



### Academic Personnel Short Profile / Short CV

<b>University:</b>	University of Nicosia
<b>Surname:</b>	Katsifaraki
<b>Name:</b>	Georgia
<b>Rank/Position:</b>	Lecturer, Adjunct Faculty
<b>Faculty:</b>	School of Business
<b>Department:</b>	Department of Management
<b>Scientific Domain: *</b>	Service Science and Service Management. Marketing, Strategy and Management Information Systems

*\* Field of Specialization*

### Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
Doctor of Philosophy	2022	University of Cyprus	Business and Public Administration	Study of complex transaction phenomena related to actors' value co-creation within modern market ecosystems
Master of Business Administration	2013	University of Cyprus	Business and Public Administration	Towards the effective implementation of the COM (2012) 614 final EU directive on improving the gender balance among non-executive directors of companies listed on stock exchanges, in Cyprus



<b>Master of Science in Electronic Automation and Informatics</b>	2005	National & Kapodistrian University of Athens	Informatics and Physics	Composition environment of MPI applications through Ensemble methodology
<b>Bachelor of Science in Informatics &amp; Telecommunications</b>	2001	National & Kapodistrian University of Athens	Informatics and Telecommunications	Study on Knowledge Portals – Development of Telecom Observatory Knowledge Portal

### Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
February 2022	Present	KIOS Research and Innovation Centre of Excellence	University of Cyprus	Postdoctoral Researcher, Intelligent Transportation Systems and Mobility Services
September 2023	January 2024	MBA Programme, UNIC School of Business	University of Nicosia	Lecturer of the MBA course «Marketing of Services MBAN749»
September 2015	September 2022	MBA Programme, Business and Public Administration Department	University of Cyprus	Lecturer of the MBA preparatory courses “Introduction to Business Statistics 503.7” and «Εισαγωγή στη Στατιστική 503.6»

**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	2024	Developing agile firms in the global marketplace: AI as a source of innovativeness and firm resilience.	Kafeza, E., Theodosiou, M., & Katsikea, E.	Accepted in the SMS 44th Annual Conference in Istanbul		
2	2024	Modeling framework for dynamic pricing in macroscopic urban road networks.	Menelaou, C., Timotheou, S., & Panayiotou, C. G.	Accepted in 2024 IEEE 27th International Conference on Intelligent Transportation Systems (ITSC), Edmonton, Canada		
3	2024	The Role of Service-Dominant Logic Strategic Orientations in Driving Customer Engagement in Online Retailing	Theodosiou, M.	Journal of Interactive Marketing	59(1)	99-115
4	2023	A Dynamic Pricing Route-Reservations architecture	Menelaou, C., Timotheou, S., & Panayiotou, C. G.	Proceedings of the 26th IEEE ITSC Conference, 24-28 September 2023, Bilbao	3937-3942	
5	2021	Strategizing in service ecosystems: A Service-Dominant driven, value-based platform		Naples Forum on Service Conference Proceedings 2021	<a href="http://www.naplesforumonservice.it/uploads/files/NFS2021_BoA_2021.pdf">http://www.naplesforumonservice.it/uploads/files/NFS2021_BoA_2021.pdf</a>	
6	2020	How different (dis)engagement behaviors	Theodosiou, M.	Journal of Business Research	121	578-591

		affect performance within an e-market ecosystem: A longitudinal analysis				
7	2019	How can different customer engagement behaviors within the market affect a firm's performance? A panel data analysis in an e-market context.	Theodosiou, M.	Frontiers in Service Conference, Singapore, 18-21 July 2019.		
8	2017	An Empirical Analysis of Promotion Standards in the Operations Management Discipline of UK Academic Institutions.	Soteriou, A. C., Hadjinicola, G. C.	S.M. Lee & V. Charles Proceedings of the Pan-Pacific Conference XXXIV Designing New Business Models in Developing Economies		178-180
9	2016	Gender and environmental sustainability: A longitudinal analysis	Kassinis, G., Panayiotou, A., Dimou, A.	Corporate Social Responsibility and Environmental Management	23(6)	399-412
10	2009	European school networks and innovation: the eTwinning Programme		Proceedings of the Science Meeting of the School Innovation Network "Innovation and quality in school education"		33-39

**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	February 2023-present	Online Fiscalization for Cyprus	Cypriot Government	KIOS team member, acting as Scientific Consultant
2	February 2023-present	Mobilias Concordia proposal under the HORIZON EUROPE call: "HORIZON-CL5-2024-D6-01-11 Effects of disruptive changes in transport: towards resilient, safe and energy efficient mobility".	EU Horizon + Cypriot Government	Coordinating KIOS efforts, proposal preparation
3	February 2022-present	KIOS CoE (HORIZON TEAMING)	EU Horizon + Cypriot Government	Postdoctoral Researcher
4	March 2017 - June 2019	EUROEMP ERC Programme "Employment in Europe". Principal Investigator: Professor Sir Christopher Pissarides	EU + Cypriot Government	Research Fellow (Special Scientist of Research)

\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other

**Academic Consulting Services and/or Participation in Councils / Boards/ Committees.  
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2024 - currently	Euro Working Group on Transportation (EWGT) conference 2024 ( <a href="https://www.ewgt2024.se/">https://www.ewgt2024.se/</a> )	Member of the Scientific Committee	Contributing in the EWGT conference by reviewing conference paper submissions and actively participating in EWGT
2	2024 - currently	KIOS Research and Innovation Center of Excellence	Member of the KIOS Quality Assurance Committee	Co-developing the KIOS Quality Assurance strategy and plan
3	2024 - currently	Cyprus Marketing Academy	Founding Member	Participating in conferences and academic meetings, voting, etc.
4	2023 - currently	Academy of Management (AoM)	Regular Member	Participating in conferences and academic meetings, voting, etc.
5	2023 - currently	IEEE Member & IEEE Intelligent Transportation Systems Society Member	Professional Member	Participating in conferences and academic meetings, voting, etc.



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

Ref. Number	Date	Title	Awarded by:
1	2019-21	Awarded with the Evagoras Scholarship	University of Cyprus
2	2017	Awarded for best performance as Doctoral Candidate	University of Cyprus (Wargaming.net Award)
3	2012-13	Awarded as the best MBA 2012-13 student, for best academic performance 2012-13	University of Cyprus (Lanitis Bros Award)
4	2012-13	Awarded with the best MBA 2012-13 Applied Business Project (with S. Saredidine and S. Gavrielides)	University of Cyprus + MBA Programme
5	2005	Honors for excellent performance (EPEAEK scholarship)	National & Kapodistrian University of Athens, Informatics and Physics Departments