

PARIS CLEANTHOUS

Curriculum Vitae

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Employment

June 2012 – Present	Cyprus Institute of International Management (CIIM) <i>Director of Master in Business Administration (MBA) Program</i> <i>Director of Master in Public Sector Management (MPSM) Program</i> <i>Associate Professor of Marketing and Strategy</i>
Jan. 2014 – Present	Cyprus Tourism Organization (CTO) <i>Member of the Board of Directors</i>
Dec. 2017 – Present	IDEA – Innovate Develop Excel Accomplish Incubator Accelerator <i>Member of the Board of Directors</i>
Sept. 2013 – June 2015	London School of Economics and Political Science (LSE) <i>Visiting Lecturer</i>
July 2011 – Dec. 2011	Stern School of Business, New York University <i>Visiting Professor</i>
June 2006 – June 2012	University of Cyprus, Department of Economics <i>Lecturer</i> <i>On Sabbatical Leave, July 2011 – December 2011</i>
July 2003 – Aug. 2008	Stern School of Business, New York University <i>Assistant Professor of Marketing</i> <i>On leave, June 2006 – August 2008</i>
July 2006 – Aug. 2006	Korea University <i>Visiting Assistant Professor</i>

Education

Ph.D., Economics, Yale University, December 2003
M.Phil., Economics, Yale University, December 2001
M.A., Economics, Yale University, May 2000
B.S., Economics and Mathematics, University of Michigan, Ann Arbor, 1998
High Distinction & Highest Honors

Research areas/Fields of interest

General: Strategy, Marketing, Industrial Organization, Applied Micro-Econometrics,
Specific: Innovation, Competitive Advertising & Pricing, Health and Pharmaceutical Economics & Marketing, Tourism Economics and Management, Marketing Strategy, Entrepreneurship

Teaching Interests

- Strategy: Competitive Analysis, Strategic Planning and Implementation, International Business Development and Promotion, Innovative Business and Market Strategies for Sustainable Growth, Structure and Strategies of Firms
- Economics: Managerial Economics, Health Economics, Industrial Organization, Microeconomic Theory, Applied Micro-Econometrics, Tourism Economics
- Marketing: Contemporary Marketing, Marketing Management, Marketing Research, Strategic Marketing, Healthcare and Pharmaceutical Marketing, Tourism Marketing

Invited Academic Seminars

Ad Hoc U.S. Pharmaceutical Firms Group, Athens University of Economics & Business, Boston University, Chicago Booth School of Business - University of Chicago, Columbia Business School - Columbia University, Georgetown University, ITAM, KAIST, Kellogg School of Management - Northwestern University, London Business School, McGill University, Stern School of Business - New York University, SUNY Buffalo, Texas A&M University, University of Arizona, Université Bordeaux 2 - Institut de Santé Publique d'Epidémiologie et de Développement (ISPED), University of California at Los Angeles, University of Cyprus, University of Macedonia, University of Montreal, University of Southern California, University of Virginia, World Bank.

Research Visits

Andalusian School of Public Health (EASP) - University of Granada, Conseil d'Aquitaine, Georgetown University, Institute for Research and Information in Health Economics (IRDES), KAIST, Korea University, London Business School, Stern School of Business - New York University, Tel Aviv University, Universidade Nova de Lisboa, University of Arizona, University of Virginia, Yale University.

Academic Conferences

Allied Social Sciences Association (ASSA)
American Marketing Association (AMA)
Association of Southern European Economic Theorists (ASSET)
Centre for Economic Policy Research (CEPR) Conference on Applied Industrial Organization
Conference on Research on Economic Theory and Econometrics (CRETE)
European Association for Research in Industrial Economics (EARIE)
European Economic Association (EEA) - Econometric Society European Meetings (ESEM)
Health Economics and the Pharmaceutical Industry, Toulouse, France
Institute for Operations Research and the Management Sciences (INFORMS) Conference
International Conference on Retailing and Services Science (EIRASS)
International Industrial Organization Conference (IIOC)
Invitational Choice Symposium
Marketing Dynamics Conference
Marketing Science Conference
Networks, Electronic Commerce and Telecommunications (NET) Institute Conference on Network Economics, New York, USA
Quantitative Marketing and Economics (QME)
Southern Economic Association Conference
Workshop on The Economics and Management of Leisure, Travel and Tourism

Research Programs and Grants

European Union Structural Funds and Government of Cyprus – Cyprus Academy of Public Administration, 2012-2015 for “Educational Program on Developing Strategy, Leadership and Management in the Cyprus Public Service” (Πρόγραμμα Εκπαίδευσης για Στρατηγική, Ηγετική και Διευθυντική Ανάπτυξη της Κυπριακής Δημόσιας Υπηρεσίας)

Public Health Executive Agency Research Programme, European Commission, 2009-2013 for
“Addressing Health Inequalities - Interventions in Regions”
Start-up Funding, University of Cyprus, 2009-2011 for “Innovation in the Pharmaceutical Industry”
European Regional Development Fund, 2010 for “The Effects of the Current Economic Crisis on the
Cypriot Labour Market and Enterprises: The Case of the Region of Paphos,” with Ioannis
Ioannou, London Business School
Centre for Research in Economics, University of Cyprus, 2008-2009 for “Factors Affecting Per Capita
Tourism Revenues: A Structural Approach.”
Research Grant by the «Networks, Electronic Commerce and Telecommunications (NET)» Institute
for “Substitutability between Landline and Cellular Services,” with Elena Krasnokutskaya,
University of Pennsylvania, Summer 2004
New York University’s Stern School of Business Research Fellowship, 2003-2006

Fellowships, Honors & Awards

Economics Department Fellowship, Yale University, Summer 2002
John Perry Miller Fund Award, Yale University, September 2001
Yale University Dissertation Fellowship, Fall 2001
Yale University Graduate Student Fellowship, 1998 - 2002
Osterweil Prize in Economics, University of Michigan, 1998
Phi Kappa Phi, admitted 1998
Phi Beta Kappa, admitted 1997
Angell Scholar (*academic achievement award*), University of Michigan, Ann Arbor 1998
Honors Program Thesis Research Award, University of Michigan, Ann Arbor 1997
Class Honors (*academic achievement award*), University of Michigan, Ann Arbor 1996, 1997, 1998
Branstrom Prize, (*academic achievement award*), University of Michigan, Ann Arbor 1996
CASP/Fulbright Scholar, 1995 - 1998

Professional activities

On Board of Directors of the Cyprus Tourism Organization (CTO), 2014 - present
Member of American Economic Association, American Marketing Association, European Association
for Research in Industrial Economics (EARIE), International Industrial Organization Society
(IIOS), INFORMS, Marketing Society
Referee for American Economic Review, Cyprus International Journal of Management, Empirical
Economics, Economica, Ekonomia, International Journal of Industrial Organization,
International Journal of Pharmaceutical and Healthcare Marketing, Journal of Industrial
Economics, Journal of Marketing, Journal of Marketing Research, Journal of Political
Economy, Marketing Science, Marketing Science Institute, Israel Science Foundation,
National Science Foundation, NET Institute, Rand Journal of Economics, Review of Industrial
Organization, Social Science & Medicine
On Editorial Board of International Journal of Pharmaceutical and Healthcare Marketing (IJPHM),
Canada, (Emerald), 2006 - Present
On Association Board of Association of Southern European Economic Theorists (ASSET),
(departmental representative), 2007 - 2010
On Board of the Review Bioethics Committee for Biomedical Research on Human Beings and their
Biological Substances, Cyprus National Bioethics Committee, 2007 - 2011
On Board of Advisors of Metascan Image Analysis Center Ltd, 2007 – 2010
On Local Organizing Committee of the Twelfth Centre for Economic Policy Research (CEPR)/Journal
of Industrial Economics (JIE) Conference on Applied Industrial Organization
Consulting Experience: 15 years of experience in public and private consulting in the United States,
Europe, Cyprus and the Middle East.

Other Experience

Research Assistant for Professor Steven Berry, (2000-2003), Yale University: Econometric research and programming for estimation of hedonic pricing models
International Monetary Fund, Summer (2000), Geneva, Switzerland: Research on the costs and benefits of World Trade Organization (WTO) membership for emerging markets and Least Developed/Highly-Indebted Poor Countries (LDC/HIPC)
Research Assistant for Professor David Weinstein, Καλοκαίρι (1998), University of Michigan, Ann Arbor, Michigan Business School: International Trade research in the manufacturing industry.
Visiting Researcher, Summer (1996), Institute for Advanced Study, Princeton: Research on topics of modern probability theory (random walks) and applications
Computer Programming & Statistical Packages: Matlab, SAS, SPSS, Stata

Teaching Experience

Training:

Introduction to Digital Marketing, CIIM 2015
Activity Based Budgeting, Ecorys 2015
Communication Skills, CIIM 2014
Teaching using Action Learning, PWC 2013
Teaching and Coaching Public Organizations, PWC 2013
Common Assessment Framework (CAF), European Institute of Public Administration (EIPA) 2012
Executive Leadership Programme on Strategy and Strategic Marketing, CIIM 2012
Open, Distance and e-Learning, Open University Cyprus 2012, 2013, 2014
Master Classes on the Supervision in Graduate Education, UNICA 2009-2010
Blackboard Training Sessions and Faculty Forums, 2003-2006, 2007-2012
Series of Case Teaching Workshops for Business Faculty at NYU Stern, 2003-2006
Stern Teaching Effectiveness Program (STEP), 2003-2006
Videotaping and Observation; Observation and Feedback; Student Small Group Analysis; Peer Review; Observation and Blackboard Site Review; Performance Coach Consultation; Teaching Workshop Attendance
Classroom Performance System (CPS) Workshop for e-Instruction, 2004
Remote control devices used for polling students and collecting feedback in real time.
mimio Capture Workshops, 2006, 2009
Device that allows instructors to digitally record writing on whiteboards
Classrooms and Instructional Technologies (CITL) Workshop on Podia, 2004, 2006
Devices to control multimedia presentations
Classrooms and Instructional Technologies (CITL) Workshop, 2006, 2011
Online conferencing and collaboration systems with audio and video
Turnitin Workshops, 2005, 2012
Plagiarism prevention and detection software
Use of Other Instructional Technologies
Powerpoint, Wikis, Screen sharing, File sharing, Video Streaming, Collaboration tracking, Social Media
Use of Computer Programming & Statistical Packages for Teaching
Excel, Stata, Matlab

Other:

Graduate and Undergraduate Thesis Supervision (CIIM, NYU Stern, OUC, UCY)
General Academic Advising (CIIM, NYU Stern, UCY)
Academic Advisor and Escort to UNICA Student Conferences (2008-2011)
College Tutor for Economics, Statistics & Mathematics, Silliman College, Yale University
College Graduate Affiliate, Trumbull College, Yale University

Invited Courses & Lectures

G.C. School of Careers, Nicosia, October 2014
Cyprus International Institute of Management, Nicosia, January 2013
European University Cyprus, June - July 2013
Mediterranean Institute of Management, October – November 2010

Cyprus National Bioethics Committee, Public Lecture on Palliative Care, Nicosia, January 2008
Korea Advanced Institute of Science and Technology, March 2006
Korea University, July - August 2006
Texas A&M, April 2004

University Experience and Service

CIIM, MBA and MPSM AMBA & EFMD/EPAS Accreditation Committees, Chairman, 2012-present
CIIM, Research Committee, Chairman, 2012 – present
CIIM, Academic Committee, 2012 – present
CIIM, Quality Assurance Committee, 2012 – present
CIIM, Student Faculty Curriculum Committee, 2012 – present
CIIM, Disciplinary Committee, 2012 – present
Departmental Academic Representative at the Association of Southern European Economic Theorists (ASSET), 2007 - 2010
University Academic Representative at the Network of Universities from the Capitals of Europe (UNICA) Student Conferences, 2008 – 2010
NYU, Junior Faculty Recruiting Committee, 2003 - 2006, 2008
NYU, Senior Faculty Recruiting Search Committee, 2003 - 2006
NYU, PhD Students recruiting, 2003 - 2006
NYU, Department of Marketing Core Curriculum Committee: Marketing Management, 2003-2006
UCY, University Senate Committee on International Relations, 2008 – 2011
UCY, University EFQM Committee, 2007 - 2008
UCY, Departmental Alumni Survey and Evaluation, 2007 – 2010
UCY, Departmental Undergraduate Curriculum Committee: Microeconomics, 2009-2011
UCY, Departmental Undergraduate Recruiting Committee, 2007 – 2010
UCY, Departmental Economics Social Committee, 2007 – 2010

Other Personal Information

President of the Board of the Parents Association of A' Lakatamia Primary School 2014 - Present
Family Status: Married with three children.
Languages: English, Greek (native); French (medium); elementary knowledge of Spanish and Russian