

ΑΔΧ/ΕΧ/7076

15 Ιανουαρίου, 2024

Προς  
Δρ. Μαίρη Κουτσελίνη - Ιωαννίδου,  
Πρόεδρο Συμβουλίου,  
Φορέα Διασφάλισης και  
Πιστοποίησης Ποιότητας της Ανώτερης Εκπαίδευσης,  
Λευκωσία.

**Θέμα: Απάντηση στην αναβολή λήψης απόφασης και υποβολή διευκρινίσεων και τεκμηριωμένων ενεργειών βελτίωσης για την αξιολόγηση του προγράμματος: «07.14.013.006.001 - Travel and Tourism Management (4 academic years, 240 ECTS, Bachelor)» της σχολής C.D.A. College Λεμεσό.**

Σε απάντηση του email σας ημερομηνίας 18 Οκτωβρίου, 2023 σας υποβάλουμε την απάντηση και την τεκμηριωμένη υλοποίηση όλων των αλλαγών για το πιο πάνω πρόγραμμα σπουδών. Το Κολέγιο έχει επιδείξει πλήρη συμμόρφωση με όλες της εισηγήσεις της ΕΕΑ και ειδικότερα σε αυτές που αφορούν στο διδακτικό προσωπικό.

Με εκτίμηση

Α. Δ. Χριστοφόρου  
(Πρόεδρος)

## Higher Education Institution's Response

Date: 15/01/2024

- **Higher Education Institution:**  
C.D.A COLLEGE

- **Town:** Limassol

- **Programme of study  
Name (Duration, ECTS, Cycle)**

**In Greek:** Διοίκηση Τουριστικών Επιχειρήσεων (4 ακαδημαϊκά έτη, 240 ECTS, Πτυχίο)

**In English:** Travel and Tourism Management (4 academic years, 240 ECTS, Bachelor)

- **Language(s) of instruction:** English
- **Programme's status:** Currently Operating
- **Concentrations (if any):**

**In Greek:** Concentrations

**In English:** Concentrations

## Teaching staff (ESG 1.5)

### Response of the Higher Education Institution (HEI)

The comments of the EEC concerning the **Teaching staff (ESG 1.5)** were evaluated as compliant except the point 3.3 Synergies of teaching and research which was evaluated as Partially Compliant.

**Please find below our revised and improved answer.**

Areas of improvement and recommendations by EEC	Actions Taken by the Institution	For Official Use ONLY
<p>The college needs academic staff with a PhD in the travel and tourism area.</p>	<p>The EEC has evaluated the sub-area 3.3 Synergies of teaching and research as Partially Compliant.</p> <p>As explained to the EEC committee and the chairman of the Agency, Dr. M Koutselini herself, the small scale of Cyprus does not provide a lot of opportunities for PhD lecturers in the field. However, our strategy is to assist our current academic staff to reach their full academic potential and obtain either a Master degree if needed or a PhD. Current examples are Mrs. Nasia Tryfonos who will base her Phd thesis on Tourism Sustainability and Mrs Soteroulla Christodoulou, a distinct member of the industry, who has registered for a Master’s Degree in Hospitality, Tourism and Events Management and is planning to further her studies to a PhD.</p> <p><b>We have also proceeded with the employment of:</b></p> <ul style="list-style-type: none"> <li>- Dr. Michalis Tsangas (Phd Environmental Conservation and Management – (Open University Cyprus), Environmental Engineering, MSc in Environmental Conservation and Management (Energy and Pollution) – (Open University Cyprus), Diploma in Naval Architecture and Marine Engineering (National Technical University of Athens) with many years of experience in the travel and tourism field as a health &amp; safety advisor in hotel units.</li> <li>- Dr. (C) Natasa Karletidou PhD(C) Business Administration (UCY), MSc Human Resource Management (Royal Holloway University of London), MA Education (University of Wolverhampton), Bed primary Education (University of Wolverhampton)</li> <li>- Dr. (C) Demetris Melides PhD(C) Digital Media &amp; Communications (University of Nicosia), MA Digital Media &amp; Communications (University of Nicosia), BSc</li> </ul>	<p>Choose level of compliance:</p>

	<p>Computer Science (University of Central Lancashire), BA Greek Philology (Aristotle University of Thessaloniki)</p> <ul style="list-style-type: none"> <li>- Dr. Dafnis Koudounaris PhD in Industrial Marketing, Lulea University of Technology, Sweden, MSc in Management Sciences (specialization: International Business), UMIST, UK, Postgraduate Diploma in Marketing (CNAAB), Bristol Polytechnic, UK, BSc in Economics, National and Kapodestrian University of Athens, Greece</li> <li>- Dr. Despoina Kouali Phd in Psychological Basis of Kinesiology (Sport Psychology) – Western University, London Ontario Canada, Master of Science in Psychology of Exercise, University of Thessaly, Trikala, Greece, Bachelor of Science in Psychology, Panteion University of Social and Political Sciences, Athens, Greece</li> <li>- Dr. Melita Charitou PhD in Finance and Accounting, MSc in Financial Management, BA Business – Accounting</li> <li>- Dr. (C) Galina Berjozkina PhD Candidate - Department of Work, Employment and Organization (WEO) University of Strathclyde [02/2019 – Current], LLM International Business - Master of Laws, Cardiff Metropolitan University [ 02/2018 – 10/2019], MBA, BIA University of Applied Sciences (Baltic International Academy) [ 09/2015 – 02/2017], BA in Tourism and Hospitality Management BIA University of Applied Sciences (Baltic International Academy) [ 09/2011 – 07/2015] Riga, Latvia.</li> <li>- Dr. Gregoris Demetriou - PhD Business Administration (European University Cyprus), MSc European Policy Law and Management (Robert Gordon University-Aberdeen UK), Post-grad Dip Management (MIM), BSc (Hons) Electrical and Electronics Engineering (Polytechnic of Central London then University of Westminster-London) - Accounting (FCCA Fellow of Chartered Association of Certified Accountants-UK)</li> </ul> <p>(Curriculum Vitae are attached)</p> <p>We have also put adverts on online vacancy platforms as well as on social media such as LinkedIn, Facebook. The correspondence was very limited. We have also looked in universities abroad, especially in Greece but a lot of university professors who specialized in the Tourism Industry do not have a PhD but a Master Degree and many years of expertise in the Tourism industry.</p>	
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Please see below our advert:

The advertisement is for C.D.A. College and is titled "Γίνε μέλος της ομάδας μας" (Become a member of our team). It lists job openings for teaching positions in various fields: Tourism, Hospitality, Economics, Accounting, and Marketing. It also lists required qualifications: a PhD and a Postgraduate degree. The contact information provided is nicosia@cdacollege.ac.cy. There are two photographs: one showing three people in business attire reviewing documents, and another showing three women in a classroom setting.

**C.D.A. COLLEGE**

**Γίνε μέλος της ομάδας μας**

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**Θέσεις Εργασίας για Διδασκαλία σε**

- Τουριστικά
- Ξενοδοχειακά
- Οικονομικά
- Λογιστική
- Μάρκετινγκ

**Απαιτούμενα Προσόντα**

- Διδακτορικό
- Μεταπτυχιακό

Στείλε το βιογραφικό σου

nicosia@cdacollege.ac.cy

See **Attachment 1** with all the academic staff of the BA Travel & Tourism Management (4 Years, Bachelor / 240 ECTS) in Larnaca.

New research projects should be brought into the college in order to create a fruitful atmosphere of research involving larger numbers of researchers.

As per the comments of the EEC new research projects should be brought into the college in order to create a fruitful atmosphere of research involving larger numbers of researchers.

The College totally agrees with the above-mentioned statement. Please below our latest proposals and progress on research articles and projects turned in by the Aristotle Research Centre.

Our goal is to bring in new research projects which would definitely give motive to all colleagues to participate.

At this moment our research team (Dr. Tofaris, Dr. Tsangas & Dr. Panayi) is working on the following project: "Environmental concerns in Cyprus, a NEP scale analysis".

The paper aims to explore consumer preferences regarding sustainable hotel practices, specifically examining if and how much more guests are willing to pay for staying in a green-certified hotel compared to a standard one. Utilizing a questionnaire-based approach, the study presents participants with scenarios where they choose between similarly equipped hotels, differing mainly in their sustainability credentials and pricing. This research seeks to understand the value placed on

Choose level of compliance:

sustainable practices in the hospitality industry from a consumer perspective, investigating the trade-offs between cost and environmental responsibility in consumer decision-making. The outcomes will provide insights into the current market dynamics of sustainable tourism and consumer attitudes towards green certifications in the hospitality sector.

Another project our research team (Dr. Panayi and Dr (C) D. Melides) is working on is on “Hashtag Activism: #Cancel Culture”. An abstract follows below:

Cyber activism, encompassing online activism, Internet activism, and digital activism, utilises digital media to raise awareness, generate engagement, and organize actions (Ozkula, 2021). In particular, social networking websites have become the primary tool for cyber activism, enabling users to join groups, express opinions, and promote causes. The hashtag, introduced on Twitter in 2007 by Chris Messina, plays a pivotal role in user-generated cross-referencing of content per topic (Krestel, 2008). Whist hashtags expanded to various platforms, Twitter remains a key medium due to its microblogging nature and real-time conversation facilitation (Van Dijck, 2011).

This paper explores the evolution of Twitter-centric hashtag activism, examining its role in promoting high-profile causes such as #BlackLivesMatter, #MeToo, #FreeBritney, and #UmbrellaRevolution. The three-stage pattern of hashtag activism typically involves issue identification, online awareness raising, and a call for both offline and online actions. Notably, the "cancel culture" phenomenon, employing hashtags to socially and professionally boycott public figures, has gained prominence in hashtag activism with examples including #CancelJKRowling and #CancelKanyeWest.

In contrast to the global nature of cancel culture targeting internationally renowned individuals, Greece presents a unique variation. Greek users embrace the trend, but the focus shifts to "cancelling" corporations, particularly Greece-based companies that have caused offense locally. As cyber activism's popularity rises with increased social media usage, hashtag activism transforms from a primary goal to a tool for issue remedy, particularly evident in the nuanced application of #cancel in Greece.

The paper delves into the controversy surrounding cancel culture, with debates on its effectiveness in achieving social justice through civic participation and concerns about

	<p>hindering public expression (Norris, 2020). Furthermore, it highlights the significance of examining the unique application of #cancel in Greece thus contributing valuable insights to the broader discourse on cyber activism and critically analyses three case studies in order to shed light on the intricate dynamics and implications of cancel culture.</p> <p>Both journals would be published in Cyprus Review which is included in the Scopus database.</p>	
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**Attachment 1**

**B.A. Travel and Tourism Management (4 Years, Bachelor / 120 ECTS) – Limassol Campus**

	<b>Professors Name</b>	<b>Qualifications</b>	<b>Courses Fall &amp; Spring Semester (4 years)</b>
<b>1</b>	<b>Dr. Marilia Kountouridou (Head of the Program)</b>	PhD Business Administration /Marketing (European University), MA Advertising and Marketing (West Yorkshire, UK), Bed Bachelor in Primary Education (Frederick University Cyprus)	MGT 421 - Managerial Decision Making in Tourism - MGT 301 Human Resource Management in Tourism BUS 301 - Organizational Behaviour in Tourism MGT101 - Principles of Management in Tourism
<b>2</b>	<b>Dr. Iosif Kafkalas</b>	PhD in Economics – University of Crete, Visiting Scholar – University of Maryland, MSc in Economics, Athens – University of Economics & Business, B.A. In Economics – University of Crete	ECO 201- Microeconomics for Tourism ECO 202- Macroeconomic for Tourism
<b>3</b>	<b>Dr. Kalli Droussioti</b>	PhD Education Philosophy – University of Nicosia Master in Educational Sciences – University of Nicosia, Bachelor in History & Archaeology – University of Cyprus	GRE 101- Greek
<b>4</b>	<b>Dr. Ifigenia Efthymiou</b>	PhD on Statistics – University of Aegean, Master’s Degree “Statistics and Data Analysis – University of Aegean, BSc, Department of Statistics and Actuarial – Financial Mathematics – University of Aegean	MTH 201 - Statistics I MTH 202- Statistics II
<b>5</b>	<b>Dr. Amvrosios Prodromou</b>	Doctorate in Business Administration – Swiss Management University- Switzerland., Master in Business Administration –St. Mark and St. John University –Plymouth UK. Bachelors in Business Administration – European Institute of Education.,	MGT 422 - Service Quality Management TOU 423 - Applied Management Project MGT 401- Entrepreneurship & Innovation in Tourism



		Professional Postgraduate Diploma in Business Administration – NCFE UK	
<b>6</b>	<b>Dr. Michalis Tsangas</b>	Phd Environmental Conservation and Management – (Open University Cyprus), Environmental Engineering, MSc in Environmental Conservation and Management (Energy and Pollution) – (Open University Cyprus), Diploma in Naval Architecture and Marine Engineering (National Technical University of Athens)	TOU 302 Tourist Behaviour TOU 304 Sustainability in Tourism TOU 403 - Crises & Disaster Management TOU 305 - Tourism Planning & Development
<b>7</b>	<b>Dr. Melita Charitou</b>	PhD in Finance and Accounting, MSc in Financial Management, BA Business - Accounting	ACC 101- Financial Accounting for Tourism ACC 301 - Managerial Accounting for Tourism
<b>8</b>	<b>Dr. Dafnis Koudounaris</b>	PhD in Industrial Marketing, Lulea University of Technology, Sweden, MSc in Management Sciences (specialization: International Business), UMIST, UK, Postgraduate Diploma in Marketing (CNAAB), Bristol Polytechnic, UK, BSc in Economics, National and Kapodestrian University of Athens, Greece	TOU 301 - Digital Marketing & social media in Tourism TOU 204 - Marketing in the T/T Industry
<b>9</b>	<b>Dr. Savvides Demetris</b>	Phd in Laws-University of Maastricht Law School. Master in Business Administration Cyprus International Institute of Management- Nicosia., Masters of Science in Justice Studies-Arizona State University. Bachelor in Laws-Sheffield University Bachelors of Science in Justice	TOU 201 - Travel & Tourism Law
<b>10</b>	<b>Dr. (C) Galina Berjozkina</b>	PhD Candidate - Department of Work, Employment and Organization (WEO) University of Strathclyde [02/2019 – Current], LL.M International Business - Master of Laws, Cardiff Metropolitan University [	TOU401- International Tourism TOU 102 - Introduction to the Hospitality Industry TOU 404 - Contemporary Tourism Issues

		02/2018 – 10/2019], MBA, BIA University of Applied Sciences (Baltic International Academy) [ 09/2015 – 02/2017], BA in Tourism and Hospitality Management BIA University of Applied Sciences (Baltic International Academy) [ 09/2011 – 07/2015] Riga, Latvia	
<b>11</b>	<b>Marianna Charalambous</b>	Bachelor in English language & Philology (University of Cyprus) MA In Computer Assisted Language Learning Requirements – Technological University of Cyprus	ENG101 - Business English
<b>12</b>	<b>Antigoni Michail</b>	MA Educational Leadership (European University Cyprus), MBA (C.D.A College), Bachelor Tourism Management (TEI Crete)	TOU 101 - Introduction to Tourism TRV 101 - Destination Geography TRV 201 - Travel Operations Management TOU 402 - E-Tourism
<b>13</b>	<b>Antonis Antoniou</b>	Master of Science in Tourism & Hospitality Education – Surrey University, BA International Hotel & Catering Management – North London University, UK	TOU 105 - Introduction to the Leisure Industry TOU 203 - Special Interest Tourism MGT415 - Casino Management TOU 303 - Conferences and Events Management
<b>14</b>	<b>Olga Pelekanou</b>	MBA – CDA College Nicosia, Bachelor of Science – Teacher of Computer Sciences & English, OMSK State Pedagogical University, Russian, Bachelor of Computer Science – Frederick University	TOU 104 - Tourism Operations Systems

9 – PhD Holders - 64%

1 – PhD Candidate – 7%

4 - Master Holders – 29%

## Curriculum Vitae of new additions



### Galina Berjozkina

**Nationality:** Latvian **Date of birth:** 29/04/1993 **Gender:** Female **Phone number:** (+357) 96318205

**Email address:** [galina.berjozkina@gmail.com](mailto:galina.berjozkina@gmail.com) **Website:** <https://orcid.org/0000-0001-9821-4709>

**Website:** <https://scholar.google.com/citations?user=6s5PjNIAAAAJ&hl=en>

**Home:** Nicosia (Cyprus)

#### WORK EXPERIENCE

##### Hotel Animation Programme Leader/ Senior lecturer

*City Unity College Nicosia* [ 08/2017 – Current ]

**City:** Nicosia

**Country:** Cyprus

##### Responsibilities:

- Teaching hospitality and tourism, management and business, HRM courses;
- Lecture planning, preparation and research;
- Assessing students' work;
- Invigilating exams;
- Attending, organising and presenting at conferences and seminars.

*Actively involved in the accreditation of various educational programmes at City Unity College and EU Projects.*

##### Visiting Lecturer

*ISMA University of Applied Sciences and Latvia University of Life Sciences and Technology* [ 02/2023 – Current ]

**City:** Riga, Jelgava

**Country:** Latvia

Courses (for both: hospitality and business programmes):

- Introduction to Studies and Research;
- Economic justification for Complex Tourism Industry Product;
- Complex Tourism Product Development.

##### Visiting Lecturer

*Latvia University of Life Sciences and Technology* [ 02/2023 – Current ]

**City:** Jelgava

**Country:** Latvia

Course:

- Sociology.

##### Lecturer

*Rezekne Academy of Technology* [ 02/2022 – Current ]

**City:** Rezekne

**Country:** Latvia

Lifelong education lecturer for two courses:

- Special Interest Tourism;
- Project Management.

### **Tutor**

**University of East London, Liverpool John Moores University, University of Strathclyde** [ 09/2021 – Current ]

**Country:** United Kingdom

University of East London Courses:

- *Organisational Behaviour and Global Strategy;*
- *Global management in Practice;*
- *Applied Business Project (Business and Hospitality);*
- *Consultancy Project (Business and Hospitality);*
- *Events and Hospitality Business Performance and Analysis.*

Liverpool John Moores University Courses:

- *Transforming Organizations and Business Research;*
- *International Tourism Development;*
- *Consultancy Project (Hospitality).*

University of Strathclyde Courses:

- *People, Project and Professionalism (a part of the Management Development Programme);*
- *Multi-Disciplinary Perspectives Of Sustainable Development.*

### **Course Developer**

**Liverpool John Moores University** [ 05/2022 – Current ]

**City:** Liverpool

**Country:** United Kingdom

- Conducting research and collaboration with academic staff to create lesson plans and materials for each subject area, including textbooks and other instructional materials;
- Developing assessment tools to measure student's progress;
- Designing academic courses based on University's standards and requirements;
- Preparing syllabi, lesson plans, and homework assignments for teachers to use in class;
- Developing new teaching methods that align with new technologies and approaches in education and a range of digital resources to optimize classroom learning and ensure ongoing learning outside of formal settings.

### **Project Manager/ Researcher**

**SYNTHESIS Center for Research and Education** [ 05/2022 – 02/2023 ]

**City:** Nicosia

**Country:** Cyprus

#### Responsibilities:

- *Management and coordination of EU-funded projects (such as Erasmus+);*
- *Project proposals development, writing and implementation;*
- *Planning and implementing communication/dissemination activities, including preparation of press releases;*
- *Attending transnational meetings and conferences.*

#### Projects:

- *establishment of Virtual Reality Academy and creation of innovative and attractive digital training tools for the students, employees and professionals of the hospitality sector;*
- *digital transformation of entrepreneurs, focusing on and their competencies by developing and offering blended training sessions on cloud & free open software for e-business integration, extending and developing the competencies in the digital area;*
- *development a pedagogical and didactical set of educational tools that provide trainers and multipliers (e.g. adult educators, NGO workers, people working in community outreach) with knowledge, skills and competencies to become trainers for Sustainable Development Goals (SDG's 17).*

### **MSc International Hospitality & Tourism Management Theses Supervisor**

**Cardiff Metropolitan University** [ 08/2020 – 05/2021 ]

**City:** Cardiff

**Country:** United Kingdom

Supervision of MSc International Hospitality & Tourism Management programme students' theses.

#### **ERASMUS+ Coordinator**

**City Unity College Nicosia** [ 08/2017 – 01/2019 ]

City: Nicosia

Country: Cyprus

##### Responsibilities:

- *Coordinating the ERASMUS+ office;*
- *Collaborating with travel agencies, hotels, and universities internationally;*
- *Preparing bilateral agreements on scientific and educational cooperation;*
- *Preparing and coordinating ERASMUS+ projects;*

**October 2017 – January 2018: Prepared a successful proposal for obtaining an Erasmus Charter for Higher Education, (ECHE) ERASMUS+, after which City Unity College Nicosia got awarded with ERASMUS+ Charter.**

#### **Marketing Department Manager**

**STG Grupa LLC** [ 02/2016 – 02/2017 ]

City: Riga

Country: Latvia

##### Responsibilities:

- *Managing all marketing for the company and activities within the marketing department;*
- *Developing the marketing strategy for the company in line with company objectives. Coordinating marketing campaigns with sales activities;*
- *Planning and implementing promotional campaigns;*
- *Creating a wide range of different marketing materials;*
- *Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives;*
- *Analyzing potential strategic partner relationships for company marketing.*

#### **Assistant General Manager**

**K.G.K. Happiness (Hustle)** [ 08/2014 – 02/2015 ]

City: Nicosia

Country: Cyprus

##### Responsibilities:

- *Opening and closing the restaurant;*
- *Appointing, inducting, and mentoring new staff members;*
- *Scheduling shifts and assigning tables to waitstaff;*
- *Resolving customers' questions and grievances in a professional manner;*
- *Conducting payroll activities in an accurate, timely manner;*
- *Ensuring that the restaurant adheres to pertinent health and safety regulations;*
- *Purchasing new ingredients, kitchen utensils, and equipment as stock is damaged or depleted;*
- *Recording all income and expenses and ensuring that cash registers are balanced.*

#### **Event Organiser**

**BIA University of Applied Sciences (Baltic International Academy)** [ 10/2012 – 01/2014 ]

City: Riga

Country: Latvia

##### Responsibilities:

- *Organization of various events at the University, such as events for students, conferences and exhibitions.*

### **Hostess**

**Forum Beach Hotel** [ 04/2013 – 10/2013 ]

City: Rhodes

Country: Greece

#### Responsibilities:

- Welcome guests to the hotel;
- Help reception staff to manage reservations;
- Escort customers to assigned dining or bar areas;
- Make a hotel tour for arriving customers;
- Greet customers upon their departure;
- Address customers' queries.

### **F&B Department employee**

**Sunprime Miramare Hotel** [ 04/2012 – 10/2012 ]

City: Rhodes

Country: Greece

#### Responsibilities:

- Job was related to F&B Department: waitress, bar (pool bar and hotel night bar), hot and cold kitchen assistant (also buffet).

### **Member of the Student Parliament**

**BSA University of Applied Sciences (Baltic International Academy)** [ 09/2011 – 04/2012 ]

City: Riga

Country: Latvia

## **EDUCATION AND TRAINING**

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### **PhD Candidate - Department of Work, Employment and Organization (WEO)**

**University of Strathclyde** [ 02/2019 – Current ]

City: Glasgow

Country: United Kingdom

Thesis: Enhancing Employability and Career Development in Hospitality and Tourism Program Graduates.

Expecting to graduate in May 2024.

### **LLM International Business - Master of Laws**

**Cardiff Metropolitan University** [ 02/2018 – 10/2019 ]

City: Cardiff

Country: United Kingdom

### **MBA**

**BIA University of Applied Sciences (Baltic International Academy)** [ 09/2015 – 02/2017 ]

City: Riga

Country: Latvia

### **ERASMUS+ exchange student**

**American College Nicosia** [ 02/2014 – 06/2014 ]

City: Nicosia

Country: Cyprus

## **BA in Tourism and Hospitality Management**

*BIA University of Applied Sciences (Baltic International Academy) [ 09/2011 – 07/2015 ]*

City: Riga

Country: Latvia

### **LANGUAGE SKILLS**

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Mother tongue(s): **Latvian** | **Russian**

Other language(s):

**English**

**Greek**

**LISTENING C1 READING C1 WRITING C1**

**LISTENING B2 READING B2 WRITING B2**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1 SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

### **DIGITAL SKILLS**

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MS Office (MS Word - MS PowerPoint - MS Excel - MS Publisher - MS Outlook - MS Teams) / Google (Google Meet, Google Docs, Google Classroom, Google Forms, Google Drive, Google Slide) / E-learning platforms (Zoom, Google Classroom, Microsoft Teams, BigBlueButton, Moodle) / R Programming Language / Instructional Design

### **PROFESSIONAL MEMBERSHIPS**

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**British Academy of Management (BAM)**

[ 02/2020 – Current ]

**Institute of Hospitality**

[ 05/2021 – Current ]

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### **Book chapter**

- Garanti, Z., Violaris J., Berjozkina, G. and Katemliadis I. (2022). Rebranding of Tourist Destinations to Drive Tourism Recovery and Sustainability – Post COVID-19 Period. In COVID-19 and the Tourism Industry Sustainability, Resilience and New Directions (ROUTLEDGE).
- Garanti, Z., Berjozkina G. (2022). Attitudes (Stereotype and Prejudice) of Local People towards Seasonal Tourism Workers. In Routledge Handbook of Social Psychology of Tourism (ROUTLEDGE).

### **Book**

- Berjozkina, G. (2020). Destination Marketing: A Case of Nicosia City. LAP LAMBERT Academic Publishing. ISBN-10:6202556331.

### **Encyclopedia**

- Karami, R., & Berjozkina, G. (2022, August 25). 3D printing. In D. Buhalis (Ed.), Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing. Retrieved September 18, 2022, from <https://www.elgaronline.com/view/book/9781800377486/b-9781800377486.3D.printing.xml>.
- Berjozkina, G. (2022, August 25). Under-tourism. In D. Buhalis (Ed.), Encyclopedia of Tourism Management and Marketing. Edward Elgar Publishing. Retrieved September 18, 2022, from <https://www.elgaronline.com/view/book/9781800377486/b-9781800377486.under-tourism.xml>

### **SCOPUS and other international publications**

- Berjozkina, G. and Kuruville, K.J. (2023), " Smart tourism in the Baltic states: current developments and trends", Worldwide Hospitality and Tourism Themes, Vol. 15 No. 4, in print.
- Garanti, Z. and Berjozkina, G. (2022), "Reducing the impacts of tourism seasonality in the small island state of Cyprus", Worldwide Hospitality and Tourism Themes, Vol. ahead-of- print No. ahead-of-print. <https://doi.org/10.1108/WHATT-07-2022-0085>
- Berjozkina, G. and Garanti, Z. (2022), "Introduction: how could the Republic of Cyprus reduce the impact of seasonal tourism on long-term sustainable development?", Worldwide Hospitality and Tourism Themes, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/WHATT-07-2022-0086>
- Liasidou, S., Berjozkina, G. and Pipyros, K. (2022), "Mitigating seasonality in tourism by attracting young travellers: evidence from Cyprus", Worldwide Hospitality and Tourism Themes, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/WHATT-07-2022-0077>
- Berjozkina, G. (2022), "Tourism seasonality in small island developing states: evidence from Cyprus", Worldwide Hospitality and Tourism Themes, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/WHATT-07-2022-0084>
- Garanti, Z. and Berjozkina, G. (2021), "Introduction: what are the challenges and opportunities for tourism sustainability in Cyprus?", Worldwide Hospitality and Tourism Themes, Vol. 13 No. 6, pp. 691-696. <https://doi.org/10.1108/WHATT-07-2021-0103>
- Liasidou, S., Stylianou, C., Berjozkina, G., & Garanti, Z. (2021). Residents' perceptions of



the environmental and social impact of tourism in rural areas. *Worldwide Hospitality and Tourism Themes*.

- Litavniece, L., Silicka, I., Garanti, Z., Berjozkina, G., & Kolongou, S. (2021). Under-tourism regions and destinations: what are their opportunities to succeed?. *Worldwide Hospitality and Tourism Themes*.
- Berjozkina, G. and Melanthiou, Y. (2021), "Is tourism and hospitality education supporting sustainability?", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 6, pp. 744-753. <https://doi.org/10.1108/WHATT-07-2021-0101>
- Berjozkina, G. and Karami, R. (2021), "3D printing in tourism: an answer to sustainability challenges?", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 6, pp. 773-788. <https://doi.org/10.1108/WHATT-07-2021-0100>
- Garanti, Z. and Berjozkina, G. (2021), "Conclusion: how to achieve tourism sustainability in Cyprus?", *Worldwide Hospitality and Tourism Themes*, Vol. 13 No. 6, pp. 789-792. <https://doi.org/10.1108/WHATT-07-2021-0104>
- Berjozkina, G., Garanti, Z. (2020). Emerging influencers promoting travel: the case of local tourism in Latvia. *Journal of Regional Economic and Social Development*, No 1(12)., pp. 51-64.

### **Proceedings**

- Garanti, Z. and Berjozkina, G., 2021. Sustainable Destination Image: A Tool to Market Sustainable Destinations? In: 3rd Tourist Conference on Sustainable Tourism: Building Resilience in Uncertain Time. Bangkok: Kasetsart University Bangkok, Thailand, pp.296-299.
- Berjozkina, G., 2020. From Overtourism to Undertourism: Destinations Highly Depending on Tourism. In: International Conference on Social Sciences, Humanities & Management Studies, Lisbon, Portugal, pp. 19-21.
- Berjozkina, G., 2020. Approaches to promote local travel when facing Undertourism: a case of Cyprus. In: IX International Research-to- Practice Conference "Society Transformations in Social and Human Sciences". Riga: Petrovskis un Ko.

### **Academic journal editing and publishing**

#### *Guest editor:*

- *Worldwide Hospitality and Tourism Themes (WHATT) special Issue volume 15, number 4, year 2023 in print*
- *Worldwide Hospitality and Tourism Themes (WHATT) special Issue volume 13, number 6, year 2022 <https://www.emerald.com/insight/publication/issn/1755-4217/vol/13/iss/6>*
- *Worldwide Hospitality and Tourism Themes (WHATT) special Issue volume 14, number 5, year 2021 <https://www.emerald.com/insight/publication/issn/1755-4217/vol/14/iss/5>*

### **Conference Participation:**

- Berjozkina, G., Garanti, Z., Stylianou, C. (2023). Can food clusters affect a place's identity? The case of Cyprus 6th International Conference on Marketing and Management. 22nd June, 2023, Warsaw, Poland.
- Garanti, Z., Berjozkina G (2021). Sustainable Destination Image: a Tool To Market Sustainable Destinations? 3rd Tourist Conference - Sustainable Tourism: Building Resilience in Uncertain Times. 3rd-4th February, 2021, Bangkok, Thailand.

- Berjozkina, G., 2020. From Overtourism to Undertourism: Destinations Highly Depending on Tourism. In: International Conference on Social Sciences, Humanities & Management Studies, Lisbon, Portugal, pp. 19-21.
- Berjozkina, G., 2020. Approaches to promote local travel when facing Undertourism: a case of Cyprus. In: IX International Research-to- Practice Conference "Society Transformations in Social and Human Sciences". Riga: Petrovskis un Ko.

### **Conference: Organizer and Chair**

#### Organizing partner:

- International Joint Conference on Economic, Social and Legal Conditions (ICESL-2021) and Economics, Business, Tourism & Social Sciences (ICEBTS-2021) held on 20th-21st of June 2021 in Financial University under the Government of the Russian Federation, Moscow, Russia
- 9th International Research-to-Practice Conference "Society Transformations in Social and Human Sciences" held on 11th – 12th December 2020 in Riga, Latvia

#### Session Chair:

- International Conference on Economics, Business, Tourism & Social Sciences (ICEBTS-2021) held on 30th of January 2021 in Singapore (online)
- International Conference on Economics, Business, Tourism & Social Sciences (ICEBTS-2021) held on 28th of February 2021 in Curtin university, Malaysia (online)
- International Conference on Economics, Business, Tourism & Social Sciences (ICEBTS-2021)" held on 28th March 2021, China (online)
- International Conference on Social Sciences, Research and Management (ICSRBM-2021) held on 18th of April 2021 in Vienna, Austria (online)

#### Keynote speaker:

- Press Conference on 'How could the republic of Cyprus reduce the impact of Seasonal Tourism on long-term sustainable development?', held on 6th April, 2023 in Cyprus University of Technology.
- International Conference on Innovative Sustainable Practices In Commerce, Economy, Technology Education, Science & Society (ICISP-2022) held on 22nd-23rd April 2022 in Assam Kaziranga University, Assam, India (hybrid)
- International Conference on Economics, Business, Tourism & Social Sciences (ICEBTS-2021) held on 25th of July 2021 in Langkawi, Malaysia (hybrid)

### **Reviewer for academic journals**

- Worldwide Hospitality and Tourism themes (WHATT);
- Journal of Hospitality and Tourism Management (JHTM);
- Frontiers in Communication – Culture and Communication;
- Imgelem;
- Current Issues in Tourism (CIT);
- Resources, Conservation & Recycling.



Dr DAFNIS N. COUDOUNARIS  
Associated Researcher at Hanken School of Economics and  
Tutor of Entrepreneurial Marketing at University of London.

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Up-to-date info at Researchgate, Google Scholar Citations, ORCID ID, Scopus, Web of Science and Linked-in:

Researchgate: [https://www.researchgate.net/profile/Dafnis\\_Coudounaris/stats](https://www.researchgate.net/profile/Dafnis_Coudounaris/stats)

Google Scholar: <https://scholar.google.co.uk/citations?user=mvA7KZsAAAAJ&hl=en>

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Scopus: <https://www.scopus.com/authid/detail.uri?authorId=35271722300>

publons: <https://publons.com/researcher/4604653/dafnis-n-coudounaris>

Web of Science:

[http://apps.webofknowledge.com/CitationReport.do?product=WOS&search\\_mode=CitationReport&SID=E49p1OcXFA1vEz1c5v7&page=1&cr\\_pgid=1&viewType=summary&colName=WOS](http://apps.webofknowledge.com/CitationReport.do?product=WOS&search_mode=CitationReport&SID=E49p1OcXFA1vEz1c5v7&page=1&cr_pgid=1&viewType=summary&colName=WOS)

Linked-in: <https://www.linkedin.com/in/dr-dafnis-n-coudounaris-a9669817/>

Semantic Scholar: <https://www.semanticscholar.org/author/Dafnis-N.-Coudounaris/108242090?sort=influence&page=4>

## **Qualifications**

### **Educational attainments:**

- 1976 Lanition Gymnasium, Limassol, Cyprus
- 1981 BSc in Economics, National and Kapodestrian University of Athens, Greece
- 1982 Postgraduate Diploma in Marketing (CNAAB), Bristol Polytechnic, UK
- 1985 MSc in Management Sciences (specialisation: International Business), UMIST, UK
- 2011 PhD in Industrial Marketing, Lulea University of Technology, Sweden

## **Experience**

### **Managerial posts:**

- 1980 - 1981 : Tomkar Commercial Co Ltd; Assistant Marketing manager in Athens/Greece. Exporter of Greek wheat flour.
- 1985 - 1986 : A&D Coudounaris Bros Ltd; Assistant Manager. Agent of Irish, French, Danish, English and New Zealand frozen meat firms.
- 1986 - 1996 : Prodexport Ltd; Managing Director. Agent of Danish frozen meat firms. Challenge Meat Trading Ltd; Managing Director. Importer / distributor of French bakery and confectionery products. Manufacturer of wafer cones for ice cream.
- 1996 - 1998 : In charge of the MP's office of the United Democrats Party at the Cyprus Parliament. I have been involved in the preparation of material on all matters referred to Parliament for legislation. Advisor of ex-president of Cyprus Dr George Vassiliou on issues concerning Cyprus economy and issues raised at the parliamentary committees.
- Jan00 -June00: Full-time freelance writer on Cyprus economy issues at the weekly financial newspaper "ECONOMIKI".
- Jan01-Dec.01: Sales Manager at the department of incoming tourists at KOUROS Travel and Tours (J.K.Toumee & Tours Ltd)

Sep.01-Mar.02: Economical advisor on a contract basis employed by the United Nations Office for Project Services in association with the European Union and the Municipality of Limassol. I have contributed to the final report on: The Solid Waste Management at the Greater Limassol Area. The project was under the auspices of the Mediterranean Urban Waste Management Program.

Oct02- Dec02: Agricultural Officer (economist on a contract basis) at the department of agricultural economics at the ministry of agriculture in Nicosia. I have prepared a report in relation to: The Rural Development Plan of Cyprus for the period 2004-2006.

Feb03-May 05: Administrative Officer of Mental Health Services located at Hospital Athalassas (on a contract basis)

June05-July13: Productivity Officer at the Cyprus Productivity Centre, Ministry of Labour. I have taught international marketing at the Mediterranean Institute of Management (MIM). Since 2006 I am the co-author of the Journal "Development" which is an annual journal of the Cyprus Productivity Centre. During six academic years September 2005-June 2011 I have been acted as the supervisor of twenty-one students of the Postgraduate Diploma in Management at MIM, who submitted their final thesis.  
Over the period 1996-2009 I have organized four short scholarship programs at MIM under the Cyprus government technical assistance scheme:

Operations Management Program (for SMEs) 20<sup>th</sup> Nov-15<sup>th</sup> Dec 2006  
Customer Oriented Quality Management Program (for SMEs) 11<sup>th</sup> June-6<sup>th</sup> July 2007  
Marketing Management Program (for SMEs) 17<sup>th</sup> June-11<sup>th</sup> July 2008  
Operations Management Program (for SMEs) 15<sup>th</sup> June-10<sup>th</sup> July 2009  
Since October 2009 I have organized 41 training programs for unemployed persons. Twenty-three of the training programs were entitled "Entrepreneurship and Managerial Skills" and their length was four weeks each.

**Academic posts:**

2000-2001: Cypoly College, Larnaca, Cyprus  
I have delivered both International Marketing and Strategic Management courses for the Nottingham BA(HONS) degree at Cypoly College in Cyprus.

2005-2011: Mediterranean Institute of Management, Cyprus Productivity Centre  
I have taught the International Marketing course (24 hours) for the Post-graduate Diploma in Public and Business Administration of the Mediterranean Institute of Management for seven consecutive academic years

- 2006-2013: Human Resources Development Authority  
I have delivered the Imports Management Program (twice a year). This is a 13 hours programme targeting to managers of smaller-sized firms. The Program was subsidized by the Human Resources Development Authority in Cyprus.
- Feb 2012-Feb 2013: Neapolis University Pafos, Department of Business Administration  
I have taught both Principles of Marketing and Marketing Management to first and second year students at Neapolis University Pafos in Cyprus.
- Feb 2012-June 2012: American College, Nicosia, Cyprus  
I have taught Marketing Management to the MBA students of American College in Nicosia, Cyprus.
- Feb2012-April2012: Mediterranean Institute of Management, Cyprus Productivity Centre  
I have taught the module of Marketing Management to the students of Postgraduate Diploma in Public and Business Administration of the Mediterranean Institute of Management (International branch of Cyprus Productivity Centre)
- Sept 2012-June 2013: Intercollege Limassol:  
I have taught International Marketing to 3<sup>rd</sup> year students attending a BSc course in Business Administration at the Middlesex University in Cyprus
- Sept 2013 - July 2016: Assistant Professor of International Marketing, University of Vaasa, Department of Marketing, Vaasa, Finland  
I have taught Export Marketing MARK2012 to 2<sup>nd</sup> year students and Internationalization Strategies of the Firm MARK3023 to 1<sup>st</sup> year master students in International Business
- Sept 2016 – June 2020: Associate Professor of Innovation Management, School of Economics and Business Administration, University of Tartu, Tartu, Estonia  
I have taught International Marketing to undergraduates and postgraduates. Also I taught other courses such as: Doing Business to Asian Markets for executives, Strategic Management and Innovation, and Global Economy. During this academic year 2017-2018 I teach Internationalisation of Companies in the first semester. I have taught Strategic Management and Innovation, Global Economy, Emerging Markets in World Economy, and Asian and Pacific Business.
- January 2022 - : Online Tutor of Global MBA (Entrepreneurial Marketing), Queen Mary University of London, London, United Kingdom.
- August 01.08.2022- 31.07.2024: Associated Researcher at Hanken School of Economics, Helsinki/Vaasa, Finland.

### **Books published:**

(2018) Inaugural Nordic International Business & Export Marketing Conference 2018 and Doctoral Colloquium: Annual Conference Proceedings – Book of Abstracts  
Coudounaris, D. N., 03.11.2018, 44 p. Research output: Book/Report › Book › Scientific › peer-review

(2020) 2nd Nordic International Business, Export Marketing, Tourism Conference 2020  
Coudounaris, D. N., 03.11.2020  
Research output: Book/Report › Book › Scientific › peer-review



(2021) 3rd Nordic International Business, Export Marketing, International Entrepreneurship and Tourism Conference 2021 Coudounaris, D. N., 03.11.2021, Limassol, Cyprus. 37 p. Research output: Book/Report › Book › Scientific › peer-review

(2022) 4th Nordic Int. Business, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour & Tourism Conference 2022: Annual Conference Proceedings Coudounaris, D., 04.11.2022, 38 p. Research output: Book/Report › Book › Scientific › peer-review

### **Presentation of articles in conferences:**

1. A meta-analysis on IJV performance by DN Coudounaris at 17th Vaasa International Business Conference 2023, 16th-17th August 2023.
2. Antecedents of customer-based brand equity: A leading beer brand in Estonia DN Coudounaris, P Björk, R Asadli, A Bujac at 17th Vaasa International Business Conference 2023, 16th-17th August 2023.
3. A future research agenda on export marketing and international marketing: A Delphi method by Dafnis N. Coudounaris at 4th Nordic IB, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2022, 5-6 November 2022 online on Zoom.
4. Relationships between the effect of happiness with memorable tourism experience (MTE) and MTE with behavioural intentions: Tourists visiting St. Petersburg by Dafnis N. Coudounaris<sup>1,2</sup>, Peter Björk<sup>1</sup>, Olga Kvasova<sup>3</sup>, Eroze Sthapit<sup>4</sup>, Andreea Bujac<sup>5</sup>, Mariia Chebotareva<sup>6</sup>, and Salome Kapanadze<sup>6</sup> at 4th Nordic IB, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2022, 5-6 November 2022 online on Zoom.
5. The role of the entrepreneurial competencies for innovation performance: The case of Finnish SMEs by Dafnis N. Coudounaris<sup>1,2</sup>, Peter Björk<sup>1</sup>, Eroze Sthapit<sup>3</sup>, and Olumide A. Akinyemi <sup>4</sup>, at 4th Nordic IB, Export Marketing, Int. Entrepreneurship, Entrepreneurship, Brand Management, Consumer Behaviour and Tourism Conference 2022, 5-6 November 2022 online on Zoom.
6. “Pitfalls on publishing: Gained experience from JBR reviews” by Dr. Dafnis N. Coudounaris at 9th Asia Pacific International Conference 2022 on 29th April 2022.
7. Drivers of Digital Piracy Behaviour: A Mixed Method Approach by Dafnis N. Coudounaris, Anna-Maria Christofi at 3rd Nordic IB, Export Marketing, Int. Entrepreneurship and Tourism Conference 2021, 6-7 Nov. online on ZOOM.
8. Relationship between the “big-5” personality traits, memorable tourism experiences and behavioral intentions by Dafnis Coudounaris, Faig Jafarguliyev, Olga Kvasova, Eroze

Sthapit, Svetla Marinova at 3rd Nordic IB, Export Marketing, Int. Entrepreneurship and Tourism Conference 2021, 6-7 Nov. online on ZOOM.

9. Do the relationship between pioneering orientation and absorptive capacity differ under different performance operationalizations? by Aviv Shoham, Gavriel Dahan, Dafnis N. Coudounaris at 3rd Nordic IB, Export Marketing, Int. Entrepreneurship and Tourism Conference 2021, 6-7 Nov. online on ZOOM.
10. The evolution of export marketing and international marketing: A future agenda Dr Dafnis N. Coudounaris at 16th Vaasa IB Conference 18-19 August 2021.
11. The shift from causation to effectuation for international entrepreneurs: Attitudes and attitude change versus social representation, by Henrik G.S. Arvidsson, Dafnis N. Coudounaris and Ruslana Arvidsson, 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November 2020, online on Zoom.
12. Developments on effectuation: A recent literature review, by Dafnis N. Coudounaris and Henrik G.S. Arvidsson, 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November 2020, online on Zoom.
13. Internationalisation of UK SMEs, by Dafnis N. Coudounaris, 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November 2020, online on Zoom.
14. Antecedents of brand equity: the case of A. Le Coq beer, by Dafnis N. Coudounaris and Rustam Asadli, at 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November 2020, online on Zoom.
15. The influence of happiness on memorable tourism experience and behavioural intentions: the case of St. Petersburg, by Dafnis N. Coudounaris, Salome Kapanadze, Eroze Sthapit and Olga Kvasova, at 2nd Nordic International Business, Export Marketing and Tourism Conference 2020, 7-8 November 2020, online on Zoom.
16. Antecedents of Digital Piracy Behaviour: A Mixed Method Approach by Dafnis N. Coudounaris and Anna-Maria Christofi at AMA Global SIG Conference Sicily 2020, Taormina, Sicily, Italy, May 18-21, 2020
17. Pitfalls in writing a good paper in international business and export marketing: The case of International Journal of Export Marketing by Dafnis N. Coudounaris at 6th AIB CEE Chapter Annual Conference 2019, 25-27 September, Kaunas, Lithuania.
18. Inward FDI in Estonia: Facilitators and inhibitors associated with the subsidiary's export performance by Dafnis N. Coudounaris and Urmas Varblane at 15th Vaasa IB Conference 2019, 19-21 August, Vaasa, Finland.



19. Export sales rewards' system of four born globals from Estonia: A qualitative study by Dafnis N. Coudounaris at 15th Vaasa IB Conference 2019, 19-21 August, Vaasa, Finland.
20. "The Internationalisation Process of Smaller-sized UK Firms: A Four Forces Behavioral Model" by Dafnis N. Coudounaris at 15th Vaasa IB Conference 2019, 19-21 August, Vaasa, Finland.
21. Recent literature review on effectuation By Dafnis N. Coudounaris and Henrik G.S. Arvidsson at 2019 Academy of Marketing Conference in London UK 2-4 July.2019.
22. 30 Years of Subsidiary Exit: Why do relationship-specific investments divest? Parent Firm Financial Performance and Moderators by Dafnis N. Coudounaris at 2019 INEKA, Verona, Italy, 11-13 June 2019.
23. Strategic decision for subsidiary divestment: Parent firm financial performance and moderators by Dafnis N. Coudounaris at Inaugural Nordic International Business and Export Marketing Conference 2018, 3-4 November, Tallinn, Estonia.
24. Joint MTEs as a mediator between emotions and behavioral intentions by Dafnis N. Coudounaris, Eroze Sthapit, and Olga Kvasova at Inaugural Nordic International Business and Export Marketing Conference 2018, 3-4 November, Tallinn, Estonia.
25. Internationalisation of Four Finnish Services Firms to Spain: A Successful Business Model by Antti Valtonen and Dafnis N. Coudounaris at Inaugural Nordic International Business and Export Marketing Conference 2018, 3-4 November, Tallinn, Estonia.
26. Brand Equity of Nordic Universities and Moderating Effects by Dafnis N. Coudounaris at Inaugural Nordic International Business and Export Marketing Conference 2018, 3-4 November, Tallinn, Estonia.
27. Sustainable buyers' decision making for food and drink choices by Anna-Maria Christofi and Dafnis N. Coudounaris at Inaugural Nordic International Business & Export Marketing Conference 2018, 3-4 November, Tallinn, Estonia.
28. Positive emotions, memorable tourism experiences and behavioral intentions: A study of tourists to Cyprus by Dafnis N. Coudounaris, Eroze Sthapit and Olga Kvasova, by Global Innovation Knowledge Academy GIKA Conference 2018, June 2018, Valencia/Spain.
29. A Successful Business Model of Four Finnish Services Firms in Spain by Antti Valtonen and Dafnis N. Coudounaris, AIB UKI 2018, April, University of Birmingham, UK.
30. "SUBSIDIARY DIVESTMENTS DECISIONS OF FDIS: PARENT FIRM FINANCIAL PERFORMANCE AND MODERATORS" by Dafnis N. Coudounaris at 4 AIB CEE Conference

Chapter 2017, Track 5th: FDI and trade within and between regions, 27-28 Sept 2017, Ljubliana/Slovenia.

31. A Model on Antecedents of Digital Piracy Behaviour by Anna-Maria Christofi and Dafnis N. Coudounaris at 10th EuroMed 2017 Conference, Track: Marketing, 13-15 Sept 2017, Rome/Italy.
32. Antecedents of Brand Equity of Nordic Universities and Moderating Effects by Dafnis N. Coudounaris and Olga Kvasova at 10th EuroMed 2017 Conference, Track: Marketing, 13-15 Sept 2017, Rome/Italy.
33. Four Finnish Services Firms in Spain and their Foreign Operation Modes by Antti Valtonen and Dafnis N. Coudounaris at 14th IB Vaasa Conference 2017, 23-25th August 2017.
34. An investigation of Entrepreneurial Competencies of Finnish SMEs Dafnis N. Coudounaris, Eroze Sthapit, and Olumide A. Akinyemi at 14th IB Vaasa Conference, Vaasa, Finland, 23-25th August 2017.
35. Antecedent Factors of Digital Piracy Behaviour by Anna-Maria Christofi and Dafnis N. Coudounaris at 14th IB Vaasa Conference, Vaasa, Finland, 23-25th August 2017.
36. Brand Equity of Nordic Universities and Moderating Effects by Dafnis N. Coudounaris at 14th IB Vaasa Conference, Vaasa, Finland, 23-25th August 2017.
37. Pathways of UK small and medium-size firms: What is new? by Dafnis N. Coudounaris at Academy of Marketing 2017 Conference Track: International Marketing, 3-6th July 2017 at Hull, UK.
38. Divestitures of foreign subsidiaries: Moderators to firm financial performance by Dafnis N. Coudounaris at Academy of Marketing 2017 Conference, Track: International Marketing, 3-6th July 2017 at Hull, UK.
39. Plenary Speaker at GIKA 2017 Conference in Lisbon/ Portugal (Announced at GIKA webpage). "Memorable Tourism Experience and Behavioral Intentions" by Dafnis N. Coudounaris and Eroze Sthapit, Psychology & Marketing through GIKA 2017 conference (ABS3, JUFO1, Web of Science).
40. Psychological antecedents and outcomes of green tourism: sociodemographic moderating effects by Olga Kvasova and Dafnis N. Coudounaris at AM2016.
41. "Moderating factors on firm financial performance in disinvestments of foreign subsidiaries" by Dafnis N. Coudounaris at Academy of Marketing 2016 Conference.

42. "Disinvestments of foreign subsidiaries: Moderating factors on firm financial performance" by Dafnis N. Coudounaris at 6th Aalborg IB Conference during 1st-3rd June 2016.
43. The Relationships between Memorable Tourism Experiences to Subjective Well-being by Eroze Sthapit and Dafnis N. Coudounaris at EMAC 2016.
44. A META-ANALYSIS ON SUBSIDIARY EXIT by Dafnis N. Coudounaris at AMS 2016.
45. Moderating effects on firm financial performance in divestments of foreign subsidiaries by Dafnis N. Coudounaris at AIB-UKI 2016.
46. Conference Paper: "Just-In-Time Practices A Panacea to Business Success? An Investigation from a Financial Point of View" by Dimitris Folinas, Thomas A. Fotiadis, Dafnis N. Coudounaris at GIKA 2016.
47. Innovation and experiential knowledge in the firm exports - Applying the Uppsala model in a developing market: Chile by Valeska V. Geldres, Claudina T. Uribe, Dafnis N. Coudounaris, Joaquín Monreal-Pérez at GIKA 2016 conference (21.3.16) Award as a best paper at GIKA 2016 Conference 22.3.2016. Plenary Speaker at GIKA 2016 in Valencia/ Spain (March, 2016) Conference Paper.
48. "Standardization, Adaptation and Personalization of International Corporate Social Media Communications: A Mixed Method Study" by Leonidas Hatzithomas · Thomas A. Fotiadis · Dafnis N. Coudounaris.
49. "Antecedents and consequences of internal brand equity in B2B service markets Case study IBM Finland" by DN Coudounaris, H. Järvenkallas at 13th IB Vaasa Conference 2015 27th-28th August, 25.
50. "Linking the impact of reference groups on the antecedents and outcomes of country-of-origin effect "by DN Coudounaris at 13th IB Vaasa Conference 2015.
51. "Subsidiary Manager's Experiential Learning and Its Influence on Subsidiary Knowledge and Performance" by W Bhatti, J Larimo, DN Coudounaris at 13th IB Vaasa Conference 2015, 25.
52. "Antecedents and outcomes of infidelity in exporter-importer business relationships" by Leonidas C. Leonidou · Bilge Aykol · Thomas Fotiadis · Paul Christodoulides and Dafnis N. Coudounaris at Academy of Marketing 2015 conference in Ireland, track: International Marketing, 7th to 9th July.

# Natasa Karletidou

## *Curriculum Vitae*

EMAIL ADDRESS: [karletidoum@gmail.com](mailto:karletidoum@gmail.com)

TELEPHONE NUMBER: 99447212

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### ACADEMIC QUALIFICATIONS

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- Jan 2021 – ongoing    **PhD candidate in Business Administration, University of Cyprus (GPA of taught modules: 9.19/10)**
- **Taught Modules:**  
Quantitative Methodology, Qualitative Methodology, Organisation Theory, HRM, Academic Writing, Gender in Education
  - **Comprehensive Exams:**  
Examined modules: Gender in Management, Organisation Theory, Qualitative Methodology
- 2019 – 2020    **MSc Human Resource Management, Royal Holloway University of London (Distinction)**
- **Two School prizes:** Highest score for the final project and best overall achievement (78.1%)
  - **Final research project (Grade: 85; Distinction – Supervisor Professor Chris Rees)**  
The impact of training practices upon employees' engagement level: A systematic review and narrative synthesis of quantitative evidence.
- 2008 – 2010    **MA Education, University of Wolverhampton**
- **Final research project:**  
The teaching strategies and the provision employed by Key Stage 2 primary teachers to approach the educational needs of children who have English as an additional language
- 2005 – 2008    **BEd (Hons) Primary Education (Qualified Teacher Status), University of Wolverhampton**
- **Final research project:**  
The learning and teaching strategies of children who have English as an additional language

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## EMPLOYMENT

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- 1 Feb. 2022 – 31 Jan. 2023 **Research Assistant, University of Cyprus (Part-time)**
- Data entry, Literature review, Examination supervision
- 1 July – 30 Nov. 2021 **Special Scientist, University of Cyprus**
- Development of the first Gender Equality Plan (GEP) of the University of Cyprus, specifically focusing on 4, 5, 8, 10 and 16 Sustainable Development Goals (SDGs), in cooperation with the Office for Equality, Diversity and Inclusion and the ad hoc committee on Equality
- 2010 – 2019 **Educator, The Junior and Senior School Nicosia**
- Planned, monitored and assessed students *for* learning through higher thinking questioning providing constructive feedback and targets to work on, to improve their work daily
  - Prepared and taught differentiated lessons of the English National Curriculum, International Primary Curriculum and Big Maths Curriculum
- 2009 – 2010 **Supply Teaching, UK**
- Worked with numerous teaching agencies to provide short-term supply teaching and a long-term maternity cover
- 2008 – 2009 **Greek Tutor, Language Department of the Adult Education Wolverhampton**
- Developed, organised and delivered Greek language lessons to adult learners making provision for the less able learners to facilitate and maintain an inclusive classroom environment
  - Evaluated lessons to inform and adapt future lessons according to the areas that need to be revised and the effectiveness of the teaching methods used.

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## PEER REVIEWING/REFEREEING

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- Gender in Management: An International Journal
- British Academy of Management 2022 Conference (Gender in Management Track)
- British Academy of Management 2023 Conference (Gender in Management Track)

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## KEY SKILLS

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- IT skills – SPSS, NVivo, Competent with MS Office applications, Zoom, TEAMS, Plickers
- Languages – Greek (native), English (fluent)

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## RESEARCH INTERESTS

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Stigma in Organisations, Women in Leadership, Identity, Multiple Identities, Gender Equality, Gender in Organisations, Sociology of Work, Care and the Ethics of Care, Emotional Labour, Organisation Behaviour, Training, Learning and Development, Education, Employee Engagement, Employee Training, Human Resource Management, HRM in Education

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## REFERENCES

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References to be provided upon request.

# Demetrios C. Melides

<https://cy.linkedin.com/in/demetriosmelides>

address : 4B Georgiou Papandreou  
Street, Yeri, Nicosia  
telephone number : 99033051  
mail : [Demetrios.Melidis@gmail.com](mailto:Demetrios.Melidis@gmail.com)

## EDUCATION

### PhD(c) in Digital Media & Communications

*University of Nicosia*

dissertation title: Manufacturing Consent: Communication Models of the Immigration Issue in Cyprus and Greece  
Manufacturing Consent: A Semiotic Analysis of Media Influence in the Immigration Crisis of Greece and Cyprus

### Master of Arts (M.A.) in Digital Media & Communications

*University of Nicosia*

specialisation: Public Relations and Advertising in Networked Society

### Bachelor of Science (B.Sc.) in Computer Science

*University of Central Lancashire*

specialisation: Software Development

### Bachelor of Arts (B.A.) in Greek Philology

*Aristotle University of Thessaloniki*

specialisation: Classics

## PROFESSIONAL EXPERIENCE

### Senior Lecturer — *Ledra College*

FEBRUARY 2018 - June 2023

main responsibilities: Teaching courses: Introduction to Databases, Cloud Computing, Digital Public Relations, Introduction to Digital Marketing, Social Media Management, Market Research, Digital Campaigns, Digital Branding, Web Analytics, Data Mining, Consumer Analytics, Digital Entrepreneurship, Societal Aspects of Digital Communication

Academic duties: compilation of syllabi, course structure design, presentation of programs as per the accreditation procedures, liaising with ΔΠΠΑΕ representatives, research articles editing, evaluation of lecturers' teaching material

Other duties: consulting the College's Marketing and IT officers, academic PR representation

## CERTIFICATIONS

- Google Educator (Level 2)
- Google Analytics
- Microsoft Accredited Professional (Bing Ads)
- Certified Email Marketer (HubSpot)

## ACADEMIC INTERESTS

- The impact of digital media on civic participation
- Social and psychological effects of computer-mediated communication
- The digitalisation of political communication

## SKILLS

- engaging curriculum development
- modern teaching methods such as flipped classroom, gamification, PBL, IBL and blended learning
- differentiated instruction
- interactive teaching via technology integration
- cultural competence
- exceptional writing skills

## LANGUAGES

- fluent in Greek (native speaker)
- excellent command of the English language
- basic knowledge of German: Zertifikat Deutsch (Goethe Institut)
- basic knowledge of French

### **Communications Consultant – *melitva***

OCTOBER 2016 - December 2022

main responsibilities: strategic marketing, brand development, reputation management, public relations, digital marketing, search engine marketing, media buying, competition monitoring

### **Market Research & Digital Media Executive – *marcus evans***

AUGUST 2015 - OCTOBER 2016

main responsibilities: market research, marketing strategy design, planning digital marketing campaigns, search engine optimization, budget management, monitoring design and implementation of promotional activities, evaluation of campaigns

### **Digital Marketing Manager – *placeholder***

JULY 2013 - JULY 2015

main responsibilities: digital marketing campaigns design & implementation, organic SEO, SEM, content writing, market research, social media management, web analytics

### **Philology Instructor – *Self employed***

MARCH 2010 - JUNE 2013

responsibilities: preparation of students for university entry exams in Ancient Greek, Literature, Essay Writing, History and Latin (1817 teaching hours in total)

#### **INTERPERSONAL SKILLS**

- ability to multitask and manage conflicting demands
- effective delegation abilities
- holistic approach
- highly responsible
- punctuality

#### **ADDITIONAL INFORMATION**

- fulfilled military service obligation
- class B Driver's License
- volunteer editor/writer (Wikipedia)
- member of the club's "House of Art and Literature" chess team

## **Gregoris Demetriou CV 12 01 2024**

### **OCCUPATIONAL BACKGROUND**

Dr Gregoris Demetriou retired on the 1<sup>st</sup> September 2023 from the Human Resource Development Authority of Cyprus (HRDA/AnAD at the position of Acting Director of Training Services.

### **QUALIFICATIONS**

Gregoris studies include:

Electrical and Electronics Engineering (BSc (Hons) Polytechnic of Central London then University of Westminster-London)

Marketing (Chartered Institute of Marketing-UK)

Management (MIM Post-grad Dip)

Human Resource Development (Certificate Duquesne University-USA)

European Policy Law and Management (MSc Robert Gordon University-Aberdeen UK)

Accounting (FCCA Fellow of Chartered Association of Certified Accountants-UK)

Auditing (CIA Certified Internal Auditor-USA) and

Business Administration (PhD European University Cyprus).

### **ACADEMIC/TEACHING EXPERIENCE:**

Gregoris is a certified vocational trainer by HRDA and taught various courses at the Cyprus College and European University Cyprus (EUC) Business School in the Marketing & Management Department, such as Innovation and Entrepreneurship, Marketing Research, Management of Events, Hotel Operations, Branding and Marketing.

His EUC academic profile can be viewed in the link: <https://euc.ac.cy/en/faculty-profiles/gregoris-demetriou/>

### **RESEARCH INTERESTS**

His research interests are in the areas of Training and Development, Learning Capability, Organisational Learning and Learning Organisations.

His PhD research was conducted in the hotel industry of Cyprus and the title of his dissertation is «***Investigating the Relationship among Learning Propensity, Capabilities and effectiveness of Organisational Learning- a System Dynamics approach***».



## JOURNAL WRITINGS:

Gregoris authored various Scopus journal articles as can be viewed in the following links: <https://www.scopus.com/authid/detail.uri?authorId=57207728300> and <https://scholar.google.com/citations?user=wYgwC-8AAAAJ&hl=en>

## BOARD MEMBERSHIPS

In addition to his normal duties in HRDA, he served for many years as the Chairman of the governing committee of HRDA's Welfare Fund and as the Secretary of the governing committee of HRDA's Medical Fund.

Gregoris served for 4 years till August 2023 on the Board of Directors of the Foundation for the Management of European Lifelong Learning Programmes (<https://idep.org.cy/poioi-eimaste/>) which is the National Authority for the Erasmus+ Programme.

Since 2007 he serves as Board member and Secretary/Treasurer of the non-governmental organisation Cyprus Sustainable Tourism Initiative-CSTI (<https://csti-cyprus.org/about-us/who-we-are/>).

For 2.5 years till April 2014, he served as Chairman of the Board of Governors of Strovolos Co-operative Credit Society (ΣΠΕ Στροβόλου).

He is an active committee member of various professional bodies such as the Cyprus Human Resource Management Association/CyHRMA (<https://www.cyhrma.org/>), the Institute of Certified Public Accountants/ICPAC (<https://www.icpac.org.cy/selk/default.aspx>) and the Cyprus Institute of Internal Auditors / Cy IIA (<https://www.iiacyprus.org.cy/>).

Gregoris is an active member of LIONS International Club (<https://www.lionsclubs.org/en>) and currently he is the President of the local Lions Club Nicosia Cosmopolitan.

## OTHER ACTIVITIES

He acts as auditor of the financial position of Non-Profit Organisations such as the Institute of Hellenic Civilisation / Ινστιτούτο Ελληνικού Πολιτισμού (<https://iep.org.cy/gr/>), Hypatia Foundation (<https://www.hypatia.org.cy/index.html>) and the Cyprus Human Resource Management Association / CyHRMA (<https://www.cyhrma.org/>).

In the 1990s he worked as external ISO 9000 auditor for the Cyprus Certification Company (<https://www.cycert.org.cy/index.php/el/>) auditing management systems of organisations in various sectors of the industry.

## CONTACT DETAILS

Email: [gregorisdemetriou@gmail.com](mailto:gregorisdemetriou@gmail.com)

Telephone: **99609683** 12 January 2024

## Curriculum Vitae

Dr. MELITA STEPHANOUC-CHARITOU  
Associate Professor of Finance and Accounting  
Department of Economics and Finance  
46 Makedonitissas Ave  
P.O.Box 24005, 1700 Nicosia, Cyprus  
University of Nicosia  
Tel:357-22-841-682  
Email: Charitou.m@unic.ac.cy

### Education:

Middlesex University, U.K.

Ph.D in Finance and Accounting (Degree granted: 2005)

Dissertation entitled: The Usefulness of Earnings and Cash Flows in Valuing  
Security Returns: Empirical Evidence for the UK, the USA and France

Middlesex University, U.K.

Master of Science in Financial Management (Degree granted: 1997)

Bachelor of Science in Business Administration Major in Accounting – Cyprus  
College, Cyprus, Degree Granted 1995

### Positions Held:

1997-Present University of Nicosia, Cyprus

Associate Professor of Finance and Accounting (2011-Present)

Assistant Professor of Finance and Accounting (2005-2011)

Lecturer (1997-2005) and Part time Lecturer (1996-97)

### Courses taught:

#### Graduate Programs:

MBA Program: Financial Management

#### Undergraduate Programs:

Finance Courses: Financial Management; Banking; Financial Systems and Monetary  
Policy;

Accounting Courses: Financial Accounting; Managerial Accounting

#### Areas of Concentration/ Research Interests:

Finance, Accounting, Capital Markets, International Capital Markets

Languages: Greek and English

## Publications in International Refereed Journals / Books

- G Loizides, M Charitou, P Lois (2023) The market reaction to COVID-19: European Evidence, *European Journal of Accounting, Auditing and Finance Research* Vol11, No 3, pp. 27-53.
- J Sorros, P Lois, M Charitou, AT Karagiorgos, N Belesis,(2022) Improving competitiveness in education institutes–ABC’s neglected potential, *Competitiveness Review: An International Business Journal* Vol32 No 3, pp.302-325
- Karagiorgos T and Charitou M, (2020) *Taxation in Greece and Cyprus*, Lithopsifiaki Publishers (Book)
- Charitou M. and P. Lois, (2020) Factors affecting US Financial Institutions profitability: Empirical Evidence, *Review of Economics and Finance*, *Review of Economics and Finance*, Vol18.
- Charitou M., (2019) Which profitability measures explain better the bank’s financial soundness? Empirical Evidence, *Journal of Finance and Economics*, Vol 7, No. 2.
- Charitou, M., (2019) Determinants of the Capital Adequacy of U.S Financial Institutions, *International Finance and Banking Journal*. Vol 6, No. 1.
- Charitou M., (2016) The relationship between capital adequacy and financial institutions viability, *Journal of Business Management and Economics*, vol 4, issue 5, pp. 42-48.
- Charitou M., P. Lois and A. Christoforou (2016) The relationship between aggressive and conservative working capital management policies and profitability: An empirical investigation, *International Journal of Arts and Commerce*, Vol. 5, no. 5.
- Charitou, Melita, M. Elfani, P. Lois, (2016) The Effect of Working Capital Management on the Firms’ Profitability: Empirical Evidence from an Emerging Market, *Journal of Business & Economics Research*, Volume 14, No 3, reprinted, pp, 111-118. (refereed)
- Vlittis A., and M. Charitou (2013) The effect on conference calls on equity incentives, An empirical investigation, *Research in International Business and Finance Journal*, vol 27, Issue 1, January, 2013, pp. 80-91 (Elsevier).
- Charitou M, (2012) Earnings volatility and the role of cash flows in the capital markets: Empirical evidence, *International Journal of Business and Social Research* Vol 2, No 2,pp12-20. [Refereed] **BEST PAPER AWARD**
- Charitou M., P. Lois and H. Santoso (2012) The relationship between working capital management and firm’s profitability: An empirical investigation for an

emerging Asian country, *International Business and Economics Research Journal*, Vol11, No 8, pp839-849. [Refereed]

- Vlittis A and M. Charitou, (2012) Valuation effects of investor relations investments. *Accounting and Finance*, Vol.52, issue 3, pp941-970. (refereed).
- Charitou Melita, (2011) The Role of Long Returns in Security Valuation: International Empirical Evidence, *International Journal of Business and Finance Research* Volume 5, Issued No3, pp. 101-110. (refereed).
- Charitou Melita, (2010) How value relevant are earnings when they are transitory? Empirical Evidence for France, *Journal of Modern Accounting and Auditing*, Volume 6, No.12 (refereed) pp.42-49.
- Charitou, Melita, M. Elfani, P. Lois.(2010) The Effect of Working Capital Management on the Firms' Profitability: Empirical Evidence from an Emerging Market, *Journal of Business & Economics Research*, Volume 8, No 12 .pp,63-68.(refereed)
- Charitou Melita, A. Patis and A. Vlittis, (2010) The Market Reaction to the Appointment of an Outside CEO: An Empirical Investigation, *Journal of Economics and International Finance* Volume 2, No.11, (refereed)
- Charitou Melita, (2010) Does Industrial Financial Analysis Affect Stock Returns? International Empirical Evidence, *Journal of Investment Management and Financial Innovations*, Volume 7, No.3,pp,115-124.(Refereed){single authored}
- Charitou Melita., P. Lois and A. Vlittis.(2010) The Effect of Conference Call Initiations on Analyst Coverage and Institutional Ownership, *Journal of Business and Economics Research*, Volume 8, No.11,pp, 21-33. [Refereed]
- Charitou Melita, P. Lois and A. Vlittis (2010) Do capital markets value earnings and cash flows alike? International Empirical Evidence, *Journal of Applied Economic Sciences*, Volume 3, No. 13, PP. 173-183 [Refereed]
- Charitou Melita and A. Vlittis, (2010) Empirical evidence on the valuation of financial information in France, *International Business and Economics Research Journal*, Volume 9, No.3 [Refereed]
- A. Charitou and M. Stephanou Charitou(2004) The Role of Financial information in explaining financial distress *Encyclopedia of Management: Accounting*. Blackwell Publishing, . (Refereed).

## REFEREED CONFERENCE PROCEEDINGS

- Charitou M., and P. Lois (2012), First course in Accounting: Perceptions of Accounting and Non-Accounting students, International Conference on Education and New Learning Technologies (EDULEARN'12), Barcelona, 2-4 July, pp. 5676-5681.
- Charitou Melita and A. Vlittis, The Valuation Effects of Investor Relations Investment. Accepted for presentation at the European Accounting Congress, April, 2011. (Refereed)
- Charitou Melita., P. Lois and A. Vlittis, The role of Earnings in capital markets: International Empirical Evidence. Accepted for presentation at the INTED Conference, March 2010 (Refereed).
- Charitou Melita, The valuation role of earnings and cash flows in France, Accepted for presentation at the EDU Learn 09 Conference, May 2009 (Refereed)
- Charitou Melita., P. Lois and A. Vlittis Which measures drive stock prices: International Evidence, Accepted for presentation at the Clute Institute Conference, May, 2009(Refereed)
- Charitou Melita, The role of financial information in the French Capital market, Accepted for presentation at the Clute Institute Conference, March 2009 (Refereed)
- Charitou Melita ,The value relevance of earnings in international capital markets, Accepted for presentation at the European Accounting Congress, April, 2008. (Refereed)
- Charitou Melita, The valuation role of earnings and cash flows in France, Accepted for presentation at the European Accounting Congress, April, 2008. (Refereed)
- Charitou Melita, Empirical Evidence on the Valuation of Financial Information in France, Accepted for presentation at the European Accounting Congress, April, 2007.( Refereed)
- Charitou Melita, The role of Earnings in Capital Markets: International Empirical Evidence , Accepted for presentation at the European Accounting Congress, April, 2007.( Refereed)
- A. Charitou, G Levas and M Charitou, Earnings Management by foreign firms preceding their listing in the US stock Exchanges. European Accounting Congress, 2000, (Refereed)
- A. Charitou and M.Stephanou Charitou, Dividends and Losses: International Empirical Evidence, Proc. European Accounting Congress, April, 1997. (Refereed)



- A. Charitou and M. Stephanou Charitou, The Evolution of the Corporate Annual Reports; *European Accounting Congress*, May 1996. (Refereed)

#### **Research Under Review In International Refereed Journals & Under Submission**

- Charitou M, P. Lois and K. Makovi, (2023) How firm performance is affected by efficient working capital management strategies: An Empirical Investigation,

#### **Administrative**

- Course leader for:
  - Financial Management,
  - Financial Accounting,
  - Managerial Accounting
- Preparation of the ECTS syllabuses
- Preparation of the Financial Accounting for E-Learning (Spring 2010)

#### **Committees**

- Member of the school and department council

#### **Advisory**

- Thesis supervisor (MBA final year project - Thesis)
- Committee member for several MBA final year thesis

#### **Teaching**

(Courses taught)

- Financial Management (MBA)
- Managerial Finance
- Monetary and Financial System
- Banking Financial System
- Financial Accounting
- Managerial Accounting

#### **Distance Learning Teaching**

University of Nicosia, 2016 – Present

Financial Accounting  
Managerial Accounting

E.A.P, 2017- Present

Accounting II

### Σύντομο Προφίλ Ακαδημαϊκού Προσωπικού / Σύντομο Βιογραφικό Σημείωμα

<b>Ίδρυμα:</b>	C.D.A. College
<b>Επίθετο:</b>	Κουάλη
<b>Όνομα:</b>	Δέσποινα
<b>Βαθμίδα:</b>	Καθηγήτρια
<b>Πρόγραμμα Σπουδών:</b>	
<b>Επιστημονικό Πεδίο: *</b>	Ψυχολογία

\* Εξειδίκευση

Ακαδημαϊκά Προσόντα / Τίτλοι Σπουδών (οι καταχωρήσεις να γίνουν αρχίζοντας από τον πιο υψηλό τίτλο)				
Ακαδημαϊκός Τίτλος	Έτος	Ίδρυμα	Τμήμα	Τίτλος Διατριβής
PhD (Διδακτορικό)	2018	The University of Western Ontario	Κινησιολογίας	Examining eudaimonic well-being in sport (Εξετάζοντας την ευεξία ευδαιμονίας στον αθλητισμό)
MSc (Μεταπτυχιακό)	2013	Πανεπιστήμιο Θεσσαλίας	Επιστήμης Φυσικής Αγωγής και Αθλητισμού	The relationships between parental involvement and young male athletes' behavioural regulations in soccer (Σχέσεις μεταξύ γονεϊκής εμπλοκής και ρυθμίσεων συμπεριφοράς νεαρών αθλητών ποδοσφαίρου)
BSc (Πτυχίο)	2008	Πάντειο Πανεπιστήμιο Κοινωνικών και Πολιτικών Επιστημών	Ψυχολογίας	Εφαρμογές Ψυχολογίας στον Αθλητισμό

**Ιστορικό Εργοδότησης – να καταχωρηθούν οι τρεις (3) πιο πρόσφατες**

Περίοδος Εργοδότησης		Εργοδότης	Τόπος	Θέση
Από	Μέχρι			
Φεβρουάριος 2022	Ιούνιος 2022	Frederick University	Λεμεσός	Επιστημονικός συνεργάτης
Οκτώβριος 2021	Μάιος 2022	C.D.A. College	Λευκωσία, Λάρνακα	Καθηγήτρια
Φεβρουάριος 2019	Ιούνιος 2022	Ευρωπαϊκό Πανεπιστήμιο	Λευκωσία	Επιστημονικός συνεργάτης

**Κύρια άρθρα σε επιστημονικά περιοδικά με κριτές, μονογραφίες, βιβλία, εκδόσεις συνεδρίων. Να καταχωρηθούν τα πέντε (5) πιο πρόσφατα και άλλα πέντε (5) επιλεγμένα – (μέγιστος αρ. δέκα (10))**

A/A	Έτος	Τίτλος	Άλλοι συγγραφείς	Επιστημονικό Περιοδικό και Εκδότης / Συνέδριο	Τόμος	Σελ.
1	2021	Motivation and eudaimonic well-being in athletes: A self-determination theory perspective.	Craig Hall, Alison Divine, Paige Pope	Research Quarterly for Exercise and Sport	1	1-10
2	2021	A qualitative approach to understanding the impact of partner play in doubles racquet sports	Sarah Deck, Brianna DeSantis, Craig Hall	Journal of Clinical Sport Psychology	1	1-18
3	2021	Perfectionism and social physique anxiety using the 2x 2 model	Sarah Deck, Ross Roberts, Craig Hall	International Journal of Sport and Exercise Psychology	19	895-905
4	2020	Examining the effectiveness of an imagery intervention in enhancing athletes' eudaimonic well-being	Craig Hall, Sarah Deck	Journal of Imagery Research in Sport and Physical Activity	15	1-16



5	2020	Measuring eudaimonic well-being in sport: Validation of the Eudaimonic Well-Being in Sport Scale	Craig Hall, Paige Pope	International Journal of Wellbeing	10	93-106
6	2019	Exercise behaviour, enjoyment and boredom: A test of the 2x2 model of perfectionism	Sarah Deck, Ross Roberts, Craig Hall	International Journal of Sport and Exercise Psychology	17	1-15
7	2018	Examining an adapted version of Ryff's Scales of Psychological Well-Being in sport	Craig Hall, Paige Pope	Baltic Journal of Health and Physical Activity	10	213-225
8	2018	Effects of mental imagery use and mindfulness on anxiety, confidence, mental well-being, and performance in shot putt throwers: A case study	Sarah Deck, Craig Hall	Journal of Emerging Sport Studies	1	1-13
9	2017	The characteristics of cognitive general imagery use in curling	Nicole Westlund Stewart, Craig Hall	Hellenic Journal of Psychology	14	20-38
10	2015	Pride and physical activity: Behavioural regulations as a motivational mechanism?	Diane Mack, Jenna Gilchirst, Catherine Sabiston	Psychology of Health	30	1049-1062

**Βραβεύσεις / Διεθνείς Διακρίσεις (όπου εφαρμόζεται). Να καταχωρηθούν οι πέντε (5) πιο πρόσφατες και άλλες πέντε (5) επιλεγμένες – (μέγιστος αρ. δέκα (10))**

Ref. Number	Date	Title	Awarded by:
1	2017-2018	Ontario Graduate Scholarship (Υποτροφία Οντάριο)	The University of Western Ontario, Canada
2	2017-2018	Dr. Bert Carron Graduate Scholarship in Sport and Exercise Psychology (Υποτροφία Δρ. Bert Carron στην Ψυχολογία Αθλητισμού και Άσκησης)	The University of Western Ontario, Canada
3	2016-2017	Ontario Graduate Scholarship (Υποτροφία Οντάριο)	The University of Western Ontario, Canada

4	2016-2017	The A. G. Leventis Foundation Educational Grant (Υποτροφία Ίδρυμα Α.Γ. Λεβέντη)	Ίδρυμα Α.Γ. Λεβέντη, Ζυρίχη, Ελβετία
5	2015-2016	Ontario Graduate Scholarship (Υποτροφία Οντάριο)	The University of Western Ontario, Canada
6	2015-2016	The A. G. Leventis Foundation Educational Grant (Υποτροφία Ίδρυμα Α.Γ. Λεβέντη)	Ίδρυμα Α.Γ. Λεβέντη, Ζυρίχη, Ελβετία
7	2014-2015	The A. G. Leventis Foundation Educational Grant (Υποτροφία Ίδρυμα Α.Γ. Λεβέντη)	Ίδρυμα Α.Γ. Λεβέντη, Ζυρίχη, Ελβετία