

## CV

**Dr. Andreas Masouras****Associate Professor in Communication and Marketing. Head - Department of Communication & Creativity, School of Social Sciences, Arts and Humanities, Neapolis University, Pafos.**

Address: 2, Danaes Avenue 8042, Paphos, Cyprus. Telephone: (00357) 2684332

Email: [a.masouras@nup.ac.cy](mailto:a.masouras@nup.ac.cy)

Non-institutional email: [a.masouras@gmail.com](mailto:a.masouras@gmail.com)

ORCID ID: <https://orcid.org/0000-0001-8989-3930>

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[Research Gate](#) | [Google scholar](#) | [Academia](#) | [Scopus profile](#) | [LinkedIn profile](#)

## Profile

I am an Associate Professor and Head of the Department of Communication & Creativity at Neapolis University Pafos, specializing in Marketing Management and Communication. I hold a Ph.D. with honors from the Department of Political Science and International Relations at the University of the Peloponnese. My doctoral dissertation, titled "Entrepreneurship and Competitiveness through the Lens of Institutional Analysis: The Case of Cyprus", reflects my longstanding academic interest in the intersection of entrepreneurship, competitiveness, and institutional frameworks. My academic background includes a Bachelor's degree in Communication and Mass Media from the National and Kapodistrian University of Athens, an MSc in Globalization, Media and Culture from the University of South Wales, and a Postgraduate Certificate in Research Methodologies from the University of Brighton. I am a founding member and former Head of the Research Institute of Applied Communication in Cyprus and currently serve as a member of the Marketing Lab Committee at Neapolis University. My research focuses on entrepreneurship, youth entrepreneurship, business models, entrepreneurial innovation, and marketing management. I regularly contribute to the academic community through publications in high-ranking, Scopus-indexed journals and actively participate in international conferences, with my work frequently appearing in Scopus-listed proceedings.

## Research and Teaching Interests

My research and teaching activities are situated at the intersection of innovation management, marketing, and entrepreneurship. A significant portion of my scholarly work focuses on tourism marketing, reflecting a broader commitment to advancing knowledge in the tourism sector. I am particularly interested in the dynamics of innovation within organizations and the strategic approaches firms adopt to effectively manage and leverage innovation for competitive advantage. In the field of marketing, my work encompasses both traditional and digital domains, with a focus on developing and evaluating strategies that align with shifting consumer behaviors and expectations. My specialization in tourism marketing addresses the distinct challenges and opportunities inherent in this sector, with the aim of contributing meaningful insights to destination marketing, consumer engagement, and sustainable tourism practices. Beyond these areas, my academic interests extend to general management, including organizational behavior, strategic management, and leadership. I am especially drawn to the examination of contemporary issues faced by businesses in an increasingly complex and dynamic global environment. Through interdisciplinary research, I strive to generate knowledge that not only enriches academic discourse but also informs industry practices and policymaking.

## Education

**PhD holder.** Grade: Distinction. Thesis title: “Entrepreneurship and Competitiveness through the lens of the Institutional Analysis: The Case of Cyprus”. University of Peloponnese, Department of Political Science and International Relations (PEDIS), Greece. [Graduated: May 2019]. -

<https://www.didaktorika.gr/eadd/handle/10442/45810>

**Degree of Master of Philosophy** (M.Phil.). Thesis title: “A model for difference: Understanding competition and diversity in Greek television programming”. University of Brighton, UK. [Graduated: October 2014]. –

<https://research.brighton.ac.uk/en/studentTheses/a-model-for-difference-understanding-competition-and-diversity-in>

**MSc** in Globalisation, Media and Culture. South Wales University, UK.

**Postgraduate Certificate** (PgCert) in Research Methodologies. University of Brighton, UK.

**LLB** (Bachelor of Law). Grade: Distinction. Neapolis University, School of Law, Cyprus.

**BA** in Communication and Mass Media Studies. National and Kapodistrian University of Athens. Department of Communication and Mass Media (EMME), Greece.

## Professional Certifications & Lifelong Learning

**PG Diploma** in Management, Northern Council for Further Education (NCFE), UK.

**Certificate** in Entrepreneurship in Emerging Economies, EDX, Harvard University (Online Learning).

### Academic and Leadership Experience

**12/11/2024 – Present. Associate Professor. Neapolis University, Pafos.** (Full time).

Duties: Head. Department of Communication and Creativity. School of Social Sciences, Arts and Humanities, Neapolis University, Pafos.

**28/01/2020 – 12/11/2024. Assistant Professor. Neapolis University, Pafos.** (Full time).

Duties: Multifaceted role, including teaching courses, coordinating programs, designing curriculum, and managing accreditation processes. Additionally, administrative duties, contributing to the smooth functioning of academic departments and ensuring a high-quality educational experience for students.

I coordinated and/or coordinate the following study programs: MBA (conventional / distance), MSc in Digital Marketing (distance), MPA (distance), BSc in Business Administration (conventional), BSc in Digital Business (conventional).

Teaching: Principles of Marketing (BUSN104), Marketing Management (BUSN207), Market Research (BUSN304), Consumer Behaviour (BUSN302), Marketing Communications (BUSN402), E-commerce (BUSN205), Social Media Management (DBA306), Digital Innovation Management (DBA406), and Operations Management (BUSN209). I also taught at graduate level.

Supervision: Master theses and PhD theses.

Other duties: Member of the Pedagogical Planning Committee (Επιτροπή Παιδαγωγικού Σχεδιασμού), Member of the Gender Equality Committee, Member of the Marketing Lab Committee, Program design and development, embedding a simulator in the learning process and various administrative tasks, such as strengthening the promotional activities of the University.

**2022 – Present, Collaborative Teaching Staff. Hellenic Open University (H.O.U.). [Three-year contract].**

Duties: I teach in the MSc program “Innovation Management and Entrepreneurship”. Specifically, I teach the following courses: Introduction to Innovation and Entrepreneurship Theory and Practice (IME50) and Strategic Innovation Management (IME51).

**2023 – Present, Distance Learning Instructor, Webster University, Missouri. [Contract per semester, Webster Tashkent Campus].**

Duties: Teaching and tutorial with students. I teach the course "Media Diversity and Society" at the School of Communication.

**2014 – 2020.** Lecturer. Neapolis University, Pafos. (Full time).

**2011 – 2014.** Special Teaching Staff. Neapolis University, Pafos. (Full time).

### Additional Academic and Administrative Responsibilities

#### **Neapolis University**

- European Foundation for Management Development (EFMD), Coordinator
- Program coordinator (Conventional & Distance)
- Gender Equality & Diversity Committee, Member

#### **Hellenic Open University - MSc program in Innovation Management and Entrepreneurship**

- Module Coordinator (IME63)

### Publications (Chronologically Listed)

#### Published Monographs

1. Masouras, A., (2019). Entrepreneurship in Small and Medium-Sized Enterprises. Nova Science Publishers: NY. ISBN: 978-1-53615-922-6. [Scopus indexed, Book title list: <https://www.elsevier.com/products/scopus/content#4-titles-on-scopus> ]

<https://novapublishers.com/shop/entrepreneurship-in-small-and-medium-sized-enterprises/>

2. Masouras, A., (2015). Understanding Competition and Diversity in Television Programming. Anchor Academic Publishing / Diplomica publishing house: Germany. ISBN: 978-3-95489-979-1.

3. Masouras, A., (2012). Managing Media Content: Business Strategies and Practices. Research Institute of Applied Communication: Cyprus. ISBN: 978-9963-9409-0-5.

4. Masouras, A., (2008). Viewers' Perceptions about Payment for Television. Research Institute of Applied Communication. ISBN: 978-9963-9409-1-2.

## Edited Books

1. Masouras, A., Deirmentzoglou, G., and Apostolopoulos, S. (Eds.). (2025). Encyclopedia of Entrepreneurship in the Digital Era. MDPI.
2. Masouras, A., Komodromos, M. (Eds.). Navigating Simulations in Marketing for Strategic Success. (2025). IGI Global. [Under Publication].
3. Masouras, A., Anastasiadou, S., Constantelou, A. and Apostolopoulos, S. (Eds.). (2024). Real-World Tools and Scenarios for Entrepreneurship Exploration. IGI Global.
4. Masouras, A., Anastasiadou, S., Deirmentzoglou, G., Sophocleous, H. and Anastasopoulou, E. (Eds.). Cases on Integrating Simulation Tools into Entrepreneurship Education. (2025). IGI Global.
5. Efthymiopoulos, M., and Masouras, A. (Eds.). (2025). Security and Strategy Models for Key-Solving Institutional Frameworks. IGI Global.
6. Anastasiadou, S., Seremeti, L., Masouras, A., and Anastasiadis, L. (Eds.). (2025). Modern Perspectives on Artificial Intelligence and Law. IGI Global. [Under publication].
7. Masouras, A., Daskou, S., Pistikou, V., Dimitriou, D., and Friesner, T., (2023). Global Developments in Nation Branding and Promotion: Theoretical and Practical Approaches. IGI Global. [Scopus].
8. Anastasiadou, S., Masouras, A., Papademetriou, C., Souravlas, S., & Katsavounis, S. (2023). Big data analytics: Correspondence factor analysis, clustering and classification algorithms and applications [Special issue]. Applied Sciences. MDPI. [Scopus].
9. Masouras, A., Papademetriou, C., Belias, D., & Anastasiadou, S. (Eds.). (2023). Sustainable Growth Strategies for Entrepreneurial Venture Tourism and Regional Development. IGI Global. [Scopus].
10. Belias, D., Rossidis, I., Papademetriou, C., Masouras, A. and Anastasiadou, S. (2023) Managing Successful and Ethical Organizational Change. IGI Global. [Scopus].
11. Souravlas, S., Katsavounis, S., Anastasiadou, S., and Masouras, A., (Eds.). (2022). High Performance Computing, Modeling and Simulation. MDPI. [Scopus].
12. Pistikou, V., Masouras, A. and Komodromos, M. (Eds.). (2021). Handbook of Research on Future Policies and Strategies for Nation Branding. IGI Global. [Scopus].
13. Masouras, A., Maris, G. and Kavoura, A. (Eds.). (2020). Entrepreneurial Development and Innovation in Family Businesses and SMEs. IGI Global. [Scopus].

## Peer-Reviewed Research Publications

1. Seremeti, L., Anastasiadou, S., Masouras, A., & Papalexandris, S. Legal Engineering, Entrepreneurship, and Marketing: Strategic Pillars for Enhancing Private Higher Education in Cyprus (2025). Cyprus Review. [Under Publication] - Scopus

2. Seremeti, L., Anastasiadou, S., Masouras, A., & Papalexandris, S. (2025) (in press). Addressing the challenges of harmonizing Law and AI technology in modern society. *IAES International Journal of Artificial Intelligence (IJ-AI)*. (Accepted). [Scopus].
3. Deirmentzoglou, G. A., Agoraki, K. K., Fouteris, A. E., Masouras, A. N., Anastasopoulou, E. E., & Deirmentzoglou, E. A. (2025). Prototyping Mobile Applications for International Markets: A Simulation Activity for Digital Entrepreneurship Education. In *Integrating Simulation Tools Into Entrepreneurship Education* (pp. 335-358). IGI Global Scientific Publishing.
3. Seremeti, L., Anastasiadou, S., Masouras, A., and Papalexandris, S. (2025). Addressing the challenges of harmonizing Law and AI technology in modern society. *International Journal of Artificial Intelligence (IJ-AI)*. Vol. 99, No. 1. (Accepted, under publication). [Scopus].
4. Deirmentzoglou, G.A., Agoraki, K.K., Anastasopoulou, E.E. and Masouras. A. (2025). Technological Innovation in International Business: The Role of Organizational Culture. In *International Conference on Business and Technology Edinburgh 2025, UK. Lecture Notes in Networks and Systems*. Springer. [Scopus].
5. Komodromos, M., Zeqiri, J., Masouras, A., & Anastasiadou, S. (2025). Luxury Experience Purchasing Patterns: Understanding Consumer Behavior towards Established Luxury Brands in Jordan. *Luxury Brands Evolution: Industries & Markets*. Palgrave Editions. [Scopus]. (Under publication).
6. Anastasiadou, S., Zirinoglou, P., Seremeti, L., Masouras, A., Komodromos, M., & Anastasiadis, L. (2025). Statistical Implicative Analysis: A Distinguished Statistical Methodology in Evaluating Greek Students' Attitudes Toward the Use of AI. In *Real-World Tools and Scenarios for Entrepreneurship Exploration* (pp. 133-168). IGI Global.
7. Anastasiadou, S., Klapsis, V., Papademetriou, C., & Masouras, A. (2024). Employee Training in the Workplace: The Case of a Private Hospital in Attica, Greece. In *European Conference on Management Leadership and Governance* (Vol. 20, No. 1, pp. 229-236). [Scopus].
8. Sophocleous HP, Masouras AN, Anastasiadou SD. (2024). The Impact of Political Marketing on Voting Behaviour of Cypriot Voters. *Social Sciences*. 13(3):149. <https://doi.org/10.3390/socsci13030149> [Scopus, Q2].
9. Klapsis, V., Papademetriou, C., Anastasiadou, S., and Masouras, A. (2024)" Employee Training in the Workplace: The Case of a Private Hospital in Attica Greece" *ECMLG, 20th European Conference on Management Leadership and Governance*, Lisbon, Portugal, November 14 – 15. [Scopus].
10. Kourkoumelis, A., Anastasopoulou, E. E., Deirmentzoglou, G. A., Masouras, A., & Anastasiadou, S. (2024, September). Artificial Intelligence and Managerial Decision-Making in International Business. In *European Conference on Innovation and Entrepreneurship* (Vol. 19, No. 1, pp. 363-369). [Scopus].
11. Papadaki, Z., Anastasiadou, S.D., Masouras, A., Papalexandris, S. (2024). Factors Influencing the Use of Digital Marketing by Telemedicine Services. *Strategic Innovative Marketing and Tourism*. Springer Nature. [Scopus].
12. Anastasiadou, S.D., Masouras, A., (2024). Exploring Determinants Regarding Visit and Revisit Intentions Considering Greece as a Medical Tourism Destination. *Strategic Innovative Marketing and Tourism*. Springer Nature. [Scopus].

13. Taraza, E., Anastasiadou, S., Masouras, A., and Papademetriou, C. (2024). Evaluation of Quality and Equality in Education Using the European Foundation for Quality Management Excellence Model—A Literature Review. *Sustainability*, 16(3), 960. [Scopus, Q1].
14. Makris, I., Apostolopoulos, S., Masouras, A. (2024). EU policies and female entrepreneurship in Greek rural areas in relation to digital challenges. In *Real-World Tools and Scenarios for Entrepreneurship Exploration*. IGI Global. [Scopus]. <https://doi.org/10.4018/979-8-3693-3100-2.ch008>
15. Sophocleous, C., Anastasiadou, S.D., Masouras, A., Apostolopoulos, S. (2024). Consumption of Greek Political Message: a qualitative approach of the case of Greek Political Market. *Strategic Innovative Marketing and Tourism*. Springer Nature. [Scopus].
16. Sophocleous, C., Anastasiadou, S.D., Masouras, A., Apostolopoulos, S. (2024). The Effect of Political Marketing on the Electoral Behaviour of Greek Voters. *Strategic Innovative Marketing and Tourism*. Springer Nature. [Scopus].
17. Sophocleous, C., Anastasiadou, S.D., Masouras, A., Apostolopoulos, S. (2024). Voting Behaviour - Reason to Vote – Motives and Perceptions of Greek Voters: Elections 2023. *Strategic Innovative Marketing and Tourism*. Springer Nature. [Scopus].
18. Taraza, E., Anastasiadou, S., Seremeti, L., & Masouras, A. (2024). Environmental, Social, and Governance of Businesses and Organizations and the Role of Human Resources. In *ESG and Total Quality Management in Human Resources* (pp. 116-132). IGI Global. [Scopus].
19. Taraza, E., Papademetriou, C., Seremati, L., Masouras, A., & Anastasiadou, S. D. (2024). The Necessity of Environmental Ethics in Environmental Education and the Role of Educators. In *ESG and Total Quality Management in Human Resources* (pp. 149-166). IGI Global. <https://doi.org/10.4018/979-8-3693-2991-7.ch008>
20. Taraza, E., Anastasiadou, S., Masouras, A., & Papademetriou, C. (2023). Sustainable development and implementation of quality management excellence models in public organizations: A systematic literature review. *Sustainability*, 15(10), 7971. <https://doi.org/10.3390/su15107971> [Scopus, Q1].
21. Anastasiadou, S., Christoforidis, C., & Masouras, A. (2023). Classification and Conceptualization of Health and Reproductive Tourism Concepts: Greece as an Example. In *International Conference on Tourism Research* (Vol. 6, No. 1, pp. 67-73). [Scopus].
22. Anastasiadou, S., Masouras, A., & Papademetriou, C. (2023). Attitudes toward Reproductive Tourism and Cross border reproductive care (CBRC): Legal, Economic, Ethical issues and dilemmas, possibilities and limitations. In *International Conference on Tourism Research* (Vol. 6, No. 1, pp. 17-23). [Scopus].
23. Taraza, E., Anastasiadou, S., & Masouras, A. (2023). Malcolm Baldrige National Quality Award (MBNQA) Quality Tool in Education: A Systematic Literature Review. In *ECIE 2023 18th European Conference on Innovation and Entrepreneurship Vol 1*. Academic Conferences and publishing limited. [Scopus].
24. Daskou, S., Masouras, A., & Athanasoula Reppa, A. (2022). Service-Dominant Logic: The Road Map to Value Co-Creation in Place Marketing. In *Business Development and Economic Governance in Southeastern Europe: 13th International Conference on the Economies of the Balkan and Eastern*

European Countries (EBEEC), Pafos, Cyprus, 2021 (pp. 369-382). Cham: Springer International Publishing. [Scopus].

25. Plimakis, S., Maris, G., Masouras, A., Galanos, G., & Karachalios, G. (2022). EU Structural funds and employment policy performance in Greece: impact and reform during the fiscal austerity years. *European Politics and Society*, 23(4), 517-531. [Scopus].

26. Masouras, A., Pistikou, V. and Komodromos, M. (2021), "Innovation Analysis in Cypriot Small and Medium-sized Enterprises and the Role of the European Union", Apostolopoulos, N., Chalvatzis, K. and Liargovas, P. (Ed.) *Entrepreneurship, Institutional Framework and Support Mechanisms in the EU*, Emerald Publishing Limited, Leeds, pp. 115-131. [Scopus].

27. Komodromos, M., Masouras, A., & Nicoli, N. (2021). A qualitative study and a measurement and evaluation of public relations social media campaigns in Cyprus. *Journal for Global Business Advancement*, 14(4), 479-499. [Scopus].

28. Siakalli, M. and Masouras, A., (2020). Factors that influence tourist satisfaction: An empirical study in Pafos. In *Strategic Innovative Marketing and Tourism* (pp. 459-466). Springer, Cham. [Scopus].

29. Papademetriou, C., Masouras, A., & Ioannou, A. (2020). Social networking sites: the new era of effective online marketing and advertising. In *Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019* (pp. 443-448). Springer International Publishing. [Scopus].

30. Charalampous, C., Papademetriou, C. & Masouras A. (2019). An Innovating and Entrepreneurship-related idea: Transforming obstacles into supporters in the attempt to create inclusive educational environments, *International Journal of Management in Education* (Manuscript submitted for publication) (IJMIE). [Scopus].

31. Masouras, A. (2019). "Young Entrepreneurship in Cyprus: An institutional analysis", The Małopolska School of Economics in Tarnów Research Papers Collection [under publication, accepted]. (Indexed: Copernicus).

32. Masouras, A., Komodromos, I., and Papademetriou, C. (2019). "Cyprus's Wine Market: Influencing Factors of Consumer Behaviour as Part of Destination Marketing". In: Kavoura, A., Kefallonitis, E., and Giovanis, A., *Strategic Innovative Marketing and Tourism*. Springer. *Proceedings in Business and Economics*. Springer, Cham. [Scopus].

33. Sophocleous, H., and Masouras, A. (2019). "Voters' Behavior: What Drives Political Consumption in Cyprus? An Analysis of the Behavior of Young Voters". In: Kavoura, A., Kefallonitis, E., and Giovanis, A., *Strategic Innovative Marketing and Tourism*. Springer. *Proceedings in Business and Economics*. Springer, Cham. [Scopus].

34. Sophocleous, H., Masouras, A., and Papademetriou, C. (2019). "Brand as a Strategic Asset for Cultural Organisations: A Proposal for the Forthcoming Cultural Institution of Pafos". In: Kavoura, A., Kefallonitis, E., and Giovanis, A., *Strategic Innovative Marketing and Tourism*. Springer. *Proceedings in Business and Economics*. Springer, Cham. [Scopus].



35. Shaili, C., Masouras, A., Karakatsani, D., and Reppa, A. (2019) "Active Citizenship, Education and Democracy" [«Ενεργός πολιτότητα, Εκπαίδευση και Δημοκρατία»], Theory and research in the education sciences [Θεωρία και Έρευνα στις Επιστήμες της Αγωγής]. [In Greek].
36. Masouras, A., and Papademetriou, C. (2018) "Digital Consumer Behaviour in Cyprus: From Uses and Gratifications Theory to 4C's Online Sopping Approach", Journal of Advertising and Public Relations, Vol. 1, No. 1, pp. 32-42.
37. Siakalli, M., Masouras, A., and Papademetriou, C. (2017) "E-marketing in Hospitality Industry: Foundations and Strategies", International Journal of Management and Business Studies, Vol. 7, No. 1, pp. 50-54. [Indexed: Copernicus].
38. Siakalli, M., Masouras, A., and Papademetriou, C. (2017). "e-Marketing in the Hotel Industry: Marketing Mix Strategies". In: Kavoura, A., Sakas, D., Tomaras, P. (eds), Strategic Innovative Marketing. Springer. Proceedings in Business and Economics. Springer, Cham. [Scopus].
39. 2. Masouras, A., (2017). An institutional analysis of inequalities and development. Review of Decentralization, Local Government and Regional Development: Athens. [In Greek]. Vol.90, pp. 69-76.
40. Siakalli, M., Masouras, A., and Papademetriou, C. (2015) "Understanding Online News: Uses and Gratifications of Mainstream News Sites and Social Media", International Journal of Strategic Innovative Marketing, Vol. 2, No. 3, pp. 1-13.
41. Papademetriou, C., and Masouras, A. (2015) "Knowledge Management and the Learning Organisation Constitute New Means for the Managerial Appropriation of the Knowledge and Skills of Workers", International Journal of Management and Business Studies, Vol. 5, No. 1, pp. 42-48.
42. Masouras, A., (2015). Job Satisfaction and Related Environmental Factors in Hospitality Industry. International Journal of Management & Business Studies. 5(1), p.49.
43. Papademetriou, C., and Masouras, A. (2014) "National Culture Underpins Individual Behaviour and WorkRelated-Values: The Importance of Nationality", Review of Decentralisation Local Government and Regional Development, Vol. 77, pp. 3-19.
44. Masouras, A. (2014). Quality in television as a methodological problem. Review of Decentralization Local Government and Regional Development, Vol. 76, pp. 120-126. [In Greek].
45. Masouras, A., (2013). An empirical approach to Greek viewpoint diversity: An empirical approach to Greek viewpoint diversity – The economic crisis and the outflow of the news content. The Mediterranean e-journal of Communication and Media, 2(1), e-journal.
46. Masouras, A., (2008). A critical approach of how was the theory of metamorphosis of the minimum diversification of the television content produced (MDm): a critical analysis of the structures and the Steiner's model behind the theory. The Mediterranean e-journal of Communication and Media, 1(1), p.55., e-journal.

## Scholarly Conference Presentations

1. Masouras, A. (2025, May 12). The ethics and impact of AI-driven advertising on digital privacy and user rights in social media platforms [Webinar presentation]. Digital Rights in the Era of Artificial Intelligence, Jean Monnet Center of Excellence AI-2-TRACE-CRIME, Neapolis University Pafos (Cyprus) & Universidad Carlos III de Madrid (Spain).
2. Klapsis, V., Papademetriou, C., Anastasiadou, S., & Masouras, A. (2024, November 14–15). Employee training in the workplace: The case of a private hospital in Attica, Greece. Paper presented at the 20th European Conference on Management Leadership and Governance (ECMLG 2024), Universidade Lusófona, Lisbon, Portugal.
2. Masouras, A., & Siakalli, M. (2019, July 17–21). Factors that influence tourist satisfaction: The case of Pafos. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Chios, Greece.
3. Papademetriou, C., Masouras, A., & Ioannou, A. (2019, July 17–21). Social networking sites: The new era of effective online marketing and advertising. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Chios, Greece.
4. Masouras, A., & Sophocleous, H. (2019, July 17–21). The effect on the real estate marketing mix after the economic crash: The case of Cyprus. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Chios, Greece.
5. Masouras, A. (2019, May 1–2). The role of digital and social media advertising, via emails, in consumer behavior: An exploratory perceptions analysis. Paper presented at the 3rd Al Falah University International Conference (TASK 2019), Dubai.
6. Masouras, A., Komodromos, I., & Papademetriou, C. (2018, October 17–20). Cyprus's wine market: Influencing factors of consumer behaviour as part of destination marketing. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece.
7. Sophocleous, H. P., & Masouras, A. (2018, October 17–20). Voters' behavior: What drives political consumption in Cyprus? An analysis of the behavior of young voters. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece.
8. Sophocleous, H. P., & Masouras, A. (2018, October 17–20). Brand as a strategic asset for cultural organisations – A proposal for the forthcoming cultural institution of Pafos. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece.
9. Masouras, A. (2018, October 17–20). The digital consumer behaviour in the light of uses and gratifications. Paper presented at the International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece.
10. Masouras, A. (2016, March 16–17). Sustainable tourism: Waterfront and hotel resorts. Paper presented at the 5th LE: NOTRE FORUM PAFOS 2016 “From Natural to Cultural”, Neapolis University, Pafos, Coral Beach.

11. Siakalli, M., Masouras, A., & Papademetriou, C. (2015, May 21–22). Uses and gratifications in online news: Comparing social media and online news media use by users. Paper presented at the 4th International Conference on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, Greece, 317–325.
12. Siakalli, M., Masouras, A., & Papademetriou, C. (2015, September 24–27). E-marketing in the hotel industry: Marketing mix strategies. Paper presented at the 4th International Conference on Strategic Innovative Marketing, Mykonos, Greece.
13. Kavoura, A., & Masouras, A. (2015). Contribution of measuring diversity of television content to advertising media planning in a period of socio-economic crisis. Paper presented at the International Conference 'Science in Technology' SCinTE, p. 55.

### Working Papers Archived in Institutional Repositories (preprints)

1. Masouras, A. (2019). *Young entrepreneurship in Cyprus: An analysis of its main features* [Η Νεανική Επιχειρηματικότητα στην Κύπρο: Μια ανάλυση των κύριων χαρακτηριστικών της]. HEPHAESTUS Research Repository, Neapolis University, Pafos. Working Papers Series. [In Greek].
2. Masouras, A. (2015). *Research on the content of Greek TV: The peculiarities of studying content in the "Small Nations"* [Έρευνα για το περιεχόμενο της ελληνικής τηλεόρασης: Οι ιδιομορφίες στην μελέτη του περιεχομένου στα "Small Nations"]. HEPHAESTUS Research Repository, Neapolis University, Pafos. Working Papers Series. [In Greek].
3. Masouras, A. (2011). *An alternative methodological approach to the study of diversity in Greek television*. Donald McGannon Communication Research Center. Working Paper Series. Fordham University.
4. Masouras, A. (2011). *The programme typology and its association with the study of diversity and the audience viewing figures: The typological strategy of the Greek television programme*. Donald McGannon Communication Research Center. Working Paper Series. Fordham University.

### Technical Papers and Book Reviews

1. Masouras, A. (2015). Book review of "TV, Society & Political News" [«Τηλεόραση, Κοινωνία & Πολιτικές Ειδήσεις»] by Theodora Maniou. *Revue de Décentralisation d'Administration Locale et de Développement Régional*, 81, 97–101. [In Greek]. Available on ResearchGate.
2. Barlow, D. M., Iosifidis, P., Masouras, A., & Shiakalli, A. (2006). Comments on the White Paper on a European Communication Policy (COM 2006, 35 final, Brussels, 1.2.2006). Available on ResearchGate.

## Memberships & Editorial Roles

- **Greek Marketing Academy**  
*Member* | 2024 – Present
- **International Journal of Entertainment Technology and Management**  
*Guest Editor, Special Issue: "New Technologies in Hospitality Culture Marketing"* | 2019 – 2020
- **Centre of International & European Political Economy & Governance (CIEPEG), University of Peloponnese**  
*Main Researcher* | 2017 – Present  
[www.kedepod.gr](http://www.kedepod.gr)
- **Antwerp University, Belgium**  
*Visiting Research Fellow*
- **Central European University, Hungary**  
*Visiting Researcher*
- **Fordham University, Donald McGannon Communications Research Center, New York**  
*Visiting Researcher*  
[McGannon Working Papers](#)
- **European Corporate Governance Institute (ECGI)**  
*Member* | 2007 – 2010
- **Research Institute of Applied Communication, Nicosia (IMEE)**  
*Founding Member & Head* | 2006 – 2010
- **Centre for the Study of Media and Culture in Small Nations, University of South Wales**  
*Visiting Researcher* | 2007 – Present  
[culture.research.southwales.ac.uk](http://culture.research.southwales.ac.uk)

## Organizing Roles in Scientific Conferences & other events

### International Conferences

- **2nd International Conference on Marketing and Entrepreneurship**  
*Organizer, Neapolis University, Pafos* | 6–7 September 2019
- **1st International Conference on Marketing and Entrepreneurship**  
*Organizer, Neapolis University, Pafos* | 7–8 December 2018
- **3rd International Conference of Communication and Media**  
*Organizer, Research Institute of Applied Communication, Alambra, Cyprus* | 7–8 September 2009
- **2nd International Conference of Communication and Media**  
*Organizer, Research Institute of Applied Communication, Alambra, Cyprus* | 8–11 October 2007
- **1st International Conference of Communication and Media**  
*Organizer, Research Institute of Applied Communication, Alambra, Cyprus* | 9–11 June 2006

### Seminars, Symposiums & Public Events

- **Smart Marketing Summer Lab 2019**  
*Seminar Organizer*, Neapolis University, Pafos | 28–30 June 2019
- **The Blue Oceans of Entrepreneurship**  
*Public Speech Organizer*, Neapolis University, Pafos | 29 November 2018
- **From the Financial Crisis to Growth: Actions in Modern Athens**  
*Symposium Organizer*, Neapolis University, Pafos | 25 January 2018
- **Consumer Behaviour and New Trends**  
*Seminar Organizer*, Neapolis University, Pafos | 8 October 2016
- **Digital Marketing and Social Media in Tourism**  
*Seminar Organizer*, Neapolis University, Pafos | 20–21 November 2015
- **The Role of News Agencies in a Changing Communication Environment**  
*Symposium Organizer*, Neapolis University, Pafos | 6 June 2013
- **Mass Media and the Challenge of New Technologies**  
*Symposium Organizer*, Neapolis University, Pafos | 17 May 2012

#### Conference Committees & Reviewer Roles

- **Reviewer**, *European Politics and Society*, Taylor & Francis  
Recognition listed in *Web of Science*
- **Scientific Committee Member**, 15th European Conference on Management Leadership and Governance (ECMLG)  
Polytechnic Institute of Porto, Portugal | 14–15 November 2019
- **Scientific Committee Member**, 2nd International Conference on Marketing and Entrepreneurship  
Neapolis University, Pafos | 6–7 September 2019
- **Scientific Committee Member**, International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT)  
Chios, Greece | 17–21 July 2019
- **Scientific Committee Member**, 17th Global Conference on Business, Hospitality and Tourism Research  
Hoa Sen University, Vietnam | 2–5 October 2018  
(*SCOPUS Supporting Journals*)
- **Scientific Committee Member**, 1st International Conference on Marketing and Entrepreneurship  
Neapolis University, Pafos | 7–8 December 2018
- **Scientific Committee Member**, 14th European Conference on Management, Leadership and Governance (ECMLG)  
HU University of Applied Sciences, Utrecht, Netherlands | 18–19 October 2018
- **Scientific Committee Member**, 13th European Conference on Management, Leadership and Governance (ECMLG)  
City University of London, UK | 11–12 December 2017
- **Scientific Committee Member**, 12th European Conference on Management, Leadership and Governance (ECMLG)  
Bucharest, Romania | 10–11 November 2016
- **Reviewer**, *Media, Communication Systems and Sustainable Development*  
Panteion University, Athens, Greece | 6–8 May 2015

## Conference Sessions Chair

- **International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT)**  
*Session Chair: Wine and Culinary Skills in the Digital Economy by Means of Social Media & Collaborative Consumption*  
Athens, Greece | 17–20 October 2018
- **1st International Conference on Marketing and Entrepreneurship**  
*Session Chair*  
Neapolis University, Pafos | 7–8 December 2018

## PhD Supervision

- **Harry Ph. Sophocleous**  
*Title: Production and Consumption of Political Party Communication and Voters' Electoral Communication: The Case of Cyprus*  
Neapolis University & University of Peloponnese
- **Ioannis Komodromos**  
*Title: Managing Pafos's Agrotourism Infrastructure to Develop and Maintain Competitiveness*  
Neapolis University & University of Peloponnese
- **Chloe Ellina-Shaili**  
*Title: Education, Democracy, and Active Citizenship through the European Dimension in Education: Opinions and Perceptions of Teachers, Students, and Parents on the Role of Primary Education*  
Neapolis University & University of Peloponnese
- **Doctoral Thesis Advising and Defense Board Member**  
Participated in the supervision or evaluation of **9 doctoral dissertations**  
(Full list available upon request)

## Participation in EU-Funded (Research) Projects

### EMERGE – Empowering the Margins of Europe through Regional and Global Engagement

*European Universities Alliance* | 2023 – Present

Institution: Neapolis University Pafos (Full member since 2019)

Involvement:

- Participated in the *Staff Training Week* organized by Neapolis University Pafos (24–28 April 2023)
- Actively contributed to the design and development of the *Communication Work Package*

**Erasmus+ Just4All**

*Project Title: Embedding EU Green Deal and Just Transition in Teaching and Learning | 2023 – Present*

Focus: Integrating EU Green Deal and Just Transition principles into educational programmes, emphasizing sustainability, inclusive growth, democratic management, and the development of green skills.

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**Erasmus+ PowerUp Project**

*Project Title: Powering Up Former Energy Sector Workers to Re-enter the Job Market | 2022 – Present*

Objective: Supporting workforce adaptation to the green transition by increasing flexibility in vocational education and training (VET), and fostering innovation in reskilling initiatives related to environmental sustainability and climate change.

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**YouthSHARE – A Place for Youth in Mediterranean EEA**

*Project Duration: 2018 – 2022*

Focus: Reducing youth unemployment in coastal and island regions of the Mediterranean by enhancing NEETs' skills in agri-food, circular economy, and social entrepreneurship sectors.  
Methodology: Multi-scalar, trans-local approach promoting social inclusion and economic resilience.

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**WASTECOSMART**

*Project Title: Optimization of Integrated Solid Waste Management Strategies for the Maximization of Resource Efficiency | 2013 – 2016*

Objective: Enhancing innovation and research in integrated waste management across six regional research-driven clusters, aligned with the EU's "Resource Efficient Europe" strategy.

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**Lifelong Learning Programme – Leonardo Da Vinci (Transfer of Innovation)**

*Project Title: MYCOTICON – Identification and Sustainable Exploitation of Wild Edible Mushrooms in Rural Areas | 2011 – 2013*

Objective: Training rural mushroom gatherers in identifying edible, medicinal, and poisonous mushrooms, while promoting sustainable harvesting and cultivation techniques.

Role: Partner institution through Neapolis University in the MYCOT.I.CO.N (MYCOTa Intereuropean Cooperation Network) initiative.

### Skills and Competencies

- ✓ Strong team collaboration skills, fostering a cooperative and productive academic environment
- ✓ Excellent organizational abilities, with a focus on efficient schedule planning and time management
- ✓ Advanced communication skills for conveying complex ideas clearly in academic and professional settings
- ✓ Proven ability to coordinate effectively with colleagues across departments and disciplines
- ✓ Active contributor to collaborative research initiatives with a focus on innovation and impact
- ✓ Committed to enhancing the educational experience and supporting the advancement of academic knowledge