

CURRICULUM VITAE

Hans Rüdiger Kaufmann, PhD, Dipl. Betriebswirt

1. Personal and contact details

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2. Education and academic background

Ph.D. in Marketing, The Manchester Metropolitan University; Department of Retailing and Marketing - Sponsored PhD student, UK, July 1997

Ph.D. Thesis: *'The Influence of Identity on Marketing Education of Eastern German Entrepreneurs.* July 1997.

Mphil in Marketing (as intermediate level to PhD), The Manchester Metropolitan University; Department of Retailing and Marketing

Controlling Diploma, Professional Diploma by the German Saving Bank Organisation, Bonn, Germany, 1989

B.A. Business Administration, University of Kempten, Germany
B.A Thesis: *Marketing Controlling in Banking* - 17 December 1985
German academic title: Diplom- Betriebswirt (FH)

Apprenticeship as a Banker (Saving Bank Ravensburg & Chamber of Commerce), 1978-1980

2.1 Language skills English (5), German (5), Italian (3), Spanish (2), Latin (5)
(indicative level of skills: 1= poor, 5= excellent)

3. Research, Teaching and Professional Experience

3.1 Full-time academic positions

- 2006 - today** School of Business, Department of Management & MIS, University of Nicosia, Nicosia, Cyprus
- **Associate Professor (tenured position), 2006- 2013**
 - Member of the Senate of the University of Nicosia
 - Module Leader in B.A. and MBA
 - MBA Thesis and PhD Thesis Supervisions
 - Co- Developer of DBA and PhD program of the School of Business, University of Nicosia; Module Leader and Teacher PhD 803 Research Methodology
 - Co- founder of EuroMed Research Business Institute (affiliated with University of Nicosia); Research Co-ordinator
 - MBA Thesis and PhD Thesis supervision
 - Mediating Erasmus partnerships with international universities
 - 3 Conference organisations

 - **Full Professor in Management, 2013- today (since 2016, 25% contractual engagement)**
 - Member of the Senate of the University of Nicosia
 - Module Leader B.A. and MBA
 - MBA Thesis supervision
 - Member of the MBA/PhD evaluation committee
 - PhD/DBA Thesis supervision (20 PhD completions)
 - Member of the Board of the Cyprus Center for Intercultural Studies, Member of the Advisory Board at the University of Nicosia
 - Module Leader and Teacher PhD 803 Research Methodology
 - Vice- President of EuroMed Research Business Institute (affiliated with University of Nicosia); Research Co-ordinator
- 2006 - today** School of Business, Department of Management University of Nicosia, Nicosia, Cyprus
- 2016- today** Professor International Sales Management
University of Applied Management Studies Mannheim, Germany
Chair of M.A study program: Business Management & Digital Leadership (English)
Member of the Senate & Examination Committee
- 01/02/2000- 30/09/ 2006** University of Liechtenstein
Associate Professor International Management
Academic Director Private Banking: developing Postgraduate

Columbia, Jiao Tong	<p>Certificate, Diploma, Executive MBA in co-operation with Liechtenstein Banking Association Member of the Board of the Institute of Finance Head of Competence Center International Management Academic Director of International Management PGD/MBA (Joint Program University of Gloucestershire, University of British University of Applied Sciences Vorarlberg, St. Petersburg University, University Shanghai/China)</p>
2000- today	<p>University of Gloucestershire, School of Business Part-time Research Staff (PhD/DBA Supervisor)</p>
2000- today	<p>Leeds Metropolitan University, School of Business Visiting Fellow and Part-time Research Staff: PhD Supervisor</p>
1.1.1998- 31.12.1998	<p>International Management Center Budapest/Hungary; Weatherhead University/ US Contractual Consultant and Assistant Professor in Marketing</p>

3.2 Visiting Positions, Awards and Honorary Appointments

February 2025-	<p>La Sapienza University Rome, Department of Management Member of the Doctoral Program's Academic Board</p>
2009-2019	<p>Georgetown University, US, McDonough School of Business Certificate of High Appreciation in recognition for outstanding service For over 10 years of collaboration in research and publication in the fields of international trade and marketing. 2019. McDonough School of Business. Co-Developing and co-establishing innovative interdisciplinary Marketing/Entrepreneurship paradigm called 'Curative Marketing' focusing on social and ecological responsibilities and the common good.</p>
2006- today	<p>EuroMed Research Business Institute, Cyprus <i>Senior Research Fellow and Vice President</i></p>

2018- today	Kaunas Technological University, Lithuania Visiting Professor
2018 - today	Liverpool John Moores University. Business School. Research & Knowledge Transfer Portfolio Visiting Professor
2012- 2016	American Marketing Association SIG Global Marketing/US Member of the Board: Vice Chair Communications
2014	Consumer Brand Relationship Association Co-Founder and Vice President
2017- today	University of Vitez, Bosnia- Herzegovina Full- Professor (Senate) Chair in International Marketing.
01.04. 2012- 2023	The International Business School of the University of Vilnius. Lithuania Member of the Academic Advisory Council
2006- 2022	Ural State University Yekaterinburg/Russia Visiting Professor
2007- 2024	European Retail Academy (EHI), Cologne, Germany Member of the Board of Trustees
2005	University of Szczecin/Poland Member of the Advisory Scientific Board of the Doctoral School
2001- today	Circle International International Research Network on Consumer Behavior Member of Founding Board & President (04/2007-04/2009), Member of the Academic Committee

3.1 Academic experience before obtaining a Ph.D.

1993-1995 The Manchester Metropolitan University, Department of Retailing and Marketing Research Assistant

3.2 Positions in Industry

2023- today Network Smart Industries Metropol- Region Rhein- Neckar
Member of the Board

01/07- 31/12/1997 Chartered Institute of Marketing Budapest/Hungary
Course Director Marketing

01/01/1996 – 31/06/1997 Lecturer (p-T) The Manchester Metropolitan University

01/01/1993- 31/12/1995 Research Assistant
The Manchester Metropolitan University; Department of Retailing and Marketing

01/05/1988 – 31/12/1992 Saving Bank Ravensburg/Germany
Deputy Head of Departments: Marketing/Controlling; Auditing

1986- 1988 Saving Bank Ravensburg/ Germany
Marketing Assistant;

1978- 1980 Saving Bank Ravensburg/Germany
Apprentice as a Banker

3.3 Consulting Assignments

2017- today INTEM Mannheim Sales Agency (for University of Applied Management Studies Mannheim)
Member of the Exam Committee for the Award of Sales Degrees

2023 Renolit Mannheim/Germany (for UAMStudies Mannheim)
Seminar: What can we learn from StartUps

02.2016- 12.2017 MAFAB. Mannheimer Forschungsgesellschaft für Arbeit & Bildung GmbH.
Contractual Consultant

2014 Center for Entrepreneurship, Innovation and Employment at Intercollege Nicosia. Co-operation in newly to be established Consulting programs for Cyprus Entrepreneurs

2008 Business Plan Competition 2008. Implemented by: Cyprus International Institute of Management, The Management Centre, Cyprus Academic Forum; supported by USAID; Advisor of three projects (including bi-communal project)

2006	MISR University Cairo Competitiveness in Banking- Cooperation with ARAB Bank. Advising on 5 projects with 2 projects having successfully passed the 2 nd application round.
2006	ARAB Bank Nicosia (for Intercollege Nicosia) Seminar Customer Relationship Marketing
2004	Serica Bank Liechtenstein 2 days Consulting Seminar (for University of Liechtenstein)
01/07/1997 – today	Launch of Consultancy: International Consulting Dr. Kaufmann IMC Center Budapest (Contractual Consultant) Marketing Plan

4. Research interests and projects

4.1 Research interests

Smart Cities

- EU supported research project DevOps Competences for Smart Cities (2019-2022) Academic Leader of Research module; Development for 3 Modules for 1st global MOOCs course
- 2024 Main co-organizer of Smart City Conference in Mannheim (with Real Corp) Main Organizer Info Event Smart Citizens for Citizens and SC stakeholders (2024)
- Inauguration speech on the occasion of the of the 29th Real Corp Conference on Urban Planning, Regional Development, Information Society. John Deere Conference Center, Mannheim
- 2024 Round Table Discussion: Universities as Drivers of Sustainability on the occasion of the 29th Real Corp Conference on Urban Planning, Regional Development, Information Society. John Deere Conference Center, Mannheim.
- Webinar Conference by European Retail Association on Sustainability. 18.03.22-19.03.22. Key note Speaker on Smart Cities and Round Table Chairman.
- Webinar. 2022 DevOps Competences for Smart Cities. Research Skills Development Programm. UNICAF
- Conference and Journal publications
- Editor-in-Chief Progress in Industrial Ecology
- Member of international research networks (also with local universities)

Interdisciplinary Relationship between Marketing, Sustainability and Identity

- Development of innovative paradigm Curative Marketing with Prof. Dr. Michael Czinkota, US
- Corporate Social Responsibility Nexus. Symposium. University of Nicosia/Sustainable Knowledge Consulting Cyprus/Cyprus Sustainability Institute. 29th June 2011. Nicosia.
- Invited Speaker: 4th BIT Annual Global Congress of Knowledge Economy (Accelerating Metropolis into Global Smart City). Luxury Brands and Counterfeited Products. Qingdao China. 19-21. September 2017

- Invited speaker at Federal Ural University Yekaterinburg- Corporate Social Responsibility, Leadership and Social Entrepreneurship (3x)
- Invited speaker: Symposium (Chamber of Commerce Lithuania): European Company's Day 2013. "Company's Values= Employee Values". 17 October 2013. Artis Centrum Hotel. Vilnius.
- Associate Editor of World Review of Entrepreneurship, Management and Sustainable Development
- Conference, Journal and Book Publications (highly cited)
- Invited speaker and seminar organizer: Urban Thinkers Campus 2017 (UN Habitat). Social Entrepreneurship and GWÖ. Stadt Mannheim. The Lord Mayor of Mannheim. 21. October 2017

Private Banking

- Seminar Organisation and Symposium organization (mainly in Liechtenstein) and Participation
- Development of Private Banking postgraduate Certificates and Diplomas with local Banking Association
- Organization, Chair and Presenter of and on a series of 3 interrelated seminars/round table discussions for international politicians, academics and financial service practitioners on suggestions for a new design of the Liechtenstein Tax Systems against the background of the discussion on international tax harmonization vs. tax competition. 2004
- Publications and regular media appearance

International and Cross-Cultural Consumer Behavior

- Research project participation (i.e. COBEREN Consumer Culture in Europe)
- Book (i.e. 2024 with Palgrave), Journal and Conference publications
- Member of Research networks

Innovation Management

- Publications and members of international networks
- Development of professional Manual
- March 22 Company Renolit Career Program: What can big companies learn from StartUps
- Participation in Research Project MINT: Innovation Management for SMEs
- Europa bewegt. Wir bewegen Europa. (Europe moves. We are moving Europe). 12.11. 2011. Symposium of Open Europe Consulting. Track: Economic Development in Middle and Eastern Europe): Innovation Management for SMEs. University of Applied Sciences Munich/Germany.
- Publications and seminar organisation
- Co-operation with industrial partners

4.2 Scientific management of funded research projects

4.2.1 Projects Funded by the EU funding agencies

- Submitted and pending: Interreg Euro-Med 0401522. Futourism. Circular Furnishing for a Sustainable Tourism. Total Budget: ca. 2Mio. EurFood Routes (2023): Gastronomy and Entrepreneurship. Project number: 101129241. Erasmus-EDU-2023-CB-VET, Project budget: 399.000 Euros. Accepted and running
- Erasmus+ Project. Accepted on 26.01.21. REACT. Creation of a Collaborative Environment in e-classroom. 2020-1-DE02-KA226-VET-007926. Total Funding: Euro 248.152,00 €; Accepted and completed
- MARCIEE Project accepted & completed 2017: EU supported Research Project (Erasmus+): Infrastructure, Requirement and Support for Social Entrepreneurship
- Life Long Learning Programme (EU) “Sono un Migrante”. Lead Partner: Università degli studi di Salerno. Accepted.
- Member of the Managing Board of a Europe wide research project ‘Coberen’ (31 countries with 51 partners on a Thematic Network on Consumer Behavior) in the EU Life Long Learning Program. Total Budget to be funded: Euro 594.048, Accepted and completed in 2013.
- Erasmus IP Program on European Recovery Leadership. University of Nicosia as Partner. Accepted. Budget: ca. Euro 57.000; Proposal Writing and Curriculum co-development.
- ENPI Concept Note submitted. Euro-mediterranean cAreer & Employment aDvisor portAl for the mobiLity of yoUng residents (Daedalus). Unisystems S.A. Accepted in June 2013. Total budget: ca. 1.3 Mio Euro.
- March 2013. Erasmus IP Program on European Recovery Leadership. University of Nicosia as Partner. Accepted. Budget: ca. Euro 57.000; Proposal Writing and Curriculum co-development.
- Lifelong Learning Program. Gruntvig. Learning Partnerships. Feeling younger by Getting older. Total budget: Euro 303.600. Accepted and completed. Research award.
- ERASMUSIP program on Cross- Cultural Management Teaching for European Students. Participation as Teacher. Budget: Euro 125.000,--
- EU Interreg project ‘Innovation of European SMEs- Mint’ -accepted and completed; Budget: Euro 300.000 (Intercollege Nicosia: Euro 85.000)- Role: Academic Co-ordinator, Train the Trainer and Trainer (Athens 2009; Nicosia 2008 and 2009)

4.2.2 National funded projects

- November 2024: Submitted to DAAD EU-ASEAN Sustainable Connectivity Package-Higher Education Program; Developing a Center for Public Management and Sustainable Development in Vietnam; HdWM is Lead Partner; 3 more international partners; Budget: Euro 545.000,-. Closely rejected in March 2025.
- Kaunas Technological University (KTU). Successful competitive teaching proposal (International Business) to Lithuanian Ministry of Science & Education to attract and integrate international Professors (2/11/15- 08/11/15). Accepted.
- International Colloquium: Women in Top Management Teams Integration Trends and Future Challenges. Proposal submitted to BQR Bonus Research. University of Sorbonnes, France, Scientific Department. Member of the Organizing Team. Accepted. June 2015.
- Accepted by National Research Agency Lithuania: “Tourism sector directors and managers knowledge and skills”; Participation as coach for Tourism Managers. Research Co-operation initiated with Department of Tourism, Hospitality and Sports Management of UNIC. Participating as Trainer.
- Tempus IV, Curriculum Reform. Project Lead Partner: Technological Educational Institute of Crete. Key Staff of University of Nicosia which is partner. Funding: approx.: Euro 125.005,70. Budget for University of Nicosia: Euro 15.168

5. Professional leadership, affiliations and collaborations

- Co-founder and Vice President EuroMed Research Business Institute- until today
- Co-founder and Ex- President Circle International (2007-2009); member of the advisory board until today.
- Co-founder and Ex- Vice President of Consumer Brand Relationship Association
- Ex- Member of the board of American Marketing Association (AMA) Global Marketing SIG; Ex-Vice President Communications
- Board Member of the Network Smart Industries in Mannheim/Germany
- Member of the Board of Trustees of the European Retail Academy Germany
- Georgetown University US, McDonough School of Business
- Rollins University Florida
- University of Kent (Summer School organization)
- Hefei University; Qingdao University China
- John Moores University Liverpool
- University of Gloucestershire
- University of Liechtenstein
- University of Maastricht
- ISCTE Portugal Business School (Research Seminar provided)
- University of Warsaw
- Kozminsky University Warsaw
- University Mannheim and Technical University Mannheim
- University of Siena
- University of Torino
- Fumec University, Belo Horizonte, Brazil
- University of Malta
- AKMI Athens
- Kaunas Technical University and University of Vilnius, Lithuania.
- University of Vitez, Bosnia- Herzegovina
- The Sapienza University of Rome
- Université Internationale de Tunis
- University of Leon, Spain
- Bauhaus University Weimar, Germany (P-t Lecturer)
- University of Pforzheim, Germany
- University of Kassel, Germany
- Vaasa University of Applied Sciences Finland
- Ural State University Yekaterinburg, Russia

...and more.

6. Conference organization, reviewer and other service to the community roles

6.1 Conference organization

2 Conferences for Circle International in Liechtenstein and Cyprus

1 Conference Organisation for Coberen Project

2 Conferences for EuroMed

5 Co-Conference Organizations for AMA, Us (4x in Cancun and 1x in Washington)

1 Conference for Real Corp 'Smart Cities' 2024 in Mannheim, Germany

RegularTrack Chair/Discussant in 3 conferences per year (EuroMed Conference, Circle International, Real Corp)

Regular member of the Meet the Editor Session at the yearly EuroMed Conference

6.2. Editorioal Work and Refereeing

i. Editorial Work

Since 2023 until today: Editor-in- Chief Progress in Industrial Ecology (Inderscience; SCOPUS)

Since 2008 until today: Associate Editor: World Review of Entrepreneurship, Management and Sustainable Development (Inderscience)

Moenia Journal: Associate Editor

2005- 2010 Executive Editor of the Journal of Management and Economics (World Research Organisation)

ii. Book Reviews

2025 3 book reviews for Palgrave: *Business in a Turbulent Era: Organisations, Industries and Markets;* *Luxury Brands Evolution: Industries and Markets;* *Advanced Technologies in Business: Strategic, Managerial and Marketing Impacts*

iii. Editorial Board

EuroMed Journal of Business

International Journal of Management Cases

Marketing Journal. Cogent. Taylor & Francis Group

International Journal of Organisational Analysis
Editorial Board: Encyclopedia of Organizational Knowledge, Administration, and Technologies, 1st Edition; IGI USA

EuroEconomica Universitatea Danubius Galati

Ecoforum

Journal of Tourism: Studies and Research in Tourism / Revista de turism

PRAYAAS: The Journal of Management. Mody Institute of Technology & Science. India

World Journal of Business Management (World Research Organisation)

World Journal of Retailing (World Research Organisation)

Financial Services Management. Weissensee Verlag. Germany

'Quality – Access to Success; ISSN 1582-2599; published by the Romanian Society for Quality Assurance (Category B+ according to the Romanian National Council for Scientific Research in Higher Education; Included in International Database EBSCO Publishing and Thomson Reuters)
'Consejo de Redaccion. PECUNIA. Revista de la Facultad de Ciencias Economicas y Empresariales Universidad de Leon. ISSN: 1699-9495

iv. Reviewer for the following journals and conferences

- Journal of Consumer Behavior (ISI indexed Journal)
- Journal of Motivation and Emotion
- Qualitative Market Research: an International Journal
- Journal of Business Research (ISI indexed Journal)
- Baltic Journal of Management (ISI indexed Emerald Journal)
- International Journal of Business Performance Management (IJBPM)
- Economia Mexicana (Thomson Reuters Social Science Citation Index)
- Journal of Cleaner Production (Elsevier)
- Canadian Journal of Administrative Sciences
- Cross- Cultural Management: An International Journal (Spring 2010)- ISI Journal
- South East European Journal of Economics and Business (Spring 2010)
- Tourism Management (Elsevier)
- Journal of Marketing Management (Special Edition Spring 2009)
- EURO Mediterranean Journal of Business
- World Journal of Business Management
- International Journal of Management Cases
- International Journal of Digital Content: Technology and its Applications- Special Edition
- Academy of Marketing Sciences, 2010 Conference in Portland/USA- Reviewer For B2B Track
- Reviewer for the 11th EURAM Conference. 1-4 June 2011. Management Culture in the 21st Century. EBS. Estonian Business School.
- Academy of Marketing Sciences. Annual Conference 2011. Reviewer for the Sales Session. Invitation for session and track chair.
- Reviewer for Real Corp Conferences
- Reviewer for the EuroMed Journal of Business
- Reviewer for the International Journal of Management Cases

a. Invited Talks, Seminars & Colloquia:

- Invited Expert on Appointment of Senior Lecturer by Max Stern Yezreel Valley College, Israel
- Inauguration speech on the occasion of the of the 29th Real Corp Conference on Urban Planning, Regional Development, Information Society. John Deere Conference Center, Mannheim. 16.04.2024
- 2023/2024 2 Webinars on Research Methodology and Supervision for University of Nicosia
- Webinar Conference by European Retail Association on Sustainability. 18.03.22- 19.03.22. Key note Speaker on Smart Cities and Round Table Chairman.
- 11.02.2022 European Association for Professional Education (EVBB)- Presenting the Results of the React Erasmus Research Project on Online Collaborative Learning
- Webinar. 2022 DevOps Competences for Smart Cities. Research Skills Development Programm. UNICA

- Webinar 22.01.2021. Introduction to Qualitative Research. Research Skills and Development Program. University of Nicosia.
- Webinar: 27.11.2020. Research Philosophy and Methodology. Research Skills Development Program. University of Nicosia.
- Future Convention 2019. Palatin Hotel Wiesloch. DevOps Competences for Smart Cities.
- Invited Speaker for Federal Ural University – Corporate Social Responsibility, Leadership and Social Entrepreneurship 2012 and 2018
- Urban Thinkers Campus 2017 (UN Habitat). Social Entrepreneurship and GWÖ. Stadt Mannheim. Der Oberbürgermeister. 21. October 2017
- 4th BIT Annual Global Congress of Knowledge Economy (Accelerating Metropolis into Global Smart City). Luxury Brands and Counterfeited Products. Qingdao China. 19-21. September 2017
- Invited speaker at the 6th Leadership Day (Führungstag) on Company Hornbach. 11th May 2016. Presentation on ‘Chances in Retail’.
- Invited speaker for Virtual Conference at Ural State University Yekaterinburg: “International models of strategic social responsibility: Universities Impacts”. Topic: University reputation & Ethics. 13. November 2015
- Invited speaker: Symposium (Chamber of Commerce Lithuania): European Company’s Day 2013. “Company’s Values= Employee Values”. 17 October 2013. Artis Centrum Hotel. Vilnius.
- Meet the Editors Session of 5th EMRBI Conference. Invited Presenter of the World Review of Entrepreneurship, Management and Sustainable Development as Associate Editor. 5th EuroMed Conference.
- Invited external expert on Internationalization of University of Vilnius. Lithuania. National supported project. 13 March 2012. Videoconference seminar. Lithuanian Higher Education Communication Network Members Trainings dedicated for Higher Education lecturers and administrative staff⁶.
- Europa bewegt. Wir bewegen Europa. (Europe moves. We are moving Europe). 12.11. 2011. Symposium of Open Europe Consulting. Track: Wirtschaftsentwicklung in Mittel- und Ost-Europa. ‘Innovationsmanagement fuer kleinere und mittlere Unternehmen. University of Applied Sciences Munich/Germany.
- Corporate Social Responsibility Nexus. Symposium. University of Nicosia/Sustainable Knowledge Consulting Cyprus/Cyprus Sustainability Institute. 29th June 2011. Nicosia.
- 22nd Congress of Croatian Marketing Association. Marketing Challenges for the New Economy. Invited Key Note Speaker. 6-8 October 2011. University of Pula/ Croatia.
- Conference on Social Innovation and Social Entrepreneurship (Cosi10). Nicosia. November 2010. Invited Speaker on Innovation and Entrepreneurship.
- Conference on Global Economic Development and Challenges: The University of Vilnius- September 2010
- October 2009. Keynote Speaker for EfVet Conference in Bilbao/Spain- Innovation Management for SME
- International Conference of SOFE (School for Entrepreneurs). “Adding Value to Entrepreneurship Education and Training”. Organized within The framework of project CY/05/B/P/PP-167.501 of

the Leonardo da Vinci Programme co-funded by the European Commission. 15th November 2007. Cleopatra Hotel, Nicosia, Cyprus. Presentation title: The contribution of entrepreneurship to society.

- Business Plan Competition 2008. Implemented by: Cyprus International Institute of Management, The Management Centre, Cyprus Academic Forum; supported by USAID; title of the presentation: Creativity
- International Colloquium for Museum Executives at the Art Museum Vaduz, Liechtenstein- Invited Speaker as Academic Marketing Expert. 2005
- Universities as Drivers of Sustainability on the occasion of the 29th Real Corp Conference on Urban Planning, Regional Development, Information Society. John Deere Conference Center, Mannheim. 16.04.2024
- Invited expert to an expert plenum on Corporate Social Responsibility on the occasion of the InnoProm Exhibition in Ekaterinburg/Russia. 13 July 2013. TV coverage.
- Organization, Chair and Presenter of and on a series of 3 interrelated seminars/round table discussions for international politicians, academics and financial service practitioners on suggestions for a new design of the Liechtenstein Tax Systems against the background of the discussion on international tax harmonization vs. tax competition. 2004
- Round Table discussion as member of the Board of the ‘Juniors of the Economy’ as to Pro’s and Con’s of the EU

b. Awards/Distinctions:

- 2021 Tirrel, H. und Kaufmann, H.R. Using information and communication technology in leadership –development of a scale Conference Highly Commended Student Presentation Award. 14th EuroMed Conference. 14th Annual Conference of the EuroMed Academy of Business. September 2021. PhD Supervision.
- 2019 10 years of collaboration in research and publication in the field of international trade and marketing. Certificate of High Appreciation. McDonough School of Business/Georgetown University Washington/US and University of Kent/UK.
- 2017 Emerald Literati Network Award for Highly Commended Paper: Kaufmann, H.R and Manarioti, A. Brand love, behavioral branding and co-creation. Journal of Product of Brand Management. Thompson Reuters.
- 2016 Annual Conference of Academy of Marketing Science in Miami. William R. Darden Award for Best Research Methodology on the paper presented on Curative Marketing.
- Emerald Literati Network Awards for Excellence 2013. This paper is the Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2013. 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. 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).
- 2014 Research Team Award: Outstanding Award for Quality and Performance by The Foundation for the Management of European Lifelong Learning Programmes, for

participation in the Grundvig Lifelong Learning EU Programme entitled: “Feeling Younger by getting Older”.

<http://www.llp.org.cy>.

- 2014 Best Track Chair Award. CIRCLE Conference at the University of Manchester.
- 2013 University of Gloucestershire: Student Led Teaching Award (best academic feedback) – runner up prize
- Supervision of best PhD student paper at the 4th EMRBI conference.
- 2005: Supervision of one of the three best BA Thesis in Financial Services achieving an award of the Liechtenstein Banking Association
- Successful participation in three EU sponsored research competitions for young researchers (free travel and accommodation) between 1995- 1997

c. Extra Curricular Activities:

- Ca. 50 Newspaper/Web Articles/Radio/TV Coverage on university or conference related activities
- 14.04.24: Main Organizer Info Event Smart Cities for Citizens and Smart City Stakeholders in Mannheim (Mafinex)
- 2024: 2 Webinars for University of Nicosia PhD Students and Research Staff on Research Methodology and PhD Supervision.
- 2019, 2018 & 2017 Invitation as Presenter on Summer School for International MA Students held at University of Canterbury/Kent/UK. Leadership and Social Responsibility
- 2017 2 Seminars on Innovation Management at University of Applied Management Studies Mannheim (with local Start Up Associations).
- Research Seminar conducted for staff of ISCTE Portugal Business School. May 2017. Lisbon.
- Coordinator of Business Seminar at 9th EMRBI Conference at University of Warsaw, September 2016.
- American Marketing Association Global Marketing SIG Conference. ‘The Honorable Merchant. Cancun/Mexico. April 2014. Seminar on ‘Get Healthy Inside, Then Cure’.
- Organizing and Running the Workshop ‘Research Co-operation, Funded Projects’ at 5th EMRBI Conference in Montreux as Research Co-ordinator of EMRBI. University of Glion. 2012
- Workshop for International Academics in the Field on 25-27 October 2006: The Impact of Intangibles in Succession in SMEs in Germany. The 2nd Workshop on Visualizing, Measuring and Managing Intangibles and Intellectual Capital. The University of Maastricht, Faculty of Economics and Business Administration and the University of Ferrara.
- Invited by the government of Liechtenstein to the Liechtenstein Financial Services Days. 2005 and 2006. Exclusive circle of participants.
- Regular invitations of the Liechtenstein Banking Associations to the Liechtenstein Banking Day as Academic Expert.
- Regular invitations to events of the Liechtenstein Investment Funds Association to PR events as Academic Expert.

- Seminar with Bulgarian Banking Association in Sofia on the initiative of the Romanian ambassador: Organizer, academically responsible and presenter of two Customer Relationship Seminars for Romanian Bankers. Co-operation with Head of Liechtenstein Banking Association, Director of a local bank and former Liechtenstein ambassador in Switzerland.
- Activities resulting from putting Liechtenstein onto the FATF Black List: Organizing a series of seminars, talks and colloquia as to Know Your Customer Rules and Qualified Intermediary problem- A subject at the very top of the country's agenda at the time with significant implications for the country's and banks' image as a financial center. Frequent media appearance in press and radio as academic specialist.
In this wave, academically responsible for designing, launching and also teaching new private banking educational programmes (i.e. postgraduate certificates and postgraduate diplomas)- hence, a significant academic contribution to the financial centre Liechtenstein could be made.
- The University of Tirgu Mures, Romania. 1996 and 1997. Invitation to Colloquia as Identity Specialist. TV Appearance.

7. Teaching (in English, unless specified otherwise)

- 2025 University of Nicosia: PhD 803 Research Methodology (Module leader) (for spring and autumn intake)
- 2019- 2024 University of Nicosia: PhD 803 Research Methodology (Module leader) (for spring and autumn intake)
- 2021- 2024: University of Applied Management Studies Mannheim: International Sales Management; International Marketing & E- Business; Research project; Internship; Master Thesis colloquium; International HRM; Research Methods
- 2021 - 2023 Bauhaus Universität Weimar. Germany. Intercultural Marketing Communication; Qualitative Research Methodology
- 2020: University of Applied Management Studies Mannheim: Intercultural Management; International Marketing & E- Business; Research Project/Internship Module; Master Thesis Colloquium
 - 2019 University of Applied Management Studies Mannheim: Colloquium; Case Study Module; International Sales Management; Marketing Management for University of Applied Management Studies Mannheim (2019)
- 2006- 2018 University of Nicosia: PhD/DBA Research Methodology; Relationship Marketing (MBA)
- University of Applied Management Studies Mannheim: Marketing Management; International Sales Management (English taught; Case Studies; Leadership; BA Thesis Colloquium
- University of Vilnius: E-Commerce; Innovation Management; Strategy
- Weimar Bauhaus University: International Marketing Communication
- Kaunas Technical University: International Business
- Aalen University of Applied Sciences: International Marketing Communication.
- International Programs with University of Kent; John Moores University Liverpool; Ural State University/Russia; University of Bangalore/India; Vaasa University of Applied Management Studies/Finland; Hefei University China and Qingdao University China; Teacher on EU Erasmus + Projects

- UNIC: Autumn/Winter 2015: PhD/DBA Methodology Seminars; BA Leadership and BA Business Strategy & Policy
- Summer 2015: MBA Relationship Marketing
- Spring 2015: Grundlagen Marketing; Co-operative University Loerrach
- Spring 2015: BA International Business
- Summer/October 2014: MBA Global Marketing; BA: Globalization; Strategy and Business Policy; Leadership
- May 2014. Co-operative University Loerrach/Germany. Marketing; BA Gesundheitsmanagement at Physiotherapieschule Bad Saeckingen
- May – July 2014: Co-operative University Stuttgart/Germany. Unternehmensfuehrung and International HRM
- Spring 2014 UNIC: BA International Business; BA Leadership
PhD/DBA Program: Research Methodology
- October 2013. International Business School at Vilnius University. MBA. Innovation Management and Change.
- Fall 2013. MBA University of Nicosia. Strategic Marketing
- Fall 2013. BA Business Administration University of Nicosia. Globalization.
- Summer School Ural Federal University Ekaterinburg/Russia.
Innovation in International Business and Strategic Marketing. July 2013.
- Erasmus IP Cross Cultural Management. Lecturer on Leadership in Multicultural Context. 1.07.-12.07.13. Organized by European University Cyprus.
- International Business School of Vilnius University- 2.05-4.05. 2013.
Practical Tourism Management for Lithuanian Tourism Leaders (as part of national research project)
- Doctoral Methodology Courses for PhD/DBA of University of Nicosia.
Fall 2012/Spring/Summer 2013
- Spring 2013. MBA UNIC Strategic Marketing; BA UNIC International Business and Leadership.
- Fall 2012: University of Nicosia. MBA: Strategic Marketing; BA: Globalization; Leadership
- Summer 2012 University of Nicosia. MBA: Relationship Marketing.
- Spring 2012 University of Nicosia. MBA: Strategic Marketing; BA: International Business; Leadership
- 2012 International Business School of Vilnius University: Strategic Marketing; Innovation Management; Strategic Management
- Summer 2011. EU Project. Intercultural Management. 7/8 July 2011. Crete. Organized by TEI Crete/Greece
- Spring 2011. University of Gloucestershire. Systematic Literature Review for DBA students.
- Spring 2011. University of Nicosia. BA Leadership; MBA Strategic Marketing
- Spring 2011. Co-operative University Stuttgart/Germany. Leadership/ 2 Modules.
- Spring 2011. University of Liechtenstein. Executive MBA Private Banking: Cross Cultural Management.
- Fall 2010 BA University of Nicosia: International Business and Leadership
- Fall 2010 MBA University of Nicosia: Strategic Marketing

- Summer 2010 MBA University of Nicosia: Relationship Marketing
- Fall 2010 University Albstadt/Sigmaringen. BA Cross-Cultural Management
- Summer 2010: Erasmus Project 'Cross Cultural Management' on The Influence on Culture on Leadership. TEI Crete/Greece
- Spring 2010 and 2011: Co-operative University Stuttgart/Germany- Leadership course
- Spring 2010: University of Nicosia
 - BA: Leadership
 - MBA Strategic Marketing
 - MBA Customer Relationship Marketing
- Spring 2010: University of Liechtenstein- Executive MBA- Cross-Cultural Management
- Winter 2009: Co-operative University Stuttgart: Leadership Module
- Winter 2009: University Albstadt/Sigmaringen: International Business
- Winter 2009: University of Nicosia
 - BA International Business
 - BA Leadership
 - MBA Strategic Marketing
- Summer 2009: MBA Customer Relationship Marketing
- Spring 2009: University of Nicosia
 - Research Methodology (MBA)
 - Strategic Marketing (MBA)
 - Leadership (BA)
- Autumn/Winter 2008: BA University of Nicosia: International Business Leadership
- Autumn/Winter 2008: MBA University of Nicosia: Research Methodology
- Autumn/Winter 2008: Co-operative University Stuttgart: 2 Leadership Modules and supervision of 6 BA Theses
- Autumn/Winter 2008: University of Liechtenstein- Executive MBA Wealth Management. Cross-Cultural Management
- Summer 2008: MBA University of Nicosia: Customer Relationship Marketing
- Spring 2008: PGC/PGD/E-MBA Private Banking- The University of Applied Sciences Liechtenstein (International Competitiveness, Marketing and International Cultures)
- Winter/Spring 2008: Spring and Autumn 2007 Teaching for Global Learning Centre: International Marketing for American BA student Cohort
- Winter/Spring 2008: Leadership (BA)
- Winter/Spring 2008: International Business (BA)
- Winter/Spring 2008: MBA Global Marketing
- Autumn 2007 MBA Global Marketing
- Autumn 2007 International Business (BA)
- Autumn 2007 Market Research Projects in Business (BA)
- Spring and Autumn 2007 Teaching for Global Learning Centre: International Marketing for

- American student cohorts
- Summer 2007 MBA: Customer Relationship Marketing
 - Spring 2007 Global Marketing. Intercollege Cyprus. MBA
 - Spring 2007 International Business. Intercollege Cyprus. BA Program
 - Spring 2007 Research Methods in Business. Intercollege Cyprus. BA Program
 - Spring 2007 University of Applied Sciences Liechtenstein (Leadership and Private Banking)
 - WS 2006 Global Marketing. Intercollege Cyprus. MBA
 - WS 2006 International Marketing. Intercollege Cyprus. BA Program
 - WS 2006 Research Methods in Business. Intercollege Cyprus. BA Program
 - WS 2006 Leadership. The University of Applied Sciences. MSc Business Information Systems.
 - WS 2006 Market Entry into Russia. Seminar for the BA Business Administration of the University of Applied Sciences Liechtenstein.
 - WS 2006 Marketing. Postgraduate Diploma Private Banking. The University of Applied Sciences Liechtenstein.
 - WS 2006 CRM in Private Banking. University of Albstadt/Sigmaringen, Germany. MBA
 - SS 2006 BA Business Administration mastering in International Management: International Marketing
 - SS 2006 BA Business Administration Basic Study: Seminar Market Entry to India
 - SS 2006 EU Lecturer Exchange Programme with the University of Siena/Italy International Marketing
 - SS 2006 Private Banking Postgraduate Certificate and Diploma: International Competition, Leadership, Marketing
 - WS 05/06 MSc Business Information Systems: International Management
 - WS 05/06 “ Leadership
 - WS 05/06 BA Business Administration Basic Study: Marketing
 - WS 05/06 PGD/MBA International Management: International Environment
 - WS 05/06 MSc Financial Services : Multi Channel Management in Banking

Other previous teaching for University of Applied Sciences Liechtenstein :

- BA Business Administration Basic Study: Economics
- BA Business Administration Advanced Study: Economic policy
- BA Business Administration Basic Study: Seminar Branding
- “ : Seminar CRM
- “ : Presentation Techniques
- “ : Cross-Cultural Communication

Other previous teaching for international universities/academic institutions:

- VWA: Leadership (BA)
- University of Applied Sciences Albstadt/Sigmaringen: Special Issues in Private Banking (MBA)
- University of Szczecin/Poland: Marketing (MBA)
- CRM Seminar for MISR University Cairo/Egypt
- Cross-Cultural Management (University of Applied Sciences Vorarlberg)
- Inter- cultural Communication (University of Applied Sciences Wiener Neustadt, Austria)
- Strategic, operational and international marketing: International Management Center Budapest
- International Marketing (CIM Crewe Alsager/UK)
- Strategic, operational and international marketing (CIM Budapest)
- International Marketing for BA & MA (The Manchester Metropolitan University)
- Lecturer Exchange Program with University of Gloucestershire
- Lecturer Exchange Program with Manchester Metropolitan University
- Lecturer Exchange Program with University of Siena (Marketing)

8. Thesis Supervision (and Examination)

8.1 Ongoing PhD supervision

- Michael Allan: An assessment of the relationship between entrepreneurial orientation and export performance among SMEs in Ghana
- Eno Henry- Eshiet: Dutch disease: The Macro-economic effect of Nigeria's Oil economy and possible remedies.
- Sebastian Steindl: Forecasting cryptocurrency prices based on machine learning, novel predictor variables and sentiment proxies
- Fouad Ketabi: Cyprus as an Educational Hub: Challenges and Opportunities in Attracting a Diverse Student Population
- Ahmed El- Wakil: The Collaboration of HI-AI in Solving Strategic Marketing Planning Problems - A B2B Case Study in the Manufacturing Industry
- Abdul Hamid El Nemar: Exploring the Impact of Artificial Intelligence on Employee Productivity: Key Factors, Implications, and Industry Variations

8.2 Successful PhD/DBA Completions

20 PhD completions as PhD supervisor for University of Nicosia, Leeds Metropolitan University and University of Gloucestershire: Jurkowitsch, S., Heinzl, J., Lerida, M., Wechner, H., Gerber, D., Laour, E., Finken, S., van Bracht, J., O. Dietrich, Antoniou, N., Homayon, M., Zwerenz, C., Kifle, H., Burkhard Meyer; Waleed Fraj, Simon Kallinger; Agapi Manarioti, Henning Tirrel, Valeria Gkoura; Imad Farran

2 DBA completions as supervisor for University of Gloucestershire: Michael Christofi and Erasmia Leonidou.

1 MPhil completion– Leeds Metropolitan University

8.3. Role in other PhD programs and PhD Examiner

- 2nd July- 5th July 2023 at University of Pisa and Siena: Invitation for seminar 'Entrepreneurship and Innovation' as part of the teaching program of the PhD program.
- April 2023 member of the final exam (Phd thesis defense) commission for 11 Phd candidates enrolled to the Phd in Business Administration and Management jointly organized by the Universities of Pisa, Florence and Siena.
- 2021 Internal PhD examiner for University of Gloucestershire (Jörn Becker)

8.3 Successful B.A, M.A., MBA Dissertations supervision

Approximately 250 BA Theses and 230 Master theses

9. Research and Publications

9.1 Doctoral Dissertation

The Influence of Identity on Marketing Education of Eastern German Entrepreneurs. July 1997. The Manchester Metropolitan University/UK

9.2 Books Edited, Written or Translated

Kaufmann, H.R. and Panni, F. August 2024. Palgrave Handbook on Consumerism in the Textile Industry. Palgrave. UK

Kaufmann, H.R. and Loureiro Correia, 2019. S. E-Word of Mouth for Services. Scopus indexed. IGI Global. USA

Kaufmann, H.R. and Panni, M.F. 2019. Consumerism. 2nd Edition. Scopus indexed. IGI Global. USA

Kaufmann, H.R. and Manarioti, A. 2017. Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunity
Advances in Marketing, Customer Relationship Management, and E-services
Publisher Business Science Reference, 2017
ISBN 1683180127, 9781683180128

Kaufmann, H.R. and Panni, M.F. 2017. Socio Economic Perspectives on Consumer Engagement. IGI. USA. Indexed in Scopus.

Kaufmann, H.R. and Shams, R. Entrepreneurship Value Co-Creation and Buying Behavior. Edited book proposal accepted by Palgrave. UK.

Kaufmann, H.R., 2015. Handbook of Research on Managing and Influencing Consumer Behavior. IGI Publishing. USA. Scopus Indexed.

Kaufmann, H.R. and Al Panni, M.F. 2014 Handbook of Consumerism in Business and Marketing: Concept and Practices. IGI Global. USA. Scopus Indexed.

Santos, C.R., Ganassali, S., Casarin, F., Laaksonen, P. and Kaufmann, H.R. November 2013. Consumption Culture in Europe: Insight into the Beverage Industry. IGI Global. USA

Semenik, R.J, Allen, C, O'Guinn, T., Kaufmann, H.R. 2012. Advertising and Promotions: An Integrated Brand Approach, International Edition, 6th Edition. South-Western CENGAGE Learning. USA. ISBN-10:0538479868; ISBN-13:9780538479868.

Kaufmann, H.R. and Fateh Ali Khan Panni. 2012. Customer Centric Marketing Strategies. IGI Global/USA. November 2012. Scopus Indexed.

Hans Ruediger Kaufmann. 2011. International Consumer Behavior: A Mosaic of Eclectic Perspectives. Handbook on International Consumer Behavior. Access Publishing UK. ISBN: 978-0-9562471-3-1

‘Starthilfe Marketing’, 2nd Edition. 2010. With Britzelmaier, B. and Studer, H-P. Teubner Verlag (Publisher). ISBN 978-3-937219-40-0. Germany.

2006. International Customer Behavior and Retailing Research. Hamburg. Dr. Kovac. Germany ISBN: 3-8300-2194-1. Conference Proceedings of the 2nd CIRCLE Conference at the Hochschule Liechtenstein (University of Applied Sciences).

May 2004. Geberl, S., Kaufmann, H.R., Menichetti, M. and Wiesner, D. Aktuelle Entwicklungen im Finanzdienstleistungsbereich. Physica Verlag Heidelberg. (Actual Developments in Financial Services).

2002. Britzelmaier, B., Geberl, S., Kaufmann, H.R., Menichetti, M. Regulierung und Deregulierung der Finanzdienstleistungsmärkte. Physica Verlag Heidelberg. Germany (Regulation and Deregulation in the Financial Services Markets)

9.3.Electronic Books/Conference Proceedings

Schrenk, M., Popovich, V., Zeile, P., Elisei, P., Beyer, C., Ryser, J., Kaufmann, H.R.. April 2024. Co-Editor of Conference Proceedings of 29th International Conference on Urban Planning, Regional Development, Information Society. John Deere Conference Center, Mannheim <https://archive.corp.at/cdrom2024/en/papers.html>

Kaufmann.H.R. and Orphanidou, Y. 2012. Marketing Strategies New Clusters of Consumer Behaviour. Conference Proceedings of 1. Coberen Conference. University of Nicosia. 5th – 8th June 2012. ISBN: 978-9963-7494-0-9

Vrontis, D., Weber, Y., Kaufmann, H.R. and Tarba, S. 2012. Building New Business Models For Success Through Competitiveness and Responsibility. 5th EMRBI Conference. EuroMed Press.

ISBN: 978-9963-711-07-9. CPCI Indexed (Thomson Reuters).
http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Vrontis, D., Weber, Y., Kaufmann, R., Tarba, S. and Tsoukatos, E. (2011). *Business Research Challenges in a Turbulent Era*. EuroMed Press. ISBN: 978-9963-711-01-7. CPCI Indexed (Thomson Reuters). http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Vrontis, D., Weber, Y., Kaufmann, R. and Tarba, S. (2010). *Business Developments across Cultures and Countries*. EuroMed Press. In Print (ISBN:978-9963-634-83-5) (CPCI Indexed Thomson Reuters) http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Vrontis, D., Weber, Y., Kaufmann, R. and Tarba, S. (2009). *Managerial and Entrepreneurial Developments in the Mediterranean Area*. EuroMed Press: Cyprus (ISBN: 978-9963-634-76-7). CPCI Indexed (Thomson Reuters).
http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Vrontis, D., Weber, Y., Kaufmann, R. and Tarba, S. (2008), *European and Mediterranean Trends and Challenges in the 21st Century*. Conference Proceedings (1st EuroMed Conference) EuroMed Press: Cyprus (ISBN: 978-9963-634-58-3). CPCI Indexed (Thomson Reuters).
http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

9.4.Chapters in Books

Huyn, T., Kaufmann, H.R., Sandbrink, C. 2024. Sustainability in the Fashion Industry: the role of AI, Blockchain and IoT in carbon footprint reduction and challenges and motivations towards the transition. In: Kaufmann, H.R., Panni, F.M. and Vrontis, D. 2024. *The Palgrave Handbook of Consumerism Issues in the Apparel Industry*. Palgrave. MacMillan. USA

Kaufmann, H.R.2024. A Paradigm Shift for Consumerism. In: In: Kaufmann, H.R. and Panni, F.M. and Vrontis, D. 2024. *The Palgrave Handbook of Consumerism Issues in the Apparel Industry*. Palgrave. MacMillan. USA

Kaufmann, H.R. and Sanchez Bengoa, D. 2024. Conceptual Framework for the influence of Cross-Cultural Consumer Behaviour on sustainable consumerism. In: Kaufmann, H.R., Panni, F.M. and Vrontis, D. 2024. *The Palgrave Handbook of Consumerism Issues in the Apparel Industry*. Palgrave. MacMillan. USA

Richardson, N. and Kaufmann, H.R. 2024. What could German educational policy learn from other countries? New topics, structures didactics, inclusion and integration. In Gondlach, K., Brinkmann, B., Brinkmann, M., Plath, J. 2024. *Regenerative Zukünfte und Künstliche Intelligenz (Regenerative Futures and Artificial Intelligence)*. Volume 2. People. Springer Link. Germany. In print.

Kaufmann, H.R. and Richardson, N. 2024. Profit and/or Sustainability: a Paradigmatic Change. In: Gondlach, K., Brinkmann, B., Brinkmann, M., Plath, J. 2024. *Regenerative Zukünfte und Künstliche Intelligenz (Regenerative Futures and Artificial Intelligence)*. Volume 3. Profit. Springer Link. Germany. In Print.

Kaufmann, H.R., Kurth, A., Shukla and Schäffner, L. 2023. *Inclusive Online Collaborative*

Learning Environments in Vocational Education. In: Thrassou, A., Vrontis, D., Efthymiou, L., Weber, Y., Shams, R., Tsoukatos, E. Business Advancement through Technology. Palgrave MacMillan. USA.

Nikolopoulos, K-P, Dana, L-P and Kaufmann, H.R. 2022. The context for Business in Cyprus. In: Dana, L-P, Salamzadeh, A., Ramadani, V. and Palalic, R. New teaching resources for management in a globalized world. Vol. 4. Pp. 163-186. World Scientific.

Walvadkar, J. and Kaufmann, H.R. 2021. Digital Transformation of Learning & Development. In: Business Under Crisis: Contextual Transformations” of the book series “Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business”. Palgrave. USA

Kaufmann, H. R. and Manarioti, A. 2021. Consumer Engagement in Social Media Platforms, in: Research Anthology on Strategies for Using Social Media as a Service and Tool in Business. IGI. 22 pages.

Kaufmann, H.R., Czinkota, M., Paraschaki, M. Tsoukatos, E and Sanchez Bengoa, D. 2019. International Curative Marketing, Corporate and Business Diplomacy: A Triplet for Migration. In: Thrassou, A., Vrontis, D., Weber, Y., Shams, R. and Tsoukatos, E. The Synergy of Business Theory and Practics. Advancing the Practical Application of Scholarly Research. Palgrave. USA.

Kaufmann, H.R. and Manarioti, A. 2016. The Content Challenge: Engaging Consumerism in a World of Me-Formation, in. Mazurek, G. The Impact of the Digital World on Marketing & Management. CEON. Warsaw/Poland.

Czinkota, M. and Kaufmann, H.R. 2015. Rounding out the Marketing Discipline Customer Support Function with the Integration of the Curative International Marketing. FESTSCHRIFT ZUM 60STEN GEBURTSTAG VON PROFESSOR DR. ANTON MEYER LUDWIG MAXIMILIAN UNIVERSITÄT, MÜNCHEN. In: Bartsch, S. And Bluemelhuber, C. Always Ahead: Ideen fuer das Marketing. Springer Verlag. 2015

Santos, C.R., González, J.A., Pertejo, A.R., Casarin, F., Rosin, U., Ganassali, S. Kaufmann, H.R. Laaksonen, P. 2015. What Do We Know About Europe. In: Hospitality, Travel, and Tourism: Concepts, Methodologies, Tools, and Applications (3 Volumes). 2015. Information Resources Management Association (USA), pp. 1007-1063. Scopus Indexed.

Kaufmann, H.R. et al. 2013. Analyzing different consumption practices amongst different European settings. In: Santos, C.R., Ganassali, S., Casarin, F., Laaksonen, P. and Kaufmann, H.R. 2012/2013. Consumption Culture in Europe: Insight into the Beverage Industry. IGI Global. Original empirical content:

a chapter summarizing the results of the COBEREN research project on European Consumer Behavior in the Beverage sector. Book in print (126 pages)- Strong empirical quantitative and qualitative research content (9.900 questionnaires analyzed via SPSS: Cross-Tabulations; Principal Component Analysis, Factor Analysis and Multiple Regression Analysis; Sphinx analysis of picture associations). Scopus Indexed.

Kaufmann, H.R. et al. Research & Managerial Implications. In: Santos, C.R., Ganassali, S., Casarin, F., Laaksonen, P. and Kaufmann, H.R. 2013. Consumption Culture in Europe: Insight into the Beverage Industry. IGI Global.

Scopus Indexed.

Neulinger, A., Bech-Larsen, T., Rosendahl, J., Hermannsdottir, A., Karveliëne, R., Kaufmann, H.R., Orphanidou, Y., Petrovicova, J., Van der Veen, A. (2013). „Consumption Patterns and Cultural Values in Europe“. In: Santos, C.R., Ganassali, S., Casarin, F., Laaksonen, P. and Kaufmann, H.R. *Consumption Culture in Europe: Insight into the Beverage Industry*, pp. 211-257. IGI Global. USA. Scopus Indexed.

Santos, C.R., Abad-Gonzalez, J., Pertejo, A., Casarin, F., Rosin, U., Ganassali, S., Kaufmann, H.R., Laaksonen, P. (2013). “What do we know about Europe”. In: Santos, C.R., Ganassali, S., Casarin, F., Laaksonen, P. and Kaufmann, H.R. *Consumption Culture in Europe: Insight into the Beverage Industry*, pp. 1-71. IGI Global. USA. Scopus Indexed.

Kaufmann, H.R., Orphanidou, Y. and Gronau, W. 2012. Agrifood Meets Agritourism: Outlining a New Trend in Cyprus Tourism. In: Kagermeier, A and Saarinen, J. 2012. Transforming and Managing Destinations in a Time of Global Change and Risks. (Studien zur Freizeit & Tourismusforschung, Vol. 7.). MetaGIS-Fachbuch. Mannheim. ISBN: 978-3-936438-413

Publication as ‘best paper’ for book contribution in Compendium on Wireless Technologies: Ktoridou, D., Kaufmann, H.R. and Liassides, C. 2012. Factors Affecting WiFi Use Intention. In: Wireless Technologies. Concept. Methodologies, Tools and Applications. Information Resources Management Association. IGI-Global. US

Kaufmann, H.R., Mewaldt, A., Sanchez Bengoa, D. 2012. Social Entrepreneurship and Cross Sectoral Partnerships in CEE Countries"Entrepreneurship / Book 1" in: Entrepreneurship - Gender, Geographies and Social Context, ISBN 978-953-51-0206-9, edited by Thierry Burger-Helmchen. InTech. Open Access Publisher. (Original empirical content: Qualitative Cross-Cultural Research) This book contribution achieved more than 2000 downloads.

Isias, G. and Kaufmann, H.R. 2011. Social Entrepreneurship in Cyprus. Book edition on Russia’s Integration into the World Economy: the New Paradigm of the Economic Culture. Proceedings of the V International Scientific Conference. Yekaterinburg: UrFU, 2011. P. 3. 216p.
www.epf.uni-mb.si > Knjižnica

Wechner, H. and Kaufmann, H.R. 2011. Consumers’ Perceptions towards Delicatessen Products. In: Kaufmann, H.R. *International Consumer Behavior: A Mosaic of Eclectic Perspectives*. Access Publishing. UK. pp. 139-154

Kaufmann, H.R. and Prykhodko, 2011. A. Larnaca is Life for 6000 Years, but....In: Studies on Mobility and Transport Research Werner Gronau (Ed.)/Dolores Sanchez Bengoa (Ed.) *Transport Planning in the Eastern Mediterranean - Challenges and Perspectives*. Publisher MetaGISInfosystems, Mannheim. pp. 114-136. ISBN: 978-3-936438-26-0. pp 115-138

Ktoridou, D., Kaufmann, H.R. and Liassides, C. March 2010. Factors Affecting WiFi Use Intention: The Context of Cyprus. In: Pantano, E. and Timmermanns, H., June 2011. Book chapter for *New Handbook on Advanced Technologies Management for Retailing: Frameworks and Cases*". Original empirical content. IGI Global Publisher, p. 306-327.

Kaufmann, H.R., Khan Panni, M.F.A., Orphanidou, Y. 2010. Factors Affecting Consumers' Green Purchasing Behavior: Proposing a Conceptual Framework. In: Sanchez Bengoa, D. and Powell, D. 2010. Top Biodiversity Threats, Opportunities and Paces. ISBN: 978-1-4457-8550-9. pp: 205-219. Intercollege Larnaca

Gronau, W., Kaufmann, H.R. and Orphanidou, Y. 2010. Target-Group- Oriented- Bundling of Tourism Products as a Possible Key for a Long-Term Perspective in Low Mountain Ranges- A Cypriot Perspective. In: Kagermeier, A and Willms, J (ed): Tourism Development in Low Mountain Ranges. Studien zur Freizeit- und Tourismusforschung. MetaGis Fachbuch. ISBN: 978-3-936438-34-5. S. 13-23. Mannheim/Germany 2010. pp. 13-22.

Kaufmann, H.R., Orphanidou, Y. and Gronau, W. Agrifood as a Mediator of Identity: The Case of Agro tourism in Cyprus in: Horska, E., Nagyova, L., Rovny, P., 2010. Merchandising and event marketing in Agri-Food Sector. Publisher: Slovak University of Agriculture in Nitra, Slovakia. ISBN: 978-80-552-0469-7

Kaufmann, H.R. 2008. Preserving the Entrepreneurial Disequilibrium Role. University of Rostock Working Papers Nr. 29 on Economic and Human Resource Development. Developing Practices and Infrastructures for Entrepreneurship Education and Training in Europe. Diensberg, Ch. and Fessas, Y. (eds), ISSN: 1430-0524s). pp 113-125. ISSN: 1430-0524

Kaufmann, H.R. 2008. Internationalization of SMEs in the Rhine Valley: Globalization Entering the Rhine Valley. In: Dana, L./Han, M./Ratten, V./Welpel, I. A Theory of Internationalization for European Entrepreneurship. Edward Elgar. P. 386-410.

In Dana, L., Vignali, C. and Vranesevic, T. 2006. International Entrepreneurial Perspectives. Business Cases. Accent. Zagreb

- With Dana, L. and Vignali, C. Nirula's Small Business in India. pp. 48-51
- With Dana, L. and Dana, T. The Dabija Family. pp. 110-117
- With Dana, L. and Dana, T. Roman Gouzman and Igor Karasin, Computers for the Blind. pp. 121- 122
- With Dana, L. and Dana, T. Mr. Arie Dahan, Industrial Parks for Economic Independence, pp. 158- 166
- With Dana, L. and Vignali, C. Don Hart Sign Inc., pp.167-168;
- With Dana, L. and Vignali, C. Monsieur Vo Quy, In Vietnam. pp. 169-174
- With Dana, L. and Vignali, C. Madame Vongpackdy Sithonh, Laos Enterprise, pp. 175-180
- With Dana, L. and Vignali Ryding, D. Kyrgyz Shampany in Kazakhstan, pp. 181- 186

In: Britzelmaier, B. and Geberl, S. 2000. Information als ein Erfolgsfaktor (Information as a success factor) PP. 183-193. Der Einfluss der Information auf Unternehmer und Kundenverhalten in Übergangsländern (The Influence of Information on entrepreneurial and customer behaviour).

In: Schädler, P. and Menichetti, M. 2003. Private Banking im Qualitätswettbewerb um den Kunden (Private Banking in quality competition for the client). pp. 17-29.

In: Geberl, S., Kaufmann, H.R., Menichetti, M. and Wiesner, D. May 2004. Aktuelle Entwicklungen im Finanzdienstleistungsbereich (Actual developments in Financial Services) Physica Verlag Heidelberg. Approaching the very core of the client: CRM and Identity in Private

Banking.

In: Adamer, I. and Quaderer, D. 2005. ISBN 3-906790-0808. Wirksame Öffentlichkeitsarbeit in Museen und anderen Kultureinrichtungen (Efficient PR in Museums and Other Cultural Institutions). Möglichkeiten und Grenzen Strategischer Kommunikationspolitik in Museen und anderen Kultureinrichtungen unter besonderer Bedeutung der Öffentlichkeitsarbeit (Opportunities and Limits of Strategic Communications Policy in Museums and Other Cultural Institutions with Special Consideration of PR. pp. 19-30.

9.3 Journal Articles – in print or submitted for publication

Refereed Serial Transaction / Journal Papers

Tirrel, H., Kaufmann, H.R. und Winnen, I. 2025. Integrating technology in virtual leadership: Scale development and validation. *European Management*. Submitted and in review process

Kaufmann, H.R., Nevi, G., Basile, G., Ardakani, M.F. November 2024. *Kybernetes* (Emerald Publishing). Accepted on 21.11.24. Scopus indexed (4.9 Cite score): B2B Sustainable Ecosystems as support the ‘three-legged stool’ in emerging countries: SMEs’ stakeholder relations in Ardakan (Iran). In print.

Tirrel, H., Kaufmann, H.R. und Winnen, I. 2024. Staying connected: The crucial nexus of information and communication technology and trust when leading SME employees who work flexibly. *Journal of Organisational Studies and Innovation*. Vol 12 issue 1 (Spring 2025) (ISI indexed journal: 1.450). Web of Science Emerging Sources Citation Index.

Antonaras, A., Kaufmann, H.R., Sanchez Bengoa, D., Konstantinidou, E. Memtsa, C., Zaki Fraij, W. 2023. Factors Influencing Ethical Behaviour in the Workplace: The case of Schools in Kuwait. *Journal of Global Business Advancement*. Vol. 16.Nr. 3, pp. 413- 439. Scopus (Cite score: 1.5).

Tirrel, H., Kaufmann, H.R. and Winnen, L. 2022. "Why not to Work in Flexible Workplaces? A Systematic Literature Review and Development of a Conceptual Framework for SMEs". *International Review of Entrepreneurship*. 19 (4)

November 2022: Guest edition on ‘Competences for Smart Cities’ in the *Journal of International Management Cases*: 5 papers (Curative Marketing and Smart Cities). Vol. 24. Iss. 4.

Kaufmann, H.R., Altintas, H. and Czinkota, M. 2022. Curative Marketing applied to Smart Cities. *International Journal of Management Cases*. Vol. 24. Issue 4. pp. 8- 38.

Vrontis, D., Leonidou, E., Christofi, M., Kaufmann, H.R. and Kitchen, P. 2020. Intercultural Service Encounters: A Systematic Review and a Conceptual Framework on Trust Development. *EuroMed Journal of Business*. Accepted 20.10.20. Impact factor (citescore: 2.37). ABS 2.

Shuv-Avi, A., Alon, A.T., Loureiro, S. and Kaufmann, H.R. 2020. A new love hate scale for Sport Fans. *International Journal of Sports Marketing and Sponsorship*, 2020, № 3, p. 543-560. Scopus (4.7 Cite score; Clarivate Impact Factor: 3.0).

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9.4 Conference Proceedings

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Modarelli, G. and Kaufmann, H.R. The VUCA-D: A new (dis-) Connected Society. Paper submitted to the 18th EuroMed Conference at the School of Economics and Management. University of Porto. 10.09.- 13.09.25.

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With Hornung, K. 2025. Gen Z Female Consumers and Social Media: The Impact of Buying Power on Impulsive Purchases in Response to Influencer Advertising on Instagram. Submitted to the Atiner Branding Conference. Athens. July 2025

Kaufmann, H.R., Sanchez Bengoa, and Dogan, D. 2024. Capacity building in the hospitality industry in the Maghreb region. 17th Annual Conference of the EuroMed Academy of Business (EMAB) “Global Business Transformation in a Turbulent Era”. September 11th – 13th 2024, Pisa, Italy.

Fiorini, N., Bartali, S. and Kaufmann, H.R. 2024. Smart Industry in Agribusiness: Case studies from Italy. 17th Annual Conference of the EuroMed Academy of Business (EMAB) “Global Business Transformation in a Turbulent Era”. September 11th – 13th 2024, Pisa, Italy.

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Connecting Autonomous Vehicles with Smart Cities (reviewed paper) Hans Rüdiger Kaufmann; University of Applied Management Studies; Mannheim, DE Mukul Dhir; University of Applied Management Studies; Mannheim, DE; Real Corp Conference September 2023. Ljubliana.

Optimizing the Infrastructure of Electric Vehicles and Developing Business Models for Sustainability (reviewed paper) Hans Rüdiger Kaufmann; University of Applied Management Studies; Mannheim, DE Nishant Dhir; University of Applied Sciences; Mannheim, DE Savas Genc; University of Applied Management Studies; Mannheim, DE; Real Corp Conference September 2023. Ljubliana.

Tirrel, H., Kaufmann, H.R. and Winnen, L. 2023. Workplace flexibility practices and organizational performance: analyzing the roles of leadership, ICT and trust. 16th Annual Conference of the EuroMed Academy of Business (EMAB) entitled: Business Transformation in Uncertain Global Environments. September 27th-29th, 2023, Vilnius, Lithuania.

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10. Citations and Citation Index

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