

**Dr Michailina Siakalli**

**Lecturer in Statistics**



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Research Gate:

Dr Michailina Siakalli is a Lecturer at the Neapolis University in the field of Quantitative Analysis (Mathematics and Statistics). In 2003, she completed her BSc studies in Pure Mathematics at the University of Cyprus and in 2004 she obtained her MSc in Financial Mathematics from Cass Business School, City University (UK). In 2005 she was awarded a scholarship from the University of Sheffield and in 2008 she obtained her Ph.D. from the University of Sheffield (UK) in the field of Stochastic Differential Equations driven by *Lévy Process*. In the period 2006-2008 she obtained academic teaching experience by teaching in undergraduate students at the University of Sheffield. She has publications in peer reviewed journals and she is a reviewer in scientific journals.

#### **RESEARCH INTERESTS**

Her research interests focus on stochastic differential equations (SDEs) driven by *Lévy processes*, stability theory of SDEs, financial mathematics and social statistics with applications in different fields.

#### **PUBLICATIONS (2012-2018)**

##### *Papers in Peer Review Journals*

1. Siakalli M., Masouras A. and Papademetriou C., (2017) "E-marketing in Hospitality Industry: Foundations and Strategies" *International Journal of Business Studies & Management* ( IJMBS) Vol. 7, Issue 1, pp.50-54, version Jan-March 2017
2. Siakalli M., Masouras A. and Papademetriou C (2016) "E-marketing in the Hotel Industry" , Strategic Innovative Marketing, 4th IC-SIM, Mykonos, Greece 2015 Part III, pp 123-129, DOI 10.1007/978-3-319-33865-1\_15, ISBN 978-3-319-33865-1, Springer Proceedings in Business and Economics
3. Siakalli M., Masouras A. and Papademetriou C (2015) "Understanding Online News: Uses and Gratifications of Mainstream News Sites and Social Media" (co-authors Masouras A. and Papademetriou C.) *International Journal of Strategic Innovative Marketing*, Vol. 03, No.3 pp.1-13 DOI: 10.15556/IJSIM.02.03.001
4. Solomontos-Kountouri, O., Siakalli M., and Yiallourous, P (2013) "Is it important to know Students' Perceived Value Mathematics" *Mediterranean Journal for Research in Mathematics Education*, Vol. 12, 1-2, 23-37

##### *Proceedings in Scientific Conferences*

1. "Uses and Gratifications in Online news: comparing Social Media and News Media by users". Presentation and proceedings of the 4th International Conference: Quantitative and Qualitative Methodologies in the Economic & Administrative Sciences (I.C.Q.Q.M.E.A.S. 2015) pp. 317.