



CURRICULUM VITAE SYNOPSIS (Analytical CV Follows)

ALKIS THRASSOU

Mar 2025

Knowledge Field	Strategic Marketing Management
Distinctions	<p>Ranked “Top Scholar”, globally, by Scholargps.com, #14 globally in Marketing, (of 27,000 scholars), #135 globally in Business & Management (of 207,000 scholars) [Prior 5 years, no self-citations, standard weight, 2024]</p> <p>Ranked, by Research.com, as #8 of “<i>Best Business and Management Scientists</i>” in Greece and Cyprus (combined), #3 in Republic of Cyprus and #1329 Globally (acc. Feb’25).</p> <p>Ranked by Stanford University among the Top 2% Scientists in the world (year), across all scientific disciplines (DOI:10.17632/btchxktyw.6)</p>
Main Academic Qualifications	<p>Professor, School of Business, University of Nicosia, Cyprus (EU), 2014</p> <p>Ph.D., Strategic Marketing Management, The University of Leeds, UK, 2002</p> <p>M.Sc., Oil, Gas and Energy Engineering, University of Nicosia, Cyprus (EU), 2015</p> <p>B.Eng., Civil Eng. with Construction Management, The University of Leeds, UK, 1995</p>
Main Academic Positions held	<p>Director, Gnosis Mediterranean Institute for Management Science (2020-)</p> <p>Senate Member (UNic, 2020-2023), Council Member (UNic, 2008-9)</p> <p>Head of Marketing Department (UNic, 2005-8)</p>
Main Professional Qualifications	<p>Chartered Marketer and Fellow (Chartered Institute of Marketing, CIM, UK)</p> <p>Chartered Construction Manager and Fellow (Chartered Institute of Building, CIOB, UK)</p> <p>Chartered Management Consultancy Surveyor (Royal Inst. of Ch. Surveyors., RICS, UK)</p> <p>Member of The Society of Petroleum Engineers (SPE),</p> <p>Member of the Cyprus Scientific Technical Chamber member (ETEK)</p>
Main Professional Positions held	<p>Thrassou Bros Group (Construction Consultants, 1996-present): Partner, Business & Project Management Consultant</p> <p>Domain Holdings Public Ltd (Public Land Development Company): President of the Board of Directors, Project Manager (2004-2013)</p>
Editorial Roles	<p>Editor in Chief, <i>Palgrave Intersections of Business and the Sciences</i> (Palgrave Macmillan – Springer Nature)</p> <p>Managing Editor, <i>Palgrave Studies in Cross-Disciplinary Business Research</i> (Palgrave Macmillan – Springer Nature)</p> <p>Associate Editor, <i>EuroMed Journal of Business</i> (ABS 2, Impact Factor 5.2 in Web of Science 2022, and CiteScore 9.7 in Scopus 2023)</p> <p>Editorial Board Member – Various scientific journals</p> <p>Guest Editor – e.g., <i>Journal of International Management</i> (ABS 3), <i>Production Planning & Control</i> (ABS 3), <i>International Marketing Review</i> (ABS 3), <i>European Management J.</i> (ABS 2), <i>Journal of Social Entrepreneurship</i> (ABS 2), <i>European Business Review</i> (ABS 2), <i>Journal of Strategic Marketing</i> (ABS 2), <i>EuroMed J. of Business</i> (ABS 2), <i>Strategic Change</i> (ABS 2)</p>
Contribution to Knowledge	<p>310+ published scientific works, mostly in ABS/Scopus/ISI scientific volumes. Citation Metrics of Mar 5th, 2025: h-index 58, documents 310+, citations 11,477 (Google Scholar); h-index 43, documents 188, citations: 6,077 (Scopus):</p> <p>https://www.scopus.com/authid/detail.uri?authorId=14829726300</p> <p>https://scholar.google.com/citations?user=xEdqOsEAAAAJ&hl=en</p>
Teaching (PhD, MBA, MSc, BBA)	Strategic Marketing & Management; Services Marketing & Management; International & Global Marketing; Consumer Behaviour; Organisational Behaviour; Construction Business
Professional Experience (Industry)	Construction business and project planning, development and management; Leading and organising companies & and teams of professionals; Client service customisation and seamless parties’ collaboration; Transcription of projects’ business demands into design objectives and management processes; Monitoring consulting processes for service quality.

ANALYTICAL CURRICULUM VITAE

ALKIS THRASSOU

PERSONAL INFORMATION

Citizenship: Cypriot (EU)

Address: *UNic:* University of Nicosia, P.O.Box 24005, 1700, Nicosia
TBA: Thrassou Bros, P.O.Box 24001, 1700, Nicosia
Home: Strovolos, Nicosia, Cyprus, EU

Telephone: *UNic:* Tel: +357-22-841716 Fax: +357-22-357841
TBA: Tel: +357-22-464464 Fax: +357-22-464715

E-mail Addresses: *Personal:* alkisthrassou@gmail.com (*preferable*)
UNic: thrassou.a@unic.ac.cy (*preferable*)
TBA: thrassou.brothers@cytanet.com.cy

EDUCATION

Graduate work: Strategic Marketing Management of Construction Consultants (**Ph.D.**), University of Leeds, UK; Oil & Gas Energy Engineering (**M.Sc.**), University of Nicosia, Cyprus

Undergraduate: Civil Engineering with Construction Management (**B.Eng.**), University of Leeds, UK

Secondary Ed.: The English School, Nicosia, Cyprus (4 A-Levels)

MEMBERSHIP TO MAIN PROFESSIONAL & SCHOLARLY ASSOCIATIONS

- The Chartered Institute of Building, UK: *Fellow, Chartered Construction Manager (FCIOB)*

- The Chartered Institute of Marketing, UK: *Fellow, Chartered Marketer (FCIM)*

- The Royal Institute of Chartered Surveyors, UK: *Chartered Mgmt Consultancy Surveyor (MRICS)*

- EuroMed Academy of Business / EMRBI: *Senior Fellow*

- Society of Petroleum Engineers: *Member*

- Cyprus Scientific Technical Chamber (ETEK): *Member*

OTHER

Military Service: Sergeant, Special Forces (Green Berets Commando)
National Guard of Cyprus (26 months)

Languages: Greek (Fluent); English (Fluent)

Extra-Curricular Activities: Family time, Music, Classical guitar, Cooking, Reading

ACADEMIC LEADERSHIP

Scholarly Positions:	Organisation Name: University of Nicosia (2002-present)
	Organisation Type: Tertiary Education
	Highest Rank: Professor
	Major Positions: University Senate (UNIC, 2020-)
	University Council (UNIC, 2008-9)
	Head of the Marketing Department (UNIC, ~2006-8)
	University Internal Quality Assurance Committee (UNIC, 2018-)
	Senate's Faculty Affairs Committee (UNIC, 2020-)
	VC of the Senate's Student Appeals Committee (UNIC, 2021-)
	Distance Learning Unit Advisory Committee (ad hoc, 2013-6)
	University Research Time Release Committee (UNIC, 2015-)
	Leader of Business School Advisory Council (UNIC, ~2005-8)
	Business School Administrative Committee (UNIC)
	Business School Research Committee (UNIC)
	Dpt Postgraduate Programmes Ad Hoc Committee (UNIC)
	Misc. committees (EMRBI & EMAB, 2008-)
	Organisation Name: EuroMed Research Business Institute / EMAB (2008-present)
	Organisation Type: International Research & Scholarly Institute
	Highest Rank: Senior Fellow
	Positions/Tasks: Founding member, Internal Development & Scientific advisor
	Organisation Name: Gnosis Mediterranean Inst. for Management Science (2020-)
	Organisation Type: International Research Institute
	Positions/Tasks: Director and co-Founder
	Organisation Name: EuroMed Academy (2024-)
	Organisation Type: International Research & Scholarly Academy
	Positions/Tasks: Executive Committee Board Member

RESEARCH WORK

Doctoral Thesis: Strategic Marketing Management of Construction Consultants

Research Focus: My primary research focus lies in the intersection of strategy, marketing and management, and its applications in various industry contexts and business theory streams. My work has a particular inclination towards the multi-disciplinary interrelation of business factors and forces, and their consequent contextualization and utilisation towards the development of business frameworks and systemic comprehensions of business processes and notions.

Publications: Significant research work resulting in 310+ published scientific works, mostly in ABS/Scopus/ISI scientific journals. Citation Metrics of Mar 5th, 2025:

	<i>Documents</i>	<i>Citations</i>	<i>h-index</i>
<i>Google Scholar</i>	310+	11, 477	58
<i>Scopus</i>	188	6,077	43

Research Programs: Participation as head-researcher, researcher, guest/invited researcher, and/or evaluator in/of a number of European and locally funded projects (by the Ministry of Commerce, Industry and Tourism, Research Promotion Foundation, Erasmus, Sustagri, ENPI-CBCMED, Horizon2020, PO-FESR). **Active** projects:

- **Master's programme in Family Business Management / FAB**, Erasmus+ KA2 Capacity Building in the field of Higher Education, <https://fab-project.eu/>
- **Creative learning for boosting bio-economy within HEIs' curricula (CL4BIO)**, L01 - Foundation for the Development of the Education System, 2022-1-PL01-KA220-HED-000087008, 01/11/2022 - 31/10/2025 (36 months)
- **Tackling the mental health stigma in youth football (TEAM)**, Erasmus+, ERASMUS-SPORT-2024-SCP – Cooperation partnerships in sport, Ref 101184222, 36 months, Project Budget: € 400,000, Budget for UNIC: € 75,500, Coordinator: University of Nicosia (CY). Senior Expert.
- **Digitally-Enhanced Foreign Language Education for Active European Citizenship and Democratic Culture (ENLACED)**, Erasmus+, KA220-HED - Cooperation partnerships in higher education, Ref 2024-1-RO01-KA220-HED-000249951, 24 months, Project Budget: € 250,000, Budget for UNIC: € 53,000, Coordinator: University of Medicine, Pharmacy, Science and Technology, Targu Mures (RO). Senior Expert.
- **Synergies between HEI and the labour market for developing sustainability capabilities for green transformation strategies using the ToC and AI (GreenToC)**, Erasmus+, KA220-HED - Cooperation partnerships in higher education, Ref 2024-1-RO01-KA220-HED-000252839, 36 months, Project Budget: € 250,000, Budget for UNIC: € 35,000, Coordinator: Tibiscus University of Timisoara (RO). Senior Expert – UNIC Principal Investigator.
- **International Network for Sustainable and Innovative Digital Excellence in Construction Vocational Education (INSIDE-CoVE)**, ERASMUS-EDU-2024-PEX-COVE, ERASMUS-LS, 101194017, 48 months, Project Budget: 4,985,441.37 EUR. Senior Expert – UNIC Principal Investigator.
- **Building Outstanding Opportunities for Science and Talent (BOOST)**; Coordinator - KliynteH Bulgaria - Cleantech Bulgaria; Call - ERA Talents (HORIZON-WIDERA-2024-TALENTS-03); Type of Action - HORIZON-CSA HORIZON Coordination and Support Actions; Ref. No. 101217321; Duration - 42 months; Start Date – TBD; Total Project Budget €2,873,750.00; Budget for UNIC €131,250.00; Role - Leading Researcher, Principal Investigator.
- **Advancing Research Careers through Organizational Excellence (ARCOE)**, HORIZON-CSA HORIZON Coordination and Support Actions; Coordinator: Fondazione E. Amaldi - E. Amaldi Foundation (IT); Call Enhancing the European R&I system (HORIZON-WIDERA-2024-ERA-02); Ref. No. 101216936; Duration 36 months; Start Date TBD; Total Project Budget €1,843,150.00; Budget for UNIC €136,375.00; Role – Leading Researcher, Principal Investigator

Advisory/Supervision: Over the years I have supervised many students at all levels, including Ph.D. and D.B.A. Moreover, I have substantially contributed to the development of the UNIC Business School processes regarding student supervision and advising; and I advise and guide young scholars, internationally, towards their research and academic development.

Awards/distinctions: **Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012**, for the paper: 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 (*Indexed and abstracted in: ABI/INFORM, Inspec, OCLC's Electronic Collections Online, ProQuest, Scopus*)

Outstanding Reviewer Award, Emerald Literati Network Awards for Excellence, 2011, *EuroMed Journal of Business (ABS 2)*

Highly Commended Award Winner at the Literati Network Awards for Excellence 2010, for the paper: 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, ISSN 0263-4503, Emerald (ABS Rating 2010: 1, ranked in the Journal Quality List (Harzing) Ratings)

Best Presenter Award for the paper presentation: Alkis Thrassou, Kone C., Panayidou A, *Women's Shopping Behaviour and Consumer Beliefs: the Case of Cyprus*, 2008 Global Business & Economics Research Conference, Constantinople, Turkey

International Marketing Review's (an ABS 3 ranked journal) "top downloaded article of the past 30 years", with 11,000 downloads within only 3 years from publication (http://www.emeraldinsight.com/promo/imr_30.htm), Accessed March 7th, 2013: 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

Journal of Promotion Management (a Scopus indexed journal) "top 10 most cited and most read papers of the past three years", Accessed November 18th, 2014: <http://www.tandfonline.com/action/showMostCitedArticles?journalCode=wjpm20#.VGt1CfmUcll>; Thrassou, A. and Vrontis, D. (2009), "A New Consumer Relationship Model: The Marketing Communications Application", Volume 15, Issue 4, pp. 499-521

Best Reviewer Award Winner, 9th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Digital Ecosystems", Warsaw, Poland, September 14-16, 2016

One of the most downloaded articles of 2018-2019, [continuous accesses March - August 2019, <https://www.journals.elsevier.com/technological-forecasting-and-social-change/most-downloaded-articles>], and **Surpassed 1000 Citations (Google Scholar, Dec 2024)**, Santoro, G., Vrontis, D., Thrassou, A., Dezi, L. (2018). The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity, *Technological Forecasting and Social Change*, Volume 136, Pages 347-354

Highly Commended Conference Paper Award, 12th Annual Euromed Academy of Business (EMAB) Conference, *Business Management Theories and Practices in a Dynamic Competitive Environment*, Thessaloniki, Greece, Sep, 2019

Wiley Top Cited Paper Achievement (Among work published between 01-Jan-2021 – 15-Dec-2022, ABS 2), and **Surpassed 1000 Citations (Google Scholar, Nov 2024)**, for Vrontis, D., Makrides, A., Christofi, M. and Thrassou, A., (2021), "Social media influencer marketing: A systematic review, integrative framework and future research agenda", *International Journal of Consumer Studies*, Vol. ahead-of-print, No. ahead-of-print, Vol.45, Iss. 4, pp.617-644, DOI: 10.1111/ijcs.12647 (Blackwell).

Journal of World Business Most Cited Articles (2023, Elsevier, ABS 4) for: Christofi, M. et al. (2021), "Agility and flexibility in international business research:...", *Journal of World Business*, Vol. 56, No. 3, DOI: 10.1016/j.jwb.2021.101194. <https://www.journals.elsevier.com/journal-of-world-business/most-cited-articles>

FIB Business Review (Sage) Impactful Research Award 2024, for Galati, A., Migliore, G., Thrassou, A., Schifani, G., Rizzo, G., Adamashvili, N., Crescimanno, M. (2023), Consumers' Willingness to Pay for Agri-food Products Delivered with Electric Vehicles in the Short Supply Chains, *FIB Business Review*, 12(2) 193–207, DOI: 10.1177/23197145221112743

Ranked, by Research.com, as #8 of "Best Business and Management Scientists" in Greece and Cyprus (combined), #3 in Republic of Cyprus and #1320 Globally (2024 Edition). <https://research.com/scientists-rankings/business-and-management/cy>

Ranked "Top Scholar", globally, by Scholargps.com, #14 globally in Marketing, (of 27,000 scholars), #135 globally in Business & Management (of 207,000 scholars) [Prior 5 years, no self-citations, standard weight, 2024]

<https://scholargps.com/scholars/30523616131395/alkis-thrassou>

Best Abstract Award: Theofanous, G., Grigoriou, M., Stylianou, C., Sakka, G., Thrassou, A. (2024), Investigating the Travel Behaviour of People with Disabilities Using the Health Belief Model, 17th Annual Euromed Academy of Business (EMAB) Conference on "Global Business Transformation in a Turbulent Era", Dpt of Economics and Management of the University of Pisa, Pisa, Italy, September 11th-13th, 2024.

Ranked by Stanford University among the Top Scientists in the world, across all scientific disciplines (data drawn from Scopus, Elsevier Data Repository, DOI:10.17632/btchxktzyw.6

OTHER SCHOLARLY ACTIVITIES & TEACHING

- International Roles**
- University of Palermo (Italy) Teaching board of the PhD Course in Mediterranean Agricultural, Food and Forest Systems
 - University of Torino (Italy), Visiting Professor (Business), School of Economics
 - Hellenic Quality Assurance and Accreditation Agency of the Republic of Greece, External University Evaluator for the
 - Italian Ministry of Education, Universities and Research (MIUR) – REPRISE, expert reviewer
 - South Africa's National Research Foundation (NRF), external quality reviewer/assessor
 - Greek universities' external member of Ranking Committees(HAHE)
 - EuroMed Research Business Institute (Senior Fellow, Advisor and Founding Member)
 - Centre for Intern. Research in Consumers Location & their Environments, (Member).
 - University of Gloucestershire (UK), Ph.D. supervisor and examiner
 - Seconda Università di Napoli (Italy), Ph.D. examiner
 - University of Palermo (Italy), Ph.D. examiner
 - Maharishi Markandeshwar University (India), Ph.D. examiner
 - Middlesex University (Limassol), off-campus marketing lecturer
 - Universal Business School (India) Case Research Centre, Advisory Board Member
 - University of Durham, UK, Ranking Assessor
 - Cyprus Marketing Academy, founding member
 - University of Middlesex, UK, Ranking Assessor
 - Abu Dhabi University Global Engagement Program, UAE, Scientific Member
 - EuroMed Academy, Executive Committee Board Member
 - KU Leuven (University of Leuven), Belgium, Research Funding Proposal Evaluator

Editorial Positions: *Permanent Editor:*

- Managing Editor (Book Series), *Palgrave Studies in Cross-disciplinary Business Research, in association with EuroMed Academy of Business (Scopus, Palgrave Macmillan – Springer Nature)* <https://www.palgrave.com/cn/series/15956>
- Managing Editor (Book Series), *Palgrave Intersections of Business and the Sciences, in association with Gnosis Mediterranean Institute for Management Science (Palgrave Macmillan – Springer Nature)*
- Associate Editor of *EuroMed Journal of Business*, ABS 2, Emerald: Impact Factor 5.2 (Web of Science, 2022), CiteScore 9.7 (Q1-91%) and #19 best journal in the world in Business and Management (Scopus, 2023)
- Ed. Board of *International Studies of Management and Organization (ABS 2, T&F)*
- Advisory Board - *EuroMed Academy of Business / EMRBI*
- Advisory Board - *FIIB Business Review (FBR) (ABS 1, Sage Publications)*
- Advisory Board - *Journal of the Integrated Information Management (West Attica Un.)*
- Advisory Board - *International Journal of Big Data Management (Inderscience)*

Guest Editor

- *Journal of International Management* (2023, ABS 3)
- *Production Planning & Control* (2022, ABS 3)
- *International Marketing Review* (2020, ABS 3)
- *European Management Journal* (2023, ABS 2)
- *Journal of Social Entrepreneurship* (2022, ABS 2)
- *European Business Review* (2020, ABS 2)
- *Journal of Strategic Marketing* (2022, 2025 ABS 2)
- *International Journal of Internet Marketing and Advertising* (2008, ABS 1)
- *EuroMed Journal of Business* (2009, 2022, 2024, ABS 2)
- *The Marketing Review* (2015, ABS 1)
- *British Food Journal* (2016, ABS 1)
- *Sinergie Italian Journal of Management* (2017, Scopus)
- *FIIIB Business Review* (2023, ABS 1)
- *International Journal of Organizational Analysis* (2025, ABS 1, Under Dev.)
- *International J. of Agricultural Resources, Governance and Ecology* (2025, U.D.)
- *Strategic Change* (ABS 2, 2025, Under Dev.)

Conference Org.

Chair of the 5th International Conference for Consumer Behaviour and Retailing Research (CIRCLE), 2008, University of Nicosia, Cyprus; Chair of the 3rd (2010) EuroMed Conference, University of Nicosia, Cyprus; Chair of the *Journal of International Management* Workshop on the SI “Global Strategy Evolution, Devolution or Revolution: Disruptions to Globalization and International Business Introversion”, Palermo, Sep 23rd, 2022. And member of the organizing and/or advisory committee scientific committee of other conferences, including the EMAB/EMRBI annual international conferences, the 26th (2022) International Conference on Corporate and Marketing Communications, Nicosia, Cyprus, the 2022; International Research Conference of the Universal Business School, India, the 2024; 2nd International Conference on Sustainability, Entrepreneurship, Equity and Digital Strategies (SEEDS) jointly organized by Jaipuria Institute of Management, Noida, and Middlesex University Dubai, Dubai; and more. Additionally, track and/or session chair and/or session discussant for many other conferences.

Reviewer for:

Several internationally leading journals, including: *Human Resource Management*, *Journal of Product Innovation Management*, *Journal of Business Research*, *International Marketing Review*, *Tourism Management Perspectives*, *British Food Journal*, *EuroMed Journal of Business*, *Journal of the Academy of Marketing Science*, *International Studies of Management and Organization*, *Management International Review*, *Long Range Planning*, *International Journal of Information Technology and Management*, *Business Process Management Journal*, *International Journal of Globalisation and Small Business*, *Journal of Management Studies*, *Creativity and Innovation Management*, *R&D Management*, *Tourism Management*, *Journal of International Management*, *Technological Forecasting and Social Change*, as well as AMC, EAM, EURAM, EMRBI and other organisations and conferences.

Teaching*:	Undergraduate Courses Taught: (UNIC)	<ul style="list-style-type: none"> - Principles of Marketing (Management) - Services Marketing (Management) - Organisational Behaviour - Consumer Behaviour - Strategic Marketing (Management) - International Marketing (Management) - Small Firms and B2B Marketing
	Postgraduate Courses Taught: (UNIC)	<ul style="list-style-type: none"> - MBA Services Marketing and Management - MBA Consumer Behaviour - MBA Strategic Marketing - MBA Global Marketing Management
	Visiting Professor:	<p>Torino Univ., Italy - BBA Business Management / Marketing Neapolis Univ., Cyprus: M.Sc. Construction Business Mgmt</p>

*Certificate on “*Teaching and Learning Theory and Practice*”, UNIC, 2019

Social Contribution: My role as a Professor, as Head of Department, as a Senator, and as a member of international business bodies, demanded my voluntary active participation in and contribution towards numerous events, processes and functions of wider social value; including that of evaluation of departments, programs and people, internationally. I have also given lectures and speeches at conferences, seminars and colloquia with a diverse scope of aims including, social awareness, facilitation of business development, economic and other value to society, general business education and training, consumer awareness and more. I further voluntarily participate in social programs such as the ‘education for the unemployed’ programs of UNIC, seminars to alumni and the public, educational workshops, events for secondary education, research trainings and more. I am also a founding member of the Cyprus Marketing Academy, which aims to bridge bring together scholars and practitioners for the good of the economy and society.

INDUSTRY PROFESSIONAL EXPERIENCE

Roles:	With twenty-five years of consulting professional experience I have held various significant positions in the industry and academia, as Partner, Managing Director, President / Member of Board of Directors, Project Manager, Consultant . I am proficient in an array of business fields, with special competencies in strategic marketing planning, business/project development and management/administration.
Competencies	Additionally and incessantly retaining strong ties with the industry, I involved myself in consulting works in the field of services and especially construction and real estate related ones; and have contributed to the development and management of many multi-million (€) projects. Being familiar with international professional processes and management approaches, I liaised with clients and key business, consulting, contracting and governmental entities, ensuring the provision of the right service to the client, and the seamless and harmonious collaboration between parties. I participated in the planning and coordination of major projects, transcribing their business demands into design and management processes; and monitored internal consulting processes for service quality and conformity to client business aims.

Positions Held:

Organisation Name: Thrassou Bros Group
Organisation Site: www.thrassoubros.com
Organisation Type: Construction Consultants / Project Managers
Organisation Size: 20-30 professional employees and internal associates (varied)
Position(s): Non-executive Partner (since 2004), Associate (1995-2004)
Tasks (1995-present): Business and Project Management, Planning and Development

Organisation Name: Domain Holdings Public Ltd
Organisation Type: Public company active in real estate development
Position: President of the Board of Directors (2004-2013)

Profile Links:

Scopus - <https://www.scopus.com/authid/detail.uri?authorId=14829726300>
Google Scholar - <https://scholar.google.com/citations?user=xEdqOsEAAAAJ&hl=en>
University of Nicosia - <https://pure.unic.ac.cy/en/persons/alkis-thrassou>

EVIDENCED SCIENTIFIC OUTPUT (PUBLICATIONS ETC.)

<i>Full Citation</i>	<i>Primary Listing / Document Type</i>
PUBLISHED PAPERS IN REFEREED SCIENTIFIC JOURNALS	
(2005)	
Thrassou, A (2005), “ <i>The Construction Consultancy in Cyprus</i> ”, <i>International Journal of Management Cases</i> , Vol. 7, No. 3, pp. 41-54, ISSN: 17416264	Official journal of CIRCLE
(2006)	
Vrontis, D., Thrassou, A. and Vignali, C. (2006), “Marketing Plan for Adult Soft Drinks. Shloer”, <i>International Journal of Management Cases</i> , Vol. 7, No. 4, pp. 5-23 (ISSN: 17416264-Pallas Press).	Official journal of CIRCLE
Vrontis, D., Thrassou, A. and Vignali, C. (2006), “The Country-Of-Origin Effect on the Purchase Intention of Apparel – Opportunities & Threats for Small Firms”, <i>International Journal of Entrepreneurship and Small Business</i> , Vol. 3, No. 3-4, pp. 459-476, (ISSN: 1476-1297-Inderscience).	ABS Rating 2
Thrassou, A. and Vrontis, D. (2006), “A Small Services Firm Marketing Communications Model for SME-Dominated Environments”, <i>Journal of Marketing Communications</i> , Vol. 12, No. 3, pp. 183-202 (ISSN: 1352-7266-Routledge, Taylor and Francis Group).	ABS Rating 1 ABDC Rating B
Vrontis, D. and Thrassou, A. (2006), “Situation Analysis and Strategic Planning: An Empirical Case Study in the UK Beverage Industry”, <i>Journal of Innovative Marketing</i> , Vol. 2, No. 2, pp. 134-151 (ISSN: 1814-2427- Business Perspectives).	Miscellaneous

Full Citation	Primary Listing / Document Type
Vrontis, D., Thrassou, A. and Wei, C-H. (2006), "A critical evaluation of strategic market entry theories and practices: the case of Hewlett-Packard", <i>Journal for International Business and Entrepreneurship Development</i> , Vol. 3, No. 1/2, pp.152–170 (ISSN: 1549-9324-Inderscience).	ABS Rating 1
(2007)	
Vrontis, D. and Thrassou, A. (2007), "A new conceptual framework for business-consumer relationships", <i>Marketing Intelligence & Planning</i> , Vol. 25 Iss: 7, pp.789 - 806	ABS Rating 1
Vrontis, D., Thrassou, A. and Melanthiou, Y. (2007), "A Contemporary Higher Education Student-Choice Model for Developed Countries", <i>Journal of Business Research</i> , Vol. 60, No. 9, pp.979-989 (ISSN: 0148-2963-Elsevier).	ABS Rating 3 ABDC Rating A
Vrontis, D. and Thrassou, A. (2007), "Adaptation vs. Standardisation in International Marketing- The country-of-origin effect", <i>Journal of Innovative Marketing</i> , Vol. 3, No. 4, pp. 7-21 (ISSN: 1814-2427-Business Perspectives).	Miscellaneous
Thrassou A. and Lijo P.R. (2007), "Customer Perceptions Regarding Usage of Mobile Banking Services - The Case of Kuwait", <i>World Journal of Business Management</i> , Vol. 1, No. 1, pp. 3-16.	Miscellaneous
(2008)	
Thrassou, A. and Vrontis, D. (2008), "International Strategic Marketing of the Small Construction Consultancy Firm - The Case of Cypriot Firms", <i>International Journal of Entrepreneurship and Small Business</i> , Vol. 6, No. 2, pp. 296-314 (ISSN: 1476-1297-Inderscience).	ABS Rating 2
Vrontis, D. Thrassou, A. and Ching-Wei Ho (2008), "The Marketing Implications of the 'Undesired Self' – the case of Chinese Y-Generation", <i>Journal for Global Business Advancement</i> , Vol. 1, No. 4, pp. 390-408 (ISSN: 1746-966X-Inderscience).	ABS Rating 1
Thrassou A. and Lijo P.R. (2008), "Motivators and Critical factors in Mobile Banking Communications - The Case of Kuwait", <i>Journal for Global Business Advancement</i> , Vol. 1, No. 4, pp. 327-349 (ISSN: 1746966X)	ABS Rating 1
Thrassou, A. and Vrontis, D. (2008), "Internet Marketing by SMEs: Towards Enhanced Competitiveness and Internationalisation of professional services", <i>International Journal of Internet Marketing and Advertising</i> , Vol. 4, Nos 2/3, pp. 241-261 (ISSN: 1477-5212- Inderscience).	ABS Rating 1 ABDC Rating C
Thrassou A., Kone C., Panayidou A. (2008), "Women Shoppers in Cyprus-Behaviour, Beliefs and Perceptions of Self", <i>International Journal of Management Cases</i> , Vol. 10, No. 3.	Miscellaneous
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Rossi, M., Vrontis, D. and Thrassou, A. (2013), "Biotechnological Mergers and Acquisitions: an Overview", 6 th Annual Conference of the EuroMed Academy of Business: Confronting Contemporary Business Challenges through Management Innovation, pp. 449-459, Estoril, Portugal, 23 rd -24 th of September 2013 (ISBN: 978-9963-711-16-1)	Proceedings
Shuv-Ami A., Thrassou A., Vrontis D., An Exploratory Research on Fan's Brand Commitment To Basketball Teams, 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship" Kristiansand, Norway, September 18-19, 2014	Proceedings
Maizza A., Fait M., Scorrano P., Vrontis D. and Thrassou A., Attributes Driving the Wine Choice Process, 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship", Kristiansand, Norway, September 18-19, 2014	Proceedings
Papasolomou I., Iacovidou M., Thrassou A. (2014), The Impact Of The Economic Crisis On Higher Education In Cyprus: Marketing Services To Satisfy Internal Customers At The University Of Nicosia (Abstract), 7 th Annual Conference of the EuroMed Academy of Business: "The Future of Entrepreneurship", Kristiansand, Norway, September 18-19, 2014	Proceedings
Thrassou, A. (2015), Real-Time Analysis of an Embryonic Oil & Gas Industry – The case of Cyprus, 8 th Annual Conference of the EuroMed Academy Of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
Thrassou, A., Vrontis, D., Papasolomou I. (2015), Strategic Implications of an Oil & Gas Industry Study – The Case of Cyprus, 8 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
Thrassou, A., Tsakiris, T., Hadjistassou C., Vrontis, D. (2015), The Indirect Business Effects of the Cyprus Oil & Gas Industry – A predictive real time analysis, 8 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Sustainable Value Chain in a Dynamic Environment", Verona, Italy, September 16-18, 2015	Proceedings
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Thrassou, A., Orfanos, D., Tsoukatos, E. (2017), <i>Linking Motivation With Creativity In Greece</i> , Proceedings, 10 th Annual Euromed Academy Of Business (EMAB) Conference, 'Global and national business theories and practice: bridging the past with the future'. Rome, September 13-15, 2017	Proceedings
Al Khoury G., Thrassou A., Kaufmann, H.R. (2017), <i>Interlinking Emotional Intelligence and Customer Relationship Marketing in the Lebanese Retail Banking Sector</i> , Proceedings, 10 th Annual Euromed Academy Of Business (EMAB) Conference, 'Global and national business theories and practice: bridging the past with the future'. Rome, September 13-15, 2017	Proceedings
Shams R., Thrassou, A., Vrontis, D., (2018), Quality Assurance Process Management In Transnational Education Services: A Research Note On Strategic Direction (Abstract), Proceedings, 11 th Annual Euromed Academy Of Business (Emab) Conference, 'Research Advancements In National And Global Business Theory And Practice', Valletta, Malta, September 12-14, 2018	Proceedings

Full Citation	Primary Listing / Document Type
Yiapanas, G., Thrassou, A., Kartakoullis, N. (2018), Stakeholder Analysis of The Football Industry in Cyprus, Proceedings, 11th Annual Euromed Academy of Business (EMAB) Conference, 'Research Advancements In National And Global Business Theory and Practice', Valletta, Malta, September 12-14, 2018, p. 1429-1439	Proceedings
Viassone, M., Vrontis D., Thrassou A. (2018), Branding startups throughout social media and mobile technologies (Abstract), 4 th International Colloquium on Corporate Branding, Identity, Image and Reputation, COBIIR Calabria 2018, 3 rd – 4 th September, 2018, Calabria, Italy	Proceedings
Yiapanas, G., Thrassou, A., Vrontis, D., Kartakoullis, N. (2019), Remedies for the hooliganism factor in the football industry: the paradigm of Cyprus, 12th Annual Euromed Academy of Business (EMAB) Conference, Business Management Theories and Practices in a Dynamic Competitive Environment, Thessaloniki, Greece, September 18-20, 2019, p. 1508-1519	Proceedings
Dimitropoulos, P. Koronios, K., Thrassou, A., (2019), Cash Holdings, Corporate Performance and Viability of Greek SMEs, 12th Annual Euromed Academy of Business (EMAB) Conference, <i>Business Management Theories and Practices in a Dynamic Competitive Environment</i> , Thessaloniki, Greece, September 18-20, 2019	Proceedings
Koronios, K., Dimitropoulos, P., Kriemadis, A., Papadopoulos, A., Thrassou, A. (2019), A Contemporary Sport Sponsorship Effectiveness Model: Scale Development And Validation, 12th Annual Euromed Academy of Business (EMAB) Conference, <i>Business Management Theories and Practices in a Dynamic Competitive Environment</i> , Thessaloniki, Greece, September 18-20, 2019 [Highly Commended Conference Paper Award]	Proceedings
Koronios, K., Ntasis, L., Dimitropoulos, P., Thrassou, A., Papaioannou, Papadopoulos A., (accepted), Marketing to the Generations: How Diverse Generations Respond to Sport Sponsorship. Proceedings, 13 th Annual Conference of the Euromed Academy of Business (EMAB), Business Theory and Practice Across Industries and Markets, Online, September 9-10, 2020	Proceedings
Koronios, K., Ntasis, L., Dimitropoulos, P., Thrassou, A., Douvis, J. (2021), Abstract, The Impact of Sponsorship on Electronic and Traditional Word of Mouth Communication, Proceedings, 14 th Annual Conference of The Euromed Academy of Business (EMAB), Contemporary Business Concepts and Strategies in the new Era, Online, September 22-24, 2021	Proceedings
Yiapanas, G., Thrassou, A., Kartakoullis, N., Vrontis, D. (2021), A Value-Based Club-Perspective Stakeholder Analysis of The Football Industry of Cyprus (abstract), 14 th Annual Conference Of The Euromed Academy of Business (Emab), Contemporary Business Concepts and Strategies in The New Era, Online, September 22-24, 2021	Proceedings
Melanthiou, Y., Thrassou,A., Bakas, E. M. A., Social Media: An Ally for Political Marketing (abstract), International Conference on Management, Economics & Social Science (ICMESS), Vienna, Austria, 25-26 June 2021, Proceedings, ISBN: 978-93-90150-26-7, Edn: 78	Proceedings
Chatterjee, S., Chaudhuri, R., Vrontis, D., Thrassou, A. (12-Mar-2022), Examining the role of social CRM capability in online marketing communication (Full Paper), 26th International Conference on Corporate and Marketing Communications on "Digital Technologies in the light of COVID-19: a changing landscape for Corporate and Marketing Communications", University of Nicosia, Business School, Nicosia – Cyprus, April 18-20, 2022	Proceedings
Koronios, K., Ntasis, L., Dimitropoulos, P., Thrassou, A. (2022), Abstract: Exploring the Impact of Covid-19 On Sponsorship, 15th Annual Euromed Academy of Business (EMAB) Conference on "Sustainable Business Concepts and Practices", September 21st-23rd, 2022, Palermo, Italy, ISBN 978-9963-711-96-3	Proceedings

Full Citation	Primary Listing / Document Type
Yiapanas, G., Thrassou, A., Vrontis, D. (2022), A Stakeholder Framework of the Football Industry (abstract), <i>15th Annual Euromed Academy of Business (EMAB) Conference on "Sustainable Business Concepts and Practices"</i> , September 21st-23rd, 2022, Palermo, Italy, ISBN 978-9963-711-96-3	Proceedings
Dimitropoulos, P., Koronios, K., Thrassou, A. (2022), International Business Sustainability and Global Value Chains: A Systematic Literature Review, <i>Journal of International Management Workshop</i> , Special Issue on "Global Strategy Evolution, Devolution or Revolution: Disruptions to Globalization and International Business Introversion", September 23 rd , 2022, Palermo, Italy (at <i>15th Annual Euromed Academy of Business Conference</i>)	Paper Presentation
Yiapanas, G., Thrassou, A., Vrontis, D. (2022), Football Industry Managerial Elucidations and Strategic Development: the Case of Cyprus (EU), <i>International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH-22)</i> , Luxemburg, April 27-28, 2022	Proceedings
Koronios, K., Ntasis, L., Thrassou, A., Papaioannou, A., Tsironi, M. (2023), Social Media and Sponsorship: a Conceptual Model for Sport Marketers, The 16 th Annual Euromed Academy of Business (EMAB) Conference on " <i>Business Transformation in Uncertain Global Environments</i> ", Vilnius - Lithuania, September 27 th -29 th , 2023	Proceedings
Figurek, A., Semenova, E. I., Thrassou, A., Smart Innovation, Systems and Technologies, Proceedings, <i>ADOP 3rd International Conference on Digitalization of Agriculture and Organic Production</i> , June 5-7, 2023, St. Petersburg, Russia.	Paper Presentation
Yiapanas, G., Thrassou, A., Vrontis, D. and Lamprinakos, G. (2023), Value Co-Creating Synergies in The Football Industry: a Theoretical Framework of Primary and Secondary Stakeholders, The 16 th Annual Euromed Academy of Business (EMAB) Conference on " <i>Business Transformation in Uncertain Global Environments</i> ", Vilnius - Lithuania, September 27 th -29 th , 2023. p. 1304-1309	Proceedings
Koronios, K., Ntasis, L., Thrassou, A., Douvis, J., Strigkas, A., Papadopoulos, A. (Accepted, April 2024), Sponsorship, Brand Equity and SMEs: a Quantitative Study, The 17 th Annual Euromed Academy of Business (EMAB) Conference on "Global Business Transformation in a Turbulent Era", Department of Economics and Management of the University of Pisa, Pisa, Italy, September 11 th -13 th , 2024	Proceedings
Amber, E., A., Papasolomou, I., Thrassou, A., (Accepted, April 2024), Systematic Review of the Diversity of Behavioral Factors Influencing Sustainable Consumption at the Nexus with Impulsive Buying Behavior, The 17 th Annual Euromed Academy of Business (EMAB) Conference on "Global Business Transformation in a Turbulent Era", Department of Economics and Management of the University of Pisa, Pisa, Italy, September 11 th -13 th , 2024	Proceedings
Theofanous, G., Grigoriou, M., Stylianiou, C., Sakka, G., Thrassou, A. (2024), Investigating the Travel Behaviour of People with Disabilities Using the Health Belief Model, The 17 th Annual Euromed Academy of Business (EMAB) Conference on "Global Business Transformation in a Turbulent Era", Department of Economics and Management of the University of Pisa, Pisa, Italy, September 11 th -13 th , 2024. BEST ABSTRACT AWARD	Proceedings
Presentation on Partner (University of Nicosia, P19) contribution to Project, Masters Programme in Family Business Management. FAB, Erasmus+ KA2 Capacity Building in the field of Higher Education, https://fab-project.eu/ . Final Conference, Siem Reap, Cambodia, Oct 12 th , 2024	Proceedings

Full Citation**Primary Listing / Document Type**

Amber, E., Papasolomou, I., Melanthiou, Y., and Thrassou, A. "A Theoretical Review of the Diversity of Behavioral Factors, Influencing Sustainable Consumption at the Nexus with Impulsive Buying Behavior". Proceedings, 28th International Conference on Corporate and Marketing Communications (Vienna), March 26-27, 2024 (pp. 86-92). DOI: 10.25365/phaidra.507, ISBN: 978-3-200-09859-6

Proceedings

Amber, E., Papasolomou, I., Melanthiou, Y., and Thrassou, A. (2025, under review), Revolutionizing Consumption: 50 Business Strategies for Sustainable Future (Abstract), 18th Conference of the International Society for Ecological Economics and the 11th International Degrowth Conference, June 24-27, 2025, Campus Blindern, Oslo, Norway

Proceedings

INVITED SPEECHES, SEMINARS & PANELS

Invited Speaker, Dec. on "Transforming Cyprus into an Energy Hub", University of Nicosia; UNESCO Amphitheater, Dec 16th, 2014

Invited Speaker

Seminar single speaker: 'Στρατηγικό Μάρκετινγκ: Φιλοσοφία, σχεδιασμός και εφαρμογές για τη σύγχρονη επιχείρηση' [Strategic Marketing: Philosophy, Planning and Applications for the Contemporary Business], Unesco Amphitheater, University of Nicosia, April 22nd, 2016

Invited Speaker

Invited Talk at Torino University, Cuneo Campus (Università Degli Studi Di Torino - Cuneo Seat): 'Advancing the International Visibility and Contribution of Italian Scholars through Research and Publications', April 15th, 2016

Invited Speaker

Seminar single speaker: 'Το Μάρκετινγκ στη Δευτεροβάθμια Εκπαίδευση' [Marketing in Secondary Education], A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 4th, 2017

Invited Speaker

Seminar single speaker: 'Σύγχρονες και καινοτόμες προσεγγίσεις και εφαρμογές του Μάρκετινγκ', A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 3rd, 2018

Invited Speaker

Thrassou., A., Invited speaker / panellist on 'Publishing your Work', 11th Annual Euromed Academy of Business (EMAB) Conference, 'Research Advancements In National And Global Business Theory And Practice', Valletta, Malta, September 12-14, 2018

Invited Speaker / Panelist

Invited speaker, 'Publishing during, through and after a PhD', PhD Colloquium, University of Nicosia, April 12-13, 2019

Invited speaker

Seminar single speaker: 'Η εξέλιξη του Μάρκετινγκ από το παρελθόν στο παρόν και το μέλλον'. 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 2nd, 2019

Invited speaker

Seminar single speaker: "Μάρκετινγκ Υπηρεσιών – Μιά Διαφορετική Ιστορία", A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 15th, 2020

Invited speaker

Thrassou, A. (2021), Seminar: Publishing – Why, Where and How, Research Skills Development Seminars, University of Nicosia, Online, Feb 12th, 2021

Invited speaker

Thrassou, A. (Nov 22, 2021), Seminar: Aims, Benefits and Means of Publishing (working title), Research Seminar, University of Palermo & University of Valencia, Italy, Online, 2021

Invited speaker

Seminar single speaker (accepted): 'Σύγχρονο Μάρκετινγκ και Παιδεία', A 3-hr seminar and workshop aimed at secondary education teachers whose curriculum includes marketing, University of Nicosia, Feb 17th, 2024

Invited Speaker

Full Citation	Primary Listing / Document Type
Thrassou, A. (2022), Seminar: Publishing – Why, Where and How, Research Skills Development Seminars, University of Nicosia, Online, Jan 14 th , 2022	Invited speaker
<i>Journal of International Management Workshop</i> , Special Issue on “Global Strategy Evolution, Devolution or Revolution: Disruptions to Globalization and International Business Introversion”, September 23 rd , 2022, Palermo, Italy (at <i>15th Annual Euromed Academy of Business Conference</i>)	Presentation
Meet the Editors Presentation, 15th Annual Euromed Academy of Business (EMAB) Conference on “ <i>Sustainable Business Concepts and Practices</i> ”, September 21st-23rd, 2022, Palermo, Italy, ISBN 978-9963-711-96-3	Invited Speaker & Panelist
Guest Lecture, 03-Feb-2023, Northumbria Newcastle University Business School, MSc in Marketing, “Strategic Marketing Sustainability”.	Guest Lecturer
Meet the Editors Presentation and Panel Discussion, 16 th Annual Euromed Academy of Business (EMAB) Conference on “ <i>Business Transformation in Uncertain Global Environments</i> ”, Vilnius - Lithuania, September 28 th , 2023	Invited Speaker & Panelist
Seminar for Lecturers of Master’s programme in Family Business Management. FAB, Erasmus+ KA2 Capacity Building in the field of Higher Education, https://fab-project.eu/ . “Research & Publishing for and within University Teaching”. June 20 th , 2023, 2hrs	Participating Researcher Seminar
Meet the Editors Presentation and Panel Discussion, 17 th Annual Euromed Academy of Business (EMAB) Conference on “Global Business Transformation in a Turbulent Era”, Dpt of Economics and Management of the University of Pisa, Pisa, Italy, September 12 th , 2024.	Invited Speaker & Panelist
Panel discussion member on “Challenges and Good Practices of Digital Transformation in Family Businesses”, Masters programme in Family Business Management. FAB, Erasmus+ KA2 Capacity Building in the field of Higher Education, https://fab-project.eu/ . Final Conference, Siem Reap, Cambodia, Oct 12 th , 2024	Invited Panelist
