

Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Papasolomou
Name:	Ioanna
Rank:	Professor
Faculty:	School of Business
Department:	Marketing
Scientific Domain: *	Marketing

** Field of Specialization*

**Academic qualifications
(list by highest qualification)**

Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2000	Keele University, UK	Management	"The rhetoric and practice of internal marketing in the UK retail bank industry: an exploratory study"
MPhil	1995	Keele University, UK	Management	"Marketing Public Relations: Its legitimacy to the marketing or public relations disciplines"
MBA	1994	Keele University, UK	Management	Advertising and the Cyprus Business Sector
P.G.C.E in Teaching and Learning in Higher Education	1997	Keele University, UK	Education	Teaching Portfolio (SEDA Level III)

Employment history – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2007	today	University of Nicosia	Cyprus	Professor

2001	2007	Intercollege	Cyprus	Assistant Professor
2000	2001	University College Chester	UK	Lecturer in Marketing (FT)

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2017	“The Antecedents and Consequences of Lovemarks, Commitment and Sport Spectator Identity in a Decision Making Process of Football Club Fans.	Avichai, S.A., Papasolomou, I. and Vrontis, D.	Global Business and Economics Review	Vol 20 Nos. 5/6,	pp. 634-649
2	2017	“Exploring customers’ experiences and perceptions in diverse organisational settings and geographical boundaries”	Papasolomou, I., Christofi, M. and Leonidou, E.	Editorial, Journal of Customer Behaviour, Special Issue	Vol. 16 No. 1,	pp. 1-4.
3	2016	"The Relationship between Wine Sector and Regional Competitiveness"	Viassone, M., Vrontis, D. and Papasolomou, I.	Global Business and Economics Review	Vol 18 No ¾,	pp. 259-276
4	2018	“A New Measure of Brand Equity Status of a Basketball Club”	Shuv-Ami, A., Papasolomou, I. and Vrontis, D.	Journal of Transnational Management	Vol. 23, No. 1	
5	2017	“Internal Corporate Social Responsibility: The ‘new’ face of Human Resource Management?”	Papasolomou, I., Kountouros, H. and Melanithiou, Y.	Global Business and Economics Review	Vol 20 Nos. 5/6,	pp. 612-633
6	2015	“ Innovation and cause-related marketing success: a conceptual framework and propositions”	Christofi, M., Leonidou, E., Vrontis, D., Kitchen, P.J. and Papasolomou, I.	Journal of Services Marketing	Vol 2 Issue 5,	pp. 354-366.
7	2013	“The Conceptual Bridge between Corporate and Marketing Communications”	Kitchen, P.J., Schultz, D. and Papasolomou, I.	In Gambetti, R. and Quigley, S. (Eds.) Managing Corporate	1 st Edition	pp. 259-285.

				Communication: A cross-cultural approach, Palgrave Macmillan.		
8	2013	“A BMW dealership: joining the disparate elements – community, corporate, marketing”	Papasolomou, I.	In Gambetti, R. and Quigley, S. (Eds.) <i>Managing Corporate Communication: A cross-cultural approach</i> , Palgrave Macmillan.	1 st Edition	pp. 280-283.
9	2012	“Developing a framework for successful symbiosis of corporate social responsibility, internal marketing and labour law in a European context”	Papasolomou, I., Koundouros, H. and Kitchen, J.P.	<i>Journal of Marketing Review</i>	Vol 12 No 2, Summer,	pp. 109-123.
10	2012	“Social Media: Marketing Public Relations’ New Best Friend”	Papasolomou, I. and Melanthiou, Y.	<i>Journal of Promotion Management: Innovations in Planning and Applied Research</i>	Vol 18 No 3, July-September	pp. 319-328.

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)

Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
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*Specify venue, geographic location etc

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	October 2000- July 2001	"Internal Communication within the framework of relationship marketing." Amount received: 8,000 sterling pounds	Funded Research Programme at Liverpool City Council, UK	Researcher
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*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	Since 2008	Routledge: Taylor and Francis Group.	Member of the Editorial Board, Journal of Marketing Communications, ISSN: 1352-7266, Routledge:	Review Journal Papers

			Taylor and Francis Group.	
2	Since 2007	Emerald Group Publishing Ltd.	Member of the Editorial Board, Journal of Social Responsibility, ISSN: 1747-1117, Emerald Group Publishing Ltd.	Review Journal Papers
3	2017	Middlesex University, Business School	Melewar, T.C., Jin, Z., Foroudi, P., Papasolomou, I. and Melanthiou, Y. (<u>Conference Chair</u>), 3 rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Current and Future Trends, Developments and Challenges, Middlesex University, 7-8 September, UK.	Organise and manage the conference Review papers Develop the conference schedule
4	2017	Westburn Publishers Ltd 23 Millig Street, Helensburgh, G84 9LD, Argyll, Scotland, UK	Papasolomou, I., Christofi, M. and Leonidou, E. (2017), Editorial, Journal of Customer Behaviour, Special Issue, "Exploring customers' experiences and perceptions in diverse organisational settings and geographical boundaries, Vol. 16 No. 1, pp. 401-404. (<u>Guest Editor – Special Issue</u>)	Invite reviewers Manage the review process Communicate with authors and reviewers and publishers
5	2017	EuroMed Academy of Business	Papasolomou, I. and Melanthiou Y. Kauffman, R. (2017) <u>Marketing Track</u> The 10 th EuroMed Academy of Business - 10 th Annual Conference, September 16-17, Rome	Promote the conference and the track Invite reviewers Communicate with the authors and the reviewers Inform authors of the review decision

(Italy) (Conference Track Chair).

Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)

Ref. Number	Date	Title	Awarded by:
1	2011	In April 2011 the paper that follows has been selected for inclusion in Emerald Reading ListAssist; Emerald's free, unique, peer-reviewed reading list service provided to all Emerald subscribers. These comprehensive, subject-specific reading lists have been compiled by faculty experts and facilitate both teaching and learning. Papasolomou, I. and Vrontis, D. (2006) "Building Corporate Branding through Internal Marketing: the case of UK Retail Banking Industry". <u>Journal of Product and Brand Management</u> , Vol. 15 Number 1, pp. 37-47, ISSN: 1061- 0421.	Emerald Database
2	2010	Excellent Paper Award Papasolomou, I. and Demetriou, M. (2010) "Building the Corporate Reputation through Cause Related Marketing (CRM): the case of the corporate sector in Cyprus". 10 th International Academic Seminar for Universities, July 16-19, Capital Univeristy of Economics and Business, Beijing, China.	Capital Univeristy of Economics and Business, Beijing, China
3	2008	Highly Commended Award Winner at the Literati Network Awards for Excellence 2008: "Are the corporate social responsibility matters based on good intentions or false pretences: An empirical study of the motivations behind the issuing of CSR reports by UK Companies", Corporate Governance: International Journal of Business in Society.	Literati Network Awards for Excellence
4	2004	First Prize for the Best Competitive Paper presented at the 9 th International Conference on Corporate and Marketing Communications. Expanding the Role of Corporate and Marketing	International Conference on Corporate and Marketing Communications. Expanding the Role of Corporate and Marketing Communications, Hosted by Warwick Business School

		Communications in the New Business Landscape. Proctor, T., Proctor, S. and Doukakis, I. (2004) "Visualizing the Metaphor", pp. 284-297.	
5	2001	Third Prize for the Best Competitive Paper presented at the 6 th International Conference on Corporate and Marketing Communications. Corporate and Marketing Communications in the New Millenium: Interaction/Integration, Belfast-Ireland. Papasolomou-Doukakis, I. (2001) "The relationship between internal marketing practice and customer retention: the case of UK retail banks", pp. 105-115.	Queen's University Business School, Belfast-Ireland,
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***Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10)***

Ref. Number	Date	Title	Key Activities:
1	2021	International Conference on Corporate and Marketing Communications (CMC), Department of Marketing, University of Nicosia, Cyprus. (Papasolomou, I. and Melanithou, Y.) – conference chair	Organise and manage the conference Promote the conference Invite authors Identify and invite reviewers Identify sponsors
2	2017	3 rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Current and Future Trends, Developments and Challenges, Middlesex University, UK. (Melewar, T.C., Foroudi, P., Jin, Z., Papasolomou, I. and Melanithou, Y.)	Organise and manage the conference Promote the conference Invite authors Identify and invite reviewers Identify sponsors
3	2010	3 rd Annual EuroMed Conference, University of Nicosia, Nicosia – Cyprus, 4-5 November, ISBN: 978-9963-634-83-5. (Papasolomou, I., Thrassou, A. and Melanithou, Y.)	Organise and manage the conference Promote the conference Invite authors Identify and invite reviewers Identify sponsors
4	2009	14 th International Conference on Corporate and Marketing Communications (CMC), Department of	Organise and manage the conference Promote the conference Invite authors

		Marketing, University of Nicosia, Cyprus, 23 rd -24 th April, ISBN: 978-9963-634-59-0. (Papasolomou, I.)	Identify and invite reviewers Identify sponsors
5	2005	10 th International Conference on Corporate and Marketing Communications (CMC), Department of Marketing, Intercollege, Nicosia, Cyprus, 8 th -9 th April, ISBN: 9963-634-24-9. (Papasolomou, I.)	Organise and manage the conference Promote the conference Invite authors Identify and invite reviewers Identify sponsors
6	2018	The 11 th Annual EuroMed Academy of Business: Research Advances in National and Global Business Theory and Practice, September 12-14, University of Valetta, Valletta Malta. (Marketing Track Chairperson with Melanthiou, Y.)	Promote the conference and the track Invite reviewers Communicate with the authors and the reviewers Inform authors of the review decision
7	2017	The 10 th Annual EuroMed Academy of Business: Global and National Business Theories and Practice: Bridging the past with the future (2017), September 13-15, Sapienza University, Rome, Italy. (Marketing Track Chairperson with Melanthiou, Y. and Kauffmann, R.)	Promote the conference and the track Invite reviewers Communicate with the authors and the reviewers Inform authors of the review decision
8	2016	The 9 th Annual EuroMed Academy of Business: Innovation, Entrepreneurship and Digital Ecosystems (2016), September 14-16, University of Warsaw Digital Economy Lab, Poland. (Marketing Track Chairperson with Melanthiou, Y.)	Promote the conference and the track Invite reviewers Communicate with the authors and the reviewers Inform authors of the review decision
9	2015	The 8 th Annual EuroMed Academy of Business: Innovation, entrepreneurship, and sustainable value chain in a dynamic environment (2015), September 16-18, University of Verona, Verona, Italy, September 16-18. (Marketing Track Chairperson with Melanthiou, Y.)	Promote the conference and the track Invite reviewers Communicate with the authors and the reviewers Inform authors of the review decision
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