

Prof. PIERIS CHOURIDES

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POSITION

There is nothing quite like working in a continuously challenging and dynamic environment. A decisive part of my career is to focus on achieving excellence and motivate through learning, at personal and team level. This I believe fosters an environment that thrives on overall exceptional supreme performance, create and share of knowledge.

CAREER SUMMARY

Dean of School of Business Administration

European University of Cyprus – September 2020 - Current

Key Aspects of the Role

- Member of the Senate
- Leading Academic, Managerial and Administrative practices of the School
- Leading School's Accreditation procedures
- Member of the University Internal Quality Committee
- Provided strategic academic and administrative leadership at university level, ensuring excellence in teaching, research, and institutional development
- Directed curriculum design, program accreditation, and quality assurance processes across the school
- Managed faculty recruitment, promotion, and performance evaluation in line with university policies
- Led research strategy, fostering interdisciplinary collaboration and increasing research output and impact
- Oversaw budget planning, resource allocation, and operational efficiency
- Represented the school within university governance structures and in national/international academic forums

The Cyprus Gaming and Casino Supervision Commission

Chairman Board of Commissioners June 2023 - Current

- Appointed by the HR President of the Republic of Cyprus

Key Aspects of the Role

- Provided strategic leadership that ensured the effective regulation and supervision of the national casino industry
- Strengthened regulatory compliance by overseeing robust licensing, audit, and enforcement frameworks
- Led the development and implementation of policies aligned with EU standards, enhancing regulatory effectiveness
- Improved oversight of anti-money laundering (AML) and responsible gaming measures, reducing regulatory risk exposure

- Represented the Commission at national and international level, reinforcing stakeholder confidence and institutional credibility
- Directed high-level decision-making on licensing and enforcement actions, ensuring transparency and consistency
- Enhanced organizational performance through effective supervision of senior management and governance structures
- Fostered collaboration with government, law enforcement, and international regulators to address complex compliance challenges
- Contributed to the growth and credibility of the gaming sector, supporting tourism and economic development
- Promoted a culture of integrity, accountability, and public trust across the regulated gaming environment

The Chinese Studies Center

Co-Director of the Chinese Studies Center September 2023 - Current

Key Aspects of the Role

- Coordinated academic and research activities, including conferences, seminars, and joint research projects on China-related studies
- Developed and maintained international partnerships, including cooperation with the University of Chinese Academy of Social Sciences (CASS)
- Promoted academic collaboration between Cyprus and People's Republic of China in Law, Humanities, and Social Sciences

International Research Institute for Economics and Management (IRIEM)

President of the Executive Committee of IRIEM January 2025 - Current

Key Aspects of the Role

- Chaired Executive Committee meetings and ensured effective academic governance
- Contributed to research strategy development in economics and management
- Coordinated academic units and supported interdisciplinary collaboration
- Oversaw compliance with academic standards and research ethics
- Represented the institute in international academic networks and events
- Monitored research performance and institutional output quality

Head of Internal Processes and Quality

European University of Cyprus – Office of the Rector - February 2017- September 2020

Key Aspects of the Role

- Leading International and National Accreditation,
- Member of the University internal Quality Committee
- Liaison and responsible for Times Higher, QS, U-Multirank Accreditation
- Industry liaison,
- Start-Up Support initiatives
- International Presentations

Professor

European University of Cyprus – Business School – Current

Key Aspects of the Role

- Module leader for both undergraduate and post graduate studies.
- Develop curriculum for under and post graduate programs
- Delivered undergraduate and postgraduate teaching in specialized subject areas
- Conducted and published original academic research in peer-reviewed outlets
- Supervised student research projects at bachelor's, master's, and doctoral levels
- Secured and contributed to competitive research grants and collaborations
- Participated in academic governance, curriculum development, and quality assurance
- Presented research at international conferences and scholarly forums

Lecturer in Knowledge and Strategic Management

De Montfort University - Leicester Business School - September 2005 – September 2007

De Montfort University - Leicester Business School - October 2007 – Current (Visiting Lecturer)

University of Derby - Derbyshire Business School – September 2000 - August 2005

Swiss Management University – March 2001 – May 2005 (Visiting Professor)

Key aspects of the Roles

- Lecturer and module leader for both undergraduate and post graduate studies.
- Module development on both UK and Swiss programmes
- Manage a team of 6 academic lectures
- Active researcher in the field of Knowledge and Quality Management
- Supervision of PhD students research projects, as well as the post and undergraduate students final stage projects
- Active Involvement in Knowledge Transfer Practice projects with various sized UK businesses
- Leading on a range of Business Consultancy Projects
- Working to clear targets, responsible for the recruitment of International Students from Greece and Cyprus

Scientific Collaborator

European University of Cyprus – September 2008 – September 2010

Key Aspects of the Role

- Lecturer for both undergraduate and post graduate studies.

Head of Research and Strategic Planning Department

Cyprus Employers and Industrialist Federation (OEB) – September 2007 – August 2008

Key Aspects of the Role

- Strategic formulation, implementation and evaluation of key methodologies to support members,
- Human capital research and studies; opinion and salary surveys,
- Consulting, Promoting and Supporting EFQM model and IIP standard implementation,
- Causative on Qualitative and Quantitative Research,

- Forming Nicosia as Knowledge Centre project,
- Organise and managing of Specialised Training and Seminars Programmes,
- Managing the department work load and responsibilities, and part of decision making process of the federation.

Service Manager

Reliable Motors (Cypriot Agent of Daewoo Motors),

Nicosia – February 2000 – September 2000

Key aspects of the Role

- Responsible for Nationwide after sales and services activities
- Managing a team of 30 comprising technicians and administrative staff
- Responsible for service stations, stock control, staff training and resource planning.

After Sales Manager

Benz-Bavaria Ltd, Independent Specialist Vehicle Purveyors,

Duffield – Derbyshire UK, June 1998 – February 2000

Key aspects of the Role

- Responsible for after sales and services supervision
- Managing a team of 10 comprising technicians and administrative staff
- Responsible for service station, parts orders, and resources planning.

Master Control Engineer

Logos TV, Nicosia - October 1992 – August 1995

Key aspects of the Role

- Responsible for broadcasting live events and day to day schedule for television programs
- Managing a team of 3 technician

EDUCATION

January 2006 –February 2006	De Montfort University
<ul style="list-style-type: none"> ▪ <i>Certificate in PhD -Research Supervision</i> 	
October 2000 – December 2004	University of Derby
<ul style="list-style-type: none"> ▪ <i>PhD in Knowledge Management</i> <ul style="list-style-type: none"> ▪ Thesis title: “ Best Practice in Knowledge Management: An empirical study of the critical success factors in the creation of a Knowledge Management Program” 	
October 2000 –January 2002	University of Derby
<ul style="list-style-type: none"> ▪ <i>Certificate in Research Methods</i> 	
September 1998 – November 1999	University of Derby
<ul style="list-style-type: none"> ▪ <i>MSc Strategic Management</i> <ul style="list-style-type: none"> ▪ Dissertation title: “Benchmarking as a research and management tool in the academic and business world” 	
September 1995 – June 1998	University of Derby
<ul style="list-style-type: none"> ▪ <i>BEng (Hons) Electrical and Electronic Engineering</i> <ul style="list-style-type: none"> ▪ Project title: “ Remote Control Vehicle” 	

- Module leader for both undergraduate and post graduate studies

DIGITAL COMPETENCE

- Advanced use of Microsoft Office Suite (Excel formulas, PowerPoint presentations)
- Experience with collaborative tools such as Microsoft Teams and Google Workspace
- Basic knowledge of data analysis and digital content creation,
- Understanding of cybersecurity principles and safe online practices
- Ability to troubleshoot common technical issues and adapt to new technologies

ADVISOR

Operations and Strategy

LPH Capital Partners Ltd – August 2016 – February 2020

Key Aspects of the Role

- Advising on managing operations including activities such as human resources in the Hospitality -Tourism Sector.
- Consulting and formulate Business strategy

Strategy

Pieris Michael Developments Ltd – September 2008 – May 2023

Key Aspects of the Role

- Advising on managing operations including activities such as marketing and human resources in the Tourism Sector.
- Consulting on EFQM standard and recruitment process.
- Formulation, Implementation and evaluation of company's Diversification Strategy.

Strategy and Project Advisor

T.L.M Hotels - September 2008 – May 2023

Key Aspects of the Role

- Advising on managing operations including activities such as marketing in the Tourism and Hospitality Sector.
- Consulting on new markets.
- Advisor on Project Management issues for future developments.
- Formulation, Implementation and evaluation of company's Diversification Strategy.

Other Business Consultancy

- Actively engaged as an adviser to companies and institutes across Europe, from a variety of sectors, including; finance, telecommunications, total solutions-services, manufacturing, automotive, aerospace, environmental, retail/service and hospitality industry.

- Consultancy assignments typically involve; Knowledge and Strategic Management Audits, developing Internal Marketing Strategies, Risk Assessments, Investment Strategies, designing Knowledge Intelligent Systems, advising on and implementing Quality Standards such as the European Foundation for Quality Management (EFQM) Framework & the Investor In People (IIP) Standard.
- Techniques adopted include the introduction of prisoner dilemma, Game Theory, Knowledge Audit and Strategic Intent, forming Communities of Practices, Knowledge Acquisition, Knowledge Skills Radar, capability curve, introduction of T-manager.

SCHOLARSHIPS AND AWARDS

- Global Award on Business Excellence from the Multinational Alliance for the Advancement of Organisational Excellence (MAAOE), ***Emerald Award 2002***
- European Excellence Award Assessor – (European Foundation for Quality Management-EFQM)
- Investor In People (IIP) Core Advisor
- Editorial panel member and referee for the Electronic Journal of Knowledge Management, (EJKM)
- Committee member of the European Conference for Knowledge Management, (ECKM).

SPECIAL PROJECTS AND RESEARCH

- Coordinator of the Cambridge Centre for Alternative Finance of Judge Business School and EUC– Initiate, leading and implementing the collaboration of University of Cambridge and European University Cyprus Business’s School’s with the establishment of the MENA Cambridge Alternative Finance Collaboration Network office at EUC business School. *2020 – On Going*
- Coordinator of Microsoft Start-Up Center - Initiate, leading and implementing the collaboration of Microsoft and European University Cyprus for the evolution of the Microsoft Innovation Center into a Start-up Center powered by Microsoft hosted in EUC premises encourage entrepreneur spirit and innovation cultural *2020 – On Going*
- EIT project Coordinator project: The Bridge Knowledge to Innovation: Entrepreneurial Training into HEI Communities *B-Kinetic, 2025 -On Going*
- Various Erasmus+ Projects Coordinator founded by the European Union:
 - Innovation Ecosystems in Vocational Education Training (InEcVET), *2015 – 2017*
 - Green Entrepreneurship (GET-UP), *2016 – 2018,*
 - Supporting Entrepreneurs in the cultural and creative industry sector (SHADOWS), *2018-2020,*
 - The project offers work orientation and vocational training programs aimed at facilitating the entrance of Third Country Nationals into the labour market in Cyprus (First Step), *2020.*

PUBLICATION

Articles

- Hourides P, Al-Abed U., Christofi K., Kythreotis A. (2025). *Toward a Comprehensive Framework for Public Procurement Effectiveness in Construction Projects: A Knowledge Management Approach*, Springer Proceedings in Business and Economics, (pp. 1325-1339).
- Hourides P, Christofi K, Kythreotis A., Milad S., and Zhou Di. (2025). *Impact of Sustainability Disclosure on Financial Statement Value Relevance: Evidence from Europe*. Central European Management Journal. Vol.17.Issue 5. pp 1-22.
- Hourides P, Christofi K, and Papageorgiou G. (2024). *Cultivating strategic agility – An empirical investigation into best practice*. Global Business and Organizational Excellence, 43(3), 89–105.
- Hourides P, Christofi K, Papageorgiou G, (2023), *The Role of Knowledge Assets and Corporate Social Re-sponsibility on Creating Firm Value*. International journal of Knowledge and Performance Management Vol.7, p.p. 1-12.
- Hourides P, Christofi K, Papageorgiou G, (2023), *Revealing a Non-linear Relationship Between Knowledge Assets and Firm's Value*. Electronic Journal of Knowledge Management, 21, (1), p.p. 1-12.
- Hourides P, Christofi K, Evripidou L., and Hadjiphani L., (2021), *Towards strategy agility: Intellectual Roots, key emergent concepts and future directions*. Academy of Strategic Management Journal, 20, (3), p.p. 1-19.
- Hourides P, Hadjiphani L, Evripidou, L., (2016). *The Inventive output of an Effective Implementation of Knowledge and performance Management perspective*. *The Electronic Journal of Knowledge Management Volume 14 Issue 3 (pp177-189)*
- Hourides P and Boukas N (2016). *Niche Tourism in Cyprus: Conceptualising the Importance of Social Entrepreneurship for the Sustainable Development of Islands*. *International Journal Leisure and Tourism Marketing*, Vol. 5, No. 1, pp26-43
- Hourides P, Boustras G and Konari N (2015) *Perceptions of employees of the importance of safety in the energy industry in Cyprus*. Occupational Safety and Hygiene III, Taylor and Francis Group London UK, pp5-10
- Hourides P, Hadjiphani L, Evripidou, L., (2014). *The Inventive output, of an Effective Implementation of Knowledge and Performance Management Perspectives* *Electronic Journal of Knowledge Management – EJKM*, Volume 14, Issue 3 PP176-188
- Hourides P, Hadjiphani L, Evripidou L (2013) *Examining the positioning and marketing mix strategies for universities in Cyprus*. *Proceedings of EuroMed*, Lisbon Portugal, 23rd-24th September.

- Chourides P, Hadjiphanis L, Evripidou, L (2013). Examining the segmentation and the positioning strategies for higher educational institutions in Cyprus. *EuroMed Journal of Business Volume 8 issue 3*
- Chourides P, Longbottom D, Osseo-Assare Jr E, and Murphy W (2007) “Managerial Leadership for Quality Improvement in the UK Higher Education Institutions” *Journal of Total Quality Management* Vol.19 No.6, pp.521-560.
- Chourides P, Longbottom D, Osseo-Assare Jr E, and Murphy W (2006) “Real Quality: Does the future of TQM depend on Internal Marketing”, *Journal of Total Quality Management*, Vol 17, No6 pp709-732, July.
- Chourides P. (2005), “Knowledge Management in International Operations” in Carter S and Lee K, “Global Marketing Management: Changes, New Challenges and Strategies”, (Chapter 16), Oxford, UK.
- Chourides P, Longbottom D, and Murphy W. (2003) “Excellence in Knowledge Management: An Empirical study to identify critical factors and Performance Measures” *Journal of Measuring Business Excellence*, Vol.7 No.2 pp 29-45.
- Chourides P, and Longbottom D (2002), “Climbing New Heights: Conquering K2” *Knowledge Management Magazine*, June, Biz-Media Publications. pp 12-14

Conferences/Programs/Workshops/ Presentations

- Chourides P and Christofi K. Kythreotis A, and Hadjiphanis L. (2024), *Digital Harmonization in Digital Transformation: Seeking the Catalyst* International Conference of Development and Economy, Kalamata, Greece
- Chourides P., Christofi K. (2022), *Outstanding Organizational Transformation Through Knowledge and Strategic Agility: The Velocity Prospective*. International Conference of Development and Economy,
- Chourides P, Christofi K, Hadjiphanis L, and Kythreotis A., (2021), *Capturing strategic agility footprint: An exploratory survey in FTSE-MED companies*. Presented at: 4th Economics, Business, and Organization Research Conference, 21-23 May, Wroclaw: Poland, Abstract book p.75
- Chourides P, Hadjiphanis L, Evripidou L. (2015). The Art of Managing organizational Knowledge and Performance: A blank or colorful canvas? 16th European Conference on Knowledge Management - ECKM 2015. The University of Udine, Italy 3-4 September.
- Chourides, P Hadjiphanis, L. Evripidou, L., (2014). The effect of cosmetic make-up advertising on women’s buying behaviour and brand consciousness in Cyprus. EuroMed Academy of Business, EuroMed Academy of Business, 7th Annual EuroMed Conference, 23rd-24th, September 2014. Norway.
- Chourides, P Hadjiphanis, L. Evripidou, L., (2014). Customers Buying Motives Using Celebrity Endorsements in Brands. London International conference for advanced research in business. 6-7 June 2014, University of London, United Kingdom
- Chourides P, Longbottom D, and Murphy W (2002). “Knowledge Management: An investigation to identify the critical factors for Developing Best Practice”. Proceedings of the 3rd MAAOE

International Conference: "Organizational Excellence; Managing Information", University of Paisley, Ayr, Scotland, September 11th -13th, Best Paper Emerald -MAAOE Award.

- Chourides P, Longbottom D, and Edwards M (2002) "Towards a Holistic Approach for Knowledge Management" Proceeding of the European Summer School for Knowledge Management, Nice, France, September.
- Chourides P, and Longbottom D (2001) "Knowledge Management: A survey of Leading UK Companies", Proceedings of the 2nd MAAOE International Conference: "Towards a Sustainable Excellence?" University of Versailles, Versailles, France, September 26th -28th

MEMBERSHIPS/TRAININGS/ACTIVITIES

- Member of the judging committee for the In Business Awards
- Committee member for the European Conference for Knowledge Management (ECKM)
- Statistical Planning Control (SPC)
- Member and Associate of the Cyprus Management Development Association (KEADE)
- Member of the Cyprus Scientific and Technical Chamber (ETEK)
- Member of the Culture, Lifestyle and Landscape Research Group UK

HOBBIES AND INTERESTS

- Motorsport enthusiast and participates in rally events as a driver
- Plays chess, tennis and basketball regularly
- Enjoying travelling and exploring different cultures
- Interested in engineering advancements such alternatives fuel and energy sources