

Curriculum Vitae

Name: Marlen Martoudi Demetriou (Assistant Professor)

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E-mail: demetriou.m@unic.ac.cy

Personal: **Birthdate:** 13/8/1962
Marital Status: Married with three children.

Education:

Undergraduate work: BSc. in Business Administration, 1983
Deree College.

Graduate work: Postgraduate Diploma in Management, 1984
Mediterranean Institute of Management.

MBA in Marketing Management, 1992
RVB -Maastricht.
Completed all courses required for a second major in
MBA (Accounting & Finance), 1997, RVB-Maastricht.

Post Graduate: Doctorate in Professional Studies, 2006
Middlesex University.

Positions Held:

Intercollege/University of Nicosia (Sept.1987 – present)

- Associate Professor at University of Nicosia (since 2015)
- Assistant Professor at University of Nicosia (since 2007-2015)
- Senior lecturer (since 1998)
- Lecturer (since 1987)

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- Marketing Manager of PICAM co. (1983-85)
- Public Relations Manager of Carlsberg Brewery (1985-1986)

Areas of Concentration/ Research Interests:

- Societal Marketing, Social dynamics in Marketing, Private sector's contribution to the welfare of Society, Corporate Social Responsibility and Cause Related Marketing and Business Ethics.

Doctoral Dissertation:

- Societal Marketing: A strategic Approach for Institutions of Tertiary Education
An Exploratory research investigating the need for a Societal Marketing Strategy in Institutions of Tertiary Education in Cyprus.

Professional Associations

Organization/field	Title
International Association of Public and Non-Profit Marketing	Member of the Scientific Committee
Association of Social Marketers	Member
Chartered Institute of Marketing	Affiliate Member
European Academy of Marketing	Affiliate Member

Awards/Distinctions:

- The name of the University of Nicosia is listed on the “Wall of Donors” of the fully renovated Arodaphnousa Hospice in recognition of the continues support of the University to the Anti-Cancer Society through the Social Partnership between the two parties initiated and coordinated by Dr. Marlen Demetriou (Inauguration of the Building November 2019)
- Award for the “Highest Contribution to the Anti Cancer Society for the organization of the Annual Festivals and all other events initiated and organized for the collection of money for the AntiCancer Society (April 27th, 2014 Royale Hall, Nicosia)
- Award for the “Highest Contribution to the Mental Retardation Prevention Centre” for the organization of the Annual Festivals and all other events initiated and organized for the collection of money for the Centre. (Sept. 14, 2009, Hilton Hotel, Nicosia)
- Award for the “Highest contribution to the Association of Young Volunteers” for the organization of the “Euro-Fiesta” for the collection of money for children suffering with Leukemia. (May 4th , 2004, “Ekalis Hall, Nicosia)

Languages:

Greek: Fluent

English: Fluent

French : Competent

Research & Publication:

Journal Articles and book chapters:

- Demetriou,M., Efthymiou, L., Morphitis, A., (2024) ‘Cause-Related Marketing and Philanthropy at Times of Crisis and Increasing Digitization’., in Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland, pp249-272. (ISBN-978-3-031-37361-9)

- Demetriou, M., Efthymiou, L., Morphetis, A., (2024) 'Cause-Related Marketing and Philanthropy at Times of Crisis and Increasing Digitization', in Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland, pp249-272. (ISBN-978-3-031-37361-9)
- Demetriou, M., Efthymiou, L., Sayoun, K., (2024) 'The Impact of COVID-19 on Sustainability and CSR activities: An empirical study across nine sectors', *Business for Sustainability: Contextual Evolution and Elucidation*. Book series: Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business, Palgrave Macmillan (Springer), Cham, Switzerland, pp97-116, (ISBN 978-3-031-37365-7)
- Demetriou, M., Thrassou, A. and Papasolomou, I., (2018) ' Beyond Teaching CSR and Ethics in Tertiary Education: the Case of the University of Nicosia', Cyprus (EU), *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 14, Nos. 1/2, pp 97-122, 2018 (ISBN 1746-0573)
- Alkis Thrassou, Ioanna Papasolomou, Marlen Demetriou, (2018) "Strategic implications of Cyprus' emerging oil and gas industry", *Euro Med Journal of Business*, Vol. 13 Issue: 2, pp.236-249 (ISSN1450-2195) , <https://doi.org/10.1108/EMJB-12-2016-0036>
- Demetriou, M., Papasolomou, I. (2015), "Cause Related Marketing in the Higher Education Sector : The Case of the University of Nicosia", *International Journal of Sales, Retailing and Marketing*, Vol. 4, No. 2, pp 97-105 (ISSN 2045-810X)
- Demetriou-Martoudi, M., Papasolomou, I., (2011), "Cause Related Marketing and employees' satisfaction", *International Journal of Management Cases*, Vol. 12, Iss 2, pp 252-263. (ISSN 1741-6264)
- Demetriou-Martoudi, M., Aristotelous C. (2010), " Is a Bank Expected to Play the Role of a Non-Profit Organization? How do its stakeholders feel about it?", *The Journal of Institute of Public Enterprise*, Vol.34 , No.1&2 pp 91-108 (ISSN 0971-1856)
- Demetriou, M., Papasolomou, I. and Vrontis, D. (2009), "Cause Related Marketing: Building the corporate image whilst supporting worthwhile causes", *Journal of Brand Management* , Vol. 17, No. 4, pp. 266-278(13) (ISSN 1350-231X)
- Demetriou, M., Papasolomou, I., (2008), "Cause Related Marketing: An In-depth Exploration of the Key Principles and Processes", *International Journal of Management Cases*, Volume 10, No.3/4 pp. 445-454(10) (ISSN 1741-6264)
- Demetriou-Martoudi, M., Varnakkidou Th. (2008), " TV Commercials: Is it a strong promotional tool for corporations? An exploratory research to measure TV advertising Effectiveness based on Cyprus Realities", *International Journal of Management Cases*, Volume 10, No.3/4, pp. 632-637(6) (ISSN 1741-6264)
- Demetriou, M. and Papasolomou, I. (2008) "Cause Related Marketing in Cyprus: An in-depth exploration of the key principles and processes based on consumers' attitude", *International Journal of Management Cases*, Volume 10, No.3/4 pp 252-267 (ISSN 1741-6264)
- Demetriou-Martoudi, M. (2008), "Cause Related Marketing in Cyprus A Comparative Analysis of the Research Findings of the Survey of 2004 to the findings of the survey of 2007", *International Journal of Management Cases* Volume 10, No.3/4, pp. 536-542(7)
- Demetriou-Martoudi, M. (2007), "Cause Related Marketing: Its value and Effects from the stakeholders' Perspective", *International Journal of Management Cases*, Special Cases, Vol.9, No.2, pp 233-240(8) (ISSN: 1741-6264)
- Papasolomou, I., Demetriou, M., Crowther, D. (2006), "Cause-Related Marketing in financial service organisations in Cyprus", *Social Responsibility Journal*, Vol. 2 Iss: 3/4, (ISSN: 1747-1117).

- Demetriou-Martoudi M., (2006), “Cause Related Marketing opportunities for Institutions of Tertiary Education”, *International Journal of Management Cases*, Vol. 7, No. 4, pp. 24-33 (ISSN: 1714-6264).
- Pappasolomou, I. and Demetriou, M., (2005) “Cause Related Marketing in the Financial Services Sector in Cyprus”, *International Review on Public and Non Profit Marketing*, pp. 70-86., Vol 2 No 2, December. (ISSN: 1865- 1992)

Papers- in Conference Proceedings:

- Demetriou.M., Morphitou. R., (2025), ‘Teaching Business Ethics and CSR through Paradigms- The Case of the Business School of the University of Nicosia’, Symposium on Sustainable Development in Business Education Programmes, Bournemouth, Jan 23-25, 2025. Conference Proceedings
- Morphitou .R., Demetriou.M.,(2024), ‘The Attention given by Cypriot Youth on Social Networking Security’, *23rd International Marketing Trends Conference*, IMTC Venice 18-20 Jan.2024. Conference Proceedings
- Morphitou .R., Demetriou.M.,(2023), ‘A Diagnostic Analysis of the Factors influencing student satisfaction and Disatisfaction in Tertiary Education’., *22nd International Marketing Trends Conference*, IMTC Venice 18-20 Jan.2024. Conference Proceedings
- Demetriou.M., Morphitou. R., (2022), “Support CY: The Re-active Social Responsiveness of the Bank of Cyprus after COVID 19 outbreak”, *21st International Marketing Trends Conference*, IMTC Rome, January 20th-22th 2022. Conference Proceedings
- Morphitou.R., Demetriou..R..Morphitis.A.,(2022) “*Coffee Culture Perceptions: A qualitative research study among the students of the University of Nicosia*”, *21st International Marketing Trends Conference*, IMTC Rome, January 20th-22th 2022. Conference Proceedings
- Demetriou.M (2021), ‘Cause Related Marketing in Periods of Unprecedented Disasters’, On-Line Conference, 14th Annual Conference of the EUROMED Academy of Business, 22-23 September 2021. Conference Proceedings
- Demetriou,M (2021), ‘ CRM-When Social Alliances of Corporations with Non-Profit Organizations benefit a whole Society’, *20th Annual Congress on Public and NonProfit Marketing*. On Line Congress 28-29 June, 2021. Conference Proceedings
- Demetriou.M., Morphitou.R., Ioannidou. M (2020), “Reactive Social Responsiveness of companies in Cyprus after unprecedented economic, political and social disasters; a paradigm for companies in today’s COVID 19 outbreaks’,*19th International Congress on Public and Non Profit Marketing*. On-line congress, 2-4 July, 2020. Conference proceedings (Best Track Paper Award)
- [Morphitou.R.](#), [Demetriou.M](#) (2020) “The Impact and use of Social Media during students; university selection: The case of Cypriot University students applying at European Universities, *19th International Congress on Public and Non Profit Marketing*. On-line Congress 2-4 July, 2020. Conference Proceedings
- Demetriou.M., Ioannidou.M., Morphitou.R (2020), “Corporate Social Responsibility-The Day after the Financial Haircut’ in Cyprus’. *19th International Marketing Trends Conference*, Paris, January 16-18, 2020. Conference Proceedings
- Morphitou.R., Demetriou.M (2020), ‘Born Global: The Characteristics of an International Entrepreneur.’ *19th International Marketing Trends Conference*, Paris, January 16-18, 2020. Conference Proceedings
- [Morphitou.R.](#), [Demetriou.M](#) (2018) “ The Anticipated impact of the prospective Integrated Casino Resort on the tourism Industry in Cyprus’ *7th International Conference on advances in Social Science , Economics and Management Study-*

- Demetriou.M., Morphitou.R, Papantoniou.R (2018), “Can CSR Contribute to Corporate Financial Performance?” 17th International Marketing Trends Conference, Paris, 19-21 January 2018. Conference Proceedings
- Morphitou.R., Demetriou.M (2018) The Power of Social Media as a Communication Tool. The Case of Cyprus” 17th International Marketing Trends Conference, Paris, 19-21 January 2018. Conference Proceedings
- Demetriou.M Papantoniou.R,Morphitou.R (2017) “Can Corporate Financial Performance be related to Corporate Social Responsibility? 16th International Congress on Public and Nonprofit Marketing, Badajoz (Spain) 4-6 September,2017. Conference Proceedings
- Morphitou.R, Demetriou.M (2017), “An Analysis of the Effectiveness of Digital Communication Tools among members of Non-Profit Organizations” 16th International Congress on Public and Nonprofit Marketing, Badajoz (Spain) 4-6 September 2017. Conference Proceedings
- Demetriou.M., Morphitou.R, Papantoniou.R (2017), “Can CSR Contribute to Corporate Financial Performance?” 16th International Marketing Trends Conference, Madrid, 26-28 January 2017. Conference Proceedings
- Morphitou.R., Demetriou.M (2017) The Power of Social Media as a Communication Tool. The Case of Cyprus” 16th International Marketing Trends Conference, Madrid, 26-28 January 2017. Conference Proceedings
- Demetriou.M., Morphitou.R (2016) “Do Companies need to be flexible in selecting their Social Partners?” 13th International Circle Conference, Naples, March 30-April 2, 2016 . Conference Proceedings
- Morphitou.R., Demetriou.M (2016) “The Effectiveness of Social Networking in Marketing: The Power of the Facebook Generation” 15th International Marketing Trends Conference, Venice, 21-23 January 2016. Conference Proceedings
- Demetriou.M., Ntanghu M and Morphitou.R (2015) “ Can Corporations continue their CSR Strategies in periods of Economic Recession in Cyprus?” 14th International Marketing Trends Conference, Paris, 22-24 January 2015. Conference Proceedings
- Morphitou.R., Demetriou-Martoudi.M (2015) “ The Impact of Social Media as a Marketing Communications tool toward Potential students for the University of Nicosia” 14th International Marketing Trends Conference, Paris, 22-24 January, 2015. Conference Proceedings
- Demetriou. M., Pappasolomou.I.,(2014) “ Education Beyond Education: The Case of the University of Nicosia,11th CIRCLE Conference, Manchester University, 23 - 26th of April 2014 .Conference Proceedings
- Morphitou.R., Demetriou. M.,(2014) An analysis of Consumer Behavior of Organic Products in Cyprus, 11th CIRCLE Conference, Manchester University, 23 - 26th of April 2014. Conference Proceedings
- Demetriou.M, Morphitou.R, Gregoriou.E (2014) “ McDonald’s Cyprus fights the effects of the Economic Crisis by investing in Corporate Social Responsibility programs” 13th International Marketing Trends Conference, Venice-Italy, 23-25 January, 2014. Conference Proceedings.
- Morphitou.R, Demetriou.M, (2014) “An analysis of the Consumer Behavior on Organic Products in Cyprus. 13th International Marketing Trends Conference, Venice-Italy, 23-25 January, 2014. Conference Proceedings.
- Morphitou.R, Demetriou.M, (2013) “ Exploring with New Technology-The use of Network as a Communications tool for Nonprofit Organizations”, 12 th International Marketing Trends conference, Paris-France, 17-20 January, 2013. Conference Proceeding.
- Demetriou.M, Gregoriou.E, (2013) “CSR spending in periods of Economic Crisis. The case of Corporations in Cyprus with Social Partnerships with Nonprofits

- Organizations”, 2013 EGPA Annual Conference, Bergen –Norway, 5-7 September 2013
- Demetriou-Martoudi ,M., Pappasolomou.I., (2012) “Is Cause Related Marketing an effective Communication strategy for the Cyprus Telecommunication Authority? If so is it about time to adopt it?”, 11th International Marketing Trends conference, Venice-Italy, 19-21 January, 2012. Conference Proceedings.
 - Demetriou.M., Pappasolomou,I, (2011) “Cause Related Marketing: building the corporate image through long-term alliances with non-profit organisations”,10th International Congress of the International Association on Public and Nonprofit Marketing (IAPNM 2011), Port – Portugal, 15-18 June. Conference Proceeding
 - Pappasolomou, I. and Demetriou, M. (2011) "Building corporate reputation through the use of Corporate Social Responsibility and Cause Related Marketing: A longitudinal study of consumers' perceptions in Cyprus", The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications, 16th Corporate and Marketing Communications Conference, 27-29 April, Athens University of Economics and Business..Conference proceedings.
 - Demetriou.M, Ntangu.M., Demetriou.T (2011)“Is the economic crisis an excuse for drawing back CSR budgets? The case of Cyprus”. 10TH International Marketing Trends, January 20th-22nd 2011 ,Paris France Conference Proceedings
 - Pappasolomou,I., and Demetriou, M., (2010), “Cause Related Marketing: A tool for Building Corporate Reputation in the Business Sector in Cyprus”, 3st Annual EuroMed Conference, 17th-18th of November, 2010, Nicosia, Cyprus , CD Rom Proceedings (IBAN 978-9963-634-83-5)
 - Demetriou.M, Ntangu.M (2010), “Corporate Social Responsibility in periods of Economic Recession:The case of Cyprus”. 9th Annual Colloquium of the European Academy of Business in Society (EABIS), St.Petersburg State University, 20-21 September 2010, St.Petersburg, Russia. CD Rom Proceedings
 - Pappasolomou, I. and Demetriou, M. (2010) “Building the Corporate Reputation through Cause Related Marketing (CRM): the case of the corporate sector in Cyprus”. 10th International Academic Seminar for Universities, July 16-19, Capital Univeristy of Economics and Business, Beijing, China. (Excellent Paper Award)
 - Demetriou-Martoudi, M., Aristotelous,C (2010) “Is a Bank Expected to play the role of a non-profit organization? How do its stakeholders feel about it?” 9th International Congress of the International Association on Public and No-profit Marketing (IAPNM 2010), Bucharest, Romania, 10-11 June 2010.
 - Demetriou.M., Pappasolomou.I., (2010) “Cause Related Marketing and Employee’s Satisfaction” 7th International Conference for Consumer Behaviour, Tourism and Retail Research, 7-9th of April, Lisbon-Portugal, CD Rom Proceedings.
 - Pappasolomou, I., Kountouros, H. and Demetriou, M. (2009) “Corporate Social Responsibility and Labour Law: Creating a Framework for a successful symbiosis”. 2nd Annual EuroMed Conference in Business, University of Salerno, 26-28 October, EuroMed Academy of Business. CD Rom proceedings.
 - Demetriou,M and Efremoglou,C (2009) “Corporate Social Responsibility for Institutions of Tertiary Education”, 2nd Annual EuroMed Conference in Business, University of Salerno, 26-28 October, EuroMed Academy of Business.
 - Demetriou, M. and Pappasolomou, I. (2009) “Consumers’ attitudes towards Cause Related Marketing in Cyprus”. 8th Annual Colloquium of the European Academy of Business in Society (EABIS), IESE Business School, University of Navara, Sept 21-22, Barcelona, Spain.
 - Demetriou-Martoudi M., and Aristotelous, C., (2009) “CSR of the Bank of Cyprus: Do customers and other stakeholders know? Do they appreciate?” 8th International Congress on Public and NonProfit Marketing, Valencia, Spain, 18- 19 June, 2009.

- Demetriou, M., Varnakkidou T., (2009) “TV commercials: Are there personal and demographic differences for the effectiveness of this communication mean? An exploratory Research to measure TV advertising effectiveness based on Cyprus Realities”, 15th-17th January 2009, 8th International Marketing Trends Conference, ESCP-EAP University, Paris, France, CD Rom Proceedings.
- Demetriou-Martoudi, M., Iakovou Christiana., (2008) , “Is Cause Related Marketing an Effective Communication Strategy for the Cyprus Telecommunication Authority”, 1st Annual EuroMed Conference, 17th-18th of November, 2008, Marseille France, CD Rom Proceedings
- Papasolomou, I., and Demetriou, M., (2008), “The complementary Nature of Cause Related Marketing and Internal Marketing”, 1st Annual EuroMed Conference, 17th-18th of November, 2008, Marseille France, CD Rom Proceedings
- Demetriou-Martoudi, M., Varnakkidou Theodora, (2008) “ TV Commercials: Is it a strong promotional tool for corporations? An exploratory research to measure TV advertising Effectiveness based on Cyprus Realities”, 26th-29th March 2008, 5th Circle Conference on Consumer Behavior and Retailing Research, Nicosia Cyprus, CD Rom Proceedings
- Demetriou-Martoudi, M., (2008), “CRM in Cyprus: A Comparative Analysis of the research Findings of the survey in 2004 to the research finding of the survey in 2007”, 26th-29th March 2008, 5th Circle Conference on Consumer Behavior and Retailing Research, Nicosia Cyprus, CD Rom Proceedings
- Demetriou, M., Papasolomou, I., (2008) “ CRM: An in-depth exploration of the key principles and processes based consumer attitude”, 26th-29th March 2008, 5th Circle Conference on Consumer Behavior and Retailing Research, Nicosia Cyprus, CD Rom Proceedings
- Demetriou-Martoudi, M (2008) ““Cause Related Marketing: Its Value and Effects” 7th International Marketing Trends Congress, 17th-19th of January, Venice, Italy, CD Rom Conference Proceedings.
- Demetriou, M (2007) “Cause Related Marketing: Its Value and Effects from the Stakeholders’ Perspective” , 4th International Conference for Consumer Behaviour and Retailing Research , 12th-14th of April, Calabria University, Italy, Conference Proceedings.
- Demetriou, M. and Papasolomou, I., (2007) “Cause Related Marketing in Cyprus: Building the corporate reputation by building bridges with stakeholder groups”. 6th International Marketing Trends Congress, 26th and 27th of January 2007, Paris – France, CD ROM proceedings.
- Papasolomou, I., Demetriou, M., and Mohd Roslin, R. (2007), “Cause Related Marketing in Cyprus: The employees’ perspective”. 6th International Conference on Corporate Social Responsibility, Universiti Teknologi Mara, Malaysia, 11-14 June.
- Papasolomou, I. Demetriou, M., Bennett, R. (2007) “Branding the Corporation: A case for CRM in Cyprus”, 12th International Conference on Corporate and Marketing Communications, 16th-17th of April, Middlesex University Business School, London, UK, pp. 163-178.
- Demetriou M., (2006) “Cause Related Marketing: A successful strategy in enhancing Corporate Reputation”, 5th Annual Colloquium of EABIS for the European Corporate Responsibility Education and Training, 11th-12th of September, 2006. CD Rom proceedings.
- Demetriou M, and Papasolomou I, (2006) “Cause related marketing in the financial services sector in Cyprus”, 11th International Conference of Marketing Communications, 4th of September, 2006 London Metropolitan, UK, Conference proceedings.

- Demetriou, M., (2006) "Cause-Related Marketing in the Service Sector: An Exploratory Study in Cyprus", has been accepted for the Euroma 2006 Conference in Glasgow on the 18-21 of June 2006.
- Demetriou, M., (2006), "Cause Related Marketing as a tool to Brand Positioning and employees' satisfaction.", has been accepted for the 3rd International Conference for Consumer Behaviour and Retailing Research in Zagreb 21st of April, 2006.
- Demetriou, M., (2006), "Cause Related Marketing in Tertiary Education in Cyprus" was accepted for the 1st International Conference of Marketing in Education, Nicosia, January the 3-4th, 2006.
- Pappasolomou, I. and Demetriou, M. (2006) "Branding the Corporation: Cause Related Marketing (CRM) in the financial services industry in Cyprus". 5th International Marketing Trends Congress, Venice-Italy, 20th and 21st of January 2006, CD ROM.
- Pappasolomou, I. and Demetriou, M. (2005), "Brand Positioning through CRM of Financial Services sector in Cyprus" was accepted on the 5th Colloquium on non profit Marketing of London Metropolitan University. Sept. 11th, 2005.
- Demetriou, M., (2005), "Cause Related Marketing as an Opportunity to Brand Positioning" has been published in the refereed conference proceedings on the 5th International Colloquium on NonProfit Marketing at the Bristol Business School. Sept 14th, 2005.
- Demetriou, M., (2005), "CRM as an Opportunity to Brand Positioning has been accepted for the 27th May 2005, Liechtenstein University of Applied Sciences
- Pappasolomou, I. and Demetriou, M., (2005), "Cause Related Marketing Activities of Financial Services sector in Cyprus" was accepted at the 10th International Conference of Marketing Communications, Intercollege on April the 8th, 2005.
- Demetriou-Martoudi, M. and Pappasolomou, I. (2005) "Cause Related Marketing as an opportunity for Brand Positioning". 5th International Colloquium on Nonprofit, Social and Arts Marketing, The University of West of England, Henley Management College, and London Metropolitan University, 14th September.
- Pappasolomou, I. and Demetriou, M., (2005), "CRM of Financial Services sector in Cyprus" was accepted on the 5th Colloquium on non profit Marketing of London Metropolitan University. Sept. 11th, 2005.

Member of Scientific Committees and Activities

- a) Member of the Scientific Committee of the Association of the Public and Non-Profit Marketing (2009-2025)
- b) Reviewer and track chair on tracks related to Cause Related Marketing since 2010
- c) Member of the Organizing Committee for the Annual International Congress on Teaching Cases related to Public and NonProfit Marketing (2009-2025)

Round Table Discussions:

Presented the Societal Marketing Activities of Intercollege in the group discussion sessions of the Seminar organized by the CSR-wire with the title:

"How to Implement CSR Communications"- February 2004- London School of Economics- London

Invited Talks, Seminars & Colloquia

- Key Note speaker at the Conference of Social Entrepreneurship on, Nov 19th, 2010 University of Nicosia, Cyprus.
- Participated in the first European Congress on " UNDERSTANDING CORPORATE RESPONSIBILITY"- Results and insights from the RESPONSE Project, *Friday, 12 October, 2007*, INSEAD, Fontainebleau Campus – France

- Guest Speaker at the Nicosia Rotary Club on “Cause Related Marketing”(November 2005)
- Guest speaker in a Seminar organized by the Marketing department to employees of CYTA about the “Ethics in Marketing” (2005)
- Middle East Institute of Actuaries: Guest Lecturer in Marketing and Economics (Hilton Hotel 1,2,3 of September 1998)
- Middle East Institute of Actuaries: Guest lecturer in Marketing end Economics. (Hilton Hotel 2,3,4 of Sept.1999).

Other Scholarly Activities:

- Reviewer of Papers for the *International Review on Public and Non-Profit Marketing* (last paper reviewed February 2025)
- Reviewer of journal Articles of the EMJB under Emerald (last paper March 2025)
- Reviewer of Papers for the Journal of Marketing Theory and Practice (last paper October 2021)
- Reviewer of Papers for the International Journal of Internet Marketing and Advertising (IJIMA) (Last Paper May 2020)
- Reviewer of Papers for the *World Review of Entrepreneurship, Management and Sustainable Development Journal (WREMSD)*(since April 2018)
- Reviewer of Papers for the ‘*Sinergie Italian Journal of Management*’(June 2016)
- External Examiner of Doctorate Thesis on Corporate Social Responsibility of the Graduate School of Business and Law of the University of RMIT in Melburn, Austalia (since December 2010)
- PhD Thesis Internal Examiner (July 2020)
- PhD Thesis Supervisor (since 2014)
- MBA Thesis Supervisor (since 2008)
- Associate Head of the Marketing Department (since 2008-2015)
- Chair of tracks in International Conferences (IAPNM :2008/2009/2010 Euromed: 2008/2009/2010, International Conference for Consumer Behaviour and Retailing Research:2008/2009/2010)
- Member of the European Academy of Business in Society (EABIS)
- Member of the Scientific Committee of the IAPNM (International Association on Public and Non profit Marketing) since 2010
- Member of the Academy of Social Marketing
- Reviewer of Articles for the Annual International Conferences of IAPNM
- New Course: I prepared a new course in Marketing with the Title: “Marketing and Corporate Social responsibility” based on the new philosophy of Marketing which is the Societal Marketing Concept. The course was submitted to the ministry and was accredited and thus was added in the major Marketing courses
- WebCT: On June 2002, I attended a ten-day course on WebCT at the Governor’s State University in Chicago Illinois. Since then I introduced three of my courses: Acct-110, Acct-111, and MKTG-291 on the WebCT.

Conference Organizing

- “**The European Court of Auditors**” (co-organized by the School of Business and Professional Studies) with guest speakers: Mr Kikis Kazamias, Mr Andreas Moleskis and Mr Manthos Mavrommatis., (November 2007)
- “ **Mergers and Acquisitions of Banks in Cyprus**” (co-organized by the School of Business and the Professional Studies) with quest speakers Mr. Charilaos Stavrakis and Manthos Mavrommatis., March 2007)
- **The Cyprus Stock Exchange Market; its evolution and Prospects**

Experience

Administrative :

- **Liaison person between the Cyprus Anti-Cancer Society (board member since November 2009) and the School of Business in order to adopt a Cause Related Marketing Strategy with the Cyprus Anti- Cancer Society.**
- **Committee member for recruiting new faculty**
- **Course leader for “Business Ethics”, “ Marketing and Corporate Social Responsibility”, “Sales Promotion and Direct Marketing”, and “New Product Development” Courses**
- **Supervisor of the “Intermarketers” society**
- **Prepared the syllabus for a new course (Marketing and Corporate Social Responsibility) which was added as a major Marketing Elective.**

Advisory

Advisor to 70 students/semester (since 1987)

Advisor to students on their Final Year Projects-Bachelor Level (since 1990)

Advisor to students on their Final Year Projects-Master level (since 2006)

Advisor to students on their PhD thesis (since 2014)

Teaching

Courses taught:

- Principle of Marketing
- Principles of Management
- Ethics in Business
- Marketing and Social Responsibility
- Sales Promotion and Direct Marketing
- Marketing of New Products
- Advertising
- Consumer Behaviour
- Marketing Research
- Principles of Accounting I
- Principles of Accounting II
- Corporate Social Responsibility-MBA

Extra Curricular Activities

1. From the position of the Member of the Board of the Cyprus Anti-Cancer Society (since Nov. 2009) and President of the Nicosia District since June 2024):

- President of the Org. Committee for the Annual Christmas Fiesta of the Anti-Cancer Society in alliance with the Cyprus Telecommunication Authority (Every year since December 2010)
- President of the Organizing Committee of the ‘Yoga for a Cause’ (Oct 2024)
- President of the Organizing Committee of the ‘Cruise for a Cause’ (Annual Event since 2018)
- President of the Organizing Committee the bazaar of the “Light –up a light for a friend or relative with cancer”
at the Arodaphnousa Hospice (5th of December, 2021)

- President of the Organizing Committee of the Spring Fiesta of the Anti-Cancer Society in cooperation with the Municipality of Nicosia (12th of April 2015)
- President of the Organizing Committee of the Spring Fiesta of the Anti-Cancer Society in cooperation with the Municipality of Nicosia (20th of April 2014)

- President of the Organizing Committee of the Spring Fiesta of the Anti-Cancer Society in cooperation with the Municipality of Nicosia (20th of April 2013)
- Organizing member of Christodoula’s March since 2013
- President of the Organizing Committee of the stand of the University of Nicosia at 28th October Avenue as part of the activities of “Christodoulas March” (April 2013)
- I organized the Christmas Fiesta of the Anrti-Cancer Society in alliance with the Cyprus Telecommunication Authority (1rd Of December, 2012)
- Member of the National Organizing Committee of Christodoula’s March 2011
- Member of the National Organizing Committee of Christodoula’s March 2011 (Nat
- I organized the stand of the University of Nicosia at 28th October Avenue as part of the activities of “Christodoulas March” (April 2010)
- Organized the Stand of the University on Christodoula’s March at 28th of October Avenue
- Act as a Liaison person of the Cyprus Anti-Cancer Society and the Management Department of the University of Nicosia in order to adopt a Cause Related Marketing Strategy of the Department with the Anti-Cancer Society.

2. From the position of the President of the Friends of Mental Retardation Prevention Centre (Nicosia section) 1992- 2001 I organized the following activities:

- The Annual Festival and Bazaar (every year since 1995)
- Christmas day for children (every year since 1993)
- Fashion Show (every two years since 1994)
- Distribution and collection of moneyboxes from clinics and hospitals (since 1992)
- Preparation of the Annual Bulletin for the Festivities of the Mental Retardation Prevention Centre.
- Young Volunteers: Organizing the young volunteer’s group (100 children between 6-16 years old) and activities that will promote voluntarism among young children. (since 2002)

3. From the position of the member of the Organizing committee of the “Special Arts for Special People” I participated in the organization of the following activities:

- A Day for Special Arts; Nicosia Conference Centre (May 1997, 1998, 1999).
- Carnival Parade and Bazaar; Eleftherias square (Febr.1998)
- Afternoon Tea; Laiki Sporting Club; (Oct.1998,1999)

4. From the position of the Assistant to the President of the “Non Smokers’ League-Anti Cancer Society” I secured the following:

- Data and statistical analysis about the harmful effects of Smoking to the Economy of the state, the family and the individual. This data is used by the organization in its campaign for the control of smoking .
- Data and statistical analysis on the impact of increasing the price of cigarettes through imposition of additional taxes to the consumption of cigarettes especially by teenagers.

5. Active member of the Association for the promotion of the rights of women in Europe.

- Participated in the bi-communal conference for the right of women in Europe.

6. Member of the organizing committee of the Association of Young Volunteers:

- Organized the group of young volunteers (250 children between 6-16 years old) and activities that promote voluntarism among young children. (since 2002)
- Organized the Annual Festivals of the Young Volunteers in order to collect money for the children suffering with leukaemia (since 2002).

7. Coordinator of the Association against Drugs (since June 2006)

- On December the 5th, 2006, I organized an event in collaboration with the Cyprus Police, at Eleftheria's square aiming to inform people about the dangers in using drugs and at the same time to launch the "Intercollege Anti-drug campaign. The decision to organize this event was based on the results of my primary research on the effects of Cause Related Marketing from Institutions of Tertiary Education. Intercollege's Anti-drug campaign was promoted by the Cyprus media due to the event.
- I supervised the edition of a booklet of recipes of "Christmas Sweets & Recipes of Life" which was distributed for free with the magazine "To Periodikon" to its 20,000 readers. The aim of this booklet was to promote Intercollege's Anti-drug campaign given the outcome of my primary research.