



### Academic Personnel Short Profile / Short CV

<b>Institution:</b>	Cyprus International Institute of Management (CIIM)
<b>Surname:</b>	Cleanthous
<b>Name:</b>	Paris
<b>Rank/Position:</b>	Associate Professor / Director of MBA & MPSM Programmes
<b>Program of Study:</b>	MBA, MPSM
<b>Scientific Domain: *</b>	Strategy, Strategic Marketing, Industrial Organization

*\*Field of Specialization*

### Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
Ph.D.	2003	Yale University	Economics	Pharmaceutical Demand and Welfare Implications of Innovation
M.Phil.	2001	Yale University	Economics	-
M.A.	2000	Yale University	Economics	-
B.Sc.	1998	University of Michigan, Ann Arbor	Economics & Mathematics	European Monetary Union: A Union of Countries or a Union of Regional Optimum Currency Areas

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

Period of employment		Employer	Location	Position
From	To			
2012	Present	CIIM	Nicosia, Cyprus	Associate Professor
2013	2021	Open University Cyprus	Nicosia, Cyprus	Adjunct Lecturer
2007	2012	University of Cyprus	Nicosia, Cyprus	Lecturer

<b>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)</b>						
<b>Ref. Number</b>	<b>Year</b>	<b>Title</b>	<b>Other authors</b>	<b>Journal and Publisher/ Conference</b>	<b>Vol.</b>	<b>Pages</b>
1	2017	Synergies Between Research and Teaching: Incorporating Research into Teaching Business School Students	-	Global Faculty Colloquium	2017	44
2	2017	Special Interest Tourism Contribution to Low-Season Tourism Revenues: The Case of Cyprus	-	International Tourism Conference by IACuDiT	4	5
3	2011	Welfare Effects of Pharmaceutical Informative Advertising	-	CEPR/JIE Conference on Applied Industrial Organization	12	57
4	2009	Factors Affecting Per Capita Tourism Revenues: A Structural Approach	-	Economic Research Centre, University of Cyprus	07-08	20
5	2008	Innovate or Imitate? Strategic Innovation Decision in the Pharmaceutical Industry	Wonjoon Kim	The Economics of the Health Care and the Pharmaceutical Industry Conference	Jan.	14
6	2005	Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry	Manchanda, Puneet, Dick Wittink, Andrew Ching et al	Marketing Letters	16: 3/4	25

**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	10/2019	Innovation or Imitation? Strategic Innovation Decision	Local	Limassol, Cyprus	Speaker
2	07/2017	Pedagogy and research	International	Global Faculty Colloquium, JAMK University of Applied Sciences, Jyvaskyla, Finland	Speaker
3	05/2017	Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context	International	International Tourism Conference, Athens, Greece	Speaker
4	03/2017	The MBA and Heraclitus: Leading in a Changing World	International	EFMD Conference, Athens, Greece	Participant
5	03/2016	Digitalizing your MBA	International	EFMD Conference, Barcelona, Spain	Participant
6	09-10/2011	Welfare Effects of Pharmaceutical Informative Advertising	International	Various universities in the USA (NYU, U Arizona, U Virginia, Yale U)	Speaker
7	11/2011	Factors Affecting Per Capita Tourism Revenues: A Structural Approach	International	Workshop on the Economics and Management of Leisure, Rimini Italy	Speaker

8	05/2011	Welfare Effects of Pharmaceutical Informative Advertising	International	CEPR/JIE Conference on Applied Industrial Organization, Tel Aviv, Israel	Speaker
9	01/2008	Innovate or Imitate? Strategic Innovation Decision in the Pharmaceutical Industry	International	The Economics of the Health Care and the Pharmaceutical Industry Conference, Toulouse, France	Speaker
10	02/2008	Palliative Care: The Economics Approach,”	Local	Cyprus National Bioethics Committee	Speaker

*\*Specify venue, geographic location etc*

<b>Research Projects. List the five (5) more recent and other five (5) selected (max total 10)</b>				
<b>Ref. Number</b>	<b>Date</b>	<b>Title</b>	<b>Funded by</b>	<b>Project Role*</b>
1	2020-2022	Industrial Production and Commercialization of NanoWeld - Enhanced Technical Fabrics	Research Promotion Foundation INNOVATE/RESTART 2016-2020	Scientific Coordinator of Research Organisation (Research Institute)
2	2019-2021	Learning Management Services: Developing a Suggested Framework and Guide on Learning Support for Learning Management in Public Administration Organizations	Cyprus Academy of Public Administration (CAPA)	Capacity development for dissemination and exploitation activities; trainer; coordinator
3	2012-2015	Educational Program on Developing Strategy, Leadership and	European Union Structural Funds and Government of	Capacity building; coach and trainer on strategy development, strategic

		Management in the Cyprus Public Service	Cyprus – Cyprus Academy of Public Administration	planning, resource allocation, setting indicators
4	2009-2013	Addressing Health Inequalities - Interventions in Regions	Public Health Executive Agency Research Programme, European Commission	Dissemination leader for Cyprus; dissemination co-leader for East Europe
5	2009-2011	Innovation in the Pharmaceutical Industry	University of Cyprus	Project Coordinator; Researcher
6	2008-2009	Factors Affecting Per Capita Tourism Revenues: A Structural Approach	Centre for Research in Economics, University of Cyprus	Researcher

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

<b>Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)</b>				
<b>Ref. Number</b>	<b>Period</b>	<b>Organization</b>	<b>Title of Position or Service</b>	<b>Key Activities</b>
1	2018-Present	Alumni Advisory Board, U.S. Embassy	Member of the Board	Chair of the Fundraising Campaign Committee; consulting services for tightening the US/ Cypriot relations in the training and education sector
2	2014-2019	Cyprus Tourism Organization	Member of the Board of Directors	Governmental organization in charge of tourism
3	2017-2020	IDEA	Member of the Board of Directors	Incubator-Accelerator Program for start-ups
4	2015-Present	CLIL Centre, Ministry of Education and Culture	Member of Advisory Committee	Promote CLIL approach: combined teaching of school subjects in teaching a foreign language

5	2006 - Present	International Journal of Pharmaceutical and Healthcare Marketing Canada, (Emerald)	Editorial Board	Editorial Advisory Board
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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:
1	2002	Economics Department Fellowship,	Yale University
2	2001	John Perry Miller Fund Award	Yale University
3	2001	Dissertation Fellowship	Yale University
4	1998-2002	Graduate Student Fellowship	Yale University
5	1998	Osterweil Prize in Economics	University of Michigan
6	1995-1998	CASP/Fulbright Scholarship	Cyprus American Scholarship Program

**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			
2			
3			
4			
5			