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Dr Ioanna Papasolomou
PhD, PGCE (HE), MPhil, MBA, BA (Hons)

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Personal:

Marital status: married – two children

Education: **Undergraduate work:** BA (HONS) in Business Studies (June 1993). Philip's College, Nicosia – Cyprus.

Graduate work: PhD Management (Marketing) - 2000

Keele University, United Kingdom. Thesis Title: "The rhetoric and practice of internal marketing in the UK retail bank industry: an exploratory study"

Postgraduate Certificate in Teaching and Learning in Higher Education – PGCE (HE) 1997. Keele University, United Kingdom, Teaching Portfolio – SEDA Level III.

Master of Philosophy by Research (MPhil) Management (Marketing Public Relations) –1995. Keele University, United Kingdom, Thesis Title: "The rhetoric and practice of internal marketing in the UK retail bank industry: an exploratory study".

Master in Business Administration – 1994. Keele University, United Kingdom.

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BA (HONS) – 1993. Philip’s College, Cyprus.

Postgraduate work:

Positions Held: Lecturer in Marketing (Department of Management – Keele University, UK) 1996-2000.

Lecturer in Marketing (University of Chester, UK) 2000-2001.

Assistant Professor (Intercollege - Limassol, Cyprus) 2001 - 2004

Associate Professor (University of Nicosia - Nicosia, Cyprus) 2004 – to October 2011.

Areas of Concentration/ Research Interests:

Internal Marketing, Marketing and Management of Services, Marketing Communications (Advertising and Public Relations), Corporate Social Responsibility, Cause Related Marketing and Corporate Branding.

Professional Associations

- Chartered Institute of Marketing (UK)
- Member of the Social Responsibility Research Network
- Academia.edu
- ResearchGate

Organization/field

Title

On2net Web Creations (UK)

Marketing Director

Unified Management Technology (Cyprus)

Marketing Director

Funding Received (grants, contracts, research awards)

➤ Erasmus+ Funded Research Project, Master’s programme in Family Business Management / FAB, Project No: 619264-EPP-1-2020-1-KH-EPPKA2-CBHE-JP
Funding Scheme: Erasmus+ KA2 Capacity Building in the field of Higher Education
Coordinator: National University of Management (NUM, Cambodia)

Project website: <https://fab-project.eu/>

- Funded Research Programme at Liverpool City Council, UK, October 2000-July 2001: “Internal Communication within the framework of relationship marketing.” Amount received: 8,000 sterling pounds.
- Funded Research Programme by the Research Promotion Foundation in Cyprus (October 2003): “Benchmarking in the Hotel Sector in Cyprus” (45,100 Cy pounds).

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Research proposals submitted for funding to date

- “Staff Motivation in the Hospitality Sector in Cyprus” (June 2004) research project submitted for funding to the Research Promotion Foundation in Cyprus.
- Research proposal submitted to the Popular Bank of Cyprus (October 2003): “The implementation of Internal Marketing as a cultural change mechanism.”
- Research proposal submitted to the Research Promotion Foundation in Cyprus (October 2003): “Quality Improvement in Small to Medium Size Enterprises in Cyprus”.
- Research submitted to the Research Promotion Foundation in Cyprus (2002): “The role of internal marketing as a means for gaining a competitive advantage in the Cypriot retail-banking sector”.

Awards/Distinctions:

- In April 2011 the paper that follows has been selected for inclusion in Emerald Reading List Assist; Emerald’s free, unique, peer-reviewed reading list service provided to all Emerald subscribers. These comprehensive, subject-specific reading lists have been compiled by faculty experts and facilitate both teaching and learning. Papazolomou, I. and Vrontis, D. (2006) “Building Corporate Branding through Internal Marketing: the case of UK Retail Banking Industry”. Journal of Product and Brand Management, Vol. 15 Number 1, pp. 37-47, ISSN: 1061-0421.
- **Excellent Paper Award** Papazolomou, I. and Demetriou, M. (2010) “Building the Corporate Reputation through Cause Related Marketing (CRM): the case of the corporate sector in Cyprus”. 10th International Academic Seminar for Universities, July 16-19, Capital University of Economics and Business, Beijing, China.
- **Highly Commended Award Winner** at the Literati Network Awards for Excellence 2008: “Are the corporate social responsibility matters based on good intentions or false pretences: An empirical study of the motivations behind the issuing of CSR reports by UK Companies”, Corporate Governance: International Journal of Business in Society.
- **First Prize** for the Best Competitive Paper presented at the 9th International Conference on Corporate and Marketing Communications. Expanding the Role of Corporate and Marketing Communications in the New Business Landscape. Proctor, T., Proctor, S. and Doukakis, I. (2004) “Visualizing the Metaphor”, pp. 284-297, International Conference on Corporate and Marketing Communications. Expanding the Role of Corporate and Marketing Communications, Hosted by Warwick Business School
- **Third Prize** for the Best Competitive Paper presented at the 6th International Conference on Corporate and Marketing Communications. Corporate and Marketing Communications in the New Millennium: Interaction/Integration, Belfast-Ireland. Papazolomou-Doukakis, I. (2001) “The relationship between internal marketing

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practice and customer retention: the case of UK retail banks”, pp. 105-115, Queen’s University, Belfast.

Languages:

- Greek and English (Fluent)
- French (Competent)

Research & Publications

Doctoral Dissertation:

“The rhetoric and practice of Internal Marketing in the UK retail bank industry: an exploratory study.” Keele University (July 2000).

Chapters in Books under Development

Chapters in Books Submitted for Review

Chapters in Books

Kokkinopoulou, E., Papasolomou, I., Vrontis, D. and Porcu, L. (2023) “Co-creating sustainable buying behaviour among Gen Z consumers: The role of earned media. Marketing Solutions to the Challenges of a VUCA Environment. Ed. Zarkada, A., Springer Proceedings in Business & Economics. (**Scopus Indexed**)

Tan, C. and Papasolomou, I. (2023), Exploring consumer boycott intention toward corporate sustainable business practices”. In Vrontis, D., Thrassou, A., Efthymiou, L., Weber, Y., Shams, R. and Tsoukatos, E. (Eds.), Business for Sustainability: Strategic Avenues and Managerial Approaches, Vol. 1, “Palgrave Studies in Cross-Disciplinary Business Research, in Association with EuroMed Academy of Business”. Palgrave Macmillan, ISBN: 978-3-031-37361-9 (eBook), <https://doi.org/10.1007/978-3-031-37361-9>, pp. 21-42. (**Scopus Indexed**)

Antoniou, N., Vrontis, D., Thrassou, A., and Papasolomou, I. (2021), Identifying the driving factors for employee retention in mergers and acquisitions: An in-depth literature review, Business Model Innovation: New Frontiers and Perspective, Shams, S.M.R., Vrontis, D., Weber, Y., Tsoukatos, E. and Santoro, G. (Eds.), Taylor and Francis, London & New York. ISBN: 978-100302830, 978-036745642-9, pp.63-84. (**Scopus Indexed**)

Yiangou, F., Papasolomou, I., Thrassou, A. and Vrontis, D. (2020), Social Media and Consumer Behaviour towards Luxury Brands: An exploratory study in Cyprus. In Kaufmann, H.R. and Ali Khan Pani, M. (Eds.) *Handbook of Research on Contemporary*

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Consumerism, 2nd Edition, IGI Global. ISBN13: 9781522582700, DOI.4018/978-1-5225-8270-0.ch013, pp. 242-262. **(Scopus Indexed)**

Al Khoury, G., Thrassou, A., Papasolomou, I. (2020) Emotional Intelligence Towards Customer Relationship Marketing - The Case of Retail Banking in Lebanon. In Kaufmann, H.R. and Ali Khan Pani, M. (Eds.) *Handbook of Research on Contemporary Consumerism*, 2nd Edition, IGI Global. (ISBN13: 9781522582700, DOI.4018/978-1-5225-8270-0.ch014, pp. 263-284. **(Scopus Indexed)**

Papasolomou, I., Ioannou, M, Kalogirou, M., Christofi, P. and Kokkinos, T. (2019), Environmental Sustainability in Large Firms and SMEs in Cyprus, In Antonaras, A. and Dekoulou, E. (Eds.) *Cases on Corporate Social Responsibility and Contemporary Issues in Organisations: Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series*, Chapter 15. IGI Global Disseminator of Knowledge Publishers, pp. 259-275. **(Scopus Indexed)**

Abdalmajid, J. and Papasolomou, I. (2018), Contemporary Nation Branding Under Complex Political Conditions: The Case of Palestine, In Vrontis, D., Weber, Y., Thrassou, A., Shams, R. and Tsoukatos, E. (Eds.) *Innovation and Capacity Building - Cross-Disciplinary Management Theories for Practical Applications*, Palgrave Publishers, pp. 187-206. **(Scopus Indexed)**

Papasolomou, I. (2017) The practice of Internal Corporate Social Responsibility: Some evidence from the SME sector in Cyprus, S.O. Idowu et al. (eds.), *Corporate Social Responsibility in Times of Crisis, CSR, Sustainability, Ethics & Governance*, Springer International Publishing AG 2017, DOI 10.1007/978-3-319-52839-7_5, pp. 93-110 **(Indexed in Web of Science)**

Papasolomou, I. (2017) "The concept of 'Consumerism' from a Consumer Activist Perspective" (Chapter 1). In Kaufmann, H.R. and Panni, F.A.K. (Eds.) *Handbook of Research on Consumer Engagement and Buying Behaviour*, pp.1-21, I.G.I Global, ISBN13: 9781522521396 and ISBN10: 1522521399 **(Scopus Indexed)**.

Papasolomou, I. (2015) "Societal Marketing", in Idowu S. (ed.), *Dictionary of Corporate Social Responsibility* Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. (Eds.) pp 495-496.

Papasolomou, I. (2015) "Employee Volunteerism", in Idowu, S. (ed.) *Dictionary for Corporate Social Responsibility*, Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. (Eds.) ISBN 978-3-319- 10535-2, pp. 211-212.

Papasolomou, I. (2015) "Business in the Community", in Idowu S. (ed.), *Dictionary of Corporate Social Responsibility* Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. (Eds.) ISBN 978-3-319-10535-2, pp. 54-55.

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Papasolomou, I. (2015) "Environmentalism", in Idowu S. (ed.), Dictionary of Corporate Social Responsibility Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. (Eds.) ISBN 978-3-319-10535-2, pp. 234-235.

Papasolomou, I. (2015) "Enlightened Marketing", in Idowu S. (ed.), Dictionary of Corporate Social Responsibility Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. (Eds.) ISBN 978-3-319-10535-2, pp. 214-215.

Papasolomou, I. (2014) "Consumerism: Some Fundamental Insights", In Kaufmann, R. and Panni, F. (Eds.) *Consumerism in Business and Marketing: Concepts and Practices*, ISBN13: 9781466658806, (March) pp. 1-17, (**Scopus Indexed**).

Kitchen, P.J., Schultz, D. and Papasolomou, I. (2013) "The Conceptual Bridge between Corporate and Marketing Communications", In Gambetti, R. and Quigley, S. (Eds.) *Cross-cultural book on Corporate Communications*, Macmillan. Pp. 259-285.

Papasolomou, I. (2013) "Consumerism". In Idow, S.O., Capaldi, N., Zu, L. and Gupta, A.D., *Encyclopedia of Corporate Social Responsibility*. Heidelberg: Springer. (**Indexed in Web of Science**), Pp. 450-455.

Papasolomou, I. (2012) "Critical Success Factors for Cause Related Marketing". In Kaufmann, H.R. and Al Khan Panni (Eds.), *Customer Centric Marketing Strategies: Tools for Building Organisational Performance*, M.F. IGI Global. Pp. 359-373.

Papasolomou, I. (2011) "Building product awareness for SMEs through the use of CRM: The case of BMW in Cyprus". In Kaufmann, H.R. (Eds.) , *International Consumer Behavior: A Mosaic of Eclectic Perspectives*, - Handbook on International Consumer Behavior. Access. UK, pp. 358-366.

Papasolomou, I. (2008) "Cause Related Marketing in Cyprus: Doing good for your company and your cause." In Crowther, D. and Capaldi, N. (eds.) *The Ashgate Companion to Corporate Social Responsibility*, pp. 387-397.

Papasolomou, I. (2007) "Employee Volunteering." In Crowther, D. and Zain, M.M. (eds.) *Employee Volunteering in New Perspectives on Corporate Social Responsibility*, pp. 169-190.

Papasolomou, I. and Kitchen, P.J. (2005) "Marketing Public Relations: Conceptual Legitimacy or Window Dressing?". In Kitchen, P.J., De Pelsmacker, P., Eagle, L., and Schultz, D. (eds.) *A Reader in Marketing Communications*, Routledge, pp. 133-156.

Papasolomou, I. (2005) "The rhetoric and reality of Corporate Social Responsibility from the perspective of the Stakeholder Model: Balancing interests or Window dressing?" In Crowther, D. and Caliyurt, K.T. (eds.) *Stakeholders and Social Responsibility*, : Malaysia: Anstead University Press, pp. 74-90.

Papasolomou Doukakis, I. and O Idowu, S. (2005) "Reputational Responsibility."

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In Crowther, D. and Jatana, R. (eds.), *The International Dimension of Corporate Social Responsibility*, The ICFAI University Press, pp. 22-50.

Papasolomou-Doukakis, I. (2003) The rhetoric or reality of marketing in the Cyprus retail-banking sector. In Kitchen P.J. (eds.) *The Rhetoric and Reality of Marketing: An International Managerial Approach*, New York: Palgrave Macmillan, pp. 48-71, ISBN: 0-333-98732-2.

Papasolomou-Doukakis, I. (2001), “Relationship Marketing.” In Kitchen, P.J. and Proctor, T. (eds.) *Marketing: An Informed Students Guide*, London: International Thomson Business Press, pp. 70-72, 91-92, 125-126, 198-199, 256-258, ISBN: 1-86152-546-X.

Kitchen, P.J. and Papasolomou, I.C. (1999), “Marketing Public Relations.” In Kitchen, P.J. (eds.) *Marketing Communications: Principles and Practice*, London: International Thomson Business Press, pp. 340-360, ISBN: 1-86152-196-0.

Kitchen, P.J. and Papasolomou, I.C. (1997), “Marketing Public Relations.” In Kitchen, P.J. (eds.) *Public Relations: Principles and Practice*, London: International Thomson Business Press, pp. 239-271, ISBN: 1-86152-091-3.

Case Studies in Books

Papasolomou, I. (2013) “A BMW dealership: joining the disparate elements – community, corporate, marketing” in Gambetti, R. and Quigley, S. *Managing Corporate Communication: A cross-cultural approach*, Hampshire: Palgrave Macmillan, 1st Edition, pp. 280-283.

Papasolomou, I. (2009) “Mother or career woman or both. But How?” in Proctor, T. *Creative Problem Solving for Managers*, London: Routledge, 3rd edition, pp. 105-106.

Papasolomou, I. (2009) “Ulyssis Shipping Ltd” in Proctor, T. *Creative Problem Solving for Managers*, London: Routledge, 3rd Edition, pp. 42-44.

Papasolomou, I. (2009) “Captain Cook’s Fried Chickens” in Proctor, T. *Creative Problem Solving for Managers*, London: Routledge, 3rd Edition, pp. 250-251.

Papasolomou, I. (2008) “Mirela Fashions” in Proctor, T. *Strategic Marketing: An Introduction*, London: Routledge, 2nd edition, pp. 18-19.

Papasolomou, I. (2008) “COMUN International” in Proctor, T. *Strategic Marketing: An Introduction*, London: Routledge, 2nd edition, pp. 215-219.

Papasolomou, I. (2008) “Cyproswim Ltd” In Proctor, T. *Strategic Marketing: An Introduction*, London: Routledge, 2nd edition, pp. 122-124.

Papasolomou, I. (2005) “Ulyssis Shipping Ltd” in Proctor, T. *Creative Problem Solving for Managers*, London: Routledge, 2nd edition, pp. 39-41.

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Papasolomou, I. (2005) “Captain Cook’s Fried Chicken” in Proctor, T. *Creative Problem Solving for Managers*, London: Routledge, 2nd edition, pp. 235-237.

Papasolomou-Doukakis, I. (2002) “Managing Quality through Internal Marketing: The Case of the UK Retail Banking Sector.” In Keleman, M. Managing Quality: a Multi-disciplinary perspective, London: Sage, ISBN: 0-7619-6904-7.

Papasolomou, I.C. (2000) “CYPROSWIM Ltd.” In Proctor, T. Strategic Marketing, Routledge, pp. 116-118, London: Routledge, ISBN: 0-415-20810-6.

Papasolomou, I.C. (2000) “Mirela Fashions.” In Proctor, T. Strategic Marketing, Routledge, pp. 17-18, London: Routledge, ISBN: 0-415-20810-6.

Journal Articles – in print or submitted for publication

- * Journals (refereed)
- ** Invited papers
- *** Electronic Journal
- **** Non-refereed Journals

Work in Progress

Journal Articles under Review

Sakka-Vronti, G., Thrassou, A., Papasolomou, I. and Christofi, M. (2023) Employee social media usage, workplace social capital and employee-driven innovation: finding the missing pieces of the puzzle, *Journal of Management and Organisation*

Sfountouri, Antonaras, A., Iacovidou, M. and Papasolomou, I. (2023) ‘Towards a commonly accepted ESG Reporting template for Greek and Cypriot SMEs’, *Cyprus Review*.

Journal Articles Accepted for publication.

Riskos, K., Dekoulou, P., Hatzithomas, L. and Papasolomou, I. (2024) Hedonic and eudaimonic entertainment as facilitators of consumer brand engagement: A multiple mediation model for Netflix, *EuroMed Journal of Business*, Submission Date, EMJB-05-2023-0141.R2

Journal Articles Published

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Georgiou, T., Papasolomou, I., Vrontis, D., & Thrassou, A. (2023). Market-oriented succession effectiveness in family business – Case-based evidence from Cyprus family-owned wine business. *Journal of Business Research*, 165, 114050. <https://doi.org/10.1016/j.jbusres.2023.114050>, pp. 1-17, **(Scopus and ABS 3)**.

Abdalmajid, J., Papasolomou, I., Vrontis, D., Melanthiou, Y., Thrassou, A. and Uzunboylu, N. (2023), "A nation brand development framework: the stakeholders' perspective", *Journal of Asia Business Studies*, Vol. 17 No. 5, pp. 992-1018. ISSN: 15587894, <https://doi.org/10.1108/JABS-03-2022-0087>. **(Scopus and ABS 1)**

Papasolomou, I., Melanthiou, Y. and Tsamouridis, A. (2023): The fast fashion vs environment debate: Consumers' level of awareness, feelings, and behaviour towards sustainability within the fast-fashion sector, *Journal of Marketing Communications*, pp. 191-209, Vol 29, Issue 2, ISSN:13527266, DOI 10.1080/13527266.2022.2154059 **(Scopus and ABS 1)**

Al Khoury, G., Thrassou, A., Papasolomou, I. and Vrontis, D. (2023), "The requisite role of emotional intelligence in customer service in the retail banking sector", *International Journal of Organizational Analysis*, Vol. 31 No. 7, pp. 3315-3347. <https://doi.org/10.1108/IJOA-04-2022-3229> **(Scopus and ABS 1)**

Vrontis, D., Siachou, E., Trihina, E., Papasolomou, I., Thrassou, A. (2022) "Market Knowledge Acquisition and International SMEs Market Success: particularities, mechanisms and specified conditions, *International Marketing Review*, SI: Emerging Challenges in International Marketing Knowledge Management, pp. 529-567, ISSN: 02651335, DOI: 10.1108/IMR-02-2021-0095, **(Scopus and ABS 3)**

Papadopoulou, M., Papasolomou, I. and Thrassou, A. (2022), "Exploring the level of sustainability awareness among consumers within the fast-fashion clothing industry: A dual business and consumer perspective", *Journal of Competitiveness Review*, Special Issue: "Reinterpreting competitive strategies in turbulent scenarios: new paradigms, approaches, and solutions for boosting sustainable innovation in economic, business, and territorial competition" ,32 (3), .pp. 350-375. **(Scopus and ABS 1)**

Sakka, G., Papasolomou, I., Thrassou, A., and Uzunboylu, N. (2021), "Employee Social Media Usage in the Workplace: Internal Marketing's Newfound Friend", *Journal of Global Business Advancement*. 14(4), pp. 541-567. **(Scopus and ABS 1)**.

Siachou, E., Trihina, E., Papasolomou, I. and Sakka, G. (2021) "What drives me hiding my knowledge and what are the consequences? A systematic literature review", Special Issue: "Knowledge Hiding", *Journal of Business Research*, 135, pp. 195-213. **(Scopus and ABS 3)**.

Georgiou, T., Vrontis., D., Papasolomou, I. and Thrassou, A. (2020), "The process of succession and its impact on sustainability: An empirical study within family wineries in

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Cyprus”, *International Journal of Globalization and Small Business*, Vol. 11, No. 4, pp. 329-355, DOI: 10.1504/ijgsb.2020.110799 (ISSN: 1479-3059, Inderscience), **(Scopus Indexed and ABS 1)**.

Vrontis, D., Basile, G., Andreano, M.S., Mazzitelli, A. and Papasolomou, I. (2020) “The profile of innovation driven Italian SMEs and the relationship between the firm’s networking abilities and dynamic capabilities”, *Journal of Business Research* 114, pp. 313-324, **(Scopus and ABS 3)**.

Uzunboylu, N., Melanthiou, Y., and Papasolomou, I. (2020) “Hello Brand. Let's Take A Selfie”, *Qualitative Market Research: An International Journal*, Vol. 23, Issue:1, pp. 109-121 **(Scopus and ABS 2)**
DOI: <https://doi.org/10.1108/QMR-12-2017-0183>

Sainis, G., Haritos, G., Kriemadis, T. and Papasolomou, I. (2019), "TQM for Greek SMEs: an alternative in facing crisis conditions", *Competitiveness Review*, Vol. 30 No. 1, pp. 41-58. **(Scopus and ABS 1)**

Chebbi, H., Yahiaoui, D., Sellami, M., Papasolomou, I., and Melanthiou, Y. (2020) “The role of Internal stakeholders during the change process: Developing a Corporate Entrepreneurship Strategy at a French biscuit manufacturer”, *Journal of Business Research*, 119, pp. 209-217. **(Scopus and ABS 3)**

Demetriou, M., Thrassou, A. and Papasolomou, I., (2018) Beyond Teaching CSR and Ethics in Tertiary Education: the Case of the University of Nicosia, Cyprus (EU), *World Review of Entrepreneurship, Management and Sustainable Development*, Vol. 14, Nos. 1/2, <https://doi.org/10.1504/WREMSD.2018.089079>

Thrassou, A., Papasolomou I., Demetriou, M. (2018), Strategic Implications of Cyprus’ Emerging Oil & Gas Industry, *EuroMed Journal of Business*, Vol. 13 Issue: 2, pp.236-249, **(Scopus and ABS 2)** <https://doi.org/10.1108/EMJB-12-2016-0036>

Shuv-Ami, A., Papasolomou, I. and Vrontis, D. (2018), “New Measure of Brand Equity Status of a Basketball Club”, *Journal of Transnational Management*, Vol. 23, No. 1, pp. 39-63, DOI:10.1080/15475778.2018.1426942 (ISSN: 1547-5778 – Routledge, Taylor and Francis) **(Scopus and ABS 1*)**

Papasolomou, I., Kountouros, H. and Melanthiou, Y. (2018) “Internal CSR practices within the SME sector in Cyprus from the employees’ perspective – challenges and prospects”, *Global Business and Economics Review*, Vol 20 Nos. 5/6, pp. 634-649. **(Scopus and ABS 1)**

Shuv-Ami, A., Papasolomou, I. and Vrontis, D. (2017) “The Antecedents and Consequences of Lovemarks, Commitment and Sport Spectator Identity in a Decision Making Process of Football Club Fans, *Global Business and Economics Review*, Vol 20 Nos. 5/6, pp. 612-633 **(Scopus and ABS 1)**

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Papasolomou, I., Kitchen, P.J. and Christofi, M., (2017) “Internal Marketing Under Disguise: Misplaced Application” *Journal of Customer Behaviour*, Vol.16 No. 1 pp. 5-20.

Viassone, M., Vrontis, D. and Papasolomou, I. (2016), "The Relationship between Wine Sector and Regional Competitiveness", *Global Business and Economics Review*, (ISSN: 1097-4954, Inderscience), Vol 18 No ¾, pp. 259-276. (ABS 1)

Papasolomou, I., Kitchen, P. and Panopoulos, T. (2016), The Economic Crisis and its impact on Promotion and Media in Cyprus’, *Journal of Promotion Management*, (ISSN: 1049-6491, Routledge), Online, pp. 1-16.

Christofi, M., Leonidou, E., Vrontis, D., Kitchen, P.J. and Papasolomou, I. (2015) Innovation and cause-related marketing success: a conceptual framework and propositions, *Journal of Services Marketing*, Vol 2 Issue 5, pp. 354-366.

Melanthiou, Y., Papasolomou, I., Komodromos, M. (2015) “Social Media Uptake in Cyprus – or is it just a new Fad?” *International Journal of Technology Marketing*, Vol 10, No 3, pp. 312-325.

Papasolomou, I., Thrassou, A., Vrontis, D., and Sabova, M. (2014) Marketing Public Relations: A Consumer-focused Strategic Perspective, *Journal of Customer Behaviour*, Vol 13 – Issue 1, Spring, pp.5-24.

Papasolomou, I., Kitchen, P.J. and Panopoulos, A. (2013) “The accelerative and integrative use of marketing public relations in Cyprus”, *Public Relations Review*, Elsevier, online publication.

Papasolomou, I., Kountouros, H. and Kitchen, J.P. (2012) “Developing a framework for successful symbiosis of corporate social responsibility, internal marketing and labour law in a European context” *Journal of Marketing Review*, Vol 12 No 2, Summer, ISSN: 1469-347X, Westburn Publishers, pp. 109-123.

Papasolomou, I. & Melanthiou, Y. (2012) Social Media: Marketing Public Relations’ New Best Friend, *Journal of Promotion Management*, 18:3, 319-328, DOI: [10.1080/10496491.2012.696458](https://doi.org/10.1080/10496491.2012.696458)

Papasolomou, I. and Kitchen, P.J. (2011) “Cause Related Marketing: Developing a Tripartite Approach with BMW”, *Journal of Corporate Reputation Review*, Vol 14 No 1, ISSN: 1363-3589, Macmilan Publishers, pp. 63-75.

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Demetriou, M. and Papasolomou, I. (2010) “Cause Related Marketing and Employee’s Satisfaction”. International Journal of Management Cases, Vol 12 No 2, pp. 252-265, ISSN: 1741-6264, pp. 252-265.

Demetriou, M., Papasolomou, I. and Vrontis, D. (2010), “Cause Related Marketing: Building the Corporate Image Whilst Supporting Worthwhile Causes”, Journal of Brand Management, Vol 17, No 4, pp. 266-278, ISSN: 1350-231X, Palgrave Macmillan.

Papasolomou, I. (2008) “The practice of Cause Related Marketing in Small and Medium Size enterprises (SMES): The case of BMW in Cyprus”, International Journal of Management Cases, Vol. 10 No 3, pp. 621-631, Pallas Press, UK.

Demetriou, M. and Papasolomou, I. (2008) “Cause Related Marketing in Cyprus: An in-depth exploration of the key principles and processes based on consumers’ attitude”, International Journal of Management Cases, Vol. 10 No 3, pp. 445-456, Pallas Press UK.

Vrontis, D., Susanti, A. and Papasolomou, I. (2008) “The Impact of Culture in TV Advertising Behaviour”. Journal of Global Business Advancement, Special Issue on “International Branding and Marketing Communications”, pp. 422-432, ISSN: 1746-966X.

Vrontis, D. and Papasolomou, I. (2007), “Brand and Product Building: the Case of the Cyprus Wine Industry”, Journal of Product and Brand Management, Vol. 16, Nos. 2 and 3, pp.159- 167, ISSN: 1061-0421, Emerald Group Publishing Ltd.

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Idowu, S. and Papazolomou, I. (2004) "Are Corporate Social Responsibility (CSR) matters based on good intentions or false pretences? A critical analysis of the use to which corporate entities put Corporate Social Responsibility matters." Corporate Social Responsibility Conference, 3-5 December, Penang – Malaysia, CD ROM.

Papazolomou, I. and Demetriou M., (2004) "Cause Related Marketing in the Financial Services Sector", 4th International Nonprofit, Social and Arts Marketing Colloquium, 15th of September, London Metropolitan University, UK, CD ROM.

Papazolomou-Doukakis, I. (2004) "What is Internal Marketing? A Qualitative study of Culture Change in the UK Banking Sector." 8th International Research Seminar in Service Management, 8th-11th of June, La Londe les Maures, France.

Papazolomou-Doukakis, I. (2004) "Internal Marketing (IM) as a mechanism for putting the internal and external customer on a pedestal: the case of UK retail banks". International Conference on Service Systems and Service Management. July 19 to 21, Beijing, China.

Papazolomou Doukakis, I. (2004) "Radiomathon in the Guinness World of Records: A tool for building a strong corporate reputation." 9th International Conference on Corporate

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and Marketing Communications, 5th and 6th of April 2004, Warwick Business School, UK, ISBN: 0-902610-78-3.

Proctor, T., Proctor, S. and Doukakis, I. (2004) “Visualising the Metaphor”. 9th International Conference on Corporate and Marketing Communications, 5th and 6th of April 2004, Warwick Business School, UK, ISBN: 0-902610-78-3.

Proctor, T., Proctor, S. and Papasolomou-Doukakis (2004) “The visual metaphor in magazine advertisements: a model of the process of perception and comprehension.”, New Trends in Advertising and Corporate Communication, 18th May, Fernando Pessoa University, Porto, Portugal.

Papasolomou Doukakis, I. and O Idowu, S. (2004) “Reputational Responsibility”, The Inaugural Conference of the Welsh Institute for Competitive Advantage (WICA) at the Glamorgan Business Centre, Corporate Social Responsibility: Thought and Practice, 23rd and 24th of September, UK, CD ROM.

Doukakis, I., Proctor, T. and Proctor, S. (2003) “Creativity and Advertising”. 8th International Conference on Corporate and Marketing Communications, 7th and 8th of April, London Metropolitan University, UK, pp. 54-63, ISBN: 1-899764-29-1.

Doukakis, I., Krambia-Kapardis, M., and Katsiolouides, M. (2003) “Corporate Social Responsibility: A Pilot Study into the Realities of the Business Sector in Cyprus”. 8th International Conference on Corporate and Marketing Communications, 7th and 8th of April, London Metropolitan University, UK, pp. 64-80, ISBN: 1-899764-29-1.

Doukakis, I. and Krambia-Kapardis, M. (2003) “Corporate social responsibility: The way forward? Maybe no!”. Conference on Corporate Social Responsibility, 3rd-5th of September, London Metropolitan University, UK, CD ROM.

Doukakis, I. and Kitchen, P.J. (2003) Internal Marketing in UK Banks: Conceptual Legitimacy or Window Dressing?, Academy of Marketing Conference 2003, Aston University, UK, CD ROM.

Krambia-Kapardis, M., Doukakis, I., and Katsiolouides, M. (2003) Socially Responsible: A Preliminary Study in Cyprus, 26TH European Accounting Association Congress, Seville, 2-4 April, Seville - Spain, pp. 262.

Papasolomou-Doukakis, I.C. (2002), “Can internal marketing be implemented within bureaucratic organisations?” Academy of Marketing Annual Conference, The marketing landscape: signposts for the future, Nottingham University Business School, 2-5 July, CD ROM.

Papasolomou-Doukakis, I.C. (2002), “Internal Marketing: Is it more than just managerial fluff? An exploratory study in the UK retail banking sector”. Proceedings of the 7th Annual Conference on Corporate and Marketing Communications: Corporate and Marketing Communications in the New Millenium, 29-30 April, University of Antwerp – Belgium, pp. 64-80, ISBN: 90-441-1278-3.

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Proctor, T. and Papasolomou-Doukakis, I. (2002). Internal Marketing: better communications in local government. Proceedings of the 7th Annual Conference on Corporate and Marketing Communications: Corporate and Marketing Communications in the New Millenium, 29-30 April, University of Antwerp – Belgium, pp. 81-88, ISBN: 90-441-1278-3.

Kelemen, M. and Papasolomou-Doukakis, I. (2002) Changing the culture of UK Retail Banks through Internal Marketing: Myth or Reality?! British Academy of Management Conference, 9-11 September, Middlesex University Business School.

Crotty, J., Proctor, T., and Papasolomou-Doukakis, I. (2002) The stakeholder-organisation relationship: A study of transformation and communication within a UK local authority. British Academy of Management Conference, 9-11 September, Middlesex University Business School, CD ROM.

Proctor, S., Papasolomou-Doukakis, I., and Proctor, T. (2001) “Advertising Analysis: What are TV advertisements really try to tell us? A postmodern perspective”. Academy of Marketing Annual Conference 2001: A Marketing Odyssey, CD ROM.

Papasolomou-Doukakis, I. (2001) “The implementation and best practice of internal marketing within the UK retail bank sector: an exploratory case study” The Academy of Marketing Annual Conference. 2001: A Marketing Odyssey, Cardiff University, 2-4 July, CDROM.

Papasolomou-Doukakis, I. (2001) “The relationship between internal marketing practice and customer retention: the case of UK retail banks” The 6th International Conference on Corporate and Marketing Communications. Corporate and Marketing Communications in the New Millenium: Interaction/Integration, Queen’s University Business School, Belfast-Ireland, ISBN: 0-85389-789-0.

Papasolomou-Doukakis, I.C. and Proctor, T. (2000), “The rhetoric and practice of internal marketing within UK retail banking industry - an exploratory study.” Bridging the Divide: when theory meets practice, Academy of Marketing Annual Conference, 5-7 July 2000, Derby University (CDROM).

Papasolomou-Doukakis, I. and Proctor, T. (2000), “Internal Marketing and the UK Bank Industry: an exploratory study”. British Academy of Management Conference, 13-15 September, University of Edinburgh, CDROM.

Papasolomou, I. and Proctor, T. (1999) “Internal Marketing: A study in the Stoke on Trent bank industry”. New Marketing, New Relevance: Evolution and Innovation for the Next Generation, Proceedings of the Academy of Marketing and American Marketing Association Conference, 7-9 July 1999, University of Stirling.

Papasolomou, I. and Proctor, T. (1999) “The characteristics of the advertising function in Cyprus, as they are identified through a trilateral exploratory study.” Excellence in Communication Management, 4th International Conference on Corporate and Marketing Communications, 7-8 April 1999, University of Salford, ISBN: 0-9535523-0-6.

Proctor, T. and Papasolomou, I.C. (1998) “Internal marketing, service climate and an internal marketing communication model.” Adding Value through Marketing,

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Proceedings of the Academy of UK and American Marketing Association Conference, 8-10 July, Sheffield Hallam University, CD ROM.

Papasolomou, I. and Proctor, T. (1998) "The concept of internal marketing in the UK bank industry: A preliminary study in the UK bank industry". Adding Value through Marketing, Proceedings of the Academy of UK and American Marketing Association Conference, 8-10 July, Sheffield Hallam University, CD ROM.

Papasolomou, I. and Proctor, T. (1998) "Marketing Public Relations: An exploratory study". The changing world of corporate and marketing communications - towards the next millennia, Proceedings of the Institute of Corporate and Marketing Communications, 3rd International Conference, 20-21 April, Strathclyde Graduate Business School, ISBN: 0-906104-27-0.

Papasolomou, I.C. and Proctor, T. (1997) "Internal Marketing - its relationship with an organisation's service climate and with the concepts of organisational behaviour, organisational development, and human resource management." Marketing Without Borders, Proceedings of the Academy of Marketing and American Marketing Association Conference, 8-10 July 1997, Manchester Metropolitan University, CD ROM.

Newspaper Articles

Newspaper Articles/ News Releases

Papasolomou, I. (2005) "Epikinonies and Marketing 2005", Politis, 7th June, p. 60.

Papasolomou, I. (2005) "Epikinonies and Marketing 2005", Simerini, 6th of June.

Papasolomou, I. (2005) "Epikinonies and Marketing 2005", TV Star, 22nd of May, p. 80.

Papasolomou, I. (2005) "Epikinonies and Marketing 2005", Simerini, 23rd of May 2005, p. 35.

Kouis, J. and Doukakis, I. (2003) "10+1 More Reasons to the New Council of Ministers", In –Brief: The Intercollege Staff and Faculty Journal, Issue No. 8, May.

"Research Results Presentation: Female Entrepreneurship in Cyprus" – Bank of Cyprus Cultural Centre March 12th 2003, In –Brief: The Intercollege Staff and Faculty Journal, Issue No. 8, May 2003.

"Marketing Developments in the Financial Services Sector in Cyprus" – Hellenic Bank Cultural Centre March 19th 2003, Selides, 13th of April 2003, p. 593.

"Marketing Developments in the Financial Services Sector in Cyprus" – Hellenic Bank Cultural Centre March 19th 2003, Haravgi, 6th of April 2003, p. 26.

"Marketing Developments in the Financial Services Sector in Cyprus" – Hellenic Bank Cultural Centre March 19th 2003, Filelephtheros, 5th of April 2003.

"Research Results Presentation: Female Entrepreneurship in Cyprus" Bank of Cyprus Cultural Centre March 12th 2003, Alethia, 24th of March 2003.

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“Research Results Presentation: Female Entrepreneurship in Cyprus” Bank of Cyprus Cultural Centre March 12th 2003, Filelepheros, 25th of March 2003.

“Research Results Presentation: Female Entrepreneurship in Cyprus” Bank of Cyprus Cultural Centre March 12th 2003, Selides, 6th of April 2003.

“Research Results Presentation: Female Entrepreneurship in Cyprus” Bank of Cyprus Cultural Centre March 12th 2003, Simerini, 23rd of March 2003.

Poster Sessions at Conferences

Papasolomou, I. and Proctor, T. (1998) The concept of internal marketing in the UK bank industry: a preliminary study. Academy of Marketing Conference.

Papasolomou, I.C. and Proctor, T. (1997) “The Emergence of Marketing Public Relations: An Exploratory Study”. Marketing Without Borders, Proceedings of the Academy of Marketing and American Marketing Association Conference, 8-10 July 1997, Manchester Metropolitan University.

Conference Papers under Review/Accepted

Conference Chair

Papasolomou, I. and Melanthiou, Y. (2022), 26th International Corporate and Marketing Communications Conference, “Digital Technologies in the light of Covid-19”, 18th-20th of April, University of Nicosia, Cyprus.

Melewar, T.C., Foroudi, P., Jin, Z., Papasolomou, I. and Melanthiou, Y. (September 2017) 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR): Current and Future Trends, Developments and Challenges, Middlesex University, UK.

Papasolomou, I., Thrassou, A. and Melanthiou, Y. (2010), 3rd Annual EuroMed Conference, University of Nicosia, Nicosia – Cyprus, 4-5 November, ISBN: 978-9963-634-83-5.

Papasolomou, I. (2009), 14th International Conference on Corporate and Marketing Communications (CMC), Department of Marketing, University of Nicosia, Cyprus, 23rd-24th April, ISBN: 978-9963-634-59-0.

Papasolomou, I. (2005), 10th International Conference on Corporate and Marketing Communications (CMC), Department of Marketing, Intercollege, Nicosia, Cyprus, 8th-9th April, ISBN: 9963-634-24-9.

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Conferences – Paper Reviewer

The 12th Annual Conference of the EuroMed Academy of Business (2019) “Business Management Theories and Practices in a Dynamic Competitive Environment”, September 18-20. Hosted by the University of Nicosia, International Hellenic University, The Hellenic Mediterranean University, (Thessaloniki - Greece) – **Marketing Track**

The 11th Annual Conference of the EuroMed Academy of Business (2018) “Research Advances in National and Global Business Theory and Practice”, September 12-14, Hosted by The University of Malta, (Malta) – **Marketing Track**

The 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR) (2017): Current and Future Trends, Developments and Challenges, Middlesex University, UK, September 7-8.

The 11th Annual EuroMed Academy of Business: Research Advances in National and Global Business Theory and Practice, September 12-14, University of Valetta, Valetta Malta.

The 10th Annual EuroMed Academy of Business: Global and National Business Theories and Practice: Bridging the past with the future (2017), September 13-15, Sapienza University, Rome, Italy.

The 9th Annual EuroMed Academy of Business: Innovation, Entrepreneurship and Digital Ecosystems (2016), September 14-16, University of Warsaw Digital Economy Lab, Poland.

The 8th Annual EuroMed Academy of Business: Innovation, entrepreneurship, and sustainable value chain in a dynamic environment (2015), September 16-18, University of Verona, Verona, Italy, September 16-18.

The EuroMed Academy of Business - 7th Annual Conference (2014) “The Future of Entrepreneurship”, Kristiansand, Norway, September 18-19.

3rd Annual EuroMed Conference, University of Nicosia, Nicosia – Cyprus, 4-5 November (2010).

14th International Conference on Corporate and Marketing Communications, University of Nicosia, Nicosia-Cyprus, 23-24 April (2009).

10th International Conference on Corporate and Marketing Communications (CMC), Department of Marketing, Intercollege, Nicosia, Cyprus, 8th-9th April (2005).

35th EMAC Conference, Athens University of Economics and Business, Athens – Greece, 23rd-26th of May, (2006).

10th International Conference on Corporate and Marketing Communications, University of Nicosia, Nicosia-Cyprus, 23-24 of April (2005).

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12th Biennial World Marketing Congress, The Movenpick Hotel in Muenster, Germany, 6th –9th of July, (2005).

9th International Conference on Corporate and Marketing Communications (CMC), Warwick Business School, UK, 5th – 6th April (2004).

8th International Conference on Corporate and Marketing Communications (CMC), London Guildhall University, UK, 7th-8th April (2003).

Conferences - Chaired Sessions

The 16th Annual EuroMed Academy of Business (EMAB) Conference (2023). Business Transformation in Uncertain Global Environments. September 27th-29th, Vilnius, Lithuania.

The 15th Annual EuroMed Academy of Business (EMAB) Conference (2022). Sustainable Business Concepts and Practices. September 21st-23rd, 2022. Palermo, Italy.

The 12th Annual Conference of the EuroMed Academy of Business (2019) “Business Management Theories and Practices in a Dynamic Competitive Environment”, September 18-20. Hosted by the University of Nicosia, International Hellenic University, The Hellenic Mediterranean University, (Thessaloniki - Greece)

The 11th Annual Conference of the EuroMed Academy of Business (2018) “Research Advances in National and Global Business Theory and Practice”, September 12-14, Hosted by The University of Malta, (Malta)

The 10th Annual EuroMed Academy of Business: Global and National Business Theories and Practice: Bridging the past with the future (2017), September 13-15, Sapienza University, Rome, (Italy).

The 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR) (2017): Current and Future Trends, Developments and Challenges, Middlesex University, September 7-8, London, UK.

The 21st International Conference on Corporate and Marketing Communications (2016), Middlesex University Business School, April 7-8, London, UK.

The 3rd Annual EuroMed Conference (2010), University of Nicosia, Nicosia – Cyprus, 4-5 November, ISBN: 978-9963-634-83-5.

Papasolomou, I. (2011) “Brand Communications”, 16th International Conference on Corporate and Marketing Communications, Athens University of Economics and

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Business, Athens, Greece.

Papazolomou, I. (2005) “Sustainable Development and Corporate Social Responsibility”, 4th International Conference on Corporate Social responsibility, London Metropolitan University, 7th-9th September.

Doukakis, I. (2004) “Corporate Communication, Image, Reputation, and Identity” 9th International Conference on Corporate and Marketing Communications, 5th and 6th of April 2004, Warwick Business School, UK.

Doukakis, I. (2003) “Marketing Communications Techniques 1” 8th International Conference on Corporate and Marketing Communications, 7th and 8th April, London Metropolitan University, UK.

Papazolomou-Doukakis, I. (2003) “Research Results Presentation: Female Entrepreneurship in Cyprus”. Panel Discussion, (12th March 2003), Bank of Cyprus Cultural Centre, Limassol-Cyprus.

Papazolomou-Doukakis, I.C. (2002), “Public Health” International Conference on Health Economics and Health Management, 30 – 31 May, Athens Institute for Education and Research, Athens-Greece.

Conferences – Track Chair

The 12th Annual Conference of the EuroMed Academy of Business (2019) “Business Management Theories and Practices in a Dynamic Competitive Environment”, September 18-20. Hosted by the University of Nicosia, International Hellenic University, The Hellenic Mediterranean University, (Thessaloniki - Greece)

The 11th Annual Conference of the EuroMed Academy of Business (2018) “Research Advances in National and Global Business Theory and Practice”, September 12-14, Hosted by The University of Malta, (Malta)

Papazolomou, I. and Melanthiou Y. (2018) Marketing Track The 11th Annual EuroMed Academy of Business, September 12-14, Valletta, Malta.

Papazolomou, I. and Melanthiou Y. Kauffman, R. (2017) Marketing Track The 10th EuroMed Academy of Business - 10th Annual Conference, September 16-17, Rome (Italy).

Papazolomou, I. and Melanthiou, Y. (2016) Consumer Behaviour Track The EuroMed Academy of Business - 9th Annual Conference, September, University of Warsaw Digital Economy Lab.

Papazolomou, I. and Melanthiou, Y. (2015) Consumer Behaviour Track The EuroMed Academy of Business - 8th Annual Conference “Innovation, entrepreneurship and sustainable value chain in a dynamic environment”, Verona, Italy, September 16-18.

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Papasolomou, I. and Melanthiou, Y. (2014) Consumer Behaviour Track The EuroMed Academy of Business - 7th Annual Conference “The Future of Entrepreneurship”, Kristiansand, Norway, September 18-19.

Panel Discussion Presentations

Papasolomou-Doukakis, I. (2003) Services Marketing Starts from Within: The Rhetoric and Practice of Internal Marketing in the UK retail Banking Industry. Marketing Developments in the Financial Services Sector: A local and European Perspective (March), Panel Discussion, Limassol - Cyprus.

Board Member – Book Series

Demetris Vrontis, Yaakov Weber, Alkis Thrassou, S. M. Riad Shams, Evangelos Tsoukatos (Eds), Book Series: *Palgrave Studies in Cross-Disciplinary Business Research, In Association with EuroMed Academy of Business*, Palgrave Macmillan - Springer Nature, Cham, Switzerland. Electronic ISSN 2523-8175, Print ISSN 2523-8167

Alkis Thrassou, Demetris Vrontis (Eds), Book Series: *Palgrave Intersections of Business and the Sciences, in association with Gnosis Mediterranean Institute for Management Science*. Palgrave Macmillan - Springer Nature, Cham, Switzerland

Round Table Discussions

Interviews to TV and Radio Stations

Interview given to ANTENA TV station in March the 19th 2003. “Marketing Developments in the Financial Services Sector: A local and European Perspective.” Broadcasted on the 24th of March 2003.

Quality Assurance Committee

- Hellenic Quality Assurance & Accreditation Agency, Accreditation of the Higher Education Institutions of Greece - Aristotle University of Thessaloniki (January-February 2014)

Symposium Presentation

Discussant

Invited Speaker

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Invited Talks, Seminars & Colloquia

Other Scholarly Activities

Events organised for the Marketing Department

1. Prof Philip Kitchen (Hull University) speech given to the Business Colloquium
2. Prof Philip Kitchen speech to the Marketing faculty on Research Issues.
3. Prof Roger Bennett (London Metropolitan University) speech to Inter-marketers
4. Dr Helen Gabriel (London Metropolitan University) speech to the Marketing Faculty
5. Dr John Shaw (London Metropolitan University) speech to the Marketing Faculty (4th January 2006): 'Contemporary issues in HE teaching and learning for new universities'
6. Prof. David Crick is Professor of Marketing & International Entrepreneurship at Birmingham City University. Speech to the Faculty of the Marketing Department on Research.

2015-2016

- Field Trip to the Carlsberg Factory, tour on the premises and presentation by the marketing manager of the company. This event took place on Monday the 30th of November 2015 (other marketing faculty were involved).
- Members of the marketing society attended the “Dedalus International Workshop” (www.daedalusproject.eu/) “Fly to Your Job in Europe and Mediterranean: Awareness and Opportunities” on the 3rd and 4th of December 2015 at the Hotel Centrum in Nicosia. They were accompanied by marketing faculty.
- Activity at the Kofinou Refugee Camp for asylum seekers of a charitable nature. Faculty of the Marketing Department drove students/members of the marketing society to the Kofinou camp where they interacted with the children, translated children’s stories to them, helped them play on a bouncer and distributed food to them. The event took place on Saturday the 6th of February 2016.
- Marketing Orientation Event “Μπες στα παπούτσια των ανθρώπων του Μαρκετινγκ για μια μέρα» for students of secondary education in Cyprus which took place at the University of Nicosia on the 13th of February 2016. Members of the Society participated in the workshops and helped the lyceum students with the project that they had to create and submit for the student competition that we organized.

Research Fellow

Editorial Boards

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- Journal of Marketing Communications, ISSN: 1352-7266, Routledge: Taylor and Francis Group.
- Palgrave Studies in Cross-Disciplinary Business Research, *in Association with EuroMed Academy of Business* (<https://link.springer.com/series/15956>),
- Palgrave Intersections of Business and the Sciences, *in Association with Gnosis Mediterranean Institute for Management Science* (official web page to be provided soon, but to get an idea see <https://www.amazon.com/Agribusiness-Innovation-Contextual-Evolution-Intersections/dp/3031457374>)

Assistant Editor:

Guest Editor – Guest Editorials

- Papasolomou, I, Vrontis, D., Porcu, L. and (2024), “Shaping a more sustainable future: navigating sustainable marketing theories & practices in a rapidly evolving market environment”, *Journal of Competitiveness Review*.
- Papasolomou, I. and Melanthiou, Y. (2023), “Did we really need a pandemic to fast-track technology?” Vol. 29 Issue 2, pp. 97-100, *Journal of Marketing Communications*, <https://doi.org/10.1080/13527266.2022.2154062>.
- Dennis, C., Foroudi, P., Melewar, T.C., Kitchen, P., Melanthiou, Y. and Papasolomou, I. (2020) *Journal of Qualitative Market Research*, Special Issue on: Communication and Social Media Management: Theory, Research and Practice, 23(3), pp. 333-337.
- Papasolomou, I. and Melanthiou, Y. (2019) *Journal of Customer Behaviour* Special Issue on: “Exploring customers’ experiences and perceptions in diverse organisational settings and geographical boundaries”.
- Papasolomou, I. Christofi, M., and Leonidou, E. (2017) *Journal of Customer Behaviour* Special Issue on: Uncovering Customer and Consumer Experiences, Vol 16 No. 1, pp. 1-5.
- Papasolomou, I. and Thrassou, A (2015) *The Marketing Review*, Special Issue on: ‘Contemporary Marketing Trends Across the Euro-Mediterranean Region’, Vol. 15, No 4 (Winter), Westburn Publishers, pp. 401-404.
- Papasolomou, I., and Thrassou, A. (2009) “Corporate and Marketing Communications: developments and challenges”, *EuroMed Journal of Business*, ISSN: 1450-2194, Vol 4 No 3, Emerald Group Publishing Ltd.
- Vrontis, D., Papasolomou, I. and Proctor, T. (2006/2007) “International Branding and Marketing Communications”, *Journal of Global Business Advancement*, ISSN:1746-966X.

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Honorary Reviewer

Title: *Journal Review of Economics & Finance*

ISSNs: 1923-7529(Printed)

1923-8401(On-line)

Reviewer

Human Resource Management Journal, Online ISSN: 1748-8583, John Wiley and Sons.

European Journal of Marketing, ISSN: 0309-0566, Emerald Publishing

Journal of Product and Brand Management, ISSN: 10610421, Emerald Publishing

Journal of Business Research, ISSN: 0148-2963, Elsevier

Journal of Environmental Communication, ISSN: 1752-4032 (print) and 17524040 (online) Taylor and Francis Group.

Journal of Marketing Communications, ISSN: 1352-7266, Routledge: Taylor and Francis Group.

International Journal of Bank Marketing (IJBM), ISSN: 0265-2323, Emerald Group Publishing, Ltd.

Journal of International Business and Entrepreneurship (JIBE), Vol 11 No 2, July 2005, ISSN: 0128-7494, Faculty of Business Management, University Teknologi MARA, Malaysia.

Corporate Communications: An International Journal, ISSN: 1356-3289, Emerald Group Publishing Ltd.

Journal of Global Business Advancement, ISSN: ISSN online: 1746-9678 ISSN print: 1746-966X

Euro Mediterranean Journal in Business (EMJB), ISSN: 1450-2194, Emerald Group Publishing Ltd.

Social responsibility Journal, ISSN: ISSN: 1747-1117, Emerald Publishing

Collaborations

Consultancies

Liverpool City Council, UK (2000-2001)

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On2net Web Creations, UK (1997-2000)

Mirela Fashions, Cyprus (since 1995)

Unified Management Technology, UK (2001-2003)

Experience

Administrative

- Head, Department of Marketing, University of Nicosia (March 2008 – 2019).
- BBA Marketing Programme, Programme Coordinator (March 2008 - today).
- Research Coordinator, Marketing Department (2007 – 2009).
- Head of Research Coordination Committee, School of Business Administration, Intercollege/University of Nicosia (2006-2007).
- Course Leader: Advertising (MKTG-393), Marketing Public Relations (MKTG- 321), Relationship Marketing (MKTG-375).
- MBA supervisor and examiner.
- Participant/Advisor in research projects submitted by the Consultancy Unity/Intercollege – Cyprus.
- Library Liaison Officer (Keele University - University College Chester)
- Member of the Learning Resources Committee (University College Chester)
- Member of the Student Support and Guidance Committee (Keele University - University College Chester)
- Undergraduate Coordinator 2nd year degree students - (University College Chester)
- HND Course Marketing Leader (University College Chester)

Advisory

- Around thirty undergraduate students advised in areas related to their studies at Chester Business School.
- DProf (Doctorate in Professional Studies) Advisor Middlesex University.
- MBA Student Supervision, University of Nicosia.

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- Doctoral Program University of Nicosia

Teaching

Advertising (MKTG – 393)
Introduction to Marketing (MKTG – 291)
Marketing Public Relations (MKTG-321)
Principles of Marketing I and II
Marketing of Services (MKTG-380)
Introduction to Management (MGT)
Public Relations Principles (COMM – 321)
Public Relations Methods (COMM –322)
Marketing (MKTG-291 DG)
MBAN-716DG/MBAN-749 (Μάρκετινγκ Υπηρεσιών)
MBAN-718DG (Επικοινωνίες Μάρκετινγκ)

Examiner for PhD Thesis

- Universiti Tecknologi Mara, Kuala Lumpur, Malaysia

Examiner for Undergraduate and Postgraduate Theses

- MBA (University of Nicosia) Final Dissertation
- Final Year Theses

Supervision

PhD Theses

- Sam Nemer (U141N0942) (completed in July 2017): “The development of an integrated student choice framework for universities in Lebanon.”, PhD Thesis, University of Nicosia.
- Jilan Wahba (U124N1422) (completed July 2019): “*Nation Branding An integrated framework for developing a nation brand for Palestine from stakeholders’ perspectives.*”, PhD Thesis, University of Nicosia.
- Grace Al-Khoury (U154N2719)
- Georgia Vronti (U124N1451 - completed 2021): “*An Integrated Framework of the Effect of Social Media Usage on Employee Electronic Word-of-Mouth Communication in the Hospitality Industry of Cyprus.*” PhD Thesis, University of Nicosia.
- Jessy Kfoury Aoun (U184N2422) (completed May 2024): “*The Impact of Visual e-WOM on Tourists’ Information Searches related to HORECA Services.*” PhD Thesis, University of Nicosia.
- Uzunboglu Naziyet (U184N2418)
- Olimat Emad (U181N1447)
- Elena Ponomareva (U194N3746)
- Emmanouela Kokkinopoulou (U214N3163)

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MBA Theses

- Andreas Soulis (2022)
- Charikleia Tsigaridi (2022)
- Yiannis Vagiotis (2022 - U211N0018)
- Ilias Tsisikaos (2022)
- Nikolaos Koronios (2022)
- Mary Zavou (2022 –
- Georgia Potamou (2022 -
- Efi Baka (2020)
- Argyris Provitsakis (2020 - U164N0959)
- Evita Lyroni (2019)
- Kokkinopoulou Emmanouela (2017 - U141N0870)
- Charalampelis George (2017 - U151N210)
- Kouroyiorga Marion (2017 - U154N0630)
- Goritsas Nikos (2017)
- Veli Maria (2017 - U154N0622)
- Chadjicosta Evgenia (2016 - U104N0935)
- Yangdong Wang (2016) (U134N1282)
- Yuan Gao (2016) (U104N1093)
- Thanasis Boufidis (2016) (Distance Learning Greece) (U131N0680)

Final Year Bachelor Theses

- Christou Antria (2016 - U134N1680)
- Ibrahim Christien (2017 - U153N0001)
- Jabbour Haia (2017 - U134N0422)
- Kalogirou Maria (2017 - U141N1124)
- Christofi Panayiotis (2017- U144N0237)
- Demetriou Omeros (2018 - U134N0831)
- Italos Stylianos (2018 - U151N0656)
- Kokkinos Theodosios (2017 - U134N0153)
- Anastasia Boldurchidi (2019 - U174N0124)
- Foteini Yiangou (2019 - U154N0489)
- Hassan Abdalrahman Magdi (2020 - U154N0638)
- Xenia Papachristodoulou (2020 - U184N1079)
- Loukia Artemiou (U174N1811 - Spring 2021)
- Anestis Tsamourides (U174N0110 – Fall 2020)
- Maria Papadopoulou (U174N0854 – Fall 2020)
- Olympiou Efpraxia (U184N0194 - Spring 2021)
- Neoklis Neokleous (U194N0053 – Summer 2022)
- Anna Savchenko (Summer 2024)
- Eleni Keliri (Summer 2024)

18/11/24

Extra Curricular Activities (2016/2017)

- Charity Work for the Anticancer Society in Cyprus and the Marketing Department's cause related marketing campaign (for example Christodoula's March, Christmas Bazaar for the Anticancer Society in Cyprus).