

Academic Personnel Short Profile / Short CV

University:	Neapolis University, Pafos
Surname:	Masouras
Name:	Andreas
Rank/Position:	Assistant Professor
Faculty:	School of Economics, Administration and Computer Science
Department:	Department of Economy and Business
Scientific Domain: *	Communication and Marketing

* Εξειδίκευση

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2019	University of Peloponnese	Political Science and International Relations	Entrepreneurship and Competitiveness through the lens of the Institutional Analysis: The Case of Cyprus.
Doctor of Management (D.M.)	2015	Monarch Business School, Switzerland	Business	Managing Media Content: Business Strategies and Practices: An Application Study on Content and Scheduling Formation.
MSc in Globalisation, Media and Culture	2005	South Wales University, UK	Media and Culture	
BA – Communication and Mass Media Studies	2004	University of Athens	Communication and Media	

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2012	2019	Neapolis University	Pafos - Cyprus	Assistant Professor

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	Ref. Number	Ref. Number	Ref. Number	Ref. Number	Ref. Number	Ref. Number
1	2019	Entrepreneurship in Small and Medium-Sized Enterprises		Book, Nova Science Publishers: NY		
2	2019	Young Entrepreneurship in Cyprus: An institutional analysis		The Małopolska School of Economics in Tarnów Research Papers Collection	42	e-journal
3	2018	Digital Consumer Behaviour in Cyprus: From Uses and Gratifications Theory to 4C's Online Sopping Approach	Papademetriou, Ch.	Journal of Advertising and Public Relations	1	32-42
4	2017	E-marketing in Hospitality Industry: Foundations and Strategies", International Journal of Management and Business Studies	Siakalli, M., and Papademetriou, Ch.	International Journal of Management and Business Studies	7	50-54
5	2015	Understanding Online News: Uses and Gratifications of Mainstream News Sites and Social Media	Siakalli, M., and Papademetriou, Ch.	International Journal of Strategic Innovative Marketing	2	1-13
6	2015	Understanding Competition and Diversity in Television Programming		Book, Anchor Academic Publishing		

8	2015	Job Satisfaction and Related Environmental Factors in Hospitality Industry	Papademetriou, Ch.	International Journal of Management & Business Studies	5	49-60
9	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	e-journal
10	2013	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	e-journal

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)

Ref. Number	Ref. Number	Ref. Number	Ref. Number	Ref. Number
1	2018 - 2022	A Place for Youth in Mediterranean EEA: Resilient and Sharing Economies for NEETs (YouthSHARE)	EEA. and Norway Grants Fund for Youth Unemployment	Εκπαιδευτής