



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Morphitis
Name:	Avros
Rank:	Adjunct Faculty
Faculty:	Business
Department:	Management
Scientific Domain: *	Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D	2011-2021	Leeds Beckett	Business	Sustainable Marketing and Corporate Social Responsibility: A Case Study of the Service Sector in the Republic of Cyprus
LLM	2009-2010	Oxford Brookes	Business and Law	
BA	2006-2009	Oxford Brookes	Business and Law	

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

Period of employment		Employer	Location	Position
From	To			
2021	present	University of Nicosia	Nicosia	Adjunct Faculty
2023	present	TEMPO Beverages Cyprus Ltd	Larnaca	Marketing Manager
2022	2023	American University of Cyprus	Larnaca	Lecturer

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	2023	Modelling the contribution of learning analytics to sustainable education: Institutional, pedagogical, and societal approaches	Atta, E., Efthymiou, L.,	Perspectives on Learning Analytics for Maximizing Student Outcomes. IGI Global		263-281
2	2023	Cause-Related Marketing and Philanthropy at Times of Crisis and Increasing Digitisation	Demetriou, M., Efthymiou, L.	Palgrave Studies of Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business. Palgrave Macmillan	Part F1662	249-272
3	2023	A diagnostic analysis of the factors influencing student satisfaction and dissatisfaction in tertian education.	Morphitou, R., Demetriou, M.,	Proceedings of the 22nd International Marketing Trends Conference, IMTC.		
4	2022	Sustainability Initiatives in Cypriot Hotels and the way Forward Through Digital Marketing Communication	Efthymiou, L., Orphanidou, Y., Droussiotis , P.	CMC2022, 26th Corporate and Marketing Communications Conference: 18-20 APRIL 2022.		140-150
5	2022	Coffee Culture Perceptions: A qualitative research study among the students of the University of Nicosia	Nicoletti Morphitou, R., Demetriou, M.	Proceedings of the 21st International Marketing Trends Conference, IMTC.		