

CURRICULUM VITAE
DR YIOULA MELANTHIOU

EDUCATION

Institute: Chartered Institute of Marketing
Country: UNITED KINGDOM
Duration: 2009 - today
Title: Chartered Marketer

University: The University of Manchester
Country: UNITED KINGDOM
Duration: January 2005 – June 2009
Level: Doctoral (PhD)
Degree: Doctor of Philosophy

Title of thesis:
Students' Behaviour for Choice of Higher Education: An Investigation of Greek Cypriot Students

University: The University of Salford
Country: UNITED KINGDOM
Duration: October 1997 – September 1998
Level: Postgraduate
Degree: Master of Science (MSc) in Marketing
Field/Area: Marketing

Title of thesis:
Relationship Marketing in the Banking Section in Cyprus - An Overview

University: European University (former Cyprus College)
Country: CYPRUS
Duration: October 1993 – July 1997
Level: Undergraduate
Degree: Bachelor of Business Administration (BA)
Field/Area: Business Administration

Lower and High School: The Grammar School, Nicosia
Country: CYPRUS
Duration: September 1981 - 1993
Degree: Apolyterion

ACADEMIC EXPERIENCE

University: University of Nicosia
Post: Associate Professor, Associate Head of Marketing Department
Department: Marketing
Lessons: Teaching experience at an undergraduate level. Preparation and teaching of lessons such as Introduction to Marketing, Social Media Marketing, E-marketing, Marketing Research, Advertising, Retailing, Sales Promotion and Direct Marketing, International Marketing, B2B Marketing and Strategic Marketing.
Teaching experience at a postgraduate level. Preparation and teaching of lessons such as Consumer Behavior (English and Greek), Corporate Strategy (Greek), and International Marketing (Greek)
Type of employment: Full time
Duration: June 2004 - Today

- Supervision of students at an undergraduate (30+), graduate (20+) and doctoral (4) level for thesis and practical work.
- Extensive use of Moodle platform for the creation of 3 full online MBA courses (Corporate Strategy, Consumer Behaviour, International Marketing), and 4 blended undergraduate courses
- Research interests mainly focus on Social Media Marketing, Marketing of Higher Education, Consumer Shopping Behaviour, Green Marketing, Innovation and Entrepreneurship

University: Cyprus Open University
Post: Lecturer
Department: Business Administration
Lesson: Marketing Principles
Type of employment: Part time / online
Duration: September 2015- January 2016

University: Cyprus University of Technology
Post: Lecturer
Department: Department of Hospitality and Tourism
Lesson: Consumer Behavior
Type of employment: Part time / hourly
Duration: September 2011- December 2014

Institute: Cyprus Productivity Centre
Post: Lecturer
Department: Mediterranean Institute of Management (MIM)
Lesson: Marketing Research
Type of employment: Part time / hourly
Duration: January 2009 –June 2011

INDUSTRY EXPERIENCE

Employer: Iris Gateway Satellite Services Ltd, wholly owned subsidiary of
CYTA

Post: Marketing Officer

Duration: May 2003 – January 2005

- Main responsibilities included the coordination of all marketing activities of the company including client service of local as well as international accounts, and organizing local and international exhibition placements for Iris

Employer: GfK – Middle East Marketing Research Bureau (MEMRB)

Post: Marketing Consultant and Research Account Manager

Duration: October 1998 – April 2003

- Consultant to a number of large multinational companies and coordinated Marketing activities for clients in Saudi Arabia, United Arab Emirates, Egypt and Iran with considerable involvement in both Non Food tracking service and Customer Research. Role involved extensive use of satisfaction measurement tools (of Walker Information, USA) for Customer Research including tools such as Customer Relationship Assessment, Lost Customer Retention, and Employee Relationship Assessment
- Relocated to Cairo to set up the Durables Panel (Non-food tracking service) in Egypt. Set up included the selection and hiring of sample shops to be used for monthly audits, hiring and training fieldworkers and client service executives. Supervised fieldwork and report production and managed Client Service for selected local clients in Egypt, and multinational clients based in Egypt.

PARTICIPATION IN FUNDED RESEARCH

1. “Mentoring Platform for Young Social Innovators (MYNNOVA)” (December, 2016 duration 2 years), Erasmus+, Key Action: Cooperation for innovation and the exchange of good practices, Total fund: 215,554 Euros – role as partner
2. “Feeling Younger by Getting Older” (August, 2012 duration 2 years), Grundvig Learning Partnerships, Lifelong Learning Program, Total fund: 16,000 Euros – role as partner
3. “Cross Cultural Management (July, 2011 duration 3 years), Lifelong Learning Erasmus Intensive Program, Total fund: 80,543.50 Euros – role as visiting lecturer for IP
4. “From Local to Global” (September, 2010 duration 3 years), Lifelong Learning Erasmus Intensive Program, Total fund: 37,502 Euros – role as visiting lecturer for IP
5. “University Enterprise Training Partnership Link - U.E.T.P Link” (July, 2010 duration 2 years) Cooperation between Universities and Enterprises, Lifelong Learning Erasmus Program, Total fund: 332,316 Euros – role as partner

OTHER ACTIVITIES

- Associate Head of the Marketing Department, University of Nicosia. Duties include assisting the Head of the Department for various administration, and promotional activities of the Department.
- Cooperation with the Industry for all classes. Students in each class and every semester are assigned a project which is aimed to deal with a Marketing related problem/opportunity a company is dealing with. Group projects are prepared and presenting to a panel (executives of company) which are assessed and awarded. Cooperations so far include the following companies: Cyprus Telecommunications Authority, Coca Cola Hellenic, Hard Rock Café (Ayia Napa), SigmaLive, GreenDot and Photos Photiades.
- Appointed as Teaching Research Faculty representative for the Marketing Department for the School Council
- Program Coordinator for JAYE Cyprus (2012-2014). Role included the formation of JAYE Cyprus
- Qualified Professional Trainer by the Cyprus Human Resource Development Authority (Εκπαιδευτής Επαγγελματικής Κατάρτισης)
- Evaluator for the Ministry of Commerce, Industry and Tourism Proposals
- Evaluator for the Erasmus+, KA1 and KA2 programmes since 2015, and evaluator for the Leonardo da Vinci Mobility Programmes from 2006 until 2013

EDITORIAL AND OTHER SCHOLARLY ACTIVITIES

- 2007-2016: Conference Program Director of the Annual EuroMed Conferences
- Reviewer for the EMAC (European Marketing Academy) Conferences, AMS (Academy of Marketing Science) Conferences, and EuroMed Conferences
- Reviewer for the Journal of Marketing Communications, Journal of Customer Behaviour, Journal of Marketing for Higher Education and Business Process Management Journal
- Conference Chair of the 3rd Annual EuroMed Conference held in Cyprus, in November 2010
- Editorial Board Member for International Journal of Technology Marketing (ISSN: 1741-8798)
- Editorial Advisory and Review Board Member for:
 - Journal of Promotion Management (JPM) (ISSN: 1049-6491)
 - International Journal of Online Marketing (IJOM) (ISSN: 2156-1753)
- Chartered Marketer and Member of the American Marketing Association (AMA), Member of the Chartered Institute of Marketing (CIM)
- Member of the Academy of Business (EMAB), Member of the European Marketing Academy (EMAC), Member of the Academy of Marketing (MAM)

GUEST EDITORIALS

Journal of Promotion Management (JPM)

- Melanthiou, Y. (2016) Messages Not Getting Through: Societal Marketing to the Rescue
- Melanthiou, Y. (2014) Success through Innovation, Reputation and Location
- Melanthiou, Y. (2012) Marketing Communication of Brands and Products in the New Era

International Journal of Technology Marketing (IJTMKT)

- Melanthiou, Y. (2017) Engaging with Consumers ‘Socially’
- Melanthiou, Y. (2014) Building New Business Models for Success
- Melanthiou, Y. (2011) Review of Online Marketing Applications
- Melanthiou, Y. (2010) Today's Consumer: Online, Mobile and Social

PUBLICATIONS

Papers published

1. Giovani, A., and Melanthiou, Y. (2017) “Retailer Loyalty in the Online Context: The Influence of Transactional and Relational Experiences”, *Journal of Customer Behaviour (ABS 1)*, 16 (1): 35-59
2. Komodromos, M., and Melanthiou, Y. (2017) "Challenges Experienced by Employees during Change Management: A Case Study from Cyprus" *International Journal of Teaching and Case Studies (IJTCS)*, Vol. 8, No. 1, pp. 46-58.
3. Melanthiou, Y., Thrassou, A. and Vrontis, D. (2017) ‘A value-based transcription of student choices into higher education branding practices’, *Global Business and Economics Review (ABS 1 and Scopus)*, Vol. 19, No. 2, pp.121–136.
4. Zopiatis, A., Theocharous, A. L., Kosmas, P. C., Webster, C., and Melanthiou, Y. (2016) Developing a Country-wide Tourist Loyalty Scheme: A Barren Landscape. *International Journal of Tourism Research (ABS 2 and Scopus)*, 18: 579–590
5. Di Iazzi, A., Vrontis, D., Trio, O and Melanthiou, Y. (2016), “Consumer Preference, Satisfaction and Intentional Behavior: Investigating Consumer Attitudes for Branded or Unbranded Products”, *Journal of Transnational Management (Scopus and AJG 1)*, Vol. 21, No. 2, pp. 84-98
6. Ioannou, M., and Melanthiou, Y. (2015) “The Effect of Interaction Quality on Trust, Loyalty and Cross-Selling”, *International Economics Letters*, 4(1): 1-14
7. Melanthiou, Y., Pappasolomou, I., Komodromos, M. (2015) “Social Media Uptake in Cyprus – or is it just a new Fad?” *International Journal of Technology Marketing (Scopus and ABDC Index)*, 10(3): 312-325

8. Melanthiou, Y., Pavlou, F., and Constantinou, E. (2015) “The Use of Social Network Sites as an E-Recruitment Tool”, *Journal of Transnational Management* (**Scopus and AJG 1**), 20(1): 31-49
9. Komodromos, M. and Melanthiou, Y. (2014) “Corporate Reputation through Strategic Corporate Social Responsibility: Insights from Service Industry Companies”, *Journal of Promotion Management* (**Scopus and ABDC Index**), 20(4), 470-480
10. Evripidou, L., and Melanthiou, Y. (2013) “Airline Industry Consolidation And Its Effect On Shareholder Value”, *Journal for Global Business Advancement* (**Scopus and ABDC Index**), 6(4): 318-330
11. Papasolomou, I. and Melanthiou, Y. (2012) “Social Media: Marketing Public Relation’s New Best Friend”, *Journal of Promotion Management* (**Scopus and ABDC Index**), 18(3), 319-328
12. Vrontis, D. and Melanthiou, Y. (2011), “Assessing Website Effectiveness of Airline Companies”, *International Journal of Online Marketing*, 1(1): 12-23 *Guest Editor: Professor Philip Kotler, Northwestern University, USA*
13. Melanthiou, Y. and Fantis, S. (2010) “Using Social Networks as a Promotional Tool for Higher Education Institutions”, *International Journal of Technology Marketing*, (**Scopus and ABDC Index**) 5(4): 303-314
14. Melanthiou, Y. (2008) “Students’ Views on Higher Education”, *International Journal of Management Cases*, 10 (2)
15. Vrontis, D., Ktoridou, D. and Melanthiou, Y. (2007), “Website Design and Development as an Effective and Efficient Promotional Tool: A Case Study in the Hotel Industry in Cyprus”, *Journal of Website Promotion*, 2 (3-4): 125-139
16. Vrontis, D., Thrassou, A. and Melanthiou, Y. (2007) “A Contemporary Higher Education Student-Choice Model for Developed Countries”, *Journal of Business Research* (**ABS 3 and Scopus**), 60 (9): 979-989

Papers accepted for publication

1. Papasolomou, I., Kountouros, H., and Melanthiou, Y. (expected 2018) “An Empirical Study Of Internal CSR Practices Within The SME Sector From An Employees’ Perspective” *Global Business and Economics Review* (**ABS 1**)

Work-in-progress

1. Zopiatis, A. and Melanthiou, Y. “The Celebrity Chef Phenomenon: a (self-reflective) commentary” [targeting *International Journal of Contemporary Hospitality Management*, **ABS 2**]
2. Melanthiou, Y. and Papasolomou, I. “The Power of Blogging: Have Fashion Bloggers become the ‘New’ Brand Ambassadors?” [targeting of *Qualitative Market Research an International Journal*, **ABS 1**]
3. Melanthiou, Y., Evripidou, L., Epaminonda, E. “Sharing Economy: A New Trend or a Necessary Model of Trade?” [targeting *International Journal of Business and Globalisation*, **Scopus and ABDC Index**]

4. Avgeropoulou, K., Melanthiou, Y., and Papasolomou, I. "Going "Viral": How YouTube can become a powerful tool for NGOs", [targeting Journal of Business Research, **ABS 3**]
5. Casprini, E., Melanthiou, Y., Pucci, T., and Zanni, L. "Managing founder-based brand identity during succession: The Argenterie Giovanni Raspini case" [targeting Journal of Family Business Strategy, **ABS 2**]

CONFERENCE PROCEEDINGS

2017

1. Papasolomou, I., Melanthiou, Y., and Kountouros, H. "Exploring attitudes and responsible behavior towards the physical environment among elementary school students in Greece?" Proceedings of the 10th Annual Conference of the EuroMed Academy of Business (EMAB) (Rome) September 16-15, 2017, pp. 2179-2182
2. Melanthiou, Y., Papasolomou, I., and Avgeropoulou, K. "Linking Consumer Behavior, Viral Marketing and Cinematography: A Practical Application for NGOs ", Proceedings of the 10th Annual Conference of the EuroMed Academy of Business (EMAB) (Rome) September 16-15, 2017, pp. 1923-1924
3. Melanthiou, Y., and Uzunboylu, N. "Selfie phenomenon: Mobilizing target audiences' interactivity with brands", Proceedings of the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (UK) September 7-8, 2017, pp. 77-79
4. Avgeropoulou, K., Melanthiou, Y., and Papasolomou, I. "Going "Viral": How YouTube can become a powerful tool for NGOs", Proceedings of the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (UK) September 7-8, 2017, pp. 127-129
5. Papasolomou, I., Melanthiou, Y., and Abdalmajid, J. "Nation branding: An integrated framework for developing a nation brand for Palestine", Proceedings of the 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (UK) September 7-8, 2017, pp. 137-139
6. Melanthiou, Y., and Papasolomou, I. "The application of gamification in electronic markets: could this be a way to increase loyalty of existing customers and attract new customers?", Proceedings of the 22nd International Conference on Corporate and Marketing Communications (Zaragoza) May 4-5, 2017, pp. 318-323

2016

7. Melanthiou, Y., Papasolomou, I. and Poppi, E. "Attitudes, Perceptions and Behaviour among Elementary School Students in Greece towards Environmentalism", Proceedings of the 9th Euromed Annual Conference (Warsaw), September 14-16, 2016, pp. 2057-2058
8. Melanthiou, Y. and Papasolomou, I. "The Power of Blogging: Have Fashion Bloggers become the 'New' Brand Ambassadors?" Proceedings of the 21st International Conference on Corporate and Marketing Communications (UK), April 7-8, 2016, pp 301-303

9. Papasolomou, I. and Melanthiou, Y. “The Practise of Internal CSR Activities Within the Cypriot SME Sector”, Proceedings of the 21st International Conference on Corporate and Marketing Communications (UK), April 7-8, 2016, pp 137-146

2015

10. Kokkinaki, A.I., Aresti, C., Melanthiou, Y. "Integrating Open Educational Resources to Foster Serious Games and Gamification Design Principles", MCIS 2015 Proceedings (Greece), October 3-5, 2015
11. Papasolomou, I., Melanthiou, Y., Yiannakou, H. "What Not To Do In Implementing Internal Marketing Within Your Organisation: The Case Of A Banking Organisation In Cyprus?", Proceedings of the 8th Euromed Annual Conference (Verona), September 16-18, 2015
12. Melanthiou, Y., Papasolomou, I., Mamantos, Y. "Big Data in the Era of Openness", Proceedings of the 16th EBES Conference (Istanbul), May 27-29, 2015, pp. 68-69 (ISBN:978-605-84468-1-6)

2014

13. Papasolomou, I., Melanthiou, Y., Shiokourou, N. "The Implementation of Internal Marketing", Proceedings of the 7th Euromed Conference of the Euromed Academy of Business (Kristiansand), September 18-19, 2014
14. Ioannou, M., Melanthiou, Y. "The Strategic Role of Interaction Quality in the Hair Care Industry: It's Effect on Trust, Behavioral Loyalty and Cross-Selling" Proceedings of the 7th Euromed Conference of the Euromed Academy of Business (Kristiansand), September 18-19, 2014
15. Melanthiou, Y., Papasolomou, I., Anastasiou, N. "Social Networking Sites: A Workplace Blessing or Curse?", 11th Circle Conference (Manchester), April 23-24, 2014

2013

16. Papasolomou, I., Melanthiou, Y., Sabova, M. "Marketing Public Relations: The Cyprus Perspective", Proceedings of the 6th Euromed Conference of the Euromed Academy of Business (Portugal), pp. 1757-1773, September 23-24, 2013 (ISBN 978-9963-711-16-1).
17. Anastasiou, N. and Melanthiou, Y. "Social Networking Sites: Workplace Impact", Proceedings of the 6th Euromed Conference of the Euromed Academy of Business (Portugal), pp. 2696-2697, September 23-24, 2013 (ISBN 978-9963-711-16-1).
18. Melanthiou, Y. and Constantinou, E. "Corporate Recruiting: E-Recruitment in Cyprus", Proceedings of the 6th Euromed Conference of the Euromed Academy of Business (Portugal), pp. 2698-2699, September 23-24, 2013 (ISBN 978-9963-711-16-1).

2012

19. Orphanidou, Y., and Melanthiou, Y. "A Hybrid Curriculum Development", Proceedings of the 5th Euromed Conference of the Euromed Academy of Business (Montreux), October 4-5, 2012 (ISBN 978-9963-711-07-9)
20. Melanthiou, Y., Ioannou, M., Korombilias, D. "The Effect Of Interaction Quality On Perceived Performance Excellence And Loyalty", Proceedings of the 5th Euromed Conference of the Euromed Academy of Business (Montreux), October 4-5, 2012 (ISBN 978-9963-711-07-9)

2011

21. Papasolomou, I., and Melanthiou, Y. "Social Media: Marketing Public Relation's New Best Friend", Proceedings of the 4th Euromed Conference of the Euromed Academy of Business (Crete), pp. 1116-1117, October 20-21, 2011 (ISBN 978-9963-711-01-7)
22. Melanthiou, Y., Kokkinaki, A., and Droussiotis, A. "An Examination of The Use Of Web 2.0 Services In Cyprus", Proceedings of the 16th International Conference on Corporate and Marketing Communications (Athens), pp. 36-37, April 27-29, 2011 (ISBN 978-960-9443-07-4)
23. Melanthiou, Y., and Fantis, S. "Promoting Higher Education Institutions through Facebook", Proceedings of the 40th Academy of Marketing Science Annual Conference (US), pp. 372-374, May 24-27, 2011

2010

24. Melanthiou, Y., and Fantis, S. "Using Social Networks as an Effective Promotional Tool for Higher Education Institutions", Proceedings of the 3rd Euromed Conference of the Euromed Academy of Business (Cyprus), pp. 638-649, November 4-5, 2010 (ISBN 978-9963-634-83-5)

2009

25. Ioannou, M., Melanthiou, Y. "Customer Relationships in Higher Education: A Conceptual Framework", Proceedings of the 2nd Euromed Conference of the Euromed Academy of Business (Italy), pp. 2009-2011, October 26-28, 2009 (ISBN 978-9963-634-76-7)
26. Melanthiou, Y., Bruce M. "Identifying Students' Values: The 'Why' Behind Student Choice for Higher Education", 38th EMAC Conference (France), May 26-29, 2009
27. Melanthiou, Y., Vrontis D. "Understanding Students' Behaviour for Choice of Higher Education and Its Influence on the Communication Efforts of Higher Education Institutions", 14th International Conference on Corporate and Marketing Communications (Cyprus), April 23-24, 2009
28. Lois, P., Melanthiou, Y. "Employers' Perceptions of Cypriot Non-State Universities: an Exploratory Study", International Technology, Education and Development Conference (Spain), March 9-11, 2009

2008

29. Melanthiou, Y. "Higher Education and Student Choice", 1st Euromed Conference of the Euromed Academy of Business (France), pp. 723-726, November 17-18, 2008 (ISBN 978-9963-634-58-3)
30. Melanthiou, Y. "Students' Views on Higher Education", 5th International Conference for Consumer Behaviour and Retailing Research (Cyprus), March 26-29, 2008

2007

31. Melanthiou, Y. "An Examination into the Decision Making Process of Students for Choice of Higher Education", Academy of Marketing Conference, Doctoral Colloquium (UK), July 2-3, 2007

2006

32. Vrontis, D., Thrassou, A. and Melanthiou, Y. "A Contemporary Higher Education Student-Choice Model for Developed Countries", Academy of Marketing: Marketing Higher Education Conference (Cyprus), January 2-5, 2006