

PARIS CLEANTHOUS

Curriculum Vitae

21 Akademias Avenue, P.O. Box 20378, 2151 Aglandjia, Nicosia, CYPRUS
paris@ciim.ac.cy; Phone: +357 (22) 462227; Fax: +357 (22) 331121
Linkedin: <https://www.linkedin.com/in/paris-cleanthous-39ba205/>

Employment

- June 2012 – Present Cyprus Institute of International Management (CIIM)
Director of Master in Business Administration (MBA) Program
Director of Master in Public Sector Management (MPSM) Program
Associate Professor of Marketing and Strategy
- Sept. 2013 – June 2015 London School of Economics and Political Science (LSE)
Visiting Lecturer
- July 2011 – Dec. 2011 New York University, Stern School of Business
Visiting Professor
- June 2006 – June 2012 University of Cyprus, Department of Economics
Lecturer
On Sabbatical Leave, July 2011 – December 2011
- July 2003 – Aug. 2008 New York University, Stern School of Business
Assistant Professor of Marketing
On leave, June 2006 – August 2008
- July 2006 – Aug. 2006 Korea University
Visiting Assistant Professor

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, Entrepreneurship, Competitive Advertising & Pricing, Health and Pharmaceutical
Economics & Marketing, Tourism Economics and Management, Marketing Strategy

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, Market 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 with Recurring Attendance

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 & Telecommunications (NET) Institute Conference
Quantitative Marketing and Economics (QME)
Southern Economic Association Conference
Workshop on The Economics and Management of Leisure, Travel and Tourism

Specialized Conferences

40th Annual Hotel Conference: "Moving Forward in Enhancing Total Customer Experience," 13 February 2018, Nicosia, Cyprus.
1st Conference on Business Intelligence and Data Analytics: "The 4th Industrial Revolution Comes to Cyprus," 21 October 2017, CIIM, Nicosia, Cyprus
2017 Russia-Cyprus Business and Investment Forum: "Financial Services, Education, ICT, Investment Projects in Artificial Intelligence Systems and Quantitative Portfolio Management," 13 October 2017, Limassol, Cyprus.
2017 EFMD MBA Conference: "The MBA and Heraclitus: Leading in a Changing World," for MBA Directors and faculty, 26-28 March 2017, ALBA, Athens, Greece.
4th International Tourism Conference by the International Association of Cultural and Digital Tourism (IACuDiT): "Innovative Approaches to Tourism and Leisure: Culture, Places and Narratives in a Sustainability Context," 25-27 May 2017, Athens, Greece.

KPMG Forum: “Customer: Discover the new C in your c-level suite,” 8 March 2017, Nicosia, Cyprus
39th Annual Hotel Conference: “Cyprus Tourism in the New Era – Path of Steady & Sustainable Growth,” 14 February 2017, Nicosia, Cyprus.
The Association of Cyprus Tourist Enterprises Annual Tourism Forum: “The Role of Local Authorities in Tourism Development,” 24 January 2017, Nicosia, Cyprus.
2016 EFMD MBA Conference: “Digitalizing your MBA,” for MBA Directors and faculty, 13-15 March 2017, ESADE, Barcelona, Spain.
38th Annual Hotel Conference: “Moments of Truth – Aligning Opportunity with Collective Actions,” 2 February 2016, Nicosia, Cyprus.
The Association of Cyprus Tourist Enterprises Annual Tourism Forum: “Getting Informed and Becoming a Milestone on the Path of Religious Sites,” 5 May 2015, Nicosia, Cyprus.
37th Annual Hotel Conference: “Working Together with a New Mind-set and in Pace with Change for Growth and Prosperity,” 17 February 2015, Nicosia, Cyprus.

Research Programs and Grants

Research Promotion Foundation INNOVATE/RESTART, 2020-2022, for “Industrial Production and Commercialization of NanoWeld - Enhanced Technical Fabrics”
Cyprus Academy of Public Administration (CAPA), 2019-2021, for “Learning Management Services: Developing a Suggested Framework and Guide on Learning Support for Learning Management in Public Administration Organizations.”
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

Academic Research

Academic Publications

Cleanthous, Paris (2009): “Determinants of Tourism Demand in Cyprus,” Economic Analysis Paper, No. 07-08, Economic Research Center, University of Cyprus, December
Manchanda, Puneet, Dick R. Wittink, Andrew Ching, Paris Cleanthous et al (2005): “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry.” *Marketing Letters*, Vol. 16, Is. 3/4, (December).
Cleanthous, Paris (2003): “Pharmaceutical Demand and Welfare Implications of Innovation,” *Yale University Ph.D.*, (December).

Other Publications

Cleanthous, P.: “Evaluating Innovation and Moral Hazard in Pharmaceuticals,” mimeo CIIM.
Cleanthous, P.: “Welfare Effects of Pharmaceutical Informative Advertising,” mimeo CIIM.

- Cleanthous, P.: “Does Openness Lead to More or Less Development? The Case of Health Deterioration,” mimeo CIIM.
- Cleanthous, P. (2008): “Palliative Care: The Economics Approach,” Cyprus National Bioethics Committee, Nicosia, Cyprus [*Greek*]
- Cleanthous, P. (1998): “European Monetary Union: A Union of Countries or a Union of Regional Optimum Currency Areas,” *University of Michigan, Ann Arbor Thesis*, (May).

Work in Progress

- “Carrying Capacity: The Case of Cyprus Beaches” [with Alexis Ioannou]
- “Special Interest Tourism Contribution to Low-Season Tourism Revenues: The Case of Cyprus”
- “An Innovative Measure of Innovativeness”
- “Case Study on the International Business Development of Professional Services Companies”

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 Alumni Advisory Board of the United States Embassy in Cyprus, 2018 - present
- On Board of Directors of IDEA Incubator Accelerator, 2017-2020
- On Board of Directors of the Cyprus Tourism Organization (CTO), 2014 - 2019
- On Board of the English School Parents Association (ESPA) 2019 - present
- On Board of Federation of Parents Associations of Primary Schools, Nicosia 2014- present
- President of the Board of Parents Association of First Lakatamia Public Primary School 2014 - present
- Member of Advisory Committee of CLIL Centre, Ministry of Education and Culture, 2015 - present
- Consultant to the Minister of Education & Culture, 2014-2018
- 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: 19 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

Educational Field Trips Organiser:

New York City, New York University and Yale University, New York and New Haven, USA, January 2018

New York City, New York University and Yale University, New York and New Haven, USA, January 2016

Instructor:

Strategy: Entrepreneurship: Business Plans for Start Ups
Innovative Business and Market Strategies for Sustainable Growth (exec)
International Business Development and Promotion (business executives)
Strategic Management: Competitive Analysis (graduate)
Strategic Planning and Implementation (business executives)
Strategic Planning for the Public Sector (graduate; executives)
Strategy (graduate)
Structure and Strategies of Firms (graduate and undergraduate)

Marketing: Contemporary Marketing (business executives)
Innovation in Customer Service Chain (business executives)
Marketing Management (graduate and undergraduate)
Market Research (graduate and undergraduate)
Qualitative Research (graduate)
Quantitative Marketing Research (graduate and faculty)
Research Methodology (graduate and undergraduate)
Strategic Marketing (graduate, undergraduate and business executives)

Management: Leadership for Health Care Professionals (graduate)

Economics: European Economy (graduate)
Health Economics (graduate)
Industrial Organization (graduate and undergraduate)
Intermediate Microeconomics (graduate and undergraduate)
Introductory Microeconomics (undergraduate)
Internet Economics (graduate and undergraduate)

Managerial Economics (graduate)
Mathematics for Economists (graduate)
Public Economics (graduate)
Thesis Seminars (graduate and undergraduate)
Econometrics: Applied Econometrics (graduate and undergraduate)
Applied Micro-econometrics (graduate)
Econometrics using Stata (graduate and undergraduate)

Academic Institutions

Cyprus International Institute of Management
New York University Stern School of Business
University of Cyprus
Open University of Cyprus
University of Crete
European University Cyprus
Mediterranean Institute of Management
Korea University
Korea Advanced Institute of Science and Technology

Training:

Harvard Business Publishing: Live Case Studies (2020-2021)
Harvard Business Publishing: Challenges and Opportunities of Teaching and Learning Online, December 2020
Harvard Business Publishing: Online Teaching Resources (2019-2021)
Harvard Business Publishing: Adapting Quickly to Teaching Online, March 2020
Εισαγωγή στην εξ αποστάσεως διδασκαλία, μάθηση και αξιολόγηση (2019-2020)
Live EOCCS Webinar: “Interactive Learning Tools to Spice Up Your Class,” 28 Feb. 2019, IE Business School
Live AMBA Webinar: “Delivering Good Learning Outcomes - How Do You Know?” 17 Sept. 2018, Peregrine Academic Services
Workshop/Retreat for CIIM management: “CIIM’s Mission, Vision and Values,” 28 November 2017, Nicosia
Workshop to discuss “Research on Tourism Satisfaction for Summer 2017,” 14 November 2017, Nicosia
Workshop for CIIM academic personnel: “AACSB Accreditation Eligibility Criteria,” 26 October 2017, CIIM
Erasmus Exchange: Global Faculty Colloquium: “Pedagogy and Research” JAMK University of Applied Sciences, 11-13 June 2017, Jyväskylä, Finland
Workshop/Retreat: “Revisiting CIIM’s Strategy,” 15 September 2017, Limassol, Cyprus.
Project Management on Microsoft Project, CIIM 2016
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, UOI, OUC, UOC, 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

University Experience and Service

CIIM, MBA and MPSM EFMD & AMBA Accreditation Committees, Chairman, 2012-present

CIIM, Research Committee, 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

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

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

Other Personal Information

Family Status: Married with three children.

Languages: English (fluent), Greek (native); French (medium); Spanish and Russian (elementary)