



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Vrontis
Name:	Demetris
Rank/Position:	Professor
Faculty:	School of Business
Department:	Marketing
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 Director of the MBA Programme



2005	2006				Professor of Strategic Management Associate Dean, School of the School of Business Head of Marketing Department
2004	2005				
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	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
2	2021	Artificial Intelligence, Robotics, Advanced Technologies and	Vrontis, D., Christofi, M., Pereira, V., Tarba, S.,	The International Journal of Human		DOI: 10.1080/09



		Human Research Management: a Systematic Review	Makrides, A. and Trichina, E.	Resource Management		585192.202 0.1871398
3	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.ibu srev.2021.1 01810
4	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/IM R-11-2020- 0261
5	2021	R&D Internationalization and Innovation: A Systematic Review, Integrative Framework and Future Research Direction	Vrontis, D. and Christofi, M.	Journal of Business Research	128	812-823
6	2021	The Profile of Innovation Driven Italian SMEs and the Relationship Between the Firms' Networking Abilities and Dynamic Capabilities	Vrontis, D., Basile, G., Andreano, S., Mazzitelli, M. and Papasolomou, I	<i>Journal of Business Research</i>	114	313-324
7	2018	Customer Engagement through Choice in Cause-Related Marketing: A Potential for Global Competitiveness	Christofi, M., Vrontis, D., Leonidou, E. and Thrassou, A.	International Marketing Review		DOI 10.1108/IM R-04-2018- 0133
8	2018	The Internet of Things: Building Knowledge Management Systems for Open Innovation and Knowledge Management Capacity,	Santoro, G., Vrontis, D., Thrassou, and Dezi, L.	Technological Forecasting and Social Change		DOI: 10.101 6/j.tech fore.20 17.02.0 34



9	2017	B2C Smart Retailing: A Consumer- Focused Value-Based Analysis of Interactions and Synergies,	Vrontis, D., Thrassou, A. and Amirkhanpour, M.	Technological Forecasting and Social Change	124	271-282
10	2017	Marketing Research on Mergers and Acquisitions: a Systematic Review and Future Directions,	Christofi, M., Leonidou, E. and Vrontis, D.	International Marketing Review	34 (5)	629-651

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	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
2	January 2013 - December 2014	Feeling Younger by getting Older	Cyprus National Agency Grundtvig, Lifelong Learning Programme,	Project manager
3	October 2013- September 2015	European Recovery Leadership – Striving Forward Erasmus	Erasmus, Life Long Learning Programme, Education and Culture DG	Project manager
4	October 2012 - September 2014	The Cross-Cultural Management Intensive Programme (CCMIP)	IDEP Cyprus, Erasmus LLP of the European Commission	Project manager
5	October 2011 - September 2013	Green Smart Furniture: Design Technology, production and promotion	Ministry of Education, Greece	Subcontractor



6	July 2010 – June 2012	University Enterprise Training Partnership Link - U.E.T.P Link	Lifelong Learning Erasmus Programme	Project manager
7	September 2009 – August 2012	Cross-Cultural Management Intensive ERASMUS LLP Programme	ERASMUS LLP	Visiting Professor
8	September 2008 – August 2010	The Renaissance of Commandaria – Developing the Brand as a Competitive Advantage	Research Promotion Foundation	Project manager
9	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	External Evaluator Expert of Higher Education Academic Institutions in Greece.	External Evaluator Expert External Evaluator and Committee



		Αρχή Διασφάλισης και Πιστοποίησης της Ποιότητας στην Ανώτατη Εκπαίδευση (ΑΔΙΠ), Ελλάδα	External Evaluator and Committee Member for Faculty Promotion / Academic Ranking https://www.adip.gr/gr/	
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	July – August 2015	Participated (by invitation) in China at 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.	Academy for International Business Officials (Training Centre of MOFCOM), Ministry of Commerce, P. R. China
2	03/12/2014	The Outstanding Award for Quality and Performance For the “Feeling Younger by getting Older”, Grundtvig project	The Foundation for the Management of European Lifelong Learning Programmes, http://www.llp.org.cy

3	2013	<p>Top Downloaded Article for the last 30 years - International Marketing Review Vrontis, D., Thrassou, A. and Lamprinou, 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).</p> <p>Most read research of the last 30 years. This paper has been the top downloaded article of the past 30 years of the Journal.</p>	International Marketing Review
4	2013	<p>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).</p>	<p>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.</p>
5	2013	<p>Outstanding Reviewer - Emerald Literati Network Awards for Excellence 2013</p>	<p>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.</p>
6	2012	<p>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</p>	<p>Emerald Literati Network Awards Committee This award winning paper was chosen following consultation amongst the journal's Editors, Editorial Team</p>



		Financial Performance”, International Journal of Organisational Analysis, Vol. 19, No. 4, pp. 288-304 (ISSN: 1934-8835, Emerald).	and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2011.
7	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.
8	2004	Full scholarship for pursuing a Certificate in Virtual Tutoring, Henley Management College, University of Reading, UK,	Henley Management College, University of Reading, UK
9	2000-2002	Full scholarship for pursuing a Postgraduate Certificate in Education (Higher Education), Manchester Metropolitan University, UK	Manchester Metropolitan University, UK
10	2009	1st World Price for the Best Article on Rose Wine entitled “Branding Rose Wines in the Cyprus Wine Industry”.	FIJEV (International Federation of Wine and Spirits Journalists and Writers)



**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	2015 – Present	Visiting Professor, University of Torino, Italy	Research, Teaching, External Examiner
2	2015 – Present	Visiting Professor, Hellenic Open University, Greece,	Teaching
3	2018 – Present	Visiting Professor, S P Jain School of Global Management, Campuses in: Dubai, Singapore, Mumbai, Sydney	Teaching, Research
4	2009 – Present	Visiting Professor, University of Gloucestershire, UK	Teaching, PhD supervision
5	2007-2012	Visiting Research Fellow, Manchester Metropolitan University, UK	Research
6	2004-2013	Visiting Professor, Henley Business School, University of Reading, UK	Teaching, MBA supervision
7	2000-2014	Nottingham Trent University, UK	External Examiner, Moderator
8	2002-2010	Vorarlberg University of Applied Science, Vorarlberg, Austria	Teaching, Research
9	Ongoing	Guest Editor in top tier journals including the following: <ul style="list-style-type: none">• Journal of World Business• International Marketing Review• Technological Forecasting and Social Change• Journal of Business Research• Journal of International Management• Journal of General Management• Journal of Brand Management	Journal Guest Editor



		<ul style="list-style-type: none">• European Business Review• International Studies of Management & Organization• Journal of Hospitality & Tourism Research• Journal of Social Entrepreneurship Tourism Management Perspectives	
10	2006 - Present	EuroMed Journal of Business International Marketing Review Journal of Business Research Journal of International Management	Founder and Editor in Chief Associate Editor Associate Editor Consulting Editor