



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Makrides
Name:	Anna
Rank/Position:	Adjunct Faculty
Faculty:	Business
Department:	Marketing
Scientific Domain: *	Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD (cand.)	2019- today	University of Nicosia	Marketing	The Well-Being Seesaw: The Psychosocial Toll of Social Media
MBA	2018	CIIM		Global Technology Industry Analysis: The Present and the Future
MSc in Business Management	2017	CIIM		Assessing the Prospects of Building Brand Awareness Overseas for a Local Corporate Group via Digital Marketing
B.A in Byzantine and Modern Greek Language and Literature	2009	University of Cyprus		/
Professional Diploma in Digital Marketing	2016	Digital Marketing Institute		/

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2019	Today	University of Nicosia	Nicosia	Adjunct Faculty

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	Artificial intelligence, robotics, advanced technologies and human resource management: a systematic review.	Vrontis, D., Christofi, M., Pereira, V., Tarba, S., & Trichina, E.	<i>The International Journal of Human Resource Management</i>	/	1-30
2	2021	Social media influencer marketing: A systematic review, integrative framework and future research agenda.	Vrontis, D., Christofi, M., & Thrassou, A.	<i>International Journal of Consumer Studies.</i>	/	1-28
3	2020	The gold rush of digital marketing: assessing prospects of building brand awareness overseas.	Vrontis, D., & Christofi, M.	<i>Business Perspectives and Research</i>	8	4-20
4	2020	An Empirical Study on the Importance of Electronic Word of Mouth in the Concierge Industry: The Case of Cyprus	Vrontis, D., & Christofi, M.	<i>Exploring the Power of Electronic Word-of-Mouth in the Services Industry</i>	/	265-287
5	2019	The Well Being See-Saw: the Psychosocial Toll of Social Media.	Vrontis, D., & Michael, C.	<i>12th Annual Conference of the Euromed Academy of Business</i>	/	1742-1743
6	2019	The Role of Collectivism on Positive Word-of-Mouth Persuasion in Cause-Related Marketing.	Christofi, M., & Vrontis, D.	<i>. Stakeholder Engagement and Sustainability</i>	/	62-80