

# ***CURRICULUM VITAE***

## **Professor Demetris Vrontis PhD, FCIM**

Executive Dean and Director, University of Nicosia

President, EuroMed Research Business Institute

Editor-in-Chief, EuroMed Journal of Business



## **PERSONAL CONTACT DETAILS**

**Citizenship:** Cypriot  
**University address:** University of Nicosia, School of Business, 46 Makedonitissas Avenue, POBox 24005, 1703 Nicosia, Cyprus  
**Home address:** POBox 24530, 1300 Nicosia, Cyprus  
**Tel:** +357 22841615  
**Fax:** +357 22355116  
**E-Mail:** [vrontis.d@unic.ac.cy](mailto:vrontis.d@unic.ac.cy)  
**Website:** <https://unic.academia.edu/DemetrisVrontis>

## **Biographic note**

Professor Demetris Vrontis studied in the United Kingdom and obtained a BSc (Hons) in Business from Manchester Metropolitan University Business School, a PGCE (HE) from Manchester Metropolitan University, an MBA (with Distinction) from the University of Hull and a PhD in International Marketing from Manchester Metropolitan University Business School.

Professor Vrontis is a Fellow Member and certified Chartered Marketer of the Chartered Institute of Marketing (UK) and a Chartered Business and Chartered Marketing Consultant certified by the Chartered Association of Business Administrators, serving as a consultant and member of Board of Directors to a number of international companies.

He is a Professor of Marketing, the Executive Dean of Distance Learning and the Director of the MBA and Doctorate Programmes at the University of Nicosia, Cyprus. At the same time he is a Visiting Professor and Research Fellow in various Universities around the globe. Previously, Prof. Vrontis served as Head of the Marketing Department (2004-2005), as Associate Dean (2005-2006) and Dean (2006-2012) of the School of Business at the University of Nicosia.

His prime research interests are on strategic marketing planning, branding, international marketing, marketing communications and wine marketing, areas in which he has widely published, in about 100 refereed journal articles, through 25 chapters and cases in books/edited books and over 65 papers to conferences on a global basis. Professor Vrontis is also the author of 21 books mainly in the areas of international marketing and marketing planning including 7 electronic books (approved by and included in ISI Citation Index of Thomson Reuters) in the areas of business, management, innovation and entrepreneurship.

Academic journal publications, include, among other publications, Human Resource Management (USA), the Journal of Business Research, the Journal of Marketing Management, the International Marketing Review, the European Business Review, the Journal of Services Marketing, the Journal of General Management, the Journal of Marketing Communications, the Journal of Business and Industrial Marketing, the Cross Cultural Management: An International Journal, the Marketing Intelligence and Planning, the Journal of Customer Behaviour, the Journal of Product and Brand Management, the Journal of Brand Management, the Marketing Review, the Inter. Journal of Business Studies, the Global Business and Economics Review, the Journal of Textile Institute, the British Food Journal, the World Review of Entrepreneurship, Management and Sustainable Development and many more.

Professor Vrontis is a Member of the Appeals (Secondary) Council of the Cyprus Advertising Regulation Organization that aims to regulate advertisements in all media in order to comply with the Code of Conduct of the International Chamber of Commerce. He is also an External Evaluator Expert for the Hellenic Quality Assurance Agency (HQAA) and an External Evaluator Member for Academic Ranking Committee, evaluating Higher Education Academic Units and Academics in Greece.

Professor Vrontis is the Founding Editor of the EuroMed Journal of Business and an editorial advisory board member in numerous academic and scientific marketing, management and business related journals. He is furthermore the founder and President of the EuroMed Research Business Institute (EMRBI - [www.emrbi.com](http://www.emrbi.com)) and the Chairman of the EuroMed Academy of Business (EMAB), which aim to contribute to

and share the understanding of different business environments and trends in the region through research, teaching and consulting. The two organisations have already successfully organized five international conferences and currently have hundreds of members (individual, universities and organizations) from all over the world.

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## **EDUCATION-QUALIFICATIONS**

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**July 2006 - June 2008**

**Chartered Marketer**

The Chartered Institute of Marketing, UK

**February 2006 - July 2007**

**Chartered Business Consultant (CBC)**

The Chartered Association of Business Administrators, British Columbia, Canada

**April 2005 - December 2006**

**Chartered Marketing Consultant (ChMC)**

The Chartered Association of Business Administrators, British Columbia, Canada

**January 2004 - October 2004**

**Certificate in Virtual Tutoring**

Henley School of Management, University of Reading, UK

**September 2000 - June 2002**

**P.G.C.E. (H.E.) - Postgraduate Certificate in Education (Higher Education)**

Manchester Metropolitan University, Institute of Education, Manchester, UK.

**July 1997 - July 2000**

**Ph.D. in International Marketing Management and Business**

Manchester Metropolitan University Business School (MMUBS), Manchester, UK.

**September 1999 - September 2000**

**MBA (Distinction)**

The University of Hull, Business School, Hull, UK.

**September 1995 - July 1997**

**BSc (Hons) in Business Studies – sandwich course**

Manchester Metropolitan University Business School, Manchester, UK.

**September 1993 – July 1995**

**ABA, Associate Degree in Business Administration**

Cyprus College (currently European University), Nicosia, Cyprus.

**September 1984 - July 1991**

High school, American Academy, Nicosia, Cyprus.

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## **EMPLOYMENT HISTORY**

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## **ACADEMIC EXPERIENCE**

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**January 2004 – Present**

### **UNIVERSITY OF NICOSIA**

**Address:** University of Nicosia, School of Business, 46 Makedonitissas Avenue, POBox 24005, 1703 Nicosia, Cyprus

**October 2012 - Present**

**Executive Dean**, Distance Learning

**Professor** in Strategic Marketing Management

**Director**, Unit of Graduate Studies in Business

**Director**, PhD and DBA Programmes

#### ***Main Academic Duties and Tasks***

Lead the Distance Learning activities of the University

Chair of the Scientific Committee for Distance Learning

Director of the PhD and DBA Programmes

Member of the Coordinating Body (CoBo) of the University

Member of the Senate

Chair of the Senate's Faculty Disciplinary Committee

Member of the Senate's Curriculum Affairs Committee  
Member of the Senate's Academic Affairs Committee  
Member of the University Council  
Member of the University Research Committee  
Director of the MBA programme (till May 2014)  
Chair the MBA Faculty Board (till May 2014)  
Chair of the MBA Mentors Board (till May 2014)

**April 2006 – September 2012**

**Dean**, School of Business

**Director**, MBA Programme

**Professor** in Strategic Marketing Management

**Chair** Holder of Expo Global Online at the University of Nicosia.

***Main Academic Duties and Tasks***

Dean of the School of Business  
Chair of the School Research Committee  
Chair of the Administrative Committee  
Chair of the School Council  
Director of the MBA programme  
Chair the MBA Faculty Board  
Chair of the School Advisory Council  
Chair of the MBA Mentors Board  
Member of the Coordinating Body  
Member of the Senate  
Chair of the Senate's Faculty Disciplinary Committee  
Member of the Senate's Curriculum Affairs Committee  
Member of the Senate's Academic Affairs Committee  
Member of the University Council  
Member of the University Research Committee

**December 2005- May 2006**

Associate Dean, School of Business

Director, MBA Programme

Associate Professor in Strategic Marketing Management

***Main Academic Duties and Tasks***

Associate Dean of the School of Business  
Director of the MBA programme

Director of the Institute of Retail Studies  
Chair of the School Research Committee  
Member of the Administrative Committee  
Member of the School Advisory Council  
Member of the Executive Council

**January 2004 - November 2005**

Head of Marketing Department, School of Business

Associate Professor in Marketing

***Main Academic Duties and Tasks***

Director of the Institute of Retail Studies  
Member of the School Research Committee  
Member of the Administrative Committee

**January 1997 - December 2003**

**MANCHESTER METROPOLITAN UNIVERSITY**

**Address:** Manchester Metropolitan University Business School (MMUBS), Department of Retailing and Marketing, Aytoun Street, Aytoun Building, Manchester, M1 3GH.

***Main Academic Duties and Tasks***

**July 2000 - December 2003**

Senior Lecturer - International Marketing and Strategic Marketing and Planning.

Director/Course Leader - Postgraduate Diploma in Marketing Management.

Director/Course Leader - Postgraduate Certificate in Marketing Management.

**July 2001 - December 2003**

Chair of the Marketing Research Group Committee

**July 2001 - September 2002**

Year Tutor – BA (Hons) Retailing Marketing 2

**July 1999 - December 2003**

University Representation and Student Advising in Educational Fairs in Cyprus

Course Organiser - BA Retail Marketing (J. Sainsbury's)

Course Organiser - Post Graduate Certificate in Marketing (J. Sainsbury's)

Course Organiser - Post Graduate Diploma in Marketing (J. Sainsbury's)

**January 1997 – June 2000**

Lecturer - International Marketing and Strategic Marketing and Planning.

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**Supervision Experience**

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At a Bachelor, Master, DBA and PhD level

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**Other International Scholarly and Professional Related Activities**

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**January 2015 – Present**

*University of Torino, Italy*, PhD External Examiner (Chair of the Committee).

**November 2014 – Present**

*The University of Foggia, Italy*, Visiting Professor.

**August 2014 – Present**

*The Manchester Metropolitan University, UK*, MMU International Alumni Ambassador.

**June 2014 – Present**

*Sapienza University of Rome, Italy*, Research Grants Committee, External Examiner.

**June 2014 – Present**

*University of Salento, Italy*, Contract of Collaboration, “Best Wine” Research project

**February 2014 – Present**

*EDC Paris Business School*, Member of the International Scientific Committee of the Research Center (Observatory and Research Center in Entrepreneurship). The Scientific committee consists of 10 international recognized Professors with the purpose to advice, guide and provide orientation to our Research Center.

**December 2012 – Present**

*Υπουργείο Εμπορίου, Βιομηχανίας και Τουρισμού*, Τεχνικός Εμπειρογνώμονας, Γραφείο Διασύνδεσης με τον Επιχειρηματικό Κόσμο.

*Ministry of Commerce, Industry and Tourism*, Specialist, Office: Academia Link with the Industry.

## **November 2012 – Present**

*Υπουργείο Γεωργίας, Φυσικών Πόρων και Περιβάλλοντος*, Μέλος του Συμβουλευτικού Συντονιστικού Φορέα και Μέλος της Υποεπιτροπής Προβολής, Προώθησης και Εμπορίας Οίνου, Συμβουλευτικός Συντονιστικός Φορέας για τον Αμπελοοϊνικό Τομέα.

*Ministry of Agriculture, Natural Resources and Environment*, Member of the Advisory Council and Member of the Sub-Committee for Promotion, Marketing and Commerce of Wine, Advisory Council for the Cyprus Wine Industry.

## **February 2012 – Present**

*UNESCO*, Μέλος της Επιτροπής Ακαδημαϊκών Υποθέσεων της Έδρας UNESCO.

*UNESCO*, Member of the Academic Affairs Committee, UNESCO Chair.

## **February 2012 – Present**

*Φορέας Ελέγχου Διαφήμισης*, Μέλος της Δευτεροβάθμιας Επιτροπής [www.fed.org.cy](http://www.fed.org.cy)  
Η δευτεροβάθμια επιτροπή ασχολείται με τις αιτήσεις επανελέγχου κατά αποφάσεων της Πρωτοβάθμιας. Πρωταρχικός σκοπός του Φορέα είναι ο έλεγχος των διαφημιστικών μηνυμάτων, σε όλα τα ΜΜΕ, ώστε να συμμορφώνονται με τον Κώδικα Δεοντολογίας. Ο Κυπριακός Κώδικας Δεοντολογίας Επικοινωνίας βασίζεται στον κώδικα του International Chamber of Commerce.

*Cyprus Advertising Regulation Organization, Cyprus code of Ethics Contact, Cyprus*, Member of the Secondary (Appeals) Council [www.fed.org.cy](http://www.fed.org.cy)  
The aim of the Cyprus Code of Ethics Contact is the regulation of advertisements in all media, to comply with the Code of Conduct. It is based on the Code of Conduct of the International Chamber of Commerce.

## **September 2011 – 2012**

*University of Naples*, PhD External Examiner, Department of Strategies and Quantitative Methods, Second University of Naples, Italy (Dipartimento di Strategie Aziendali e Metodologie Quantitative, Seconda Università degli Studi di Napoli, Italy). Student: Gabriella Mandara, The internationalization of fashion retailers: the British and Italian strategy, PhD Programme in “Entrepreneurship and Innovation.

## **March 2011 – January 2012**

*Φορέας Ελέγχου Διαφήμισης*, Μέλος της Πρωτοβάθμιας Επιτροπής [www.fed.org.cy](http://www.fed.org.cy)

*Cyprus Advertising Regulation Organization, Cyprus code of Ethics Contact*, Member of the Primary Council of the [www.fed.org.cy](http://www.fed.org.cy)

## **September 2011 – Present**



*Hellenic Quality Assurance Agency (HQAA)*, Greece, External Evaluator Member for Academic Ranking Committee (Εξωτερικό Μέλος του Εκλεκτορικού Σώματος) to Higher faculty employed by Education Academic Units in Greece.

**April 2010 – Present**

*Hellenic Quality Assurance Agency (HQAA)*, Greece, External Evaluator Expert of Higher Education Academic Institutions in Greece.

**June 2010 – May 2011**

*King Fahd University of Petroleum and Minerals*, Saudi Arabia, External Member of the Ranking and Promotion Committee.

**May 2010 – Present**

*European University*, Cyprus, External Member of the Ranking and Promotion Committee.

**September 2009 – Present**

*University of Gloucestershire*, The Business School, Cheltenham, UK, Visiting Faculty, Director (for Cyprus) for their PhD and DBA Programmes (till 2012), teaching on their Doctorate programmes and Supervisor of Doctorate (DBA and PhD) candidates.

**May 2008 – Present**

*In Business Magazine*, Member of the Award Committee for IN BUSINESS AWARDS organised by the IN BUSINESS magazine with the aim to award Business People who excelled in their professional endeavours.

**January 2007 – 2011**

*Manchester Metropolitan University*, Manchester, UK, Visiting Research Fellow.

**September 2007 – August 2012**

*COMSATS Institute of Information Technology (CIIT)*, Medal Award Committee Member, Medals for Innovation (CIMI). The CIMI medals are awarded to honor the innovative proposals submitted by faculty members, staff and students of CIIT by recognizing their outstanding and original contributions in the area of Management Sciences.

**September 2007 – September 2010**

*Cape Peninsula University of Technology*, External Examiner for PhD Theses.

**September 2004 – September 2011**

*HENLEY Business School*, University of Reading, Henley-on-Thames, Oxfordshire, UK, Visiting Faculty, Teaching on the MBA programme and supervising student Theses.

**September 2004 – September 2013**

*Leeds Metropolitan University*, Leeds, UK, Visiting Fellow.

**September 2002 – July 2010**

*Vorarlberg University of Applied Science*, Dornbirn, Vorarlberg, Austria, Visiting Professor.

**September 2000 – January 2014**

*The Nottingham Trent University*, Nottingham Business School, External Examiner and Moderator for their full time and part time Bachelor and Master programmes.

**January 2000- December 2003**

*Hellenic Association of Scientists and Professionals in Greater Manchester*, President and Chairman of the Executive Board, The Hellenic Association of Scientists and Professionals in Greater Manchester is an Association with more than 300 Greek Scientists and Graduate Professionals that work in Greater Manchester and Northwest of England.

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**PROFESSIONAL MEMBERSHIPS**

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<b>2007-Present</b>	Fellow Member of the Chartered Institute of Marketing (FCIM)
<b>2006-Present</b>	Member of the Chartered Association of Business Administrators (CBC, ChMC)
<b>2006-2007</b>	Member of the Chartered Institute of Marketing (MCIM)
<b>2007-Present</b>	Member of the Greek Marketing Academy
<b>2000-Present</b>	Member of the Academy of Marketing (AM)
<b>2000-2004</b>	Member of Institute of Learning and Teaching (ILT)
<b>2000-2006</b>	Member of the American Marketing Association (AMA)

**1997-2000**

Member of the Institute of Export (MIExp)

## **CONSULTANCY**

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**July 2009 –Sept. 2013** GlobalExpo (*Role: VP of the Board of Directors and Executive Director*)

**April 2009 – Sept. 2013** Fortune Health Resort (*Role: Member of the Board of Directors*)

**January 2009 – Sept. 2013** Business Global (*Role: Consultant*)

**April 2009–today** SOK and Commandaria Producers  
(*Role: Research Director and Consultant*)

**January 2007–June 2013** Archontiko Papadopoulou (*Role: Consultant*)

**January 2010** Cyprus Telecommunication Authority – CYTA  
(*Role: Trainer/Consultant*)

**September 2004–2008** Cyprus Wine Industry and Bacchus Wine Association  
(*Role: Research Director and Consultant*)

**January 2006** Cyprus Telecommunication Authority – CYTA  
(*Role: Trainer/Consultant*)

**June 2005** Malloupas & Papacostas Group of Companies  
(*Role: Trainer/Consultant*)

**October 2000-2003** J. Sainsbury

**September 1999-2003** Pendle Training, Northern Technologies

**April 1999-2003** Inn Partnership

**September 1998-2003** Kellogg's

**December 1998-2000** Bass Plc

**January 1993 – Sept. 2005** I.B.S. (International Bonder Stores), Responsible for designing and controlling the company's business planning including an analysis of the internal and external environment and the setting of the strategic and tactical direction for the future. Other responsibilities included complying with customs formalities in connection with sales and disposal of stocks and the maintenance of bonded warehouses of the company.

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# RESEARCH INTERESTS, OUTPUT AND INVOLVEMENT

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## RESEARCH INTERESTS

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- International/Global Marketing
- Strategic Marketing Planning
- Marketing Communications
- Branding
- Wine Marketing

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## PUBLICATIONS

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### Books

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#### **Books published**

Vrontis, D., Sakka, G. and Amirkhanpour, M. (2015), *Management Innovation, Entrepreneurship and Human Resource Management Practices: a Global Perspective*, UK: Cambridge Scholars Publishing (ISBN 978-1-4438-7464-9).

Vrontis, D., Tsoukatos, V. and Maizza, A. (2015), *Innovative Management Perspectives on Confronting Contemporary Challenges*, UK: Cambridge Scholars Publishing (ISBN 978-1-1438-7245-4).

Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing (ISBN 10: 1-4438-4604-X).

Maliotis, S., Vrontis, D. and Pavlides, D. (2011), *Commandaria - Brand Development for the Creation of a Competitive Advantage / Κουμανδαρία – Ανάπτυξη Ευδιάκριτης Μάρκας για την Δημιουργία Συγκριτικού Πλεονεκτήματος*, Cyprus: EuroMed Press (ISBN: 978-9963-634-99-6).

Pavlides, D. and Vrontis, D. (2009), *Wine Adoration – Everything you Need to Know about Wine / Οινολατρεία - Όλα Όσα Πρέπει να Γνωρίζετε για τον Οίνο*, Nicosia: Εκδόσεις Επιφανίου (ISBN: 978- 9963-685-03-5).

Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent (ISBN: 978-953-99762-6-0).

Vranesevic, T., Vrontis, D. and Vignali, C. (2006), *Marketing and Retailing Strategy*, Zagreb: Accent (ISBN: 953-99762-3-5).

*et al* and Vrontis, D. (2006), *Retail Fashion Marketing, The Complete Strategic Guide*, Zagreb: Accent (ISBN: 953-99762-2-7).

Vignali, C. and Vrontis D (2006), *Global Marketing and Export Management*, UK: Foxwell and Davies (ISBN: 1-905868-00-6).

Vignali, C., Vignali, G., Vranesevic, T. and Vrontis, D. (2006), *Basic Selling Skills*, UK: Foxwell and Davies (ISBN: 1-905868-05-7).

Vranesevic, T., Vignali, C. and Vrontis, D. (2004), *Upravljanje Strateškim Marketingom*, Zagreb: Accent (ISBN: 953-99762-00).

Vignali, C., Vrontis, D. and Vranesevic, T. (2003), *Marketing Planning: Analysis, Tactics and Strategy*, UK: Foxwell and Davies (ISBN: 88-8448-007-8).

Vrontis, D., Vignali, C. and Davies, B. (2002), *STRATICS, Strategy and Tactics in Marketing*, UK: Manchester Metropolitan University Press (ISBN: 0905304 446)

Vrontis, D. and Vignali, C. (1999), *An International Marketing Reader*, UK: Manchester Metropolitan University Press (ISBN: 0905304 25X).

Dana, L. P., Vignali, C. and Vrontis D. (1999), *Cases for the International Marketing Reader*, UK: Manchester Metropolitan University Press (ISBN: 0905304 268).

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### **Book – Scientific Editing in Greek**

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Tsoukatos, E. and Vrontis, D. (2015), *Μέθοδοι Έρευνας στις Επιχειρήσεις και την Οικονομία*, Εκδόσεις Δίσιγμα / Scientific Editing of the Greek version of the book: Saunders, M., Lewis Ph. and Thornhill A., *Research Methods for Business Students*, Sixth Edition, Pearson Education.

## Books (Electronic)

### Approved by and indexed in: ISI Proceedings - *CPCI* Conference Proceedings Citation Index (Thomson Reuters)

[http://thomsonreuters.com/products\\_services/science/science\\_products/a-z/conf\\_proceedings\\_citation\\_index/](http://thomsonreuters.com/products_services/science/science_products/a-z/conf_proceedings_citation_index/)

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Vrontis, D., Weber, Y., Tsoukatos, E. and Maizza, A. (2015), *Contemporary Trends and Perspectives in Wine and Agrifood Management*, Cyprus: EuroMed Press (ISBN: 978-9963-711-30-7).

Vrontis, D. and Weber, Y (2014), *The Future of Entrepreneurship*, Cyprus: EuroMed Press (ISBN: 978-9963-711-27-7).

Link: <http://emrbi.org/wp-content/uploads/2014/11/euromed-7-2014.pdf>

Vrontis, D. and Weber, Y (2013), *Confronting Contemporary Business Challenges through Management Innovation*, Cyprus: EuroMed Press (ISBN: 978-9963-711-16-1).

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-6-2013.pdf>

Vrontis, D. and Weber, Y (2012), *Building New Business Models for Success through Competitiveness and Responsibility*, Cyprus: EuroMed Press (ISBN: 978-9963-711-07-9)

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-5-2012.pdf>

Vrontis, D. and Weber, Y (2011), *Business Research Challenges in a Turbulent Era*, Cyprus: EuroMed Press (ISBN: 978-9963-711-01-7).

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-4-2011.pdf>

Vrontis, D. and Weber, Y (2010), *Managerial and Entrepreneurial Developments in the Mediterranean Area*, Cyprus: EuroMed Press (ISBN: 978-9963-634-76-7).

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-3-2010.pdf>

Vrontis, D. and Weber, Y (2009), *European and Mediterranean Trends and Challenges in the 21<sup>st</sup> Century*, Cyprus: EuroMed Press (ISBN: 978-9963-634-58-3).

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-2-2009.pdf>

Vrontis, D. and Weber, Y (2008), *Business Development across Countries and Cultures*, Cyprus: EuroMed Press (ISBN: 978-9963-634-83-5).

Link: <http://emrbi.org/wp-content/uploads/2014/09/euromed-1-2008.pdf>

## Audio-Visual Presentation - CD

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Vrontis, D. (2009), “International Marketing Planning: Adaptation and Standardisation” (34 minutes of Audio-Visual Presentation, (Series Editor), in Paliwoda, S. (ed.), *Exporting, International and Global Marketing Management: Beyond the Fundamentals*, The Marketing & Management Collection, London: Henry Stewards Talks, Routledge (online at <http://hstalks.com/?t=MM0902218-Vrontis>)

## Cases/Chapters Published in Books

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Vrontis D. and Thrassou, A., “Brand Management in the Wine Industry”, (Eds), Charters, S. and Gallo J. (2014), *Wine Business Management*, Paris: Pearson, pp.163-175 (ISBN: 978-232600052-0).

Chebbi, H., Yahiaoui, D., Vrontis, D. and Thrassou, A., “The Knowledge Hybridization: an Innovative Business Practices to Overcome the Limits of the Top-down Transfers within a Multinational Corporation”, (Eds), Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing, pp. 1-16 (ISBN 10: 1-4438-4604-X).

Bresciani, S., Vrontis, D. and Thrassou, A., “Mindset and Behaviour Effect on Firm Performance”, (Eds), Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing, pp. 65-86 (ISBN 10: 1-4438-4604-X).

Rossi, M., D., Vrontis, D. and Thrassou, A., “Open Innovation Systems and New Forms of Investment: Venture Capital’s Role in Innovation”, (Eds), Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing, pp. 168-194 (ISBN 10: 1-4438-4604-X).

Georgiou, Th. and Vrontis, D., “Succession Effectiveness in Family Wineries: A Framework for Wine Sector Development in Cyprus”, (Eds), Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing, pp. 263-291 (ISBN 10: 1-4438-4604-X).

Amirkhanpour, M. and Vrontis, D., “Mobile Marketing: A New Direct Marketing Promotional Channel”, (Eds), Vrontis, D. and Thrassou, A. (2013), *Innovative Business Practices: Prevailing a Turbulent Era*, UK: Cambridge Scholars Publishing, pp. 342-370 (ISBN 10: 1-4438-4604-X).

Thrassou, A. and Vrontis, D., “The Dawn of a New Business-Consumer Relationship in Developed Countries”, (Eds), Kaufmann, R. (2011), *International Consumer Behaviour: A Mosaic of Eclectic Perspectives*, Lancashire, UK: Accent Press UK, pp. 305-319 (ISBN: 978-0-9562471-3-1).

Thrassou, A., Vrontis, D. and Kokkinaki, A., “Internet Consumer Behaviour in Cyprus”, (Eds), Singh, S. (2009), *Handbook of Business Practices and Growth in Emerging Markets*, Singapore: World Scientific Publisher, pp. 433-452 (ISBN: 13: 978-981-279-177-1).

Vrontis, D. and Thrassou, A., “Internationalisation of SMEs in Cyprus”, (Eds), Dana, L., Welppe, I., Han, M., and Ratten, V. (2008), *Handbook of Research on European Business and Entrepreneurship: Towards a Theory of Internationalisation*, UK: Edward Elgar, pp. 150-170 (ISBN: 978-1-84542-501-2).

Vignali, C., Vranesevic, T. and Vrontis, D., “Academic Modelling”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 19-39 (ISBN: 978-953-99762-6-0).

Vignali, C., Vranesevic, T. and Vrontis, D., “Product Management”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 43-66 (ISBN: 978-953-99762-6-0).

Vignali, C., Vranesevic, T. and Vrontis, D., “Research Implications”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 133-174 (ISBN: 978-953-99762-6-0).

Vignali, C., Vranesevic, T. and Vrontis, D., “Communications”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 175-200 (ISBN: 978-953-99762-6-0).

Vignali, C., Vranesevic, T. and Vrontis, D., “Distribution”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 201-231 (ISBN: 978-953-99762-6-0).

Vignali, C., Vranesevic, T. and Vrontis, D., “Costing”, (Eds), Vignali, C., Vranesevic, T. and Vrontis, D. (2008), *Strategic Marketing and Retail Thought*, Zagreb: Accent, pp. 235-259 (ISBN: 978-953-99762-6-0).



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## **2004**

Vrontis, D. and Vronti, P. (2004), "LEVI STRAUSS. An International Marketing Investigation", *Journal of Fashion Marketing and Management*, Vol. 8, Iss. 4, pp. 389-398 (ISSN: 1361-2026-Emerald).

*This paper was selected by Emerald as one of the very best articles that are published in Emerald Group Publishing. A review of the paper will therefore appear in the Emerald database as well as at the 'Strategic Direction' Journal.*

Vrontis, D., Vronti, P. and Vignali, C. (2004), "Mass Customisation and the Clothing Industry", *Ekonomski Pregled*, Zagreb, Vol. 55, Iss. 5-6, pp. 502-512 (ISSN: 0424 7558).

## **2003**

Vrontis, D. (2003), "Integrating Adaptation and Standardisation in International Marketing, The AdaptStand Modelling Process", *Journal of Marketing Management*, Vol.19, No. 3-4, pp. 283-305 (ISSN: 0267-257X-Westburn Publishers).

Vrontis, D. and Sharp, I. (2003), "The Strategic Positioning of Coca-Cola in their Global Marketing Operation", *Marketing Review*, Vol. 3, No. 3, Summer, pp. 289-309, (ISSN: 1469-347X-Westburn Publishers).

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## **2002**

Vrontis, D., Vignali, D. and Vignali, C. (2002), "Vinnie's Pizzeria. Entering the Russian Market", *ZVONO, asopis za marketing u praksi*, broj 10-25 kn, Sijecanj, pp. 40-44, (ISSN: 1333-3062).

Vrontis, D. (2002), "Levis Strauss: Examining its Marketing Approach in the Global Arena", *Journal of Today*, Vol. 1, December, pp. 177-189, (ISSN: 14501430).

## **2001**

Vronti, P. and Vrontis, D. (2001), "The Future Impact of Mass Customisation in the Clothing Industry", *Management Case Quarterly*, Vol. 3, Iss. 4, pp 35-40 (ISSN: 1354-5906-University of Gloucestershire).

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## **2000**

Vignali, C. and Vrontis, D. (2000), "A Survey Research in the U.K. Beer Industry", *British Food Journal*, Vol. 102, No. 5/6, pp.371-378 (ISSN: 0007-070X-Emerald).

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Vrontis, D. and Vronti, P. (2000), "Levi Strauss. Investigating the Implemented Level of 'Vrontis' Adaptstand' Integration in International Markets", *Management Case Quarterly*, Vol. 4, Iss. 1/2, pp. 4-8 (ISSN: 1354-5906-University of Gloucestershire).

## **1999**

Vrontis, D., and Vignali, C. (1999), "Bass Plc. – An Assessment, Evaluation and Recommendations of Their Strategic Approach in Entering Foreign Beer Markets",

*International Marketing Review*<sub>2</sub> (Globalisation vs Internationalisation: a Case Study Approach), Vol. 16, No. 4/5, pp. 391-405 (ISSN: 0265-1335-Emerald).

Vrontis, D., Vignali, C. and Vignali, D. M. (1999), "An Entry Strategy Report for Dairy Crest in Germany: A Theoretical Application of Matrix Marketing", *British Food Journal*, Vol. 101, No. 5/6, pp. 393-408 (ISSN: 0007-070X-Emerald).

## **1998**

Vrontis, D. (1998), "Strategic Assessment: The Importance of Branding in the European Beer Market", *British Food Journal*<sub>2</sub>, Vol. 100, No. 2, pp. 76-84 (ISSN: 0007-070X-Emerald).

# **EDITORIAL AND REVIEW ACTIVITIES**

## **Editor**

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### **Present**

**Editor-in-chief and Founding Editor:** Vrontis, D., *EuroMed Journal of Business*, Emerald, (ISSN: 1450 2194).

### **2006-2009**

**Executive Editor:** *World Journal of Business Management*, World Research Organisation, (ISSN: 1819-8589)

**Consulting Editor:** *Journal for International Business and Entrepreneurship Development*, USA: InderScience Publishers (ISSN (Online): 1747-6763 - ISSN (Print): 1549-9324).

## **Member of the Editorial Board**

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"Cross Cultural Management: An International", Emerald, (ISSN: 1352-7606).

"Journal of Consumer Behaviour", Westburn Publishers, (ISSN: 1475-3928).

"Social Business", Westburn Publishers, (ISSN: 2044-4087).

"Journal of Promotion Management", USA: Haworth Press (ISSN 1049-6491).

Journal for Global Business Advancement, InderScience Publishers (ISSN (Online): 1746-9678 - ISSN (Print): 1746-966X).

“Innovative Marketing”, Ukraine: Business Perspectives (ISSN: 1814-2427).

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### **Editorial - Journal Special Issues**

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Guest Edited/ing in numerous journals and issues including the following:

- International Marketing Review
- Thunderbird International Business Review
- Journal of Marketing Communications
- Journal of Brand Management
- Cross Cultural Management: An International Journal
- Journal for International Business and Entrepreneurship
- International Journal of Internet Marketing and Advertising
- Journal for Global Business Advancement
- International Journal of Entrepreneurship and Small Business
- International Journal of Management Cases
- Qualitative Market Research – An International Journal
- Journal of Global Responsibility
- International Journal of Technology Marketing
- Global Business and Economics Review
- World Review of Entrepreneurship, Management and Sustainable Development
- International Journal of Globalisation and Small Business
- Many more.

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### **Book and other Academic Journal Review**

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Extensive contribution in book reviewing, academic journals reviewing and working papers series reviewing.

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## **CONFERENCE PRESENTATIONS AND ORGANISATION**

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### **CONFERENCE PRESENTATION** (Papers Published in Proceedings)

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Amirkhanpour, M. and Vrontis, D. (2014), "Mobile Marketing: The Invincible So-Lo-Mo Driver", *3rd Asian Business Research Conference (ABRC)*, INSEAD Business School, Abu Dhabi, United Arab Emirates (UAE), 15-16 September 2014, Volume 3, Number 3, pp. 14-30 (ISSN: 2227-7935).



El Nemar, S. and Vrontis D. (2014), "What Factors do Student Choice Models Identify as Aspects of Influence over School Leavers when Selecting a University in Lebanon?", *7<sup>th</sup> Annual Conference of the EuroMed Academy of Business, "The Future of Entrepreneurship"*, Kristiansand, Norway, September 18-19, 2014, pp. 621-635 (ISBN: 978-9963-711-27-7) - *ISI/CPCI approved*.

Maizza, M. Scorrano, P. Vrontis, D. and Thrassou, A. (2014), "Attributes Driving the Wine Choice Process, *7<sup>th</sup> Annual Conference of the EuroMed Academy of Business, "The Future of Entrepreneurship"*, Kristiansand, Norway, September 18-19, 2014, pp. 1106-1115 (ISBN: 978-9963-711-27-7) - *ISI/CPCI approved*.

Shuv-Ami A., Thrassou A., Vrontis D. (2014), "An Exploratory Research On Fan's Brand Commitment To Basketball Teams", *7<sup>th</sup> Annual Conference of the EuroMed Academy of Business, "The Future of Entrepreneurship"*, Kristiansand, Norway, September 18-19, 2014, pp. 1753-1761 (ISBN: 978-9963-711-27-7) - *ISI/CPCI approved*.

Christofi, M., Leonidou, E. and Vrontis, D. (2014), "Innovation and cause-related marketing success in Business-to-Business markets: a conceptual framework and propositions", *2<sup>nd</sup> International Conference on Contemporary Marketing Issues (ICCMi)*, June 18-20, 2014, Athens, Greece.

Vrontis, D. (2014), "Consumer Choice and Behavioural Patterns in the Agribusiness Sector", Palermo, Sicily, Italy, 10<sup>th</sup>-14<sup>th</sup> of January 2014 (**Key Note Speaker**).

Amirkhanpour, M. and Vrontis, D. (2013), "Mobile Marketing: A New Concept in Business", *2<sup>nd</sup> International Conference on Emerging Research Paradigms in Business and Social Science (ERPSS)*, Middlesex University Dubai, Dubai, United Arab Emirates (UAE), 26-28 November 2013, pp. 64-85 (ISBN: 978-9948-20-593-7).

Vrontis, D. (2013), "Wine Consumer Behaviour: A Survey Investigation in the Wine Industry" *ISCI-Innovative Services to Strengthen Cooperation and Internationalization between SMEs in the Field of Agro-Food Industry*, Lecce, Italy, 18<sup>th</sup>-20<sup>th</sup> of November 2013 (**Key Note Speaker**).

Bresciani, S., Thrassou, A. and Vrontis, D. (2013), "The Internationalization of R&D Activities to Asian Developing Countries", *6<sup>th</sup> Annual Conference of the EuroMed Academy of Business, Confronting Contemporary Business Challenges through Management Innovation*, pp. 449-459, Estoril, Portugal, 23<sup>rd</sup>-24<sup>th</sup> of September 2013 (ISBN: 978-9963-711-16-1) - *ISI/CPCI approved*.

Rossi, M., Vrontis, D. and Thrassou, A. (2013), "Biotechnological Mergers and Acquisitions: an Overview", *6<sup>th</sup> Annual Conference of the EuroMed Academy of Business, Confronting Contemporary Business Challenges through Management Innovation*, pp. 1937-1948, Estoril, Portugal, 23<sup>rd</sup>-24<sup>th</sup> of September 2013 (ISBN: 978-9963-711-16-1) - *ISI/CPCI approved*.

Vrontis, D. and Viassone, M. (2013), "When Wine Meets Territory: The Italian Scenario", *6<sup>th</sup> Annual Conference of the EuroMed Academy of Business, Confronting Contemporary Business Challenges through Management Innovation*, pp. 2472-2483, Estoril, Portugal, 23<sup>rd</sup>-24<sup>th</sup> of September 2013 (ISBN: 978-9963-711-16-1) - *ISI/CPCI approved*.

Amirkhanpour, M. and Vrontis, D. (2013), "Mobile Marketing: A Contemporary Strategic Perspective in Today's Turbulent Economy", *ICA Global Research Conference: Cooperatives during Crisis and Post-Crisis Period (COOPCY 2013)*, Nicosia, Cyprus, 12th-15th of June, 2013.

Amirkhanpour, M. and Vrontis, D. (2013), "Mobile Marketing: A New Concept in Business", *Second International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS 2013)*, Dubai, UAE, 26th-28th of November, 2013.

Christofi, M., Leonidou, E., and Vrontis, D. (2013), "Sustainable development within organizations: a theoretical toolbox and research propositions", *ICA Global Research Conference 2013*, Cyprus, 12th - 15th of June 2013.

Vrontis, D. (2013), "The Persistence of Scholarly Activities in an Idiosyncratic Academic World", *3rd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences*, Athens, Greece, 23<sup>rd</sup>-24<sup>th</sup> May 2013 (**Key Note Speaker**).

Georgiou, Th. and Vrontis, D. (2013), "Conceptualization of a Framework, Towards Succession Effectiveness in Family Wineries: An Innovative Means for Wine Sector Development in Cyprus", *36<sup>th</sup> World Congress on Vine and Wine: Vine and Wine between Tradition and Modernity*, Bucharest-Romania, 2<sup>nd</sup>-7<sup>th</sup> of June 2013.

Bresciani, S., Thrassou, A. and Vrontis, D. (2012), "The Determinants of Performance in the Italian Hotel Industry – An Empirical Analysis", *5<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*, pp. 191-202, Glion, Switzerland, 4<sup>th</sup>-5<sup>th</sup> of October 2012 (ISBN 978-9963-711-07-9) - *ISI/CPCI approved*.

Georgiou, Th. and Vrontis, D. (2012), "Wine Sector Development: A conceptual Framework Towards Succession Effectiveness in Family Wineries", *5<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*, pp.

656-576, Glion, Switzerland, 4<sup>th</sup>-5<sup>th</sup> of October 2012 (ISBN 978-9963-711-07-9) - *ISI/CPCI approved*.

Rossi, M., Vrontis, D. and Thrassou A. (2012), “Agro Business in a Changing Competitive Environment – Campania Firms’ Strategic, Marketing and Financial Choices”, *5<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility*, pp. 1379-1390, Glion, Switzerland, 4<sup>th</sup>-5<sup>th</sup> of October 2012 (ISBN 978-9963-711-07-9) - *ISI/CPCI approved*.

Christofi, M. and Vrontis, D. (2012), “Cause-Related Marketing Success and Product Innovation: an Integrated Conceptual Framework and Research Propositions”, *International Conference on Contemporary Marketing Issues*, June 13-15, 2012, Thessaloniki, Greece.

Vrontis, D. (2012), “Wine Consumer Behaviour”, *COBEREN (EU Project)*, Nicosia, Cyprus, June 07, 2012 (**Key Note Speaker**).

Vrontis, D., Thrassou, A., Chebbi, H. and Yahiaoui, D. (2011), “A Preliminary Strategic Marketing Framework for New Product Development”, *4<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 1854-1875, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Bresciani, S., Thrassou, A. and Vrontis, D. (2011), “The Link Between Family Business and Innovation: Evidence from an Italian Sample”, *4<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 361-320, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Chebbi, H., Yahiaoui, D., Thrassou, A. and Vrontis, D. (2011), “*The Exploration Activity’s Added Value into the Innovation Process*”, *4<sup>th</sup> Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era*, pp. 361-375, Elounda, Crete, Greece, October 20-21, 2011 (ISBN: 978-9963-711-01-7) – *ISI/CPCI approved*.

Vrontis, D., Thrassou and Pavlides, D. (2011), “The Renaissance of Commandaria - An Environmental Descriptive Analysis for Achieving a Competitive Advantage”, *9<sup>th</sup> Annual International Conference on Marketing*, Athens, Greece, July 4-7 2011.

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Vrontis, D. and Thrassou (2011), "The Renaissance of Commandaria, Brand Building for Achieving Competitive Advantage", *8th CIRCLE (Centre for International Research in Consumers Location and their Environments) Conference*, Dubrovnik, Croatia, April 27-29, 2011.

Kaufmann, R., Vrontis, D., Czinkota, M. R. and Hadiono, A. (2011) "Corporate Branding and Brand-Building Behavior: The Importance of Leadership as a Stepping Stone", *American Marketing Association, Global Marketing Special Interest Group Conference, Global Marketing Managers: Addressing Challenges posed by the Changes in Global Economy*, Cancun Mexico, January 13-16, 2011.

Vrontis, D., Thrassou, A. and Rossi, M. (2010), "*Strategic Branding of Wine Firms: The Case of Campania Region, Italy*", *3<sup>rd</sup> Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures*, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Bresciani, S., Thrassou, A. and Vrontis, D. (2010), "*Human Resource Management: Practices, Performance and Strategy in the Italian Hotel Industry*", *3<sup>rd</sup> Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures*, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Vrontis, D. and Gunay, G. N. (2010), "*A Comparative Study between Cyprus and Turkey on Factors Influencing Young Consumers' Wine Consumption Behaviours*", *3<sup>rd</sup> Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures*, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Kaufmann, H.R., Loureiro, S.M.C., Basile, G. and Vrontis, D. (2010), "*New Consumer Role in Brand Community: From Attractiveness to an Active Member and Embedded Learning*", *3<sup>rd</sup> Annual Conference of the EuroMed Academy of Business, Business Development across Countries and Cultures*, Nicosia, Cyprus, November 4-5, 2010 (ISBN: 978-9963-634-83-5) – ISI/CPCI approved.

Vrontis, D. (2010), "Branding the Cypriot Rose Wine", *Rose Conference 2010*, Lednice, Czech Republic, April 14, 2010 (*Key Note Speaker*).

Michael C., Vrontis D. and Kaufmann H.R. (2009), “The Synergies of Diversity within the Hotel Industry: The Impact and Views of Hospitality Stakeholders”, *2<sup>nd</sup> Annual Conference of the EuroMed Academy of Business, Managerial and Entrepreneurial Developments in the Mediterranean Area*, Salerno, Italy, October 26-28 (ISBN: 978-9963-634-76-7) – *ISI/CPCI approved*.

Orphanidou Y., Vrontis D. and Kaufmann H.R. (2009), “Transformation of Hospitality Curricula and its Implications for Future Managers”, *2<sup>nd</sup> Annual Conference of the EuroMed Academy of Business, Managerial and Entrepreneurial Developments in the Mediterranean Area*, Salerno, Italy, October 26-28 (ISBN: 978-9963-634-76-7) – *ISI/CPCI approved*.

Vrontis, D. and Thrassou, A. (2009), “Towards a Marketing Communications Model for Small Political Parties - a Strategic Political Marketing Perspective for Developed Countries”, *14<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 23-24.

Vrontis, D. and Melanthiou, Y. (2009), “Understanding Students' Behaviour for Choice of Higher Education and its Influence on the Communication Efforts of Higher Education Institutions”, *14<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 23-24.

Vrontis, D. and Kountouri, P. (2008), “Wine Promotion and its affects to Customer's Choice”, *1<sup>st</sup> EuroMed Conference, European and Mediterranean Trends and Challenges in the 21st Century*, Marseilles, France, November 17-18 – *ISI/CPCI approved*.

Antoniou, A., Kaufmann, R. and Vrontis, D. (2008), “Core Culture and Strategic Behaviour of SME Owners: The Cyprus Case”, *1<sup>st</sup> Annual Conference of the EuroMed Academy of Business, European and Mediterranean Trends and Challenges in the 21st Century*, Marseilles, France, November 17-18 – *ISI/CPCI approved*.

Michael, C., Kaufmann, R. and Vrontis, D. (2008), “The Cultural Diversity Phenomenon in the Hotel Industry: a Conceptual Paper”, *1<sup>st</sup> Annual Conference of the EuroMed Academy of Business, European and Mediterranean Trends and Challenges in the 21st Century*, Marseilles, France, November 17-18 – *ISI/CPCI approved*.

Vrontis, D. and Paliwoda, S. (2008), “Wine Branding: Developing a Framework for the Cyprus Wine Industry”, *Global Business and Technology Association, GBATA Conference*, Madrid, Spain, July 8-12.

Vrontis, D. and Paliwoda, S. (2008), “Branding and the Cyprus Wine Industry”, *Academy of Wine Business Research Conference*, Siena, Italy, July 17-19.

Vrontis, D. and Paliwoda, S. (2008), "Wine Marketing: A Survey Investigation in the Cyprus Wine Industry", *CIRCLE (Centre for International Research in Consumers Location and their Environments) Conference*, Nicosia, Cyprus, March 28-29.

Ktoridou, D., Vrontis, D. and Epaminonda, E. (2007), "M-Marketing: are Consumers Receptive to this New Marketing Communication Tool?", *NGMAST IEEE International Conference and Exhibition on New Generation Mobile Applications Services and Technologies*, Cardiff, Wales, UK, September 12-14.

Ching, W. H., Chia, H. W. and Vrontis D. (2007), "International Retail Branding: The Case of Hypermarkets in Taiwan and the UK", *Global Business and Technology Association, GBATA Conference*, Taiwan, July 3-7.

Vrontis, D. (2007), "Brand-Building: The Case of the Wine Industry in Cyprus", *Fourth Annual World Congress, Academy for Global Business Advancement (AGBA)*, Penang, Malaysia, May 21-25.

Thrassou A. and Vrontis D. (2006), "Internationalisation Strategy for SMEs – The Case of Cyprus' Professional Services Firms", *4<sup>th</sup> Workshop on International Strategy and Cross-Cultural Management, The European Institute for Advanced Studies in Management*, Toulouse, September 29-30.

Vrontis, D. and Mesarites, A. (2006), "Branding in the Cyprus Wine Industry", *International Conference of the Global Business and Technology Association* in Moscow, Russia on June 27 – July 1.

Vrontis, D., Ktoridou, D. and Yiangou, E. (2006), "Presentation Graphics: A Bridge Between EFI Proficiency and Marketing Communication Skills", *1<sup>st</sup> Academy of Marketing Symposium Marketing Higher Education*, Nicosia, Cyprus, January 3-5.

Thrassou A., Vrontis D., Melanthiou Y. (2006), "A Contemporary Higher Education Student-Choice Model for the Developed Countries", *1<sup>st</sup> Academy of Marketing Symposium Marketing Higher Education*, Nicosia, Cyprus, January 3-5.

Thrassou, A. and Vrontis, D. (2005), "A New Symbiotic Model for the Business-Consumer Relationship and Communication", *2nd Workshop On Relationship Marketing, The Future Of Relationship Marketing, The European Institute for Advanced Studies in Management (Eiasm)*, Belgium, October 4-5.

Vrontis, D. and Chia-Hung Wei, (2005), "Critical evaluation of entry strategies theories associated with developing global business- the Hewlett-Packard Case", International Conference on Business and Information (BAI 2005), *Organized by Academy of Taiwan Information System Research (ATISR)*, Hong Kong, July 14-15.

Vrontis, D., Ahmed Khan, S. and Mesarides, A. (2005), "Branding in the Cyprus Wine Industry", *10<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Thrassou, A. and Vrontis, D. (2005), "An Integrated Marketing Communications System Model for Construction Consultants in Cyprus", *10<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Papasolomou, I. and Vrontis, D. (2005), "Internal Marketing as a means for building the corporate brand in the UK retail bank industry", *10<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Vrontis, D. and Ktoridou, D. (2005), "Internet Marketing Technologies: The Center of Virtually All Communications", *10<sup>th</sup> International Conference on Corporate and Marketing Communications*, Nicosia, Cyprus, April 8-9.

Vrontis, D and Susanti, A. (2004), "An Exploratory Study: The Impact of Culture in TV Advertising Behaviour in Southeast Asia", *Global Business and Technology Association, GBATA Conference*, Cape Town, South Africa, June 8-12.

Vrontis, D. (2004), "Contemporary Issues in Retail Management", *Centre for International Research in Consumers Location and their Environments*, Leeds, UK, June 23, 2004.

Vrontis, D. (2004), "A Questionnaire Survey in the UK: Examining Global Companies' Marketing Approach", *The European Institute of Retailing and Services Studies (EIRASS)*, Prague, Czech Republic, July 10 - 13, 2004

Vrontis, D. (2003), "Adaptation or Standardisation? -The AdaptStand Model- The Creation of a New Approach in International Marketing", *European Applied Research Conference (E ABR)*, Venice, Italy, June 9-13.

Vrontis, D. and Sharp, I. (2003), "The Strategic Positioning Of Coca-Cola In Their Global Marketing Operation", *European Applied Research Conference (E ABR)*, Venice, Italy, June 9-13.

Vrontis D. (2003), "The AdaptStand Model in International Marketing", *Global Business and Technology Association, GBATA Conference*, Budapest, Hungary, July 8-12.

Gibbs, P., Vrontis, D. and Jones, W. (2003), "The Impact of Educational Marketing on what is Higher Education", *American Marketing Association (AMA), AMA International Marketing Educators' Conference*, undertaken in association with the Academy of Marketing (AM) Conference, Birmingham, July 8-11.

Vrontis, D. (2002), "The AdaptStand Model, The Development of a New Approach in International Marketing", *American Marketing Association (AMA), AMA International Marketing Educators' Conference*, undertaken in association with the Academy of Marketing (AM) Conference, Nottingham, 2-5 July.

Vrontis, D. (2002), "The Development of the AdaptStand Modelling Process in International Marketing", *Global Conference on Business and Management*, Paris, July 7-9.

Vrontis, D. (2000), "The AdapStand Process in International Marketing", *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

Vrontis, D. (1999), "International Adaptation and Global Standardisation: A Vital Marketing Management Strategic Decision in Targeting International Markets", *BAM 99, Conference of British Academy of Management*, Manchester, UK.

Vrontis, D. (1999), "Global Standardisation and/or International Adaptation? A Tactical Marketing Decision for Multinational Businesses in Crossing Borders and Entering Overseas Markets", *Business and Economics Society International Conference*, Gran Canaria, Canary Islands, Spain – *ISI/CPCI approved*.

Vrontis, D. (1999), "Standardisation and/or Adaptation? A Strategic Marketing Decision for U.K. Based Multinational Enterprises Gaining Optimal Results in International Markets", *Conference of Academy of Marketing*, University of Sterling, Scotland, UK.



Vrontis, D. (1999), “Standardisation or Adaptation? A Strategic Marketing Decision for Gaining Optimal Results in International Markets”, *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

Vrontis, D. (1998), “International Adaptation or Global Standardisation? A Critical Strategic Choice towards Success”, *Doctoral Symposium*, The Graduate Business School, The Manchester Metropolitan University Business School, UK.

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### **Conference Reviewer, Session Chair, Paper Discussant**

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Extensive experience as conference/congress paper reviewer, session chair and paper discussant (see conference section above).

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### **CONFERENCE CHAIR / ORGANISATION / CO-ORGANISATION / MEMBER OF SCIENTIFIC COMMITTEE (sample)**

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*5<sup>th</sup> Annual Conference of the EuroMed Academy of Business*, Building New Business Models for Success through Innovation, Entrepreneurship, Competitiveness and Responsibility, pp. 1379-1390, Glion, Switzerland, 4<sup>th</sup>-5<sup>th</sup> of October 2012.

*4<sup>th</sup> Annual Conference of the EuroMed Academy of Business*, Business Research Challenges in a Turbulent Era, pp. 1854-1875, Elounda, Crete, Greece, October 20-21, 2011.

*3<sup>rd</sup> Annual Conference of the EuroMed Academy of Business*, Business Development across Countries and Cultures, Nicosia, Cyprus, November 4-5, 2010.

*2<sup>nd</sup> Annual Conference of the EuroMed Academy of Business*, “Managerial and Entrepreneurial Developments in the Mediterranean Area”, Salerno, Italy, October 26-28, 2009.

*1<sup>st</sup> Annual Conference of the EuroMed Academy of Business*, “European and Mediterranean Trends and Challenges in the 21st Century”, Marseilles, France, November 17-18, 2008.

5<sup>th</sup> International Conference for Consumer Behaviour and Retailing Research, March, 2008, University of Nicosia, Nicosia, Cyprus. – Conference Chair

Annual (currently at the 5<sup>th</sup> year) South East European Doctoral Student Conference, South Eastern European Research Centre (SEERC), June of every year, Thessaloniki, Greece.

3<sup>rd</sup> International Conference for Consumer Behaviour and Retailing Research, 21<sup>st</sup> – 22<sup>nd</sup> of April, 2006, University of Zagreb, Zagreb, Croatia.

1<sup>st</sup> Academy of Marketing Symposium in Marketing of Higher Education, 3<sup>rd</sup>-5<sup>th</sup> January 2006, Intercollege, Cyprus.

2nd International Conference for Consumer Behaviour and Retailing Research, 27 May, 2005, University of Applied Sciences, Liechtenstein.

1<sup>st</sup> International Conference for Consumer Behaviour and Retailing Research, 23<sup>rd</sup> of June, 2004, Leeds Metropolitan University, Leeds, UK.

10th International Conference on Corporate and Marketing Communications, 8<sup>th</sup> and 9<sup>th</sup> of April, 2004, Intercollege, Nicosia, Cyprus

## **ORGANISING AND CHAIRING OF WORKSHOPS, SPEECHES / PANEL DISCUSSIONS / ROUND TABLE DISCUSSIONS**

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Extensive contribution in organising and chairing of workshops, speeches, panel discussions, round table discussions and presentations.

## **INVOLVEMENT IN INTERNATIONAL RESEARCH CENTRES**

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**EMRBI - EuroMed Research Business Institute ([www.emrbi.com](http://www.emrbi.com))**

### ***Duties and Responsibilities***

President

**An overview of the Institute - EMRBI**

The European and Mediterranean (EuroMed) region includes all member states of the European Union, along with non-EU countries bordering the South Mediterranean and Middle East. EMRBI aims to create and disseminate business knowledge by research, teaching, training, and consulting to researchers, universities, and businesses, governments and other organizations in the EuroMed (European and Mediterranean) region.

The EuroMed Research Business Institute seeks to contribute to and share the understanding of different business environments and trends in the region and to provide an updated overview of the emerging business practices and stimulate and nourish dialogue in the countries of the region and neighboring countries.

EMRBI has a very strong network around the region with hundreds of Universities, Organisations, Research Centres and individual members. It is undertaking research and scholarly activities, while offering also a range of business-related professional services, both through its own resources and/or through associated organisations and individuals. EMRBI pursues funded and sponsored research from a wide scope of sources and aims to add value to local and international knowledge, but also to international collaboration and peace.

More specifically EMRBI is:

- Conducting cross-cultural studies, joint research, consulting, and fundraising through the EuroMed Research Centre (EMRBI's Research Centre) and partnering institutions;
- Encouraging interaction between the business community and the academia, and assisting academics and practitioners in keeping up-to-date with business developments in the region;
- Developing joint programs across institutions (e.g. <http://ccmip.teicrete.gr/partners.html>);
- Aiding towards the economic development of the region;
- Disseminating research findings, new research areas, techniques and conceptual developments through the EuroMed Journal of Business (EMRBI's Official Journal) [www.emeraldinsight.com/emjb.htm](http://www.emeraldinsight.com/emjb.htm), published by Emerald, the leading publisher of management research in the world;
- Offering business consulting, in-house business training and workshops for executives;
- Promoting excellence and innovation in business research (e.g. Emerald/EMRBI Business Research Award for Young Researchers – [http://info.emeraldinsight.com/research/awards/2008\\_2009\\_euromed.htm](http://info.emeraldinsight.com/research/awards/2008_2009_euromed.htm));
- Offering Honorary Fellowships to individuals in recognition of extraordinary and distinguished services to the Institute, or to the Academic, Professional or Political environment;
- Organizing an Annual Conference (EuroMed Conference). The conference has established itself as one of the major conferences of its kind in the EuroMed region, in terms of size, quality of content, and standing of attendees. Many of the papers presented contribute significantly to the business knowledge base. The conference attracts hundreds of leading scholars from leading universities and principal executives and politicians from all over the world with the participation or intervention of Presidents, Prime Ministers, Ministers, Company CEOs, Presidents of Chambers, and other leading figures.

- Contributing to peace in the region by developing cooperation between countries and people.

### **September 2004 - Present**

#### **CIRCLE - Centre for International Research in Consumers Location and their Environments**

##### ***Duties and Responsibilities***

Founder Member, Board Member and Regional Director

##### **An overview of the Centre - CIRCLE**

The Centre was formed in 2004 and develops strategic alliances by a number of Universities. The Centre (CIRCLE) engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international contexts for a range of service industries including events, finance, hospitality, leisure, marketing, retailing and tourism. Published work is disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fuelling further academic studies and debates.

### **January 2006 - 2009**

#### **AGBA – the Academy for Global Business Advancement**

##### ***Duties and Responsibilities***

President, AGBA Europe Chapter

##### **An overview of the Academy - AGBA**

AGBA – the Academy for Global Business Advancement is a worldwide network of professionals committed to facilitate dissemination of scholarly research findings in the field of global business and entrepreneurship. The main purpose of AGBA is to provide ongoing open forums to discuss and analyze global business and global entrepreneurship from different perspectives and viewpoints, and thus to improve understanding of the underlying forces that: (1) have an impact on global developments and (2) shape the destiny of developing countries in the contemporary globalized economy.

The objectives of AGBA are to foster education and to advance professional knowledge and standards in various areas of global business and global entrepreneurship by: (1) facilitating the exchange of information and ideas among educators and professionals, entrepreneurs, and bureaucrats, and between the business and academic fields; (2) encouraging and assisting basic and applied research activities that advance knowledge of global business and entrepreneurship development and operations, and increase the

available body of teaching materials; (3) facilitating the interdisciplinary dialogue concerning global business and global entrepreneurship issues as they relate to academic, business and government sectors.

### **September 1997 – September 2003**

#### **International Marketing Research Group**

Co-director and research active member of the IMRG (International Marketing Research Group) Centre at Manchester Metropolitan University. At the Centre, research was undertaken and consultation provided to a number of companies. This enlarged the publishing network (see publications for details)

## **RESEARCH GRANTS**

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#### **Funding granted:**

(October 2013), Title: “European Recovery Leadership – Striving Forward Erasmus” <http://www.euleadership.teicrete.gr/>, Funded by, Erasmus, Life Long Learning Programme, Education and Culture DG, the programme aims to support young people in developing a mind-set, affective attitudes and cognitive knowledge on how they, as future leaders, can meet the challenges of maintaining their businesses and organisations alive under crisis conditions while preparing them for the after crisis, grand awarded: 57.621 euro, partnering countries: Greece, Cyprus, UK, Slovakia, Romania, Poland and Lithuania.

(October 2012), Title: “The Cross-Cultural Management Intensive Programme (CCMIP)” <http://ccmip.teicrete.gr/>, funded by: the IDEP Cyprus, Funded by: Erasmus LLP of the European Commission, grand awarded: 47,526.

(June 2013), Title: “DAEDALUS: Euro-Mediterranean Career and Employment Advisor Portal for the Mobility of Young Residents”, Funded agency: European Union, ENPI-CBCMED (Cross-Border Cooperation in the Mediterranean).  
Duration and Budget: 2 years duration, total programme budget (1,940,000 euro)  
Partnering institutions from: Greece, Cyprus, Italy, Palestine, Lebanon, Palestine and Tunisia.

(September, 2012), Title: “Feeling Younger by getting Older”, Grundtvig, Lifelong Learning Programme, Cyprus National Agency, 16,000 euro, 2 years duration (total programme budget 240,000 euro).

The project consortium is composed of 15 partners located in Italy, Malta, Turkey, the United Kingdom, the Netherlands, Finland, Slovakia, Spain, the Czech Republic, Austria, Romania, Poland, Greece, Lithuania, Portugal, Norway, Cyprus and Bulgaria.

Role: Project manager

The project's objectives were to promote the creation of a culture of active ageing as a lifelong process to ensure that the rapidly-growing population has good opportunities for employment and active participation in social and family life and to involve young generations in these activities.

*Outstanding Award for Quality and Performance: Received on the 03/12/2014 by The Foundation for the Management of European Lifelong Learning Programmes, <http://www.llp.org.cy>*

(October, 2011), Title: "Green Smart Furniture: Design Technology, production and promotion", Project: Archimedes 1, funded by: the Ministry of Education, Greece, grand awarded: 90,000 euro, 2 years duration.

(July, 2010), "University Enterprise Training Partnership Link - U.E.T.P Link", Cooperation between Universities and Enterprises, *Lifelong Learning Erasmus Programme*, 332,316 euro.

(September, 2009), "Cross-Cultural Management Intensive ERASMUS LLP Programme" <http://teicrete.gr/>, an initiative of the EuroMed Research Business Institute designed to promote the idea of Cross-Cultural Management training between students and academics, of different cultural backgrounds, throughout Europe.

Grand awarded: 120,000 euro

Funded by: the Hellenic State Scholarships Institution under the European Commission

Hosted by: the Department of Finance and Insurance of the Technological Educational Institute of Crete in Agios Nikolaos

Duration of research: thirty six months.

(September 2008), "The Renaissance of Commandaria – Developing the Brand as a Competitive Advantage", *Research Promotion Foundation*, grand awarded: 149,930 Euros, duration of research: twenty four months.

(May 2004), "Brand Building for the Wine Industry in Cyprus", *Research Promotion Foundation*, grand awarded: 120,000 Euros, duration of research: twenty four months.

### **Funding approved but not funded:**

(July 2009), "Branding the Cyprus Indigenous Grape Varieties", *Research Promotion Foundation*, grand applied for: 170,000 Euros, duration of research: twenty four months

(July 2006), "Nicosia – Destination Branding", *Research Promotion Foundation*, grand applied for: 170,000 Euros, duration of research: twenty four months

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## OTHER SCHOLARLY ACTIVITIES

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### TALKS

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Numerous invited talks and key note speeches at Universities, Associations, Companies and Communities on a National and International level.

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### TV/RADIO AND PRESS DEDICATIONS (sample)

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- 03<sup>rd</sup> September 2013** “Υψηλής Ποιότητας Επιμόρφωση με τα Προγράμματα Distance Learning του Πανεπ. Λευκωσίας”, Paideia News, <http://paideia-news.com/index.php?id=109&hid=9118&url>, Accessed at: 03<sup>rd</sup> September 2013
- 22<sup>nd</sup> May 2012** “Competitive Advantage for Commandaria. Marketing Strategies for the Future”, *Mega TV Channel*, with: Elita, 2pm
- 27<sup>th</sup> January 2012** “Family Owned Winery Succession”, *InBusiness News*. <http://www.sigmalive.com/inbusiness/opinions/external/459458>
- Winter 2011/2012** Interview at *Four Seasons Hotel Magazine*, “Commandaria: Pride of Cyprus”, pp. 82-85.
- March 2011** Strategic and Tactical Marketing Approach for Archontiko Papadopoulou, *Reserved Magazine*, p. 89.
- 09<sup>th</sup> September 2009** “The Renaissance of Commandaria: Brand Development”, *InBusiness News*. <http://www.sigmalive.com/inbusiness/opinions/190574>
- March 2011** The Future Marketing Strategy for the Wine Industry, *Reserved Magazine*, pp. 128-136.
- 28<sup>th</sup> Aug.–3<sup>rd</sup> Sept. 2009** Differentiation of Cypriot wine as a Tool in Achieving Competitive Advantage, *Cyprus Weekly*, p. 96.
- 13<sup>th</sup> July 2009** Interview at *Sigma TV* regarding the launching of book Οινολατρεία and for the 1<sup>st</sup> International FIJEV Award received for the Best Wine Branding Article, 8:30-9:00 am.

<b>8<sup>th</sup> July 2009</b>	Personal interview at <i>In Business</i> TV (8 minutes) for the School of Business, University of Nicosia”, available at <a href="http://www.sigmalive.com/inbusiness/news/services/170385">www.sigmalive.com/inbusiness/news/services/170385</a>
<b>September 2008</b>	Αμπέλου Παις Εύφρων Οίνος - οι Ντόπιες υπό Εξαφάνιση Οινοποιήσιμες Ποικιλίες της Κύπρου ως Ανταγωνιστικό Πλεονέκτημα, <i>In Business Magazine</i> , Iss. 31, p.128.
<b>March 2008</b>	Personal interview regarding the 5 <sup>th</sup> CIRCLE Conference, <i>In Business Magazine</i> , Iss. 26, pp. 20.
<b>8<sup>th</sup> November 2007</b>	RIK/CYBC TV Channel, “School of Business Advisory Council”, <i>Epta Deka</i> , with: Gabriella Christodoulou, 8:30-9:00 am.
<b>October 2007</b>	“The Future of the Cyprus Wine Industry”, <i>In Business Magazine</i> , Iss. 20, pp. 24.
<b>September 2007</b>	Personal interview regarding University of Nicosia’s MBAs, “MBAs: Flexibility and Accreditation”, <i>In Business Magazine</i> , Iss. 19, pp. 108-113.
<b>May 2007</b>	Personal interview regarding the School of Business Advisory Council, “Academic and Industrial Collaboration”, <i>In Business Magazine</i> , Iss. 15, pp. 44-48.
<b>February 2007</b>	“Contemporary Marketing”, <i>Fititiko Click</i> , Iss. 11, p. 50.
<b>December 2006</b>	“Necessity for Ferry Connections between Cyprus and Greece”, <i>Fititiko Click</i> , Iss. 10, pp. 46-47.
<b>30 October 2006</b>	“Book Presentation: Marketing and Retail Strategy”, <i>Marketing Week</i> , Vol. 1119, p. 17.
<b>October 2006</b>	“Economy and Research – Re-Branding the Cyprus Wine”, <i>View Magazine</i> , pp. 60-61.
<b>October 2006</b>	“The Future of Cyprus Wine in the Cyprus and International Markets”, <i>Fititiko Click</i> , Iss. 9, pp. 56-58.



<b>October 2006</b>	“Marketing and Retail Strategy - Book Presentation”, <i>Fititiko Click</i> , Iss. 9, p. 70.
<b>20-26<sup>th</sup> August 2006</b>	“Quality not Quantity”, <i>SEVEN Magazine</i> , by <i>SundayMail</i> , pp. 8-12.
<b>May 9<sup>th</sup> 2006</b>	“Οίνος Κύπρου: Η Αναγέννηση μιας Εθνικής Μάρκας”, Δημοσιογραφική Εστία, 4:30 μμ., press conference.
<b>April 2006</b>	“EuroMed Journal of Business”, <i>euroΚΕΡΔΟΣ</i> , Iss. 84, p. 65
<b>2<sup>nd</sup> April 2006</b>	‘EuroMed Journal of Business’, <i>In Business Magazine</i> , Cyprus.
<b>29<sup>th</sup> March 2006</b>	“Marketing and the Future of Cyprus Wine”, <i>CyBC - Cyprus Broadcasting Corporation</i> , 7:20-7:35pm.
<b>5<sup>th</sup> March 2006</b>	“EuroMed Journal of Business – A new Academic Journal at Intercollege”, Cyprus: <i>Polites Newspaper</i> , p. 61.
<b>3<sup>rd</sup> March 2006</b>	“Launching the EuroMed Journal of Business”, Cyprus: <i>Polites Newspaper</i> , p. 61.
<b>13<sup>th</sup> February 2006</b>	“Developing the Brand for the Cyprus Wine Industry. Its International Capabilities”, <i>Marketing Week</i> , pp. 40-42.
<b>July 2005</b>	“Cyprus Wine”, <i>It’s a Student Affair</i> , Issue No. 9, p. 4, Nicosia: Intercollege Press.
<b>11<sup>th</sup> April 2005</b>	“Building the Brand in the Cyprus Wine Industry”, <i>Astra Radio</i> , programme name: Quality of Life and Environmental Issues, programme with: Michalis Loizides, 11:00 am-12:00.
<b>March 2005</b>	“Cyprus Wine – Brand Building”, <i>In-Brief</i> , Issue No. 12, Nicosia: Intercollege Press.

<b>21<sup>st</sup> March 2005</b>	“Wine in Cyprus”, <i>Radio Proto</i> , programme with: Yianna Loizidou, 5:30-7:00 pm.
<b>11<sup>th</sup> March 2005</b>	“The Cyprus Wine has Future”, Cyprus: <i>Fileleftheros Newspaper</i> , p. 20.
<b>March 2<sup>nd</sup> 2005</b>	“ΒΑΚΧΟΣ: Ανάπτυξη Ευδιάκριτης Μάρκας για το Κυπριακό Κρασί Περιφερειακών Οινοποιείων”, Intercollege, M-203, 10 πμ. press conference.
<b>31 October 2002</b>	“The Hellenic Association of Scientists and Professionals in Greater Manchester. An Ongoing Successful Story”, London: <i>Eleutheria Newspaper</i> , p. 8.
<b>24 October 2002</b>	“The Hellenic Association of Scientists and Professionals in Greater Manchester. The Progress of a Drastically Growing Association”, London: <i>Parikiaki Newspaper</i> , p. 9.
<b>4<sup>th</sup> of October 2002</b>	“Managing and Leading an Organisation”, London: <i>London Greek Radio (LGR)</i> .
<b>31<sup>st</sup> June 2002</b>	“Introducing the Hellenic Association of Scientists and Professionals in Greater Manchester”, London: <i>London Greek Radio (LGR)</i> .

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## AWARDS AND ACHIEVEMENTS

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### **2014, The Outstanding Award for Quality and Performance**

*Received on the 03/12/2014*

*For the “Feeling Younger by getting Older”, Grundtvig project*

*Awarded by: The Foundation for the Management of European Lifelong Learning Programmes, <http://www.llp.org.cy>*

*My role: Project Manager*

### **2014, Top 1% quantum of academics and researchers on Academia**

<https://unic.academia.edu/DemetrisVrontis>

### **2014, The Distinguished Alumni Award, American Academy**

*The Distinguished Alumni Award from the American Academy Alumni Association in memory of Christos Psiloinis who served as Principal of the school from 1981-2001. An award for remarkable accomplishments, professional excel and high career advancement.*

### **2013, Outstanding Paper Award Winner – Emerald Literati Network Awards for Excellence 2013**

Kaufmann, R., Vrontis, D., Czinkota, M. R. and Hadiono, A. (2012), “Corporate branding and Transformational Leadership in Turbulent Times” *Journal of Product and Brand Management*, Vol. 21, No. 3, pp. 192-204 (ISSN: 1061-0421-Emerald).

*Emerald Literati Network Awards for Excellence 2013. This paper is the Outstanding Paper Award Winner at the Emerald Literati Network Awards for Excellence 2013. This award winning paper was chosen following consultation amongst the journal’s Editors, Editorial Team and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2012.*

### **2013, Outstanding Reviewer - Emerald Literati Network Awards for Excellence 2013**

This award is provided by Emerald, following nominations from Journal Editors, to Outstanding Reviewers who contribute significantly to the success of the Emerald journals.

### **2013, Top Downloaded Article for the last 30 years - International Marketing Review**

Vrontis, D., Thrassou, A. and Lamprianou, I. (2009), “International Marketing Adaptation versus Standardisation of Multinational Companies”, *International Marketing Review*, Vol. 26, Nos. 4 and 5, pp. 477-500 (ISSN: 0265-1335-Emerald).

*Most read research of the last 30 years. This paper has been the top downloaded article of the past 30 years of the Journal’s with 11,000 downloads in only 3 years (International Marketing Review) existence ([http://www.emeraldinsight.com/promo/imr\\_30.htm](http://www.emeraldinsight.com/promo/imr_30.htm), accessed 07.03.2013)*

### **2012, Outstanding Paper Award Winner – Emerald Literati Network Awards for Excellence 2012**

Vrontis, D., Thrassou, A. and Rossi, M. (2011), “Italian Wine Firms: Strategic Branding and Financial Performance”, *International Journal of Organisational Analysis*, Vol. 19, No. 4, pp. 288-304 (ISSN: 1934-8835, Emerald).

*This award winning paper was chosen following consultation amongst the journal's Editors, Editorial Team and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2011.*

## **2012, Food and Drinks Time Out Awards**

**Archontiko Papadopoulos** *(where I was serving as a consultant at the time)*

**Award:** Best Restaurant with emphasis on Cypriot Wine for 2012

## **2011, The Distinguished Award, Military Police Alumni Association**

An award provided by the Military Police Alumni Association for extraordinary achievements and distinguished carrier advancing.

## **2011, Food and Drinks Time Out Awards**

**Archontiko Papadopoulos** *(where I was serving as a consultant at the time)*

**Award:** Best Restaurant (New Entry) for 2011

**Award:** Best Wine Cellar for 2011

## **2010, Highly Commended Award Winner – Emerald Literati Network Awards for Excellence 2010**

Thrassou, A., Vrontis, D. and McDonald, M. (2009) "A Marketing Communications Framework for Small Political Parties in Developed Countries" *Marketing Intelligence and Planning*, Vol. 27, Iss. 2, pp. 268-292 (ISSN: 0263-4503-Emerald).

*This award winning paper was chosen following consultation amongst the journal's Editors, Editorial Team and Publishers. The paper has been selected as one of the most impressive pieces of work throughout 2009.*

## **2009 (May), FIJEV (International Federation of Wine and Spirits Journalists and Writers)**

**Award:** 1<sup>st</sup> World Price for the Best Article on Rose Wine entitled "Branding Rose Wines in the Cyprus Wine Industry".

## **International Biographical Centre, Cambridge, Great Britain**

The **International Biographical Centre**, established in 1972 is one of the leading biographical reference book publishers in the world with more that 20 Who's Who titles in 132 separate editions. Their prestigious awards are only made available to only a few illustrious individuals whose achievements and leadership stand out in the International

Scientific Community as decreed by the Research and Advisory Board sitting at the International Biographical Centre in Cambridge, England.

- **Award: *International Scientist of the Year 2008***
- ***2000 Outstanding Intellectuals of the 21st Century (inclusion in their Biographical Special Edition) (2008 and 2009/2010)***
- ***Leading Scientists of the World (listed in IBC's reference biographical book) (2008)***

### **Marquis Who's Who (2010, 2011, 2012, 2013 2014, 2015)**

Who's Who is honoring men and women leading today's scientific and technological revolution and with reference value of outstanding achievements. It presents the world's foremost inventors, discoverers, award winners, educators, scientists, academics, writers, industry executives, and philosophers whose efforts are advancing human knowledge. Inclusion in this anniversary edition is limited to those individuals who have demonstrated outstanding achievement in their own fields of endeavour and who have, thereby, contributed significantly to the betterment of contemporary society.

Also the biography was included in:

- ***Who's Who in the World (inclusion in their Biographical Edition)***
- ***Who's Who in America (inclusion in their Anniversary Edition) - 110<sup>th</sup> Anniversary Edition of Publishing***
- ***Who's Who in Science and Engineering (certificate and inclusion in their Anniversary Edition) - 10th Commemorative Anniversary (2008-2009)***
- ***Who's Who in Asia (inclusion in their Biographical Edition)***

### **American Biographical Institute, North Carolina, USA**

The **American Biographical Institute** established in 1967 is one of the world's leading biographical reference publishers and authorities on global contemporary achievement. In a period spanning more than four decades, the ABI has researched and compiled the profiles of the influential and important, on the local, national and international levels, acknowledging their achievements through inclusion in detailed publications and exclusive award programs.

- ***500 Great Leaders-Honors Edition (inclusion in their Biographical Edition) (2009)***

- *Great Minds of the 21<sup>st</sup> Century (certificate and inclusion in their Biographical Special Edition) (2008)*
- **Award: Universal Award of Accomplishment (2008)**

## **2007, Academy for Global Business Advancement (AGBA)**

### **Award: 2007 AGBA European Dean.**

Awarded by AGBA (Academy for Global Business Advancement) and University Sains Malaysia at the 4th World AGBA Congress.

## **2004, Henley Management College, UK**

Full scholarship for pursuing a Certificate in Virtual Tutoring, Henley Management College, UK, January 2004

## **2000, Manchester Metropolitan University, UK**

Full scholarship for pursuing a Postgraduate Certificate in Education (Higher Education), Manchester Metropolitan University, UK, September 2000.

## **2000, University of Hull, UK**

Unpublished MBA dissertation: International Marketing Management and Strategy in the UK Retail Sector, University of Hull, UK, September 2000.

MBA with Distinction, September 2000.

## **2000, Manchester Metropolitan University, UK**

Unpublished PhD thesis: Integrating Adaptation and Standardisation in International Marketing, The AdaptStand Modelling Process, The Manchester Metropolitan University Business School (MMUBS), Manchester, UK, July 2000.

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# **SKILLS, INTERESTS AND HOBBIES**

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## SKILLS

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- Leadership and managerial skills
- Organisation skills
- Time management skills
- Research and methodological skills
- Ability to work effectively in teams
- Hardworking
- Analytical skills
- Computer skills
- Statistical packages (S.P.S.S. and Microsoft Excel)
- Communication skills

## INTERESTS AND HOBBIES

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- Reading books
- Sports, gym
- Collector of Malt Whisky from Closed Distilleries
- Wine connoisseur
- Concerts, operas, theatres,
- Cultural and musical festivals/events
- Conferencing

## REFERENCES

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**Professor Emmanuel Roussakis**, Director, Master of Science in Finance, DT Program and Graduate Certificate Programs in Banking, Florida International University, Chapman Graduate School of Business, 11200 SW 8th Street, RB 208b, Miami, FL 33199, Phone: + 305 348 2680, Fax: + 305 348 4245.

**Professor Stanley Paliwoda**, Professor of International Marketing, The Department of Marketing, University of Strathclyde, Stenhouse Building, 173 Cathedral Street, Glasgow, G4 0RQ, Phone: + 44 141 5483734, Fax: + 44 141 5522802.

**Professor Zafar U. Ahmed**, Professor of Marketing and International Business, Department of Marketing and Management, Texas A&M University at Commerce, Commerce, Texas 75429-3011, USA, Phone: + 903 886 5697, Fax: + 903 886 5702  
President: Academy for Global Business Advancement - [www.agba.us](http://www.agba.us)  
Editor-in-Chief: Journal for Global Business Advancement - [www.inderscience.com/jgba](http://www.inderscience.com/jgba)