



### Academic Personnel Short Profile / Short CV

<b>University:</b>	Open University of Cyprus
<b>Surname:</b>	Leonidou
<b>Name:</b>	Constantinos
<b>Rank:</b>	Professor
<b>Faculty:</b>	Economics and Management
<b>Department:</b>	Business Administration
<b>Scientific Domain: *</b>	Marketing and Business Administration

*\* Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2009	University of Leeds	Leeds University Business School	Antecedents and Consequences of Enviro-marketing Strategy
MBA	2006	Cardiff University	Cardiff Business School	
BA (Hons)	2004	Middlesex University	Middlesex University Business School	

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
2020	today	Open University of Cyprus	Nicosia	Professor
2016	2020	University of Leeds	Leeds	Professor
2011	2016	University of Leeds	Leeds	Associate Professor

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	Pathways to civic engagement with big social issues: An integrated approach	Dionysis Skarmas, Charalampos Saridakis, and G. Musarra	Journal of Business Ethics	164	261/285
2	2019	Socially responsible international business: Critical issues and the way forward	Leonidas C Leonidou, Constantine S Katsikeas, και Saeed Samiee	Edited Book / Edward Elgar Publishing	-	-
3	2019	Building customer loyalty in intercultural service encounters: the role of service employees' cultural intelligence	Nicholas G Paparoidamis and Huong Thi Thanh Tran	Journal of International Marketing	27	56-75
4	2019	Global marketing in business-to-business contexts: Challenges, developments, and opportunities	Magnus Hultman	Industrial Marketing Management	78	102-107
5	2019	Let's Be Friends: National Homophily in Multicultural Newcomer Student Networks	Kishore Gopalakrishna Pillai and Xuemei Bian	Social Networking	8	16-38
6	2017	Gray shades of green: Causes and consequences of green skepticism	Dionysis Skarmas	Journal of Business Ethics	144	401-415
7	2017	Does financial resource slack drive sustainability expenditure in developing economy small and medium-sized enterprises?	Nathaniel Boso, Albert Danso, Moshfique Uddin, Ogechi Adeola, and Magnus Hultman	Journal of Business Research	80	247-256
8	2016	Eco-friendly product development strategy: antecedents, outcomes, and contingent effects	Constantine S Katsikeas and Athina Zeriti	Journal of the Academy of Marketing Science	44	660-684

9	2013	"Greening" the marketing mix: Do firms do it and does it pay off?	Constantine S Katsikeas and Neil A Morgan	Journal of the Academy of Marketing Science	41	151-170
10	2013	When consumers doubt, watch out! The role of CSR skepticism	Dionysis Skarmas	Journal of Business Research	66	1831-1838

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	2018-2020	Consumer Data Research Centre (CDRC)	ESRC (UK)	Research Team Member
2	2015	The qualitative case study in business and management research	Northern Advanced Research Training Initiative (NARTI)	Research Team Member
3	2014-2018	Big Data and Consumer Data Research Centre (CDRC)	ESRC (UK)	Researcher
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*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*