



Academic Personnel Short Profile / Short CV

University:	University of Cyprus
Surname:	Theodosiou
Name:	Marios
Rank:	Associate Professor
Faculty:	Economics and Management
Department:	Business and Public Administration
Scientific Domain: *	Marketing

* Field of Specialization

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D.	2000	Cardiff University	Business School	International Marketing Programme Standardization-Performance Relationship: An Empirical Investigation in the Context of Multinational Corporations
B.Sc.	1996	University of Cyprus	Public and Business Administration	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
December 2011	Today	University of Cyprus	Nicosia	Associate Professor

August 2006	November 2011	University of Cyprus	Nicosia	Assistant Professor
July 2002	July 2006	University of Cyprus	Nicosia	Lecturer

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	2019	The interplay between market intelligence activities and sales strategy as drivers of performance in export markets	Katsikea Evangelia Katerina Makri	European Journal of Marketing	53	2080-2108
2	2019	A comparison of formative vs. reflective approaches for the measurement of electronic service quality	Evangelia Katsikea Saeed Samiee Katerina Makri	Journal of Interactive Marketing	47	53-67
3	2017	An Empirical Investigation of the Antecedents and Performance Outcomes of Export Innovativeness	Katerina Makri Evangelia Katsikea	International Business Review	26	628-639
4	2015	Why People Quit: Explaining Employee Turnover Intentions among Export Sales Managers,” <i>International Business Review</i>	Evangelia Katsikea Robert E. Morgan	International Business Review	24	367-369
5	2013	The Export Information System: An Empirical Investigation of Its Antecedents and Performance Outcomes,	Evangelia Katsikea	Journal of International Marketing	21	72-94

6	2011	National Export Promotion Programs as Drivers of Organizational Resources and Capabilities: Effects on Strategy, Competitive Advantage, and Performance	Leonidas Leonidou Dayananda Palihawadana	Journal of International Marketing	19	1-29
7	2011	The Effects of Organizational Structure and Job Characteristics on Export Sales Managers' Job Satisfaction and Organizational Commitment	Evangelia Katsikea Nick Perdikis John Kehagias	Journal of World Business	46	221-233
8	2007	How Management Control and Job-Related Characteristics Influence the Performance of Export Sales Managers	Evangelia Katsikea	Journal of Business Research	60	1261-1271
9	2007	Managerial, Organizational, and External Drivers of Sales Effectiveness in Export Market Ventures	Evangelia Katsikea Robert E. Morgan	Journal of the Academy of Marketing Science	35	270-283
10	2006	Strategy Fit and Performance Consequences of International Marketing Standardization	Constantine Katsikeas Saeed Samiee	Strategic Management Journal	27	867-890

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
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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*
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**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	May 2014- February 2016	Periferiaki SPE Nicosia	Chairman of the Board	

		(regional cooperative bank)		
2	November 2016-April 2018	Etalon Group PLC	Member of the Board of Directors	
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	August 2015	Excellence in Global Marketing Research Award	American Marketing Association – Global Marketing SIG
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Other Achievements. List the five (5) more recent and other five (5) selected. (max total 10)

Ref. Number	Date	Title	Key Activities:
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