

Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Thrassou
Name:	Alkis
Rank:	Professor
Faculty:	School of Business
Department:	Marketing
Scientific Domain: *	Strategic Marketing Management, Services, Customer Behaviour

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D.	2002	The University of Leeds (UK)	School of Engineering, Construction Management	Strategic Marketing Management of the Small Construction Consultancy Firms
M.Sc. in Oil, Gas and Energy Engineering	2015	University of Nicosia (CY)	School of Sciences and Engineering	The Cyprus Oil & Gas Industry Future, Forces and Effects: A Real Time Analysis
B.Eng. in Civil Eng. with Construction Management	1995	The University of Leeds (UK)	School of Engineering, Civil Engineering	Corporate Social Responsibility in the Construction Industry

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

Period of employment		Employer	Location	Position
From	To			
1996	2002	Thrassou Bros & Associates	Cyprus	Project Manager / Partner
2003		University of Nicosia	Cyprus	Faculty

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	2009	International Marketing Adaptation versus Standardisation of Multinational Companies	Vrontis, D., Thrassou, A. and Lamprianou, I.	International Marketing Review (ABS 3)	Vol. 26, Nos. 4 & 5	477-500
2	2015	Building Multiunit Ambidextrous Organizations: A transformative framework	Chebbi, H., Yahiaoui, D., Vrontis, D., Thrassou, A.	Human Resource Management (ABS 4)	Vol. 54, Iss. S1	s155 – s177
3	2016	Ambidextrous Organizations in the Banking Sector: an Empirical Verification on Banks' Performance and Conceptual Development	Campanella, F., Del Giudice, M., Thrassou, A., Vrontis, D.	International Journal of Human Resource Management (ABS 3)	DOI: 10.1080/09585192.2016.1239122	
4	2017	B2C Smart Retailing: A Consumer-Focused Value-Based Analysis of Interactions and Synergies	Vrontis, D., Thrassou, A. and Amirkhanpour, M.	Technological Forecasting and Social Change (ABS 3)	Vol. 124	271-282
5	2017	Multi-Country Collaborative Innovation in the Internationalisation Process	Chebbi, H., Yahiaoui, D., Thrassou, A.	International Marketing Review (ABS 3)	Vol. 34, Iss. 1	109-137

6	2018	The Agile Innovation Pendulum: A strategic marketing multicultural model for family businesses	Thrassou, A., Vrontis, D. and Bresciani, S.	International Studies of Management and Organization (ABS 2)	Vol. 48, No.1	105-120
7	2018	The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity	Santoro, G., Vrontis, D., Thrassou, A., Dezi, L.	Technological Forecasting and Social Change (ABS 3)	Volume 136	347-354
8	2018	An Innovative Stakeholder Framework for the Student-Choice Decision Making Process	El Nemar, S., Vrontis, D., Thrassou, A.	Journal of Business Research (ABS 3)	https://doi.org/10.1016/j.jbusres.2018.11.053	
9	2018	Customer Engagement through Choice in Cause-Related Marketing: A Potential for Global competitiveness	Christofi, E., Christofi, M., Vrontis, D., Thrassou, A.	International Marketing Review (ABS 3)	https://doi.org/10.1080/IMR-04-2018-0133	
10	2018	An integrative framework of stakeholder engagement for innovation management and entrepreneurship development	Leonidou, E., Christofi, M., Vrontis, D., Thrassou, A.	Journal of Business Research (ABS 3)	https://doi.org/10.1016/j.jbusres.2018.11.054	

**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
1		N/A			

*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	2007	Introduction of Consumer Behaviour (Αγωγή του Πολίτη) to Cypriot education	Ministry of Commerce, Industry and Tourism	Head researcher
2	2004-6	Brand Building for the Wine Industry in Cyprus	Research Promotion Foundation	Guest Researcher (data analysis, development, application and dissemination)
3	2005-7	Cyprus e-government	Research Promotion Foundation	Guest Researcher (data analysis, development, application and dissemination)
4	2012-3	Feeling Younger by getting Older	Grundtvig	Guest Researcher (data analysis, development, application and dissemination)
5	2013-5	Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents	European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean)	Visiting Researcher/Lecturer
6	2014	Research and start-up proposals, in the context of	Horizon2020 (for the Cyprus Ministry of Commerce, Industry and Tourism)	Evaluator

*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 (approx.)	Organization	Title of Position or Service	Key Activities
1	2006-2008	University of Nicosia	Head of Marketing Department	
2	2008-2009	University of Nicosia	Member of university council	
3	2018-	University of Nicosia	Member of the University Internal Quality Assurance Committee (UIQAC),	
4	2005-	University of Nicosia	Member and/or Head of numerous School/Departmental research and administrative committees	
5	2005-2008	University of Nicosia	Leader of the Business School Advisory Council	
6	2005-	University of Nicosia	Member of the Business School Administrative Committee	
7	2014-	University of Nicosia	Member of the Business School Research Committee	
9	2005-	University of Nicosia	Member and/or Head of numerous School/Departmental research and administrative committees	
11		The Chartered Institute of Building, UK	Fellow, Chartered Construction Manager (FCIOB)	
12		The Chartered Institute of Marketing, UK	Fellow, Chartered Marketer (FCIM)	
13		The Royal Institute of Chartered Surveyors, UK	Chartered Management Consultancy Surveyor (MRICS)	
14		EuroMed Academy of Business / EMRBI	Senior Fellow and founding member	
		EuroMed Academy of Business / EMRBI	Member of various committees & consultant on planning	
15		Cyprus Scientific Technical Chamber (ETEK):	Member	
16		School of Economics, University of Torino	Visiting Professor in Marketing Management	
17		Neapolis University, Cyprus	Visiting Professor in Construction Business Management	

18	2008	5 th International Conference for Consumer Behaviour and Retailing Research (CIRCLE), 26 th - 29 th March 2008, University of Nicosia, School of Business	Conference Chair	
19	2010	3 rd EuroMed Conference, UNIC, Hilton Park Hotel, Nicosia, Cyprus, Nov 2010	Conference Chair	
20	2013-	Hellenic Quality Assurance and Accreditation Agency of the Republic of Greece	Member of the University Evaluation Committees	
21	2018	Italian Ministry of Education, Universities and Research (MIUR) - REPRISE	Expert reviewer	
22	2016	South Africa's National Research Foundation (NRF)	External quality reviewer/assessor	
23	2010	Various universities (international)	Ph.D. Examiner	
24		<ul style="list-style-type: none"> - EuroMed Journal of Business (Emerald Publications) - EuroMed Academy of Business / EMRBI - FIIB Business Review (FBR) (Sage Publications) - Journal of the Integrated Information Management (University of West Attica) - International Journal of Big Data Management – IJBDM (Inderscience) 	Member of the Editorial Board / Scientific Committee / Advisory Board of:	
25		<ul style="list-style-type: none"> - International Journal of Internet Marketing and Advertising (ABS 1) - EuroMed Journal of Business (ABS 1) - The Marketing Review (ABS 1) - Sinergie Italian Journal of Management - British Food Journal (ABS 1) - International Studies of Management & Organizations (ABS 2) - International Marketing Review (ABS3) - European Business Review (ABS 2) - Journal of Social Entrepreneurship (ABS 2) 	Journal Guest Editor:	
26	2002-	Thrassou Bros Group	Project Manager / Partner	
27	2004-2013	Domain Holdings Public Ltd	President of the Board of Directors	

**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	2012	Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012 , for the paper: Vrontis, D., Thrassou, A. and Rossi, M. (2011), "Italian Wine Firms: Strategic Branding and Financial Performance", <i>International Journal of Organisational Analysis</i> , Vol. 19, No. 4, pp. 288-304 (<i>Indexed and abstracted in: ABI/INFORM, Inspec, OCLC's Electronic Collections Online, ProQuest, Scopus</i>)	
2	2011	Outstanding Reviewer Award, Emerald Literati Network Awards for Excellence, 2011 , <i>EuroMed Journal of Business (Ranked by ESCI AND EU/other National Bodies)</i>	
3	2010	Highly Commended Award Winner at the Literati Network Awards for Excellence 2010 , for the paper: Thrassou, A., Vrontis, D. and McDonald, M. (2009), <i>A Marketing Communications Framework for Small Political Parties in Developed Countries</i> , <i>Marketing Intelligence and Planning</i> , Vol. 27, Iss. 2, ISSN 0263-4503, Emerald (<i>ABS Rating 2010: 1, ranked in the Journal Quality List (Harzing) Ratings</i>)	
4	2008	Best Presenter Award for the paper presentation: Alkis Thrassou, Kone C., Panayidou A, <i>Women's Shopping Behaviour and Consumer Beliefs: the Case of Cyprus</i> , 2008 Global Business & Economics Research Conference, Constantinople, Turkey	
5	2013	International Marketing Review's (an ABS 3 ranked journal) "top downloaded article" , with 11,000 downloads within only 3 years from publication http://www.emeraldinsight.com/promo/imr_30.htm), Accessed March 7 th , 2013: Vrontis, D., Thrassou, A. and Lamprianou, I. (2009), "International Marketing Adaptation versus Standardisation of Multinational Companies", <i>International Marketing Review</i> , Vol. 26, Nos. 4 and 5, pp. 477-500, ISSN: 0265-1335-Emerald	
6	2014	Journal of Promotion Management (a Scopus indexed journal) "top 10 most cited and most read papers of the past three years" , Accessed November 18 th , 2014: http://www.tandfonline.com/action/showMostCitedArticles?journalCode=wjpm20#.VGt_1CfmUcll : Thrassou, A. and Vrontis, D. (2009), "A New Consumer Relationship Model: The Marketing Communications Application", <i>Journal of Promotion Management</i> , Volume 15, Issue 4, pp. 499-521	
7	2016	'Best Reviewer Award Winner' , 9 th Annual Conference of the EuroMed Academy of Business: "Innovation, Entrepreneurship and Digital Ecosystems", Warsaw, Poland, September 14- 16, 2016	

***Other Achievements. List the five (5) more recent and other five (5) selected.
(max total 10)***

Ref. Number	Date	Title	Key Activities:
1		N/A	