

Academic Personnel Short Profile / Short CV

University:	UNIVERSITY OF NICOSIA
Surname:	KOMODROMOS
Name:	MARCOS
Rank:	ASSISTANT PROFESSOR
Faculty:	FULL-TIME
Department:	COMMUNICATIONS
Scientific Domain:	PUBLIC RELATIONS, MARKETING COMMUNICATIONS, DIGITAL PR, ORGANIZATIONAL BEHAVIOR

Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
Doctor of Business Administration	2013	Northcentral University, Arizona, USA	School of Business and Technology Management	Employees' Perceptions of Trust, Fairness, and Management of Change Using an Organizational Justice Framework
Master in Business Administration (MBA) / Marketing major	2008	Northcentral University, Arizona, USA	School of Business and Technology Management	Improving Marketing Communications: The case of a Media organization in Cyprus
Master in Business Administration (MBA) / Management & PR majors	2001	European University, Switzerland	School of Business	Crisis and Reputation Management in the service industry
Bachelor of Arts in Business Communication & Public Relations (double major)	2000	European University, Switzerland	School of Business	The Secret Meaning of Shopping

Employment history				
Period of employment		Employer	Location	Position
From	To			
2010	today	University of Nicosia	Nicosia, Cyprus	Assistant Professor
2004	today	Dias Group	Nicosia, Cyprus	Radio producer/DJ & TV presenter
2008	today	360 Chartered PR Consultant	Nicosia, Cyprus	Communication Strategist

Key <i>refereed</i> journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2018	Influence of online retailers' social media strategies on students' perceptions towards e-shopping: a qualitative study	Papaioannou, T., & Aihaji Adamu, M	<i>International Journal of Technology Enhanced Learning</i>	10 (3)	218-234
2	2018	"The "Soft" and "Hard" sides of the Sharing Economy: A discussion of Marketing, Financial and Sociocultural aspects	Melanthiou, Y., Evripidou, L., Epaminondos, E	Int. Journal of Business and Globalisation (IJBG)	7	144-162
3	2018	Assessing Cross-National Invariance of the Three-Component Model of Organisational Commitment: A Ten-Country Study of University Faculty	Shefali, N., Halkias, D., Thurman, P.W., M., Baker Ahmad, A., Addendorf, C., Akl Haj, N., De Massis, A., Galanaki, E., Graham, S., Juma, N., Kwesiga, E., Nkamnebe, A., Seaman, C., & Saba Zakka, J.	<i>EUROMED</i> Journal of Business	13 (3)	254-279
4	2018	Perceptions of Trust and the Management of Change in the workplace: The cases of Cyprus, Greece and Romania	Halkias, D., & Harkiolakis, N	EUROMED Journal of Business	online	https://go.gl/CTbkub
5	2017	A Historical View of Leadership Prototypes:	Harkiolakis, N., Halkias, D.	International Leadership Journal -	9 (2)	3-16

		Looking Backwards to Move Forward.		(Lead Paper first)		
6	2017	Public relations and reputation in small organisations: creating identity and building reputation for success	Komodromos, M.	Global Business and Economics Review	19 (5)	536-552
7	2017	Examining Corporate Social Responsibility as a Public Relations Vehicle: An Empirical Study	Komodromos, M.	<i>International Journal of Corporate Strategy and Social Responsibility</i>	1 (2)	101-117
8	2016	Book Chapter: The Role of Change Management in Cyprus Organizations, in Halkias, D., Santora, J. & Thurman, P. <u><i>Leadership and Change Management: A Cross-Cultural Perspective.</i></u>	Komodromos, M.	Gower Publishers	http://goo.gl/BqVsTB	26-38
9	2014	Measuring Luxury Brand Consumption and Female Consumers' Religiosity in the UAE	Alserhan, B. A., Bataineh, M. K., Halkias,	<i>Journal of Developmental Entrepreneurship</i>	19 (2)	16-32
10	2014	Book: Principles of Public Relations	Nicoli, N.	University of Nicosia Press		

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2016 - today	International Journal of Technology Enhanced Learning (IJTEL)	Editor	<ul style="list-style-type: none"> Providing guidelines to authors for preparing and submitting manuscripts Providing a clear statement of the Journal's policies on authorship criteria Treating all authors with fairness, courtesy, objectivity, honesty, and

				<p>transparency</p> <ul style="list-style-type: none"> • Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers • Protecting the confidentiality of every author's work.
2	2016 - today	<i>Journal of Entrepreneurship in Emerging Economies (JEEE)</i>	Member of Editorial Review Board	<ul style="list-style-type: none"> • Providing guidelines to authors for preparing and submitting manuscripts • Providing a clear statement of the Journal's policies on authorship criteria • Treating all authors with fairness, courtesy, objectivity, honesty, and transparency • Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including editors, staff (e.g., editorial and sales), authors, and reviewers • Protecting the confidentiality of every author's work.
3	2015 - today	<i>International Journal of Islamic Marketing and Branding</i>	Member of Editorial Review Board	<ul style="list-style-type: none"> • Providing guidelines to authors for preparing and submitting manuscripts • Providing a clear statement of the Journal's policies on authorship criteria • Treating all authors with fairness, courtesy, objectivity, honesty, and transparency • Establishing and defining policies on conflicts of interest for <i>all</i> involved in the publication process, including

				editors, staff (e.g., editorial and sales), authors, and reviewers <ul style="list-style-type: none"> • Protecting the confidentiality of every author's work.
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Awards / International Recognition			
Ref. Number	Date	Title	Awarded by:
1	2017	Communication strategy & Marketing promotion	PARFOIS, PORTUGAL

Other Achievements.			
Ref. Number	Date	Title	Key Activities:
1	July, 2018	Food Park City – Online ordering system communication strategy	Marketing Communication strategy, PR Digital planning
2	January, 2016	PABLOSKY Cyprus - Communication strategy & Marketing promotion	Marketing Communication strategy, PR Digital planning