



Academic Personnel Short Profile / Short CV

University:	Neapolis University Pafos
Surname:	Masouras
Name:	Andreas
Rank/Position:	Associate Professor, Head of the Department of Communication & Creativity
Faculty:	School of Social Sciences, Arts & Humanities
Department:	Department of Communication & Creativity
Scientific Domain: *	Communication and Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2019	University of Peloponnese, Greece	PEDIS	Entrepreneurship and Competitiveness through the lens of the Institutional Analysis: The Case of Cyprus.
MPhil	2014	University of Brighton, UK	School of Art and Media, Dept. of Arts and Humanities	A model for difference: Understanding Competition and Diversity in Greek Television Programming.
PgCert in Research Methodologies	2011	University of Brighton, UK	School of Art and Media, Dept. of Arts and Humanities	
M.Sc. in Globalisation, Media & Culture	2005	South Wales University, UK (f. Glamorgan University)	Media and Culture	



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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European Quality Assurance Register for Higher Education

BA in Communication & Mass Media	2004	National and Kapodistrian University of Athens	Communication and Mass Media	
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Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2012	-----	Neapolis University Pafos	Cyprus	Associate Professor
2025	-----	Indian Institute of Management, Ranchi (IIM)	India	Visiting Faculty
2023	2024	Webster University	Tashkent	Online, Adjunct faculty

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2025	Prototyping mobile applications for international markets: A simulation activity for digital entrepreneurship education	Deirmentzoglou, Georgios A., Konstantina K. Agoraki, Andreas E. Foustieris, Eleni E. Anastasopoulou, and Evangelos A. Deirmentzoglou.	In <i>Integrating Simulation Tools Into Entrepreneurship Education</i> , IGI Global		335-358
2	2025	Addressing the challenges of harmonizing law and artificial intelligence technology in modern society	Lamprini Seremeti, Sofia Anastasiadou and Stylianos Papalexandris.	IAES – International Journal of Artificial Intelligene	14 (3)	2471-2478
3	2025	The Circular Correlation Between Institutions, Political Marketing, and the Electoral Process	Sophocleous, Harry Ph, Sofia D. Anastasiadou	In <i>Security and Strategy Models for Key-Solving Institutional Frameworks</i> , IGI Global		139-170
4	2024	The Impact of Political Marketing on Voting Behaviour of Cypriot Voters	Sophocleous, H. P., Anastasiadou, S. D.	<i>Social Sciences</i> , MDPI	13:149	
5	2023	Exploring determinants regarding Visit and Revisit intentions considering Greece as a Medical Tourism destination	Anastasiadou, Sofia	<i>International Conference on Strategic Innovative Marketing and Tourism</i> , Cham: Springer Nature		101-109
6	2025	EU Policies and Female Entrepreneurship in Greek	Makris, Ilias A., Sotiris Apostolopoulos,	n <i>Real-World Tools and Scenarios for</i>		203-222

		Rural Areas in Relation to Digital Challenges		<i>Entrepreneurship Exploration, IGI Global</i>		
7	2023	Motives and Perceptions of Greek Voters in National Elections of 2023	Sophocleous, H., Anastasiadou, S., & Apostolopoulos, S.	In <i>The International Conference on Strategic Innovative Marketing and Tourism</i> . Cham: Springer Nature		431-439
8		Factors Influencing the Use of Digital Marketing by Telemedicine Services	Zafeiria, Papadaki, Sofia Anastasiadou, and Stylianos Papalexandris	In <i>The International Conference on Strategic Innovative Marketing and Tourism</i> . Cham: Springer Nature		855-862
9	2022	Service-Dominant Logic: The Road Map to Value Co-Creation in Place Marketing.	Daskou, S., & Athanasoula Reppa, A.	In <i>Business Development and Economic Governance in Southeastern Europe: 13th International Conference on the Economies of the Balkan and Eastern European Countries (EBEEC)</i>		369-382
10	2021	A qualitative study and a measurement and evaluation of public relations social media campaigns in Cyprus.	Komodromos, M. and Nicoli, N.	<i>Journal for Global Business Advancement</i>	14(4)	479-499
11	2019	Cyprus's Wine Market: Influencing Factors of Consumer Behaviour as Part of Destination Marketing	Ioannis Komodromos, and Christos Papademetriou.	In <i>Strategic Innovative Marketing and Tourism: 7th ICSIMA</i> . Springer		637-644



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				International Publishing.		
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Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	2023 – Ongoing	EMERGE – Empowering the Margins of Europe through Regional and Global Engagement – European Universities Alliance	EU	Actively contributed to the design and development of the Communication Work Package
2	2023 - 2025	Embedding EU Green Deal and Just Transition in Teaching and Learning, Erasmus+ Just4All	Erasmus+	Educational programmes
3	2022 - 2025	PowerUp Project – Powering Up Former Energy Sector Workers to Re-enter the Job Market	Erasmus+	Education and training
4	2018 - 2022	A Place for Youth in Mediterranean EEA: Resilient and Sharing Economies for NEETs (YouthSHARE)	EEA. and Norway Grants Fund for Youth Unemployment	Trainer
5	2013-2016	WASTECOSMART – Optimization of Integrated Solid Waste Management Strategies for the Maximization of Resource Efficiency	EU	Communication
6	2011-2013	MYCOTICON – Identification and Sustainable Exploitation of Wild Edible Mushrooms in Rural Areas.	EU	Coordinator – Partner Institution
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**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*



**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.
List the five (5) more recent (Optional Entry)**

Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2025 – Ongoing	Neapolis University Pafos	Member of the Senate	Member
2	2020-Ongoing	Marketing Lab, Neapolis University Pafos	Member of the Board	Coordination and research
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