

CV

Dr. Andreas Masouras

Lecturer in Business Innovation and Marketing, School of Economics, Administration and Computer Science, Neapolis University, Pafos.

Visiting Researcher at the Centre for the Study of Media and Culture in Small Nations, University of South Wales.

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

Email: a.masouras@nup.ac.cy

Research Gate citations: https://www.researchgate.net/profile/Andreas_Masouras

Academia: <https://nup.academia.edu/AndreasMasouras>

Google scholar citations: visit google scholar profile

Profile:

Dr Andreas Masouras is a Lecturer at the University of Neapolis in Pafos in the fields of Marketing Management, entrepreneurship and innovation. He holds a PhD (Honors) from the Department of Political Science and International Relations of the University of the Peloponnese. The title of his doctoral dissertation is: "Entrepreneurship and Competitiveness through the lens of the Institutional Analysis: The Case of Cyprus". Also, he holds a Professional Doctorate in Management (D.Mgt.) from Monarch Business School (Switzerland) and MPhil from Brighton University (Media Management).

He is currently a faculty member at Neapolis University, Pafos and has taught at foreign universities such as the MBA program at Cardiff Metropolitan University and various distance programs. He is press officer of the University.

He graduated from the A' Lyceum of Ethnarch Makarios in Pafos. After his military service, he studied at the Department of Communication and Mass Media of the National and Kapodistrian University of Athens (BA). He then continued his postgraduate studies at the University of South Wales, where he received a MSc in Globalisation, Media and Culture. Also, he holds a Postgraduate Certificate (PgCert) in Research Methodologies from Brighton University and Postgraduate Diploma (PgDip) in Management from the Northern Council for Further Education (NCFE). He holds a degree in Law (LLB) with Honors.

He is a founding member and Head of the Research Institute of Applied Communication in Cyprus. His research interests and objectives are in the areas of entrepreneurship, youth entrepreneurship, business models, entrepreneurial innovation and marketing management.

Andreas has been a Visiting Research Fellow at Antwerp University in Belgium, at the Central European University in Hungary and at Fordham University, NY. He is a visiting researcher at several other universities. Main researcher of the Centre of International & European Political Economy & Governance – CIEPEG of the University of Peloponnese. Member of the Scientific Council, as an external visitor, of the Centre of the Study of Media and Culture in Small Nations of the University of South Wales.

He actively writes a series of scientific articles while he is constantly involved in remarkable international conferences where he presents his research. His latest book, “Entrepreneurship in Small and Medium-Sized Enterprises,” is released by the American publishing house Nova.

Educational background:

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. [May, 2019]

Doctor of Management (D.M.). Grade: Honor Medal for Achievement. Thesis title: “Managing Media Content: Business Strategies and Practices: An Application Study on Content and Scheduling Formation”. Monarch Business School, Switzerland. [June, 2015]

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.

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

Master in Management (Mgmt.). Monarch Business School, Switzerland.

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

LLB. Grade: Distinction. Neapolis University, Pafos.

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

Professional certificates / Diplomas:

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

Certificate in Entrepreneurship in Emerging Economies. EDX, Harvard University (Distance learning).

PUBLICATIONS (2012-2018)

Monographs

1. Masouras, A., (2019). Entrepreneurship in Small and Medium-Sized Enterprises. Nova Science Publishers: NY. ISBN: 978-1-53615-922-6.

New book: <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.

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

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

Papers in Peer Review Journals:

1. 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, *The International Journal of Arts Education* (Manuscript submitted for publication).

2. 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).

3. 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] [under publication, accepted], [In Greek].

4. 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.

5. 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.

6. 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.

7. 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.

8. Masouras, A., (2015). Job Satisfaction and Related Environmental Factors in Hospitality Industry. *International Journal of Management & Business Studies*. 5(1), p.49.

9. 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*, No. 77, pp. 3-19.

10. Μασούρας, Α., (2014). Η ποιότητα στην τηλεόραση ως μεθοδολογικό πρόβλημα. Επιθεώρηση Αποκέντρωσης Τοπικής Αυτοδιοίκησης και Περιφερειακής Ανάπτυξης. Τεύχος Ν.76, σ.120. [In Greek].

11. 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.

12. 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.

Publications in Collective Volumes:

1. Masouras, A. (2020). "Innovation in Small and Medium-sized Enterprises". In: Masouras, A., and Maris, G., *Entrepreneurial Development and Innovation in Family Businesses and SMEs*. IGI Global. [Forthcoming].

2. 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.

3. 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.

4. 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.

5. 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.

Proceedings in Scientific Conferences:

1. Masouras, A., and Siakalli, M., (2019) "Factors that influence tourist satisfaction: The case of Pafos", *International Conference on Strategic Innovative Marketing and Tourism*, Chios, Greece, July 17-21.

2. Masouras, A., and Papademetriou, C., (2019) "Social Networking Sites: The new Era of Effective Online Marketing and Advertising", *International Conference on Strategic Innovative Marketing and Tourism*, Chios, Greece, July 17-21.

3. Masouras, A., and Sophocleous, H., (2019) "The Effect on the Real Estate Marketing Mix after the Economic Crash: The Case of Cyprus", *International Conference on Strategic Innovative Marketing and Tourism*, Chios, Greece, July 17-21.

4. Masouras, A., (2019) "The role of digital and social media advertising, via emails, in consumer behavior: An exploratory perceptions analysis", 3rd Al Falah University International Conference (TASK 2019), Dubai, May 1-2.
5. Masouras, A., Komodromos, I., and Papademetriou, C. (2018) "Cyprus's Wine Market: Influencing Factors of Consumer Behaviour as Part of Destination Marketing", International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece, October 17-20.
6. Harry Ph. Sophocleous, and Masouras, A. (2018) "Voters' behavior: what drives political consumption in Cyprus? An analysis of the behavior of young voters", International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece, October 17-20.
7. Harry Ph. Sophocleous, and Masouras, A. (2018) "Brand as a Strategic Asset for Cultural Organisations – A Proposal for the Forthcoming Cultural Institution of Pafos", International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece, October 17-20.
8. Masouras, A. (2018) "The Digital Consumer Behaviour in the light of Uses and Gratifications", International Conference on Strategic Innovative Marketing and Tourism, Athens, Vouliagmeni, Greece, October 17-20.
9. Masouras, A. (2016) "Sustainable Tourism: Waterfront and Hotel Resorts", 5th LE: NOTRE FORUM PAFOS 2016 "From Natural to Cultural", Neapolis University, Pafos, Coral Beach, 16 – 17 March.
10. Siakalli, M., Masouras, A., and Papademetriou, C. (2015) "Uses and Gratifications in Online News: Comparing Social Media and Online News Media Use by Users", 4th International Conference on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, Greece, May 21-22, pp. 317-325.
11. Siakalli, M., Masouras, A., and Papademetriou, C. (2015) "Uses and Gratifications in Online News: Comparing Social Media and Online News Media Use by Users", 4th International Conference on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, Greece, May 21-22, pp. 317-325.
12. Siakalli, M., Masouras, A., and Papademetriou, C. (2015) "E-marketing in the Hotel Industry: Marketing Mix Strategies", 4th International Conference on Strategic Innovative Marketing, Mykonos, Greece, September 24-27.

Working papers:

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]. 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"]. 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.

Participation in European co-funded programmes and schemes / other funding projects:

A. Project title: "A Place for Youth in Mediterranean EEA: Resilient and Sharing Economies for NEETs (YouthSHARE)"

Project Leader: Assist. Prof. St. Gialis

Year: 2018 - 2022

Duration: 42 months

Funding: EEA. and Norway Grants Fund for Youth Unemployment

Budget: 2,125,185.33€

Management: University of the Aegean

B. Project title: "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" - FP7, WASTECOSMART, REGIONS 2012-2013-1.

Project Leader: Anna Sager (anna.sager@sp.se) and Frida Jones (frida.jones@sp.se)

Year: 2013 - 2016

Duration: 42 months

Funding: FP7-REGIONS

Budget: 2, 595, 566,50€

Management: Rise Research Institutes of Sweden, AB

C. Project title: "MYCOTICON, Identification and sustainable exploitation of wild edible mushrooms in rural areas" - Lifelong Learning Program-LEONARDO DA VINCI-TRANSFER OF INNOVATION.

Project Leader: Assist. Prof. Julia Georgi

Year: 2011 - 2013

Duration: 24 months

Funding: European Union

Budget: €261,112 €

Management: University of Palermo

Organising international conferences:

2nd International Conference on Marketing and Entrepreneurship, 6-7 September 2019, Neapolis University, Pafos.

1st International Conference on Marketing and Entrepreneurship, 7-8 December 2018, Neapolis University, Pafos.

CV 2019

3rd International Conference of Communication and Media, 7-8 September 2009, Research Institute of Applied Communication, Alambra, Cyprus.

2nd International Conference of Communication and Media, 8-11 October 2007, Research Institute of Applied Communication, Alambra, Cyprus.

1st International Conference of Communication and Media, 9-11 June 2006, Research Institute of Applied Communication, Alambra, Cyprus.

Organising symposiums / seminars:

“Smart Marketing Summer Lab 2019”, 28-30 June 2019, Seminar, Neapolis University, Pafos.

“The blue oceans of entrepreneurship”, 29 November 2018, Public speech, Neapolis University, Pafos.

“From the Financial Crisis to Growth: Actions in Modern Athens”, 25 January 2018, Symposium, Neapolis University, Pafos.

“Consumer Behaviour and new trends”, 8 October 2016, Seminar, Neapolis University, Pafos

“Digital Marketing and Social Media in Tourism”, 20-21 November 2015, Seminar, Neapolis University, Pafos.

“The role of News Agencies in a changing communication environment”, 6 June 2013, Symposium, Neapolis University, Pafos.

“Mass Media and the challenge of new technologies”, 17 May 2012, Symposium, Neapolis University, Pafos.

Conference scientific committees - Reviewer:

15th European Conference on Management Leadership and Governance – ECMLG, 14 – 15 November 2019, Polytechnic Institute of Porto, Portugal.

2nd International Conference on Marketing and Entrepreneurship, 6-7 September 2019, Neapolis University, Pafos.

International Conference on Strategic Innovative Marketing and Tourism – ICSIMAT, 17-21 July 2019, Chios, Greece.

17th Global Conference on Business, Hospitality and Tourism Research, 2-5 October 2018, Hoa Sen University, Vietnam (SCOPUS Supporting journals).

1st International Conference on Marketing and Entrepreneurship, 7-8 December 2018, Neapolis University, Pafos.

14th European Conference on Management, Leadership and Governance – ECMLG, 18 – 19 October 2018, HU University of Applied Sciences, Utrecht, Netherlands.

CV 2019

13th European Conference on Management, Leadership and Governance – ECMLG, 11 – 12 December, 2017, City University of London, UK.

12th European Conference on Management, Leadership and Governance – ECMLG, 10 – 11 November 2016, Bucharest, Romania.

Media, Communication Systems and Sustainable Development, 6-8 May 2015, Panteion University, Greece.

Conferences session chair:

International Conference on Strategic Innovative Marketing and Tourism – ICSIMAT, 17-20 October 2018, Athens, Greece, (Wine and Culinary Skills in the Digital Economy by Means of Social Media & Collaborative Consumption session).

1st International Conference on Marketing and Entrepreneurship, 7-8 December 2018, Neapolis University, Pafos.

Academic awards:

Monarch Honor Medal for Achievement within the Doctoral program (Bronze). The Office of the Dean of the Faculty of UGSM-Monarch Business School Switzerland (June, 2015).

Participation in Scientific and Professional Bodies or Networks:

- Coordinator: EFMD – Coordinator (2018 – present), <https://www.efmd.org/>
- Member - visiting: Centre for the Study of Media and Culture in Small Nations (2006 – present), <http://culture.research.southwales.ac.uk/>
- Member: European Corporate Governance Institute (2007-2010), <https://ecgi.global/>