 2547-8516 – ISBN: 978-9963-711-67-3). [Direct Link](#)

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EDITORIAL AND REVIEW ACTIVITIES

Editor / Associate Editor / Consulting Editor

Founding Editor and Editor-in-Chief: *EuroMed Journal of Business*, Emerald (ISSN: 1450 2194) *ABS 1*.

The journal is ranked by: ABS (UK), AIDEA (Italy), ANVUR (Italy), Australian Business Deans Council (ABDC) Journal Quality List, BFI (Denmark), Chartered Association of Business Schools (CABS, UK) Academic Journal Guide, Index Copernicus (Poland), Norwegian Social Science Data Services, Publication Forum (Finland).

This journal is indexed and abstracted by: Scopus, Emerging Sources Citation Index of Clarivate Analytics (formerly Thomson Reuters), Scimago, Cabell's Directory of Publishing Opportunities in Management & Marketing, EconLit, Electronic Collections Online, Zetoc (British Library).

Associate Editor: *International Marketing Review*, Emerald (ISSN: 0265-1335) *ABS 3*.

Associate Editor: *Journal of Business Research*, Elsevier (ISSN: 0148-2963) *ABS 3*.

Consulting Editor, *Journal of International Management*, Elsevier (ISSN: 1075-4253) ABS 3.

Member of the Editorial Advisory Board

- *Journal of Knowledge Management*, Emerald, (ISSN: 1367-3270).
- *Journal of Consumer Behaviour*, Westburn Publishers, (ISSN: 1475-3928).
- *Social Business*, Westburn Publishers, (ISSN: 2044-4087).
- *Journal of Promotion Management*, USA: Haworth Press (ISSN 1049-6491).
- *Journal for Global Business Advancement*, InderScience Publishers (ISSN: 1746-966X).
- *Journal for International Business and Entrepreneurship Development* (ISSN: 1549-9324).
- *Mercati & Competitività* (ISSN 1826-7386).
- *Sinergie* (ISSN: 0393-5108).

Guest Editing - Journal Special Issues

Guest Edited/ing in numerous journals and issues including the following:

- *Journal of World Business (ABS4)*
- *International Marketing Review (ABS 3)*
- *Journal of Business Research (ABS 3)*
- *Journal of International Management (ABS 3)*
- *Annals of Operations Research (ABS3)*
- *Journal of General Management (ABS 2)*
- *Journal of Brand Management (ABS 2)*
- *European Business Review (ABS 2)*
- *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)*
- *British Food Journal (ABS 1)*
- *Journal of Global Business Advancement (ABS 1)*
- *Global Business and Economics Review (ABS 1)*
- *Journal of Customer Behaviour (ABS 1)*
- *Journal of Transnational Management (ABS 1)*
- *Journal for International Business and Entrepreneurship Development (ABS 1)*

Book and other Academic Journal Review

Extensive contribution in book reviewing, academic journals reviewing and working papers series reviewing.

CONFERENCE PRESENTATIONS AND ORGANISATION

CONFERENCE PRESENTATION (Papers/Abstracts Published in Book of Proceedings)

Iaia, L., Christofi, M. and Vrontis, D. and (2020), “Technological Innovations and Artificial Intelligence in International Marketing Research: A Systematic Review, *13th Annual Conference of the Euromed Academy of Business*, Online, September 09-10, 2020, pp. 1357-1359 (ISBN: 978-9963-711-89-5).

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Christofi, M. and Vrontis, D. (2012), “Cause-Related Marketing Success and Product Innovation: an Integrated Conceptual Framework and Research Propositions”, *International Conference on Contemporary Marketing Issues*, June 13-15, 2012, Thessaloniki, Greece.

Vrontis, D. (2012), “Wine Consumer Behaviour”, *COBEREN (EU Project)*, Nicosia, Cyprus, June 07, 2012 (*Keynote Speaker*).

Vrontis, D., Thrassou, A., Chebbi, H. and Yahiaoui, D. (2011), “A Preliminary Strategic Marketing Framework for New Product Development”, *4th Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 1854-1875, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Bresciani, S., Thrassou, A. and Vrontis, D. (2011), “The Link Between Family Business and Innovation: Evidence from an Italian Sample”, *4th Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 361-320, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Chebbi, H., Yahiaoui, D., Thrassou, A. and Vrontis, D. (2011), “The Exploration Activity’s Added Value into the Innovation Process”, *4th Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 361-375, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Vrontis, D., Thrassou and Pavlides, D. (2011), “The Renaissance of Commandaria – An Environmental Descriptive Analysis for Achieving a Competitive Advantage”, *9th Annual International Conference on Marketing*, Athens, Greece, July 4-7 2011.

Georgiou, Th., Vrontis, D. and Alexandrou, K. (2011), “Towards the Optimization of Family Owned Winery Succession”, *World Congress on Vine and Wine*, Porto, Portugal, June 20-27, 2011 (ISBN: 978-989-20-2449-3).

Vrontis, D. and Thrassou (2011), “The Renaissance of Commandaria, Brand Building for Achieving Competitive Advantage”, *8th CIRCLE (Centre for International Research in Consumers Location and their Environments) Conference*, Dubrovnik, Croatia, April 27-29, 2011.

Kaufmann, R., Vrontis, D., Czinkota, M. R. and Hadiono, A. (2011) “Corporate Branding and Brand-Building Behavior: The Importance of Leadership as a Stepping Stone”, *American Marketing Association, Global Marketing Special Interest Group Conference, Global Marketing Managers: Addressing Challenges posed by the Changes in Global Economy*, Cancun Mexico, January 13-16, 2011.

Vrontis, D., Thrassou, A. and Rossi, M. (2010), “Strategic Branding of Wine Firms: The Case of Campania Region, Italy”, *3rd Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures*, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – *ISI/CPCI approved*.

Bresciani, S., Thrassou, A. and Vrontis, D. (2010), “*Human Resource Management: Practices, Performance and Strategy in the Italian Hotel Industry*”, 3rd Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Vrontis, D. and Gunay, G. N. (2010), “*A Comparative Study between Cyprus and Turkey on Factors Influencing Young Consumers’ Wine Consumption Behaviours*”, 3rd Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Kaufmann, H.R., Loureiro, S.M.C., Basile, G. and Vrontis, D. (2010), “*New Consumer Role in Brand Community: From Attractiveness to an Active Member and Embedded Learning*”, 3rd Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Vrontis, D. (2010), “*Branding the Cypriot Rose Wine*”, *Rose Conference 2010*, Lednice, Czech Republic, April 14, 2010 (*Key Note Speaker*).

Michael C., Vrontis D. and Kaufmann H.R. (2009), “*The Synergies of Diversity within the Hotel Industry: The Impact and Views of Hospitality Stakeholders*”, 2nd Annual Conference of the EuroMed Academy of Business, Managerial and Entrepreneurial Developments in the Mediterranean Area, Salerno, Italy, October 26-28 (ISBN: 978-9963-634-76-7) – ISI/CPCI approved.

Orphanidou Y., Vrontis D. and Kaufmann H.R. (2009), “*Transformation of Hospitality Curricula and its Implications for Future Managers*”, 2nd Annual Conference of the EuroMed Academy of Business, Managerial and Entrepreneurial Developments in the Mediterranean Area, Salerno, Italy, October 26-28 (ISBN: 978-9963-634-76-7) – ISI/CPCI approved.

Vrontis, D. and Thrassou, A. (2009), “*Towards a Marketing Communications Model for Small Political Parties – a Strategic Political Marketing Perspective for Developed Countries*”, 14th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus, April 23-24.

Vrontis, D. and Melanthiou, Y. (2009), “*Understanding Students' Behaviour for Choice of Higher Education and its Influence on the Communication Efforts of Higher Education Institutions*”, 14th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus, April 23-24.

Vrontis, D. and Kountouri, P. (2008), “*Wine Promotion and its affects to Customer’s Choice*”, 1st EuroMed Conference, European and Mediterranean Trends and Challenges in the 21st Century, Marseilles, France, November 17-18 – ISI/CPCI approved.

Antoniou, A., Kaufmann, R. and Vrontis, D. (2008), “*Core Culture and Strategic Behaviour of SME Owners: The Cyprus Case*”, 1st Annual Conference of the EuroMed Academy of Business, European and Mediterranean Trends and Challenges in the 21st Century, Marseilles, France, November 17-18 – ISI/CPCI approved.

Michael, C., Kaufmann, R. and Vrontis, D. (2008), "The Cultural Diversity Phenomenon in the Hotel Industry: a Conceptual Paper", *1st Annual Conference of the EuroMed Academy of Business, European and Mediterranean Trends and Challenges in the 21st Century*, Marseilles, France, November 17-18 – ISI/CPCI approved.

Vrontis, D. and Paliwoda, S. (2008), "Wine Branding: Developing a Framework for the Cyprus Wine Industry", *Global Business and Technology Association, GBATA Conference*, Madrid, Spain, July 8-12.

Vrontis, D. and Paliwoda, S. (2008), "Branding and the Cyprus Wine Industry", *Academy of Wine Business Research Conference*, Siena, Italy, July 17-19.

Vrontis, D. and Paliwoda, S. (2008), "Wine Marketing: A Survey Investigation in the Cyprus Wine Industry", *CIRCLE (Centre for International Research in Consumers Location and their Environments) Conference*, Nicosia, Cyprus, March 28-29.

Ktoridou, D., Vrontis, D. and Epaminonda, E. (2007), "M-Marketing: are Consumers Receptive to this New Marketing Communication Tool?", *NGMAST IEEE International Conference and Exhibition on New Generation Mobile Applications Services and Technologies*, Cardiff, Wales, UK, September 12-14, pp. 19-25.

Ching, W. H., Chia, H. W. and Vrontis D. (2007), "International Retail Branding: The Case of Hypermarkets in Taiwan and the UK", *Global Business and Technology Association, GBATA Conference*, Taiwan, July 3-7.

Vrontis, D. (2007), "Brand-Building: The Case of the Wine Industry in Cyprus", *Fourth Annual World Congress, Academy for Global Business Advancement (AGBA)*, Penang, Malaysia, May 21-25.

Thrassou A. and Vrontis D. (2006), "Internationalisation Strategy for SMEs – The Case of Cyprus' Professional Services Firms", *4th Workshop on International Strategy and Cross-Cultural Management, The European Institute for Advanced Studies in Management*, Toulouse, September 29-30.

Vrontis, D. and Mesarites, A. (2006), "Branding in the Cyprus Wine Industry", *International Conference of the Global Business and Technology Association in Moscow*, Russia on June 27 – July 1.

Vrontis, D., Ktoridou, D. and Yiangou, E. (2006), "Presentation Graphics: A Bridge Between EFI Proficiency and Marketing Communication Skills", *1st Academy of Marketing Symposium Marketing Higher Education*, Nicosia, Cyprus, January 3-5.

Thrassou A., Vrontis D., Melanthiou Y. (2006), "A Contemporary Higher Education Student-Choice Model for the Developed Countries", *1st Academy of Marketing Symposium Marketing Higher Education*, Nicosia, Cyprus, January 3-5.

Thrassou, A. and Vrontis, D. (2005), "A New Symbiotic Model for the Business-Consumer Relationship and Communication", *2nd Workshop On Relationship Marketing, The Future Of Relationship Marketing, The European Institute for Advanced Studies in Management (Eiasm)*, Belgium, October 4-5.

Vrontis, D. and Chia-Hung Wei, (2005), "Critical evaluation of entry strategies theories associated with developing global business- the Hewlett-Packard Case", International Conference on Business and Information (BAI 2005), *Organized by Academy of Taiwan Information System Research (ATISR)*, Hong Kong, July 14-15.

Vrontis, D., Ahmed Khan, S. and Mesarides, A. (2005), "Branding in the Cyprus Wine Industry", *10th International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Thrassou, A. and Vrontis, D. (2005), "An Integrated Marketing Communications System Model for Construction Consultants in Cyprus", *10th International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Papasolomou, I. and Vrontis, D. (2005), "Internal Marketing as a means for building the corporate brand in the UK retail bank industry", *10th International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Vrontis, D. and Ktoridou, D. (2005), "Internet Marketing Technologies: The Center of Virtually All Communications", *10th International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Vrontis, D and Susanti, A. (2004), "An Exploratory Study: The Impact of Culture in TV Advertising Behaviour in Southeast Asia", *Global Business and Technology Association, GBATA Conference*, Cape Town, South Africa, June 8-12.

Vrontis, D. (2004), "Contemporary Issues in Retail Management", *Centre for International Research in Consumers Location and their Environments*, Leeds, UK, June 23, 2004.

Vrontis, D. (2004), "A Questionnaire Survey in the UK: Examining Global Companies' Marketing Approach", *The European Institute of Retailing and Services Studies (EIRASS)*, Prague, Czech Republic, July 10 - 13, 2004

Vrontis, D. (2003), "Adaptation or Standardisation? The AdaptStand Model- The Creation of a New Approach in International Marketing", *European Applied Research Conference (E ABR)*, Venice, Italy, June 9-13.

Vrontis, D. and Sharp, I. (2003), "The Strategic Positioning Of Coca-Cola In Their Global Marketing Operation", *European Applied Research Conference (E ABR)*, Venice, Italy, June 9-13.

Vrontis D. (2003), "The AdaptStand Model in International Marketing", *Global Business and Technology Association, GBATA Conference*, Budapest, Hungary, July 8-12.

Gibbs, P., Vrontis, D. and Jones, W. (2003), "The Impact of Educational Marketing on what is Higher Education", *American Marketing Association (AMA), AMA International Marketing Educators' Conference*, undertaken in association with the Academy of Marketing (AM) Conference, Birmingham, July 8-11.

Vrontis, D. (2002), "The AdaptStand Model, The Development of a New Approach in International Marketing", *American Marketing Association (AMA), AMA International*

Marketing Educators' Conference, undertaken in association with the Academy of Marketing (AM) Conference, Nottingham, 2-5 July.

Vrontis, D. (2002), "The Development of the AdaptStand Modelling Process in International Marketing", *Global Conference on Business and Management*, Paris, July 7-9.

Vrontis, D. (2000), "The AdaptStand Process in International Marketing", *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

Vrontis, D. (1999), "International Adaptation and Global Standardisation: A Vital Marketing Management Strategic Decision in Targeting International Markets", *BAM 99, Conference of British Academy of Management*, Manchester, UK.

Vrontis, D. (1999), "Global Standardisation and/or International Adaptation? A Tactical Marketing Decision for Multinational Businesses in Crossing Borders and Entering Overseas Markets", *Business and Economics Society International Conference*, Gran Canaria, Canary Islands, Spain – *ISI/CPCI approved*.

Vrontis, D. (1999), "Standardisation and/or Adaptation? A Strategic Marketing Decision for U.K. Based Multinational Enterprises Gaining Optimal Results in International Markets", *Conference of Academy of Marketing*, University of Sterling, Scotland, UK.

Vrontis, D. (1999), "Standardisation or Adaptation? A Strategic Marketing Decision for Gaining Optimal Results in International Markets", *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

Vrontis, D. (1998), "International Adaptation or Global Standardisation? A Critical Strategic Choice towards Success", *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

Conference Reviewer, Session Chair, Paper Discussant

Extensive experience as conference/congress paper reviewer, session chair and paper discussant (see conference section above).

CONFERENCE CHAIR / ORGANISATION / CO-ORGANISATION (sample)

13th Annual Conference of the EuroMed Academy of Business, *Business Theory and Practice Across Industries and Market*, Online, 09th-10th September 2020.

12th Annual Conference of the EuroMed Academy of Business, *Business Management Theories and Practices in a Dynamic Competitive Environment*, Thessaloniki, Greece, 18th-20th September 2019.

11th Annual Conference of the EuroMed Academy of Business, *Research Advancements in National and Global Business Theory and Practice*, Rome, Italy, 12th-14th September 2018.

10th Annual Conference of the EuroMed Academy of Business, *Global and National Business Theories and Practice: Bridging the Past with the Future*, Rome, Italy, 13th-15th September 2017.

9th Annual Conference of the EuroMed Academy of Business, *Innovation, Entrepreneurship and Digital Ecosystems*, Warsaw, Poland, 14th-16th September 2016.

8th Annual Conference of the EuroMed Academy of Business, *Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment*, Verona, Italy, 16th-18th September 2015.

Conference of the EuroMed Academy of Business, *Contemporary Trends and Perspectives in Wine and Agrifood Management*, Lecce, Italy 16th-17th, January 2015.

Conference of the EuroMed Academy of Business, *Human Resource Practices, Strategic and Entrepreneurial Challenges*, Paris, France, 21st-22nd, May 2015.

7th Annual Conference of the EuroMed Academy of Business, *The Future of Entrepreneurship*, Kristiansand, Norway, 18th-19th September 2014.

6th Annual Conference of the EuroMed Academy of Business, *Confronting Contemporary Business Challenges through Management Innovation*, Estoril, Cascais, Portugal, 23rd-24th, September 2013.

5th Annual Conference of the EuroMed Academy of Business, *Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*, Glion, Switzerland, 4th-5th of October 2012.

4th Annual Conference of the EuroMed Academy of Business, *Business Research Challenges in a Turbulent Era*, Elounda, Crete, Greece, 20th-21st October 2011.

3rd Annual Conference of the EuroMed Academy of Business, *Business Development across Countries and Cultures*, Nicosia, Cyprus, 4th-5th November 2010.

2nd Annual Conference of the EuroMed Academy of Business, *Managerial and Entrepreneurial Developments in the Mediterranean Area*, Salerno, Italy, 26th-28th October 2009.

1st Annual Conference of the EuroMed Academy of Business, *European and Mediterranean Trends and Challenges in the 21st Century*, Marseilles, France, 17th-18th November 2008.

5th International Conference for Consumer Behaviour and Retailing Research, March, 2008, University of Nicosia, Nicosia, Cyprus. – Conference Chair

5th Annual South East European Doctoral Student Conference, South Eastern European Research Centre (SEERC), June of every year, Thessaloniki, Greece.

3rd International Conference for Consumer Behaviour and Retailing Research, 21st – 22nd April, 2006, University of Zagreb, Zagreb, Croatia.

1st Academy of Marketing Symposium in Marketing of Higher Education, 3rd-5th January 2006, Intercollege, Cyprus.

2nd International Conference for Consumer Behaviour and Retailing Research, 27 May 2005, University of Applied Sciences, Liechtenstein.

1st International Conference for Consumer Behaviour and Retailing Research, 23rd of June 2004, Leeds Metropolitan University, Leeds, UK.

10th International Conference on Corporate and Marketing Communications, 8th and 9th of April 2004, Intercollege, Nicosia, Cyprus.

ORGANISING AND CHAIRING OF WORKSHOPS, SPEECHES / PANEL DISCUSSIONS / ROUND TABLE DISCUSSIONS

Extensive contribution in organising and chairing of workshops, speeches, panel discussions, round table discussions and presentations.

INVOLVEMENT IN INTERNATIONAL RESEARCH CENTRES

2021 – present

GNOSIS – Mediterranean Institute for Management Science

Duties and Responsibilities:

Founder and Managing Director

2008 - present

EMRBI - EuroMed Research Business Institute (www.emrbi.com)

Duties and Responsibilities:

Founder and President

An overview of the Institute - EMRBI

The European and Mediterranean (EuroMed) region includes all member states of the European Union, along with non-EU countries bordering the South Mediterranean and Middle East. EMRBI aims to create and disseminate business knowledge by research, teaching, training, and consulting researchers, universities, and businesses, governments and other organizations in the EuroMed (European and Mediterranean) region.

The EuroMed Research Business Institute seeks to contribute to and share the understanding of different business environments and trends in the region, to provide an updated overview of the emerging business practices, and to stimulate and nourish dialogue in the countries of the region and neighboring countries.

EMRBI has a very strong network around the region with hundreds of Universities, Organisations, Research Centres and individual members. It undertakes research and scholarly activities, while offering also a range of business-related professional services, both through its own resources and/or through associated organisations and individuals. EMRBI pursues funded and sponsored research from a wide scope of sources and aims to add value to local and international knowledge, but also to international collaboration and peace.

More specifically EMRBI is:

- Conducting cross-cultural studies, joint research, consulting, and fundraising through the EuroMed Research Centre (EMRBI's Research Centre) and partnering institutions;
- Encouraging interaction between the business community and the academia, and assisting academics and practitioners in keeping up-to-date with business developments in the region;
- Developing joint programs across;
- Aiding towards the economic development of the region;
- Disseminating research findings, new research areas, techniques and conceptual developments through the EuroMed Journal of Business (EMRBI's Official

- Journal) www.emeraldinsight.com/emjb.htm, published by Emerald, the leading publisher of management research in the world;
- Offering business consulting, in-house business training and workshops for executives;
 - Promoting excellence and innovation in business research (e.g. Emerald/EMRBI Business Research Award for Young Researchers);
 - Offering Honorary Fellowships to individuals in recognition of extraordinary and distinguished services to the Institute, or to the Academic, Professional or Political environment;
 - Organizing an annual conference (EuroMed Academy of Business Conference). The conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base. The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.
 - Contributing to peace in the region by developing cooperation between countries and people.

2004 - 2014

CIRCLE - Centre for International Research in Consumers Location and their Environments

Duties and Responsibilities:

Member, Board Member and Regional Director

An overview of the Centre - CIRCLE

CIRCLE was formed in 2004 and develops strategic alliances with a number of universities. The Centre (CIRCLE) engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international contexts for a range of service industries including events, finance, hospitality, leisure, marketing, retailing and tourism. Published work is disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fuelling further academic studies and debates.

2006 - 2009

AGBA – the Academy for Global Business Advancement

Duties and Responsibilities:

President, AGBA Europe Chapter

An overview of the Academy - AGBA

AGBA – the Academy for Global Business Advancement is a worldwide network of professionals committed to facilitate dissemination of scholarly research findings in the field of global business and entrepreneurship. The main purpose of AGBA is to provide ongoing open forums to discuss and analyze global business and global entrepreneurship from different perspectives and viewpoints, and thus to improve understanding of the underlying forces that: (1) have an impact on global developments and (2) shape the destiny of developing countries in the contemporary globalized economy.

The objectives of AGBA are to foster education and to advance professional knowledge and standards in various areas of global business and global entrepreneurship by: (1) facilitating the exchange of information and ideas among educators and professionals, entrepreneurs, and bureaucrats, and between the business and academic fields; (2) encouraging and assisting basic and applied research activities that advance knowledge of global business and entrepreneurship development and operations, and increase the available body of teaching materials; (3) facilitating the interdisciplinary dialogue concerning global business and global entrepreneurship issues as they relate to academic, business and government sectors.

1997 – 2003

International Marketing Research Group

Co-director and active research member of the IMRG (International Marketing Research Group) Centre at Manchester Metropolitan University. At the Centre, research was undertaken and consultation provided to a number of companies. This enlarged the publishing network (see publications for details)

RESEARCH GRANTS

Funding granted:

Date: January 2020-July 2022

Title: AGRIMET

Scientific coordinator: Prof. Antonino Galati, University of Palermo

Funded agency: PO-FESR Sicilia 2014-2020, Italy

Role: Research partner

Budget: 360,000 euro

Date: January 2013-December 2015

Title: “DAEDALUS: Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents”

Funded agency: European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean)

Budget: 1,940,000 euro

Partnering institutions: from Greece, Cyprus, Italy, Palestine, Lebanon, Palestine and Tunisia

Role: Project manager

Date: January 2013-December 2014

Title: “Feeling Younger by getting Older”

Funded agency: Cyprus National Agency – Grundtvig, Lifelong Learning Programme

Budget: 16,000 euro (total programme budget 240,000 euros)

Partnering institutions: from Italy, Malta, Turkey, the United Kingdom, the Netherlands, Finland, Slovakia, Spain, the Czech Republic, Austria, Romania, Poland, Greece, Lithuania, Portugal, Norway, Cyprus and Bulgaria.

Objectives: The project’s objectives were to promote the creation of a culture of active ageing as a lifelong process to ensure that the rapidly-growing population has good opportunities for employment and active participation in social and family life and to involve young generations in these activities.

Award received: *Outstanding Award for Quality and Performance: Received on the 03/12/2014 from The Foundation for the Management of European Lifelong Learning Programmes, <http://www.llp.org.cy>*

Role: Project manager.

Date: October 2013 - September 2015

Title: “European Recovery Leadership – Striving Forward Erasmus”

Funded agency: Erasmus, Life Long Learning Programme, Education and Culture DG,

Budget: 57,621 euros

Partnering institutions: from Greece, Cyprus, UK, Slovakia, Romania, Poland and Lithuania

Objectives: to support young people in developing a mind-set, affective attitudes and cognitive knowledge on how they, as future leaders, can meet the challenges of maintaining their businesses and organisations alive under crisis conditions while preparing them for the after-crisis era.

Role: Project manager

Date: October 2012 - September 2014

Title: “The Cross-Cultural Management Intensive Programme (CCMIP)”

Funded agency: IDEP Cyprus - Erasmus LLP of the European Commission

Budget: 47,526 euros

Role: Project manager

Date: October 2011 - September 2013

Title: “Green Smart Furniture: Design Technology, production and promotion”

Project: Archimedes 1

Funded agency: The Ministry of Education, Greece

Budget: 90,000 euros

Role: Subcontractor

Date: July 2010 – June 2012

Title: “University Enterprise Training Partnership Link - U.E.T.P Link”,

Partnering institutions: Cooperation between Universities and Enterprises

Funded agency: Lifelong Learning Erasmus Programme

Budget: 332,316 euros

Role: Project manager.

Duration: September 2009 – August 2012

Title: “Cross-Cultural Management Intensive ERASMUS LLP Programme”,

Objective: an initiative of the EuroMed Research Business Institute designed to promote the idea of Cross-Cultural Management training between students and academics, of different cultural backgrounds, throughout Europe

Budget: 120,000 euro

Hosted by: the Department of Finance and Insurance of the Technological Educational Institute of Crete in Agios Nikolaos

Duration: September 2008 – August 2010

Title: “The Renaissance of Commandaria – Developing the Brand as a Competitive Advantage”

Funded agency: Research Promotion Foundation

Budget: 149,930 euros

Role: Project manager

Duration: May 2004 – April 2006

Title: “Brand Building for the Wine Industry in Cyprus”

Funded agency: Research Promotion Foundation

Budget: 120,000 euros

Role: Project manager

Funding approved but not funded:

(July 2009), “Branding the Cyprus Indigenous Grape Varieties”, *Research Promotion Foundation*, grand applied for: 170,000 euros, duration of research: twenty four months.

(July 2006), “Nicosia – Destination Branding”, *Research Promotion Foundation*, grand applied for: 170,000 euros, duration of research: twenty four months.

OTHER SCHOLARLY ACTIVITIES

TALKS

Numerous invited talks and keynote speeches at Universities, Associations, Companies and Communities on a National and International level.

TV and Radio talks and presence in print and social media.

AWARDS, ACHIEVEMENTS AND OTHER

2017, 2018, 2019 World Whiskies Awards, The World Drinks Awards

Judge - Committee Member for the World Whiskies Awards, the World Whiskies Awards are the global awards selecting the very best whiskies in the world, in association with *Whisky Magazine*, www.worldwhiskiesawards.com

2015, Academy for International Business Officials (Training Centre of MOFCOM), Ministry of Commerce, P. R. China

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.

2014, The Outstanding Award for Quality and Performance

Received on the 03/12/2014

For the “Feeling Younger by getting Older”, Grundtvig project

Awarded by The Foundation for the Management of European Lifelong Learning Programmes, <http://www.llp.org.cy>

My role: Project Manager

2014 - Present, Top 0.1% of all academics and researchers on Academia

<https://unic.academia.edu/DemetrisVrontis>

2014, The Distinguished Alumni Award, American Academy

The Distinguished Alumni Award from the American Academy Alumni Association in memory of Christos Psiloinis who served as Principal of the school from 1981-2001. An award for remarkable accomplishments, professional excel and high career advancement.

2013, 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 for Excellence 2013. This paper is the Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2013. 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.

2013, Outstanding Reviewer - Emerald Literati Network Awards for Excellence 2013

This award is provided by Emerald, following nominations from Journal Editors, to Outstanding Reviewers who contribute significantly to the success of the Emerald journals.

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 with 11,000 downloads in only 3 years (International Marketing Review) existence (http://www.emeraldinsight.com/promo/imr_30.htm, accessed 07.03.2013)

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).

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.

2012, Food and Drinks Time Out Awards

Archontiko Papadopoulou (*responsible for the wine list*)

Award: Best Restaurant with emphasis on Cypriot Wine for 2012

2011, The Distinguished Award, Military Police Alumni Association

An award provided by the Military Police Alumni Association for extraordinary achievements and distinguished carrier advancing.

2011, Food and Drinks Time Out Awards

Archontiko Papadopoulou (*responsible for the wine list*)

Award: Best Restaurant (New Entry) for 2011

Award: Best Wine Cellar for 2011

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).

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.

2009 (May), FIJEV (International Federation of Wine and Spirits Journalists and Writers)

Award: 1st World Price for the Best Article on Rose Wine entitled “Branding Rose Wines in the Cyprus Wine Industry”.

International Biographical Centre, Cambridge, Great Britain

The **International Biographical Centre**, established in 1972, is one of the leading biographical reference book publishers in the world with more than 20 Who’s Who titles in 132 separate editions. Their prestigious awards are made available to only a few illustrious individuals whose achievements and leadership stand out in the International

Scientific Community as decreed by the Research and Advisory Board sitting at the International Biographical Centre in Cambridge, England.

- **Award: *International Scientist of the Year 2008***
- ***2000 Outstanding Intellectuals of the 21st Century (inclusion in their Biographical Special Edition) (2008 and 2009/2010)***
- ***Leading Scientists of the World (listed in IBC's reference biographical book) (2008)***

Marquis Who's Who (2010-2018)

Who's Who is honoring men and women leading today's scientific and technological revolution and with reference value of outstanding achievements. It presents the world's foremost inventors, discoverers, award winners, educators, scientists, academics, writers, industry executives, and philosophers whose efforts are advancing human knowledge. Inclusion in this anniversary edition is limited to those individuals who have demonstrated outstanding achievement in their own fields of endeavour and who have, thereby, contributed significantly to the betterment of contemporary society.

Also the biography was included in:

- ***Who's Who in the World (inclusion in their Biographical Edition)***
- ***Who's Who in America (inclusion in their Anniversary Edition) - 110th Anniversary Edition of Publishing***
- ***Who's Who in Science and Engineering (certificate and inclusion in their Anniversary Edition) - 10th Commemorative Anniversary (2008-2009)***
- ***Who's Who in Asia (inclusion in their Biographical Edition)***

American Biographical Institute, North Carolina, USA

The **American Biographical Institute**, established in 1967, is one of the world's leading biographical reference publishers and authorities on global contemporary achievement. In a period spanning more than four decades, the ABI has researched and compiled the profiles of the influential and important, on the local, national and international levels, acknowledging their achievements through inclusion in detailed publications and exclusive award programs.

- ***500 Great Leaders-Honors Edition (inclusion in their Biographical Edition) (2009)***
- ***Great Minds of the 21st Century (certificate and inclusion in their Biographical Special Edition) (2008)***
- ***Universal Award of Accomplishment (2008)***

2007, Academy for Global Business Advancement (AGBA)

Award: 2007 AGBA Dean of the Year.

Awarded by AGBA (Academy for Global Business Advancement) and University Sains Malaysia at the 4th World AGBA Congress.

2004, Henley Management College, UK

Full scholarship for pursuing a Certificate in Virtual Tutoring, Henley Management College, University of Reading, UK, January 2004.

2000, Manchester Metropolitan University, UK

Full scholarship for pursuing a Postgraduate Certificate in Education (Higher Education), Manchester Metropolitan University, UK, September 2000.

2000, University of Hull, UK

Unpublished MBA dissertation: International Marketing Management and Strategy in the UK Retail Sector, University of Hull, UK, September 2000.

MBA with Distinction, September 2000.

2000, Manchester Metropolitan University, UK

Unpublished PhD thesis: *Integrating Adaptation and Standardisation in International Marketing, The AdaptStand Modelling Process*, The Manchester Metropolitan University Business School (MMUBS), Manchester, UK, July 2000.

SKILLS, INTERESTS AND HOBBIES

SKILLS

- Leadership and managerial skills
- Organisation skills
- Time management skills
- Research and methodological skills
- Ability to work effectively in teams
- Hardworking
- Analytical skills
- Computer skills
- Statistical packages (S.P.S.S. and Microsoft Excel)
- Communication skills

INTERESTS AND HOBBIES

- Founder of The Cyprus Whisky Association
- Collector of Single Malt Whisky
- Wine connoisseur
- Sports, gym
- Cultural and musical festivals/events
- Conferencing

REFEREES

Professor Michael Czinkota, McDonough School of Business, Georgetown University.

Professor Stanley Paliwoda, The Department of Marketing, University of Strathclyde.

