



Academic Personnel Short Profile / Short CV

Institution:	InterNapa College
Surname:	Pavlidou
Name:	Veronika
Rank:	Assistant Professor
Program of Study:	Hospitality & Tourism Management / Culinary Arts
Scientific Domain: *	Computer Science

**Field of Specialization*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title
PhD	2024	Open University of Cyprus	Information & Communication Systems	Multiple Stakeholder Perception of Algorithmic Digital Marketing in Conditions of Scarcity
MA	2015	Open University of Cyprus	Information & Communication Systems	Social Media Engagement/Interactions between Society & SMEs
MA	2006	Middlesex University	Work Based Learning Studies (Higher Education Management)	Developing a Secretarial Studies Program after Consultation with all Stakeholders
BA	1997	TEI Athens	Business Administration	Advertising & Promotions for SMEs

Employment history – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
2018	Present	InterNapa College	Sotira	Lecturer
1999	Today	Caliber Design Communication Ltd	Paralimni	Director

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	2021	User Perception of Algorithmic Digital Marketing in Conditions of Scarcity	Jahna Otterbacher, and Styliani Kleanthous	EMCIS 18th European Mediterranean & Middle Eastern Conference on Information Systems	LNBIP 437	14
2	2022	Fairness Issues in Algorithmic Digital Marketing: Marketers' Perceptions	Jahna Otterbacher, and Styliani Kleanthous	EMCIS 19th European Mediterranean & Middle Eastern Conference on Information Systems		14

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	17/11-20/11/17	The 100% Hotel Show	International	Mediterranean Exhibition Center – MEC-Peania-Athens	Visitor
2	18/11/17	Why is a Hotel's Online Contest the Most Important Factor for New Sales as well as Upselling Techniques	International	Mediterranean Exhibition Center – MEC-Peania-Athens	Attendant
3	2017	Epale: Opportunities for Adult Learners	Local	Ministry of Education, Erasmus & Programme	Attendant
4	20/05/17	New Approaches to Training Adults	Local	Nicosia – Cyprus Pedagogical Institute	Attendant

5	21/03/15	Train the Trainer	Local	Nicosia – Cyprus Pedagogical Institute	Attendant
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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	2018	Online Reputation Management of Small Enterprises in Cyprus – Good Practices & Tools	Caliber Ltd	Researcher Team Member
2	2015	Social Media Engagement/Interactions between Society & SMEs		Researcher
3	2006	Developing a Secretarial Studies Program after Consultation with all Stakeholders		Researcher
4	1997	Advertising & Promotions for SMEs		Researcher

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