



Academic Personnel Short Profile / Short CV

University:	Frederick University
Surname:	Tziortzi
Name:	Athanasia
Rank/Position:	Lecturer
School:	Business and Law
Department:	Business Administration
Scientific Domain:	Marketing

Academic qualifications				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD	2008	Sheffield University (UK)	Management School	The perceived effects of food advertising on children in Cyprus
MA	2002	The University of Leeds (UK)	Business School	Company based consultancy Project: Teamwork Marketing (focus on Marketing Assets)
BA	2001	The University of Cyprus	Business Administration	Parents' perceptions on advertising to children in Cyprus

Employment history in Academic Institutions/Research Centers				
Period of employment		Employer	Location	Position
From	To			
2010	Date	Frederick University	Cyprus	Lecturer
2003	2010	Casa College	Cyprus	Lecturer
2005	2006	Sheffield University	UK	Visiting teaching associate

Key refereed journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2014	Parents' Beliefs about, and Attitudes to, Marketing to Children In Blades, M., Oates, C., Blumberg, F and Gunter, B. (Eds.) Advertising to Children: New Issues and New Media.	Oates, Caroline Newman, Niki	Palgrave-Macmillan		115-136
2	2014	Entrepreneurship Issues Impacting Good Governance within the Immigrant Family Business: The case of a Jordanian family business in Cyprus. IN Halkias, D. and Adendorff, C. (Eds) Governance and Sustainability in the Immigrant Family Businesses	Violaris, Ioannis Gorovaia, Nina	Gowner Publishing Ltd		128-133
3	2012	Chapter 12: Cyprus- The Women's Cooperative Bank, in Halkias, D. and Thurman, P.W. (Eds) Entrepreneurship and Sustainability: Business Solutions for Poverty Alleviation from Around the World.	Violaris, Ioannis	Gowner Publishing Ltd		129-139
4	2009	Children's understanding of television advertising. No longer about age?	Oates, Caroline Blades, Mark	14th International Conference on Corporate and Marketing Communications		
5	2007	A qualitative approach to Cypriot children's	Oates, Caroline Blades, Mark	Academy of Marketing		

		understanding of television advertising.		Conference		
6	2007	Cypriot children's perceptions on the effects of television advertising: A qualitative study.	Oates, Caroline Blades, Mark	12th International Conference on Corporate and Marketing Communications		
7	2005	Cypriot parents' attitudes to advertising aimed at children.	Oates, Caroline Blades, Mark	The British Psychological Society, Developmental Section Conference		
8	2005	Food advertising to children: Parent's views in Cyprus.	Oates, Caroline Blades, Mark	Academy of Marketing Conference		
9	2005	Mothers' preferences for regulating children's advertising.	Anaxagora, Irene Theodosiou, Marios Oates, Caroline Blades, Mark	10th International Conference on Corporate and Marketing Communications		

Research Projects				
Ref. Number	Date	Title	Funded by	Project Role
1	2017-2020	Development of an Entrepreneurial MindSet in Higher Education	Erasmus+	Member of the coordinating team
2	2017-2020	Troodos National Forest Park: Promoting natural values and Ecosystem Services (iLIFE-TROODOS; LIFE16 GIE/CY/000709)	LIFE	Research Team Member, Marketing communications expert
3	2016-2020	Integrated conservation management of priority habitat type 9590* in the Natura 2000 site Koilada Kedron-Kampos (LIFE-KEDROS; LIFE15 NAT/CY/000850)	LIFE	Research Team Member
4	2014-2017	Improving lowland forest habitats for Birds in Cyprus (LIFE-FORBIRDS; LIFE13 NAT/CY/000176)	LIFE	Research Team Member

Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2014-2016	Girl Guides Association of Cyprus	Public Relations Commissioner (Board Member)	Was responsible for the Association's PR and Marketing strategies and activities and member of the National Board

Awards / International Recognition			
Ref. Number	Date	Title	Awarded by:
1	2009	Best working paper	14th International Conference on Corporate and Marketing Communications