



Academic Personnel Short Profile / Short CV

University:	University of Nicosia
Surname:	Thrassou
Name:	Alkis
Rank/Position:	Professor
Faculty:	School of Business
Department:	Management
Scientific Domain: *	Strategic Marketing Management

** Field of Specialization*

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



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

Period of employment		Employer	Location	Position
From	To			
2007	Present	University of Nicosia	Cyprus	Professor (rank obtained in 2014)
2003	2007	Intercollege	Cyprus	Assistant Professor
2007	Present	University of Nicosia	Cyprus	Professor (rank obtained in 2014)

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
Most recent						
1	2024	Addressing the grand challenges of poverty with data-driven creative service offerings	Akter, S., Hossain, M. A., Hani, U., Vrontis, D.	Journal of Product Innovation Management (ABS 4*)	DOI: http://dx.doi.org/10.1111/jpim.12679	
2	2024	Knowledge sharing, learning engagement and workplace incivility among research scholars: the mediating role of	Gupta, A., Apoorva, A., Chaudhuri, R., Vrontis, D.	Journal of Knowledge Management (ABS 2*)	DOI: https://doi.org/10.1108/JKM-11-2022-0881	



		self-esteem, Journal of Knowledge Management				
3	2024	Charting the progress of technology adoption in tourism and hospitality in the era of industry 4.0	Buhalis, D., Efthymiou, L., Uzunboylu, N.	EuroMed Journal of Business (ABS 1*)	DOI: https://doi.org/10.1108/EMJB-11-2023-0310	
4	2024	The Contemporary Football Industry: A Value-based Analysis of Social, Business, Structural and Organisational Stakeholders	Yiapanas, G., Vrontis, D.	Accounting, Auditing & Accountability Journal (ABS 3*)	DOI: https://doi.org/10.1108/AAAJ-06-2022-5855	
5	2024	Sustainability Starts from Within: A critical analysis of internal marketing in supporting sustainable value co-creation in B2B organisations	Brown, D.M., Apostolidis, C., Dey B.L., Singh, P.	Industrial Marketing Management (ABS 3*)	DOI: https://doi.org/10.1016/j.indmarman.2023.12.006	
Other						
6	2023	International relationship management during social distancing: the role of AI-integrated social CRM by MNEs during the Covid-19 pandemic	Chatterjee, S., Chaudhuri, R., and Vrontis, D.	International Marketing Review (ABS 3*)	DOI: https://doi.org/10.1108/IMR-12-2021-0372	
7		Do Knowledge Management and Dynamic Capabilities Affect Ambidextrous Entrepreneurial Intensity and Firm's Performance?	Santoro, G., Bresciani, S., Giudice, M.D.	IEEE Transactions on Engineering Management (ABS 3*)	DOI: 10.1109/TEM.2019.2907874	
8	2021	Agility and flexibility in international business research: A comprehensive review and future research directions	Christofi, M., Pereira, V., Vrontis, D., Tarba, S.	Journal of World Business (ABS 4*)	DOI: https://doi.org/10.1016/j.jwb.2021.101194	



9	2018	The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity	Santoro, G., Vrontis, D., Dezi, L.	Technological Forecasting and Social Change (ABS 3*)	DOI: https://doi.org/10.1016/j.techfor.2017.02.034	
10	2015	Building Multiunit Ambidextrous Organizations: A transformative framework	Chebbi, H., Yahiaoui, D., Vrontis, D.	Human Resource Management (ABS 4*)	DOI: https://doi.org/10.1002/hrm.21662	

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)

Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
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*Specify venue, geographic location etc

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)

Ref. Number	Date	Title	Funded by	Project Role*
1	2022-2025	Creative learning for boosting bio-economy within HEIs' curricula (CL4BIO), L01 - Foundation for the Development of the Education System, 2022-1-PL01-KA220-HED-000087008, 01/11/2022 - 31/10/2025 (36 months)	Erasmus+, PL01 - Foundation for the Development of the Education System	Researcher



2	2021-2024	Master's Programme in Family Business Management (FAB), https://fab-project.eu/	Erasmus+ KA2 Capacity Building in the field of Higher Education	Researcher
3	2014	Research and start-up proposals evaluation process	Horizon2020 (for the Cyprus Ministry of Commerce, Industry and Tourism)	Evaluator
4	2013-5	Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents	European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean)	Visiting Researcher/Lecturer
5	2012-3	Feeling Younger by getting Older	Grundtvig	Other
6	2007	Introduction of Consumer Behaviour (Αγωγή του Πολίτη) to Cypriot education	Ministry of Commerce, Industry and Tourism, CY	Head researcher
7	2004-6	Brand Building for the Wine Industry in Cyprus	Research Promotion Foundation	Other

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



Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2006-2008	University of Nicosia	Head of Marketing Department, UNIC	
2	2008-2009	University of Nicosia	Member of University Council, UNIC	
3	2018-2019	University of Nicosia	Member of the University Internal Quality Assurance Committee (UIQAC), UNIC	
4	2020-2023	University of Nicosia	Member of the University Senate, UNIC	
5	2018-Present	(i) Palgrave Studies in Cross-Disciplinary Business Research (Book Series, Palgrave Macmillan – Springer Nature); (ii) Palgrave Intersections of Business and the Sciences (Book Series, Palgrave Macmillan – Springer Nature); (iii) EuroMed Journal of Business (Impact Factor 5.2 in Web of Science 2022, and CiteScore 6.8 in Scopus 2022)	(i) Managing Editor (ii) Managing Editor (iii) Associate Editor	



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	2024	Ranked, by Scholargps.com , #36 globally in Marketing (from 34,000 scholars), #307 globally in Business & Management (from 236,000 scholars), and in top 0.13% globally in All Fields (from 15,000,0000 scholars) for the Prior Five years (seen May 2024)	Research.com
2	2024	Ranked, by Research.com , as #8 of “ <i>Best Business and Management Scientists</i> ” in Greece and Cyprus (combined), #3 in Republic of Cyprus and #1320 Globally (2024 Edition).	Scholargps.com
3	2022	Journal of World Business Most Cited Articles (2023, Elsevier, ABS 4) for: Christofi, M. et al. (2021), “Agility and flexibility in international business research:...”, <i>Journal of World Business</i> , Vol. 56, No. 3, DOI: 10.1016/j.jwb.2021.101194. https://www.journals.elsevier.com/journal-of-world-business/most-cited-articles	Elsevier (publisher)
4	2022	Wiley Top Cited Paper Achievement (Among work published between 01-Jan-2021 – 15-Dec-2022, ABS 2) , for Vrontis, D., Makrides, A., Christofi, M. and Thrassou, A., (2021), “Social media influencer marketing: A systematic review, integrative framework and future research agenda”, <i>International Journal of Consumer Studies</i> , Vol. ahead-of-print, No. ahead-of-print, Vol.45, Iss. 4, pp.617-644, DOI: 10.1111/ijcs.12647 (ISSN: 1470-6423, Blackwell).	Wiley (publisher)
5	2019	One of the most downloaded articles of 2018-2019, [continuous accesses March - August 2019, https://www.journals.elsevier.com/technological-forecasting-and-social-change/most-downloaded-articles], Santoro, G., Vrontis, D., Thrassou, A., Dezi, L. (2018). The Internet Of Things: Building Knowledge Management Systems For Open Innovation And Knowledge Management Capacity, <i>Technological Forecasting and Social Change</i> , <u>Volume 136</u> , Pages 347-354	Elsevier (publisher)



6	2016 & 2011	Best Reviewer Award Winner , 9 th Annual Conference of the EuroMed Academy of Business: “ <i>Innovation, Entrepreneurship and Digital Ecosystems</i> ”, Warsaw, Poland, September 14-16, 2016, and Outstanding Reviewer Award, Emerald Literati Network Awards for Excellence, 2011 , EuroMed Journal of Business (<i>Ranked by ESCI AND EU/other National Bodies</i>)	EuroMed Academy of Business & Emerald (publisher)
7	2013	International Marketing Review’s (an ABS 3 ranked journal) “top downloaded article of the past 30 years” , with 11,000 downloads within only 3 years from publication (http://www.emeraldinsight.com/promo/imr_30.htm), Accessed March 7 th , 2013: Vrontis, D., Thrassou, A. and Lamprianou, I. (2009), “International Marketing Adaptation versus Standardisation of Multinational Companies”, <i>International Marketing Review</i> , Vol. 26, Nos. 4 and 5, pp. 477-500, ISSN: 0265-1335-Emerald	Emerald (publisher)
8	2012	Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2012 , for the paper: Vrontis, D., Thrassou, A. and Rossi, M. (2011), “Italian Wine Firms: Strategic Branding and Financial Performance”, <i>International Journal of Organisational Analysis</i> , Vol. 19, No. 4, pp. 288-304 (<i>Indexed and abstracted in: ABI/INFORM, Inspec, OCLC's Electronic Collections Online, ProQuest, Scopus</i>)	Emerald (publisher)
9	2010	Highly Commended Award Winner at the Literati Network Awards for Excellence 2010 , for the paper: Thrassou, A., Vrontis, D. and McDonald, M. (2009), <i>A Marketing Communications Framework for Small Political Parties in Developed Countries</i> , <i>Marketing Intelligence and Planning</i> , Vol. 27, Iss. 2, ISSN 0263-4503, Emerald (<i>ABS Rating 2010: 1, ranked in the Journal Quality List (Harzing) Ratings</i>)	Emerald (publisher)
10	2009	Journal of Promotion Management (a Scopus indexed journal) “top 10 most cited and most read papers of the past three years” , Accessed November 18 th , 2014: http://www.tandfonline.com/action/showMostCitedArticles?journalCode=wjpm20#.VGt1CfmUcll ; Thrassou, A. and Vrontis, D. (2009), “A New Consumer Relationship Model: The Marketing Communications Application”, Volume 15, Issue 4, pp. 499-521	Taylor & Francis (publisher)

Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
Ref. Number	Date	Title	Key Activities:
1	Present	Professional Titles / Qualifications	<ul style="list-style-type: none"> -Chartered Marketer and Fellow (Chartered Institute of Marketing, CIM, UK) -Chartered Construction Manager and Fellow (Chartered Institute of Building, CIOB, UK) -Chartered Management Consultancy Surveyor (Royal Inst. of Ch. Surveyors., RICS, UK) -Member of The Society of Petroleum Engineers (SPE) -Member of the Cyprus Scientific Technical Chamber member (ETEK)
2	Present	Scientific Journals' Editorial Board Membership	<ul style="list-style-type: none"> -International Studies of Management and Organization (ABS 2) -International Journal of Big Data Management -FIIB Business Review (ABS 1) -Journal of the Integrated Information Management -UBS Case Research Centre
3	Misc.	Other positions held at the University of Nicosia (<i>Further to the major ones listed above</i>)	<ul style="list-style-type: none"> -Senate's Faculty Affairs Committee (UNIC, 2020-) -Senate's Student Appeals Committee (UNIC, 2021-) -University Research Time Release Committee (UNIC, 2015-) -Leader of Business School Advisory Council (UNIC, ~2005-8) -Business School Administrative Committee (UNIC) -Business School Research Committee (UNIC) -Dpt Postgraduate Programmes Ad Hoc Committee (UNIC) -Misc. committees (EMRBI & EMAB, 2008-)
4	Misc.	Other International roles	<ul style="list-style-type: none"> - University of Palermo (Italy) Teaching board of the PhD Course in Mediterranean Agricultural, Food and Forest Systems



			<ul style="list-style-type: none">- University of Torino (Italy), Visiting Professor (Business), School of Economics- Hellenic Quality Assurance and Accreditation Agency of the Republic of Greece, External University Evaluator for the- Italian Ministry of Education, Universities and Research (MIUR) – REPRISE, expert reviewer- South Africa’s National Research Foundation (NRF), external quality reviewer/assessor- Greek universities’ external member of Ranking Committees- EuroMed Academy of Business / EuroMed Research Business Institute (Senior Fellow, Advisor and Founding Member)- Centre for Intern. Research in Consumers Location & their Environments (Member).- University of Gloucestershire (UK), Ph.D. supervisor and examiner- Seconda Università di Napoli (Italy), Ph.D. examiner- University of Palermo (Italy), Ph.D. examiner- Maharishi Markandeshwar University (India), Ph.D. examiner- Middlesex University (Limassol), off-campus marketing lecturer- University of Durham, UK, Ranking Assessor
5		Scientific Journal Guest Editor	<ul style="list-style-type: none">– Journal of International Management (2023, ABS 3)– Production Planning & Control (2022, ABS 3)– International Marketing Review (2020, ABS 3)– European Management Journal (2023, ABS 2)– Journal of Social Entrepreneurship (2022, ABS 2)– European Business Review (2020, ABS 2)– Journal of Strategic Marketing (2022, ABS 2)– International Journal of Internet Marketing and Advertising (2008, ABS 1)– EuroMed Journal of Business (2009, 2022, 2024, ABS 1)



			<ul style="list-style-type: none">- The Marketing Review (2015, ABS 1)- British Food Journal (2016, ABS 1)- Sinergie Italian Journal of Management (2017, Scopus)- FIIB Business Review (2023, ABS 1)- International Journal of Organizational Analysis (2025, ABS 1, Under Dev.)- International J. of Agricultural Resources, Governance and Ecology (2026, U.D.)
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