



Academic Personnel Short Profile / Short CV

University:	Neapolis University, Pafos
Surname:	Sophocleous
Name:	Charalambos (Harry)
Rank/Position:	Lecturer
Faculty:	School of Economics Administration and Computer Sciences
Department:	Economics and Business
Scientific Domain: *	Strategic Communication and Marketing

** Field of Specialization.*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2021	University of Peloponnese and Neapolis University, Pafos	Political Science and International Relations	Production and Consumption of Political Communication – voters electoral behaviour
Mphil	2005	University of Leicester	Management Centre	New Market Entries and The Use of Franchise as a Strategic Tool
MSc in Marketing	2002	University of Leicester	Management Centre	
BA Honours - Business Studies	2000	University of East Anglia	Business and Management	



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION



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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			
2021	2025	Neapolis University	Pafos - Cyprus	Visting Lecturer

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	The use of simulation and new technologies in marketing classes: new challenges in the learning process	Andreas N Masouras	AMA (Scopus)		
2	2025	Integrating Simulation Tools into Entrepreneurship Education	Andreas N. Masouras, Sofia D. Anastasiadou, George Deirmentzoglou, Eleni Anastasopoulou	IGI (Scopus)		
3	2025	Social Networks' Influence on Voting Behavior and Involvement of Cypriot Voters	Androniki Kavoura Andreas N. Masouras, Sofia D. Anastasiadou Victor-Alexandru Briciu Arabela Briciu	Strategic Innovative Marketing and Tourism: 10th ICSIMAT, Brasov, Romania, 2024, Springer		
4	2025	The Impact of Political Marketing on Voting Behaviour of Cypriot Voters	Andreas N. Masouras, Sofia D. Anastasiadou	Social Sciences, MDPI (Scopus)	2024, 13, 149	
5	2025	Harnessing Big Data and Artificial Intelligence for Entrepreneurial Innovation:		MDPI Encyclopedia of Social Sciences		pp. 47-68

		Opportunities, Challenges, and Strategic Implications				
6	2024	Consumption of Greek Political Message	Andreas N. Masouras, Sofia D. Anastasiadou, Sotiris Apostolopoulos	Strategic Innovative Marketing and Tourism: Springer Nature		pp. 947-955
7	2024	Production and Consumption of Political Communication and Voting Behaviour		Book, Nova Science Publishers: NY		
8	2023	Nation Branding as a Strategic Asset for Local SMEs: Global Developments in Nation Branding and Promotion – Theoretical and Practical Approaches		IGI (Scopus)		pp. 124-155
9	2019	Voters' Behaviour: What Drives Political Consumption in Cyprus? An Analysis of the Behaviour of Young Voters	Andreas N. Masouras	Strategic Innovative Marketing and Tourism: 7th ICSIMAT, Athenian Riviera, Greece, Springer		pp. 459-467
10	2019	Brand as a strategic asset for cultural organisations: A proposal for the forthcoming cultural institution of pafos	Andreas N. Masouras, Christos Papademetriou	Strategic Innovative Marketing and Tourism: 7th ICSIMAT, Athenian		pp. 735-743



				Riviera, Greece, Springer		

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					
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**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				
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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				
2				
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**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:
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Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10) (Optional Entry)			
Ref. Number	Date	Title	Key Activities:
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