

Academic Staff Curriculum Vitae

University:	Neapolis
ID Number:	969230
Full Name:	Ioanna Siamma
Rank:	
School:	Business
Department:	Business
Scientific Domain:	Visitor

Educational qualifications

Degree	Year	Awarding Institution	Department	Thesis title
Three-week Summer School	Summer 2016	JAMK University of Applied Sciences, Finland	-	-
MBA	2015-2016	University of Cyprus	MBA Program	Cyprus Babysitting Agency especially in hotels and tourism industry
MSc in Digital Marketing	2013-2014	University of Southampton	Business School	“Effects of Brand Image on Consumer Purchasing Behaviour in the UK Clothing Industry”
BSc in Business Retail Management	2010-2013	University of Surrey	Management School	-

Employment history

Period of employment		Employer	Location	Position
From	To			
December 2016	Present	GDL Green Energy Group	Limassol	Marketing Manager
September 2016	Present	Neapolis University	Paphos	Lecturer in Marketing & Management studies
March 2015	August 2016	Tati Jewellery	Paphos	Digital Marketing & Social Media Expert
March 2015	June 2015	Aldo Group - Aldo Shoes	Limassol	Sales Store Manager

Key refereed journal/ conference publications or monographs (list up to 5)

	Year	Title	Other authors	Journal/Conference/Publisher	Vol.	Pages
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ΕΠΙΤΡΟΠΗ ΑΞΙΟΛΟΓΗΣΗΣ ΙΔΙΩΤΙΚΩΝ ΠΑΝΕΠΙΣΤΗΜΙΩΝ (ΕΑΙΠ)
EVALUATION COMMITTEE OF PRIVATE UNIVERSITIES (ECPU)

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