



Academic Personnel Short Profile / Short CV

Institution:	Neapolis University Pafos
Surname:	Prodromou
Name:	Amvrosios
Rank/Position:	Lecturer
Program of Study:	MBA & Business Administration (BSc)
Scientific Domain: *	Strategy, Marketing, and SMEs

**Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
DBA	2019	Swiss Management Center University	Business School	The Impact of Banking and Financial Crisis on Cyprus' Small & Medium Enterprises (SME): A Social and Financial Overview of a truly unique situation
MBA (Marketing)	2014	University of St. Mark & St. John (Marjon) Plymouth, England, UK	Business School	Global Marketing and Consumer Behaviour
MBA (Project Management) (C)	2025	Wrexham University	Business School	The Impact of Circular Economy, Sustainability, and Artificial Intelligence on the Tourism Industry: A Global View
BA (Hons) Business Administration	2011	Tbilisi National Public University 'Metekhi' - European Institute of Education	School of Management	Bank of Cyprus (BOC) – 111 of Years of Development Through Holistic Marketing

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
2024	2024	CTL Eurocollege	Limassol	Lecturer
2021	2024	Neapolis University Pafos	Pafos	Lecturer
2019	2024	CDA College - Limassol	Limassol	Lecturer
2017	2024	CDA College - Pafos	Pafos	Lecturer - Head of Business and Tourism Departments

Key <u>refereed</u> 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	Transforming Higher Education: The Role of AI and Simulation Tools in Enhancing Learning and Engagement. In A. Masouras, S. Anastasiadou, G. Deirmentzoglou, H. Sophocleous, & E. Anastasopoulou (Eds.), Integrating Simulation Tools Into Entrepreneurship Education (pp. 359-382).	Kountouridou, M.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-9040-5.ch017		359-382
2	2025	The Impact of Social Entrepreneurship on the Resilience of Mountainous and Remote Areas of the Greek Countryside. In S. Apostolopoulos, I. Paunovic, B. Macaulay, & A. Kakouris (Eds.), Entrepreneurial Opportunities in Disadvantaged Rural Communities (pp. 217-240).	Papadopoulos, G., & Apostolopoulos, N.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-0214-0.ch008		217-240
3	2025	Local Entrepreneurial Ecosystems for Global Market Diversification. In M. Efthymiopoulos & A. Masouras (Eds.), Security and Strategy Models for Key-Solving Institutional Frameworks (pp. 235-270).	Kountouridou, M.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-5583-1.ch010		235-270

4	2024	Covid-19 - The Impact on Cyprus' SMEs Tourism Enterprises – Lessons to be Learned.	Efthimiou, I., & Apostolopoulos, S.	ECIE, 19 th European Conference on Innovation & Entrepreneurship 26 - 27 September 2024, Paris, France https://doi.org/10.34190/ecie.19.1.2470		643-654
5	2024	The Strategic Role of Green HRM in Hospitality Industry for Reaching Sustainable Development Goals. In Sustainability Through Green HRM and Performance Integration. (pp. 1-38).	Papademetriou C., & Savvides, D.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-5981-5.ch001		1-38
6	2024	Marketing - Business Plan and competition analysis for the Cyprus specialized /wellness tourism services / market. In Real-World Tools and Scenarios for Entrepreneurship Exploration (pp. 379-412).	Sophocleous, H.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-3100-2.ch014		379-412
7	2024	Local Entrepreneurial Ecosystems for Global Market Diversification. In M. Efthymiopoulos & A. Masouras (Eds.), Security and Strategy Models for Key-Solving Institutional Frameworks (pp. 235-270).	Kountouridou, M.	IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-5583-1.ch010		
8	2023	Sexual Harassment Against Women at the Workplace - Digging into the Cyprus Reality	Christofi, N.M. & Aristidou, H.	11 th International Conference in International Business (ICBC) Neapolis University 15th to 17th of September 2023 –		63-71

				Conference Proceedings https://eproceedings.epublishing.ekt.gr/index.php/ICIB/article/view/8206/7724		
9	2019	The Impact of Covid-19 on the Global Automotive Industry - Future Challenges.		American International Journal of Social Science https://doi.org/10.30845/aijss.v10n1p1	10	1-11
10	2015	Financial Crisis or Crisis of the Financial System?		PrintXpress Ltd Nicosia Cyprus (Book) House of Cyprus and Cyprological Publications		306

Exhibitions (where applicable). List the five (5) more recent and other five (5) selected. (max total 10)					
Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					

**Specify venue, geographic location etc*

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	1 st of May 2023 until 31 st of May 2025	“AgriXplainer: The New European Educational Marketing Method for the Valorization of Green Practices and Successful Products in Agri-Food Micro-Enterprises.”	European Commission	Researcher
2	15 th December 2021 until 14 th of February 2024	“Youth Sports for Breaking Cultural Barriers and Active Citizenship.”	European Commission	Researcher
3	19 th until 21 st of July 2023	ERASMUS+ 2021-1-IT01-KA121-VET000010881" “Digital Marketing Strategies for Schools” for teachers from Italy	European Commission	Trainer
4	from 01-02-2022 to 28-02-2023	Erasmus+ Project ‘Promoting smart and sustainable agriculture and entrepreneurship among young people.’ Coordinator ‘Municipality of Velilla de Cinca (Spain) – Project 2021-2-E502-KA210-YOU-000050381. Representing DIONE Youth Organisation NGO	European Commission	Lead Researcher
5	from 18 th to 29 th July 2022	ERASMUS+ 2021-1-IT01-KA121-VET000010881" with project “Digital Marketing Strategies for Schools” for teachers from Italy	European Commission	Trainer

6	from 18 th August 2021 to 18 th December 2021	ERASMUS+ PRO - VET PLONG KA1 "Innovating the WBL to increase employability in sustainable and accessible tourist 4.0 destinations - WBL4SlowTour" n° 2020- 1-IT01-KA102-007209 Representing Rivensco Consulting Ltd.		Trainer & Tutor
7	From 17 th – 31 st July 2019	'The CLIL Methodology and the Good Practices of Promotion and Management of Cultural Heritage, for Teaching in Higher Education Institutions of the Hotel and Tourism Sector' – Part of the Project 'WBL+ECVET+EPRO = European Skills for Employability' 2018-1-IT01-KA102-006476 — Pafos	European Commission	Trainer and Tutor
8	From 28 th of August – 3 rd of September, 2018	"Diabetes Runners and Cyclists for more sport for all in Europe SportGiveChance" Transnational Meeting in Spoleto, Umbria – Italy	European Commission	Team Leader
9	From 4 th – 6 th of May, 2018	"Digital Inclusion "Erasmus Plus KA2 Strategic Partnership for Adult Education - Exchanges of Practices" Partners' Meeting in Pafos - Cyprus	European Commission	Project Partner
10	November 2016 – October 2017	"European Incubator for Business Ideas'	European Commission	Project Representative in Meetings in Cyprus, Portugal, and UK

**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				
2				
3				
4				
5				

Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
Ref. Number	Date	Title	Awarded by:
1	2016	Member of the Cyprus Chamber of Commerce and Industry	Cyprus Chamber of Commerce and Industry
2	2012	Winner of the Cyprus Innovation Award in the Primary Sector 2010 with Green Forest Nursery	Cyprus Employers & Industrialists Federation & Research & Innovation Foundation
3	2009	Winner of the European Business Awards 2012/2013 in Innovation 'The Award for Environmental & Corporate Sustainability'	European Business Awards
4			
5			
6			
7			
8			
9			
10			

Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
Ref. Number	Date	Title	Key Activities:
1	2013	Winner of the European Business Awards 2012/2013 in Innovation 'The Award for Environmental & Corporate Sustainability' (https://www.businessawardseurope.com/vote/entry/1/4958)	Operations and Marketing Manager
2	2010	Winner of the Cyprus Innovation Award in the Primary Sector 2010 (http://www.innovationaward.oeb.org.cy/brabeuthentes) with Green Forest Nurseries	Operations and Marketing Manager
3			
4			
5			
6			
7			
8			
9			
10			