



Academic Personnel Short Profile / Short CV

University:	Frederick University
Surname:	Gorovaia Zeniou
Name:	Nina
Rank/Position:	Associate Professor
Faculty:	Business and Law
Department:	Business Administration
Scientific Domain: *	Organization studies, Strategy, Management

** Field of Specialisation*

Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD in Social and Economic Sciences, Diploma with honors	2002	University of Economics and Business Administration, Vienna, Austria	Institute of Change Management, Institute of Regional Development	PhD Thesis: Institutional Influences on Inter-organizational Networks. A case of Russia.
Masters' degree in Economics and Area Studies. Diploma with honors	1998	Moscow State University (Lomonosov) MGU, Moscow, Russian Federation	Institute of Afro-Asian studies	Master's thesis: Foreign direct investment in the economy of South African Republic.
Bachelors' degree in Economics and Orientalistics, Diploma with honors	1996	Moscow State University (Lomonosov) MGU, Moscow, Russian Federation	Institute of Afro-Asian studies	Term paper on activities of foreign investors on the Russia's Stock Market got a second prize of Moscow State University in 1997.

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

Period of employment		Employer	Location	Position
From	To			
2020	now	Frederick University	Nicosia	Associate Professor
2008	2020	Frederick University	Nicosia	Assistant Professor
2009	now	University of Vienna	Vienna, Austria	Visiting Professor
2016	2017	University of Pennsylvania	Philadelphia, USA	Visiting Scholar

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	2018	Determinants, transactional alignment and performance outcomes of franchise contract length		International Journal of Retail and Distribution Management, https://doi.org/10.1108/IJRDM-10-2017-0245	Vol. 47, No.7	714-732
2	2018	The Choice of Contract Duration in Franchising Networks A Transaction Cost and Resource-based View	Windsperger J.	Industrial Marketing Management, https://doi.org/10.1016/j.indmarman.2018.03.002	Vol. 75	125-133
3	2017	Knowledge transfer in franchising		IN: Handbook of Research on Franchising, Eds. Hoy, F; Terry, A. and Perrigot R., Edward Elgar,		pp. 234-245
4	2013	Real options, intangible resources and performance of franchise networks	Windsperger J.	Managerial and Decision Economics	34	pp.183-194.
5	2013	Does freedom lead to	Zenios S.	Global Business and	15	pp.

		happiness? Economic growth and quality of life”		Economics Review	(2/3):	309-323.
6	2013	Determinants of the knowledge-transfer strategy in franchising. Integrating knowledge-based and relational governance perspectives	Windsperger J.	The Service Industries Journal,	Vol. 33 (11-12)	pp. 1117-1134.
7	2011	Knowledge Attributes and the Choice of Knowledge Transfer Mechanisms in Networks: The Case of Franchising	Windsperger J.	Journal of Management and Governance	Vol. 15(4)	pp.617-640.
8	2010	The Use of Knowledge Transfer Mechanisms in Franchising	Windsperger J.	Knowledge and Process Management	Vol.17 (1)	pp.12-21
9	2008	The Knowledge Transfer Strategy of Franchising Firms: Evidence from the Austrian Franchise Sector	Windsperger J.	IN: Strategy and Governance of Networks: Cooperatives, Franchising, and Strategic Alliances, Eds. Hendrikse, G.; Tuunanen, M.; Windsperger, J.; Cliquet, G., Springer Verlag, ISBN: 978-3-7908-2057-7.		pp. 167-182.
10	2005	Institutional Influences on Interorganisational Networks. A case of Russia”		European University Studies, Series V, Economics and Management, Peter Lang Verlag, Frankfurt-am- Main, ISBN 3-631-52249-5.		175 pages

**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	2017-2021	CA16105, Total funding 200.000,00 euro European Network for Combining Language Learning with Crowdsourcing Techniques	COST Total funding 200.000,00 euro	Management Committee for Cyprus, Group coordinator. I am responsible to create an economically viable solution and develop a business plan of the start-up for the European language learning platform, that will use crowdsourcing of language resources for NLP.
2	2020	Short term scientific mission at the National University of Ireland in Galway titled "Set up of the experiment to study user motivation in crowdsourcing of language learning resources"	COST, Total funding 1500 euro	Spent 7 days in Ireland working together with a colleague on experimental methodology to study user-motivation
3	2018	Short term scientific mission at the University of Iceland titled "User-oriented design strategies for a competitive solution"	COST, Total funding 2500 euro	I initiated this scientific mission with a colleague from the University of Iceland and spent 2 weeks in Iceland working on analyzing the crowdsourcing platforms and their drivers of success.
4	2010-2011	Ernst Mach grant for post-doctoral scholars, University of Vienna. Decisions rights in franchising networks, performance of franchising networks	Austrian Exchange Service, Total funding: 5,000 euro	Post-doctoral scholar
5	2009-2010	Leonardo da Vinci mobility grant, Formation and management of business networks, Management Institute Dr. Schäfer and Partner in Mannheim, Germany.	European Commission, Total funding: 3,000 euro	Project coordinator
6	2008-2009	Ernst Mach grant for post-doctoral scholars, University of Vienna. Knowledge transfer in Austrian franchising networks	Austrian Exchange Service, Total funding: 5,000 euro	Post-doctoral scholar

7	2004-2008	3 faculty and 6 students' Leonardo da Vinci mobility grants Training future managers in franchising networks 1, 2 and 3.	European Commission, Total funding: 30.000 euro.	Project coordinator
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**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent (Optional Entry)				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	Since 2014	Service Business – Springer	Member of the editorial board	Editing the journal, refereeing.
2	Since 2015		Scientific committee for the conference: International Conference on Clusters and Industrial Districts	Refereeing
3	Since 2011		Scientific committee for the conference: Economics and Management of Networks (EMNET)	Conference organization, refereeing
4	Since 2004	CYEC	Member of the organizing committee of Cyprus Entrepreneurship competition. Judge.	Giving seminars to the participants of the competition. Judging
5	Since 2003	Hyperion	Consultant	Strategy consultant

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	June 2017	Best Paper Reviewer Award	International Society of Franchising, June 2017.
2	Nov. 2001	Prize for the best dissertation	University of Economics and Business Administration in Vienna and Economics University in Bratislava
3	1997	Second prize for the research paper on the development of Russian financial market	Moscow State University

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	July 2020	Certificate of proficiency in Python Programming	PCAP - Certified Associate in Python Programming
2	2016-2017	PhD-level courses at Wharton Business School, University of Pennsylvania	I took Econometrics, Stats, Research Methods, and Computational Linguistics courses while visiting UPENN.
3	2011	Argentine Tango World Championship in Buenos Aires, Argentina	Representing Cyprus in Tango Salon category with Nestor Mussato (Argentina)
4	2002	Climbing Kilimanjaro (5,895 metres) reaching Uhuru peak at 7.30 am	Mountain climbing
5	2003	Climbing active volcanos Mutnovski, Goreliy in Kamchatka peninsula	Mountain climbing
6	1998 – up to now	Polyglot/ Conference simultaneous interpretation for the Austrian Chamber of Commerce	I fluently speak 6 languages: English, German, Greek, Spanish, Swahili, and Ukrainian