

Personal Information	
<b>Surname:</b>	Nicoletti Morphitou
<b>Name:</b>	Ria
<b>Rank:</b>	Associate Lecturer
<b>School:</b>	Business Administration
<b>Department:</b>	Management & MIS
<b>Academic Domain:</b>	Marketing/Management

Educational Qualifications		
Degree Title	Awarding Institution	Year Awarded
MBA	Maastricht School of Management	1992
BSc	West Virginia UNIVERSITY	1984

Employment History			
Period of Employment	Employer	Location	Position
Oct 2008 – Present	University of Nicosia	Nicosia	Associate Lecturer
May 2001 – Sep 2008	Intercollege, Nicosia	Nicosia	Assistant Professor International Recruitment Consultant
Aug 2000-April 2001	Cyber Kids	Nicosia	General Manager
Oct 1990 – July 2000	Intercollege	Larnaca	Senior Lecturer Senior Student Affairs Officer

<b>Publications</b>						
Key <i>refereed</i> journals / conference publications / books (monographs, co-authored, edited, chapters) (list up to 10 most recent and important ones)						
	<b>Year</b>	<b>Title</b>	<b>Authors</b>	<b>Journal/Conference/ Book/etc</b>	<b>Vol. No /ISBN</b>	<b>Pages</b>
<b>1</b>	<b>2010</b>	<i>Promotional Tools in Higher Education: the case of Private Universities in Cyprus,</i>	Morphitou R.	"International Consumer Behavior: A Mosaic of Eclectic Perspectives, Access Press UK	ISBN 978-0-9562471-3-1	
<b>2</b>	<b>2016</b>	" Κατανοώντας τις Πωλήσεις"	Ρία Νικολέττη Μορφίτου	Εκδόσεις Επίκεντρο Α.Ε., Θεσσαλονίκη	ISBN: 978-960-458-023-1	
<b>3</b>	2014	Morphitou, R, Iryna Lomats	An analysis of the Consumer Behaviour of the consumption of Organic Products in Cyprus	Journal of Food Products Marketing	Manuscript ID WFPM-2014-0082	
<b>4</b>	2015	Enterprising culture: Innovation and value-network, the case of Cypriot companies".	Morphitou, R.	Creating stakeholder value co-creation, Entrepreneurial Challenges in the 21st Century. PalgraveMacmillan Publishing.	ISBN 978-1-137-47976-1	Page 107
<b>5</b>	2017	"Can Corporate Social Responsibility Contribute to Corporate Financial Performance.	Demetriou M., Nicoletti Morphitou R	16th International Marketing Trends Conference, Madrid (Spain), January 26-28 2017.		
<b>6</b>	2017	The power of social media as a marketing communication tool: The case of Cyprus.	Nicoletti Morphitou R., Demetriou M	16th International Marketing Trends Conference, Madrid (Spain), January 26-28 2017.		
<b>7</b>	2017	" The impact of Social Media on Students' Decision Making Process on Selecting a University	<b>Morphitou.R., Demetriou. M</b>	10th Annual International Conference on Mediterranean Studies, 10-13 April 2017, Athens, Greece		

<b>8</b>	2003	The development of the Dairy Industry (halloumi) in Cyprus,	Gibbs, P., Morphitou Nicoletti, R.	<u>British Food Journal</u> , Vol.105		pp. 569- 576. 11
<b>9</b>	2012	“Women at work equality versus inequality – barriers for <i>advancing in the workplace</i> ”,	Michailidis, M. P., <b>Morphitou, N. R.</b> & Theophylaktou, I.	International Journal of Human Resource Management (,Taylor & Francis	RIJH 665071.	
<b>10</b>	2017	“Female Entrepreneurs in Cyprus: characteristics, barriers and steps for Development”,	Morphitou. R	International Journal of Management Cases	(.), Vol. 19, No. 2 (2017):	20 - 34

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<b>Consultancy and Scholarly Work</b>		
<i>(E.g. Membership in Boards, Editorial Committees, etc. List up to 10)</i>		
	<b>Period</b> (MM/YY-MM/YY)	<b>Description</b>
<b>1</b>	December 2006	Design of a Human Resource Strategic Plan for Pittas Dairy Industries Ltd,
<b>2</b>	November 2006	Designed an Employee Satisfaction Survey for Photos Photiades Breweries
<b>3</b>	May 2007	Designed and Executed a Market Survey on the image of “Pittas Dairy Industries Ltd.”
<b>4</b>	January 2008	Designed an Employee Satisfaction Survey for ETHIKI ASFALISTIKI LTD.
<b>5</b>	March 2009	Design of a Business Plan (SME) for SOF TOP Ltd.
<b>6</b>	April - May 2009	Design of a Business Plan (SME) for P.G.P Meat Trades Ltd.
<b>7</b>	November 2010 – February 2011	Designed and Executed a Market Survey on Consumer Behavior among the Cypriot Market for Chocolates for Galaxy Chocolates (Requested by MARS International, Austria),
<b>8</b>	January – April 2012	Designed a qualitative research project on Image Analysis for the Galaxy brand of Chocolates (Requested by MARS International, Austria),
<b>9</b>	Feb’ 12	In the process of Designing A “Student Satisfaction Survey” for the University of Nicosia assigned by the Campus Director of the University
<b>10</b>	May 2015 - present	Business Consultant on “Sales and Selling Management”, Caterways Ltd.,

