

Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Martoudi Demetriou
Name:	Marlen
Rank:	Associate Professor
Faculty:	School of Business
Department:	Management & MIS
Scientific Domain:	Marketing and Management

Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
Doctorate in Professional Studies	2006	Middlesex University		
MBA	1992	RVB-Maastricht		
Post Graduate Diploma in Management	1984	Mediterranean Institute of Management		
BSc. In BA	1983	Derree College		

Employment history

Period of employment	Employer	Location	Position
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From	To			
1987	Present	Intercollege/University of Nicosia	Nicosia	Associate Professor
1983	1987	Photos Photiades Co Ltd	Nicosia	Assistant Marketing Manager

Key <u>refereed</u> journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2018	Beyond Teaching CSR and Ethics in Tertiary Education:the Case of the University of Nicosia,Cyprus	Demetriou,M.,Thrassou,A. and Papasolomou I	World Review of Entrepreneurship,Management and Sustainable Development	14(½)	
2	2018	Strategic implications of Cyprus' emerging oil and gas industry	Thrassou,A., Papasolomou,I. and Demetriou,M	Euro Med Journal of Business	13/2	pp.236-249
3	2018	The Anticipated Impact of the Prospective Integrated Casino Resort on the Tourism Industry of Cyprus	Morphitou,R. and Demetriou, M.	7 th International Conferences on Advances in Social Sciences,Economics and Management Study	Conference Proceedings	pp10-16
4	2018	Can CSR Contribute to Corporate Financial Performance?	Demetriou M,.Morphitou R,.Papantoniou,R	17 th International Marketing Trends Conference	Conference Proceedings	
5	2018	The Power of Social Media as a Communication Tool. The Case of Cyprus	Morphitou,R. and Demetriou, M	17 th International Marketing Trends Conference	Conference Proceedings	

6	2017	Can Corporate Financial Performance be Related to Corporate Social Responsibility?	Demetriou,M.,Papantoniou.R., and Morphitou,R.	16th International Congress on Public and Nonprofit Marketing	Conference Proceedings	
7	2016	Do Companies need to be Flexible in selecting their Social Partners?	Demetriou M,Morphitou R	13 th International Circle Conference	Conference Proceedings	
8	2015	Cause Related Marketing in the Higher Education Sector: The Case of the University of Nicosia	Demetriou M,Papasolomou I	International Journal of Sales,Retailing and Marketing	4/2	Pp97-105
9	2015	Can Corporations continue their CSR Strategies in periods of Economic Recession in Cyprus?	Demetriou M,Ntanghu M and Morphitou R	14 th International Marketing Trends Conference	Conference Proceedings	
10	2010	Cause Related Marketing:Building the corporate image whilst supporting worthwhile causes	Demetriou M,Papasolomou I and Vrontis D	Journal of Brand Management	Vol 17,No 4 ISSN 1350-231X	266-278

Exhibitions

Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
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Research Projects.				
Ref. Number	Date	Title	Funded by	Project Role*
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Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	June 2009-present		Member of the Scientific Committee of the Association of the Public and Non-Profit Marketing and Representative of Cyprus	

2	Nov 2009- Present		Member of the Scientific Committee of the International Cases Related Congress on Teaching to Public and Nonprofit Marketing	
3	Dec 2010- 2015		External Examiner of Doctorate Thesis on Corporate Social Responsibility of the Graduate School of Business and Law of the University of RMIT in Melbourne, Australia	
4	Nov 2009- present		Board member of the Cyprus Anti-Cancer Society	
5	January 2015- present		Executive Board Member of the Cyprus Anti-Cancer Society	

Awards / International Recognition			
Ref. Number	Date	Title	Awarded by:
1	2014	Award for the "Highest Contribution to the Anti Cancer Society for the organization of the Annual Festivals and all other events initiated and organized for the collection of money for the Society	

2	2004	Award for the "Highest contribution to the Association of Young Volunteers" for the organization of the "Euro-Fiesta" for the Collection of money for children suffering with Leukemia	
3	2003	Award for the "Highest Contribution to the Mental Retardation Prevention Centre-Nicosia Division" for the organization of the Annual Festivals and all other events initiated for the collection of money for the Centre	
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Other Achievements			
Ref. Number	Date	Title	Key Activities:
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