

### Academic Personnel Short Profile / Short CV

<b>University:</b>	Cyprus Open University
<b>Surname:</b>	Leonidou
<b>Name:</b>	Leonidas
<b>Rank:</b>	External collaborative staff
<b>Faculty:</b>	Economics and Business
<b>Department:</b>	Business Administration
<b>Scientific Domain: *</b>	Marketing

*\* Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
PhD in Marketing	1986	University of Bath	Management	
MSc in Business Administration	1982	University of Bath	Management	
BA in Economics	1985	Athens Graduate School of Economics and Business	Economics	
BSc in Business Administration	1981	Athens Graduate School of Economics and Business	Business Administration	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
1992	now	University of Cyprus	Cyprus	Professor of Marketing
1987	1992	Middle East Marketing Research Bureau	Cyprus	Marketing Analyst/Consultant

**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	2021	"Social media marketing strategies: Definition, conceptualization, taxonomy, validation, and future agenda"	F.F. Li and J. Larimo	<i>Journal of the Academy of Marketing Science</i>	49 (1)	51-70
2	2020	"Exploring frontline employee-customer linkages: A psychological contract perspective"	S. Kutaula, A. Gillani, and D. Palihawadana),	<i>International Journal of Human Resource Management</i>	Xx(x)	xx-xx
3	2019	"The role of exporters' emotional intelligence in building foreign customer relationships"	B. Aykol, T. Fotiadis, A. Zeriti, and P. Christodoulides	<i>Journal of International Marketing</i>	27(4)	58-80
4	2019	"Being innovative while being green: An experimental inquiry into how consumers respond to eco-innovative product designs"	N. Paparoidamis, T.T.H. Tran, and A. Zeriti	<i>Journal of Product Innovation Management</i>	36(6)	824-847
5	2019	"The impact of proximity on consumer fair trade engagement and purchasing behavior: The moderating role of empathic concern and hypocrisy"	A. Gillani, S. Kutaula, and P. Christodoulides	<i>Journal of Business Ethics</i>	142(x)	xxx-xxx
6	2019	"Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions"	C.S. Katsikeas and A. Zeriti	<i>International Marketing Review</i>	37(3)	405-424
7	2019	"Personality traits, consumer animosity, and foreign product avoidance: The moderating role of individual cultural characteristics"	O. Kvasova, P. Christodoulides, and S. Tokar	<i>Journal of International Marketing</i>	27(2)	76-96
8	2019	"The power roots and drivers of infidelity in international business relationships"	B. Aykol, S. Spyropoulou, and P. Christodoulides	<i>Industrial Marketing Management</i>	78	198-212
9	2018	"Exporter-importer business relationships: Review of empirical research and future directions"	B. Aykol	<i>International Business Review</i>	27(5)	1007-1021

10	2018	"Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies"	B. Aykol, J.S. Hadjimarcou, and D. Paliawadana	<i>Psychology &amp; Marketing</i>	35(5)	341- 356

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				
2				
3				
4				
5				
6				

7				
8				
9				
10				

*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent				
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)			
Ref. Number	Date	Title	Awarded by:
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**Other Achievements. List the five (5) more recent and other five (5) selected.  
(max total 10)**

<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Key Activities:</b>
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			