



Academic Personnel Short Profile / Short CV

University:	University Of Nicosia
Surname:	Melanthiou
Name:	Yioula
Rank/Position:	Professor, Head - Department Of Marketing / Director - Doctoral Programs In Business Administration
Faculty:	Marketing
Department:	Marketing
Scientific Domain: *	Marketing

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2009	University Of Manchester, UK	Marketing	<i>Students' Behaviour for Choice of Higher Education: An Investigation of Greek Cypriot Students</i>
MSc	1998	University Of Salford, UK	Marketing	<i>Relationship Marketing in the Banking Section in Cyprus - An Overview</i>
BA	1997	European University (Former Cyprus College)	Marketing	



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

Period of employment		Employer	Location	Position
From	To			
08/08	Today	University Of Nicosia	Cyprus	Professor (07/21-Today) Head, Department Of Marketing Director Of Doctoral Programs (Business Administration) Associate Professor (07/17-07/21) Assistant Professor (06/12-07/17)
06/04	07/08	Intercollege	Cyprus	Part Time Lecturer
09/11	01/21	Cyprus University Of Technology	Cyprus	Part Time Lecturer

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	Giving power to those having less power: NGOs, YouTube and virality	Avgeropoulou, K.	Journal for Global Business Advancement (JGBA)	14	520-540
2	2020	Hello Brand. Let's Take a Selfie	Uzunboylu, N. and Papasolomou, I.	Qualitative Market Research: An International Journal	23	109-121



3	2020	The 'Soft' and 'Hard' sides of the Sharing Economy: Marketing, Sociocultural and Financial aspects	Evripidou, L., Epaminonda, E. and Komodromos, M.	International Journal of Business and Globalisation	24	330-346
4	2020	Managing founder-based brand identity during succession.	Casprini, E., Pucci, T. and Zanni, L.	Journal of Brand Management	27	1-14
5	2020	Focusing on internal stakeholders to enable the implementation of organizational change towards corporate entrepreneurship: A case study from France	Chebbi, H., Yahiaoui, D., Sellami, M. and Papasolomou, I.	Journal of Business Research	119	209-217
6	2019	The celebrity chef phenomenon: a (reflective) commentary	Zopiatis, A.	International Journal of Contemporary Hospitality Management	31(2)	538-556
7	2017	Retailer Loyalty in the Online Context: The Influence of Transactional and Relational Experiences	Giovani, A.	Journal of Consumer Behaviour	16(1)	35-39
8	2017	A value-based transcription of student choices into higher education branding practices	Melanthiou, Y., Thrassou, A. and Vrontis, D.	Global Business and Economics Review (ABS 1 and Scopus)	19(2)	121-136
9	2016	Developing a Country-wide Tourist Loyalty Scheme: A Barren Landscape	Zopiatis, A., Theocharous, A. L., Kosmas, P. C. and Webster, C.	International Journal of Tourism Research (ABS 2 and Scopus)	18	579-590
10	2007	A Contemporary Higher Education Student-Choice Model for Developed Countries	Vrontis, D. and Thrassou, A.	Journal of Business Research	60	979-989



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	2020-2022	Master's programme in Family Business Management / FAB	Erasmus+	Partner
2	2019-2021	Developing Cultural Bonds between European Citizens and Refugees (DEV CULT)"	Erasmus+	Partner
3	2017-2018	European Youth Network for Diversity and Tolerance (E-unite	Erasmus	Partner
4	2016-2018	Mentoring Platform for Young Social Innovators (MYNNOVA)	Erasmus	Partner
5	2012-2014	Feeling Younger by Getting Older	Grundvig	Partner
6	2011-2014	Cross Cultural Management	Erasmus IP	Visiting Lecturer for IP
7	2010-2013	From Local to global	Erasmus IP	Visiting Lecturer for IP
8	2010-2012	University Enterprise Training Partnership Link - U.E.T.P Link	Erasmus	Partner

**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	2021-today	EUMMAS	Honorary Board Member	Consulting, Networking, Research
2	2007-2016	EuroMed Conferences	Conference Program Director of the Annual Euromed Conferences	Organisation
3	Ongoing	(European Marketing Academy) (Academy of Marketing Science)	Reviewer for the EMAC Conferences, AMS Conferences, and EuroMed Conferences	
4	Ongoing	Journal of Business Research, Journal of Marketing Communications, Journal of Customer Behaviour, Journal of Marketing for Higher Education	Reviewer	Reviewer
5	09/2017	Cobiir Conference	Conference co-Chair, UK	Chairing Role
6	11/2010	EuroMed Conference	Conference co-Chair, Cyprus	Chairing Role

**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	2017	Best Track (Marketing) Chair Award, 10 th Euromed Conference	