

Personal Information	
Surname:	MELANTHIOU
Name:	YIOULA
Rank:	ASSOCIATE PROFESSOR
School:	BUSINESS
Department:	MARKETING
Academic Domain:	MARKETING

Educational Qualifications		
Degree Title	Awarding Institution	Year Awarded
PhD	UNIVERSITY OF MANCHESTER, UK	2009
MSc	UNIVERSITY OF SALFORD, UK	1998
BA	EUROPEAN UNIVERSITY (FORMER CYPRUS COLLEGE)	1997

Employment History			
Period of Employment (MM/YY-MM/YY)	Employer	Location	Position
08/08 - TODAY	UNIVERSITY OF NICOSIA	CYPRUS	ASSOCIATE PROFESSOR (07/17-today) ASSISTANT PROFESSOR (06/12-07/17)
06/04-07/08	INTERCOLLEGE	CYPRUS	PART TIME LECTURER
05/03-01/05	CYTA (IRIS)	CYPRUS	MARKETING OFFICER
10/98-04/03	GfK (MEMRB)	CYPRUS	RESEARCH ACCOUNT MANAGER
PART-TIME	CYPRUS OPEN UNIVERSITY	CYPRUS	ACADEMIC
PART-TIME	CYPRUS UNIVERSITY OF TECHNOLOGY	CYPRUS	ACADEMIC
PART-TIME	CYPRUS PRODUCTIVITY CENTER	CYPRUS	ACADEMIC

Publications						
<i>Key refereed journals / conference publications / books (monographs, co-authored, edited, chapters) (list up to 10 most recent and important ones)</i>						
	Year	Title	Authors	Journal/Conference/Book/etc	Vol. No /ISBN	Pages
1	2017	Retailer Loyalty in the Online Context: The Influence of Transactional and Relational Experiences	Giovani, A., and Melanthiou, Y.	Journal of Consumer Behaviour (ABS 1)	16(1)	35-39
2	2017	A value-based transcription of student choices into higher education branding practices	Melanthiou, Y., Thrassou, A. and Vrontis, D.	Global Business and Economics Review (ABS 1 and Scopus)	19(2)	121–136
3	2016	Developing a Country-wide Tourist Loyalty Scheme: A Barren Landscape	Zopiatis, A., Theocharous, A. L., Kosmas, P. C., Webster, C., and Melanthiou, Y.	International Journal of Tourism Research (ABS 2 and Scopus)	18	579-590
4	2016	Consumer Preference, Satisfaction and Intentional Behavior: Investigating Consumer Attitudes for Branded or Unbranded Products	Di Iazzi, A., Vrontis, D., Trio, O and Melanthiou, Y.	Journal of Transnational Management (Scopus)	21(2)	84-98
5	2015	Social Media Uptake in Cyprus – or is it just a new Fad	Melanthiou, Y., Papasolomou, I., Komodromos, M.	International Journal of Technology Marketing (Scopus)	10(3)	312-325
6	2015	The Use of Social Network Sites as an E-Recruitment Tool	Melanthiou, Y., Pavlou, F., and Constantinou, E.	Journal of Transnational Management (Scopus)	20(1)	31-49
7	2014	Corporate Reputation through Strategic Corporate Social Responsibility: Insights from Service Industry Companies	Komodromos, M. and Melanthiou, Y.	Journal of Promotion Management (Scopus)	20(4)	470-480
8	2013	Airline Industry Consolidation And Its Effect On Shareholder Value	Evrpidou, L., and Melanthiou, Y.	Journal for Global Business Advancement (Scopus)	6(4)	318-330
9	2012	Social Media: Marketing Public Relation’s New Best Friend	Papasolomou, I. and Melanthiou, Y.	Journal of Promotion Management (Scopus)	18(3)	319-328
10	2007	A Contemporary Higher Education Student-Choice Model for Developed Countries	Vrontis, D., Thrassou, A. and Melanthiou, Y.	Journal of Business Research	60(9)	979-989

Funded Projects						
<i>(list up to 10)</i>						
	Project Title	Funding Agency	Project Duration (DD/MM/YY- DD/MM/YY)	Participation Status (e.g. Partner, Principal Investigator, Research Associate)	Total Project's Budget	Allocated / Awarded Budget to the Participant
1	Mentoring Platform for Young Social Innovators (MYNNOVA)	Erasmus	01/12/16-30/09/18	Partner	215,554.00	29,575
2	Feeling Younger by Getting Older	Grundvig	2012-2014	Partner	16,000	
3	Cross Cultural Management	Erasmus IP	2011-2014	Associate	80,543	
4	From Local to global	Erasmus IP	2010-2013	Associate	37,502	
5	University Enterprise Training Partnership Link - U.E.T.P Link	Erasmus	2010-2012	Partner	332,316	

Consultancy and Scholarly Work		
<i>(E.g. Membership in Boards, Editorial Committees, etc. List up to 10)</i>		
	Period (MM/YY-MM/YY)	Description
1	2007-2016	Conference Program Director of the Annual EuroMed Conferences
2	Ongoing	Reviewer for the EMAC (European Marketing Academy) Conferences, AMS (Academy of Marketing Science) Conferences, and EuroMed Conferences
3	Ongoing	Reviewer for the Journal of Business Research, Journal of Promotion Management, Journal of Marketing Communications, Journal of Customer Behaviour, Journal of Marketing for Higher Education, Business Process Management Journal
4	09/2017	Conference co-Chair of the Cobiir Conference held in UK
5	11/2010	Conference co-Chair of the 3rd Annual EuroMed Conference held in Cyprus
6	Ongoing	Editorial Advisory and Review Board Member for: <ul style="list-style-type: none"> o Journal of Promotion Management (JPM) (ISSN: 1049-6491) o International Journal of Online Marketing (IJOM) (ISSN: 2156-1753)
7	Ongoing	Chartered Marketer and Member of the American Marketing Association (AMA), Member of the Chartered Institute of Marketing (CIM)
8	Ongoing	Member of the Academy of Business (EMAB), Member of the European Marketing Academy (EMAC), Member of the Academy of Marketing (MAM)

Awards and Recognitions		
<i>(list up to 10)</i>		
	Year	Description
1	2017	Best Track (Marketing) Chair Award , 10 th Euromed Conference