



Dr Myria Kkali
Academic Director, CIM Nicosia
Associate Professor of Management & Marketing

Cyprus Institute of Marketing
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Προφίλ:

Dr Myria Kkali is an Associate Professor and the Academic Director at CIM Business School in Nicosia. Her academic interests include online consumer behaviour, societal marketing as well as contemporary marketing challenges. Dr Kkali received her Ph.D. from the Nottingham University Business School, where she worked as a Teaching Assistant between 2012-2016. Since returning to Cyprus, Dr Kkali has been working with the CIM Business School.

She held the position of Teaching Assistant at the Nottingham University Business School during the period 2012-2016 where she conducted her Doctoral research to obtain a PhD in Business and Management specializing in Marketing. He has developed a research direction in the field of Data Marketing and specifically in the methods of communication and understanding (sensemaking and sensegiving) between Data Analysts and Marketers in the business world. He has presented at Academic Conferences and educational seminars.

Dr. Kkali has taken a keen interest in bridging the gap between academia and industry and has published a number of articles in the CIM Research Centre's Business Bulletin. He has also delivered training seminars and participated in consulting projects.

Alongside her academic career, she is also active in the Non-Governmental sector through her role as Communication and Management Officer of the Non-Profit Organization Sistema Cyprus.

1. Education				
Degree	Year	Institution	Department	Dissertation/Thesis Title
PhD Business and Management (specialisation in Marketing)	2018	The University of Nottingham, UK	Nottingham University Business School	Sensemaking in a Data-Based Marketing Setting: An Investigation into Marketers' Meaning Creation in a Data World
MA Marketing	2010	The University of Nottingham, UK	Nottingham University Business School	The Power of the Tribe and Advertisement Avoidance in Online Communities
BA Management Studies	2009	The University of Nottingham, UK	Nottingham University Business School	

2. Skills		
Type	Description	Level
Languages	Ελληνικά	Fluent
	Αγγλικά	Fluent
Computer Skills	MS Office (Word, Power point, Excel, Outlook)	Excellent
	Ανάλυση Δεδομένων: NVivo QDA	Excellent
	Εργαλείο Διδασκαλίας: Moodle, Nexus, Blackboard	Excellent

3. Employment				
Period of employment		Employer	Location	Position
From	Until			
2017	Today	CIM, the Cyprus Business School	Business School	Academic Director and Associate Professor
2019	today	Theological School of the Church of Cyprus	Theological School of the Church of Cyprus	Associate Academic Staff
2017	2019	The Cyprus Institute of Marketing	The Cyprus Centre for Business Research	Deputy Director
2018	Today	Sistema Cyprus	Sistema Cyprus	Co-founder, Head of Communication and Management
2016	2017	Nottingham Trent Students' Union	Marketing Department	Media Sales Coordinator
2012	2016	The University of Nottingham, UK	Nottingham University Business School	Graduate Teaching Assistant

4. Scholarships, Funding and Financial Aids	
2012- 2016	The University of Nottingham Scholarship from the Nottingham University Business School to cover four years of tuition fees for my PhD thesis through the Graduate Teaching Assistant programme.

5. Teaching		
2017-2023	Undergraduate Level Business Studies with Marketing	Marketing Management Principles of Marketing Consumer Behaviour Global Marketing Research Methods

2020-2023	Postgraduate Level Applications in Psychology and Counselling in the community	Managing a Non-Profit Organisation
2017-2023	Postgraduate Level Digital Marketing (MSc by the University of West London offered in Cyprus by CIM)	Contemporary Marketing Challenges Online Consumer Behaviour
2012- 2016	Undergraduate Level Management Studies	Managing the Marketing Mix Introduction to Marketing Marketing and Society Marketing Strategy Consumer Behaviour

6. Administrative Duties

2017- today The Cyprus Institute of Marketing	<p>Academic Director, Nicosia Campus</p> <ul style="list-style-type: none"> • General control, admission and coordination of all academic programmes • Review applicants for admission • Ensuring effective and timely delivery of the programmes • Heading the Academic Committee and, in liaison with the Committee, monitoring of overall academic standard • Drawing up list of guest speakers and other academic events • Recommendations regarding staff, material, new academic opportunities • Review associate performance • Monitor progress of students in achieving learning outcomes • Represent the Academic Committee on Council • Execute and ensure adherence to academic regulations • Identify academic development and collaboration opportunities • Preparing Programmes for Accreditation, completing relevant documentation and designing the Programme to meet the Standards of the QAA (Quality Assurance Committee) of the Ministry of Education.
2017- 2019 The Cyprus Centre for Business Research	<p>Deputy Director</p> <ul style="list-style-type: none"> • The Cyprus Centre for Business Research at CIM was set up in 2017 with the primary aim of advancing, promoting, and facilitating research relating to the field of Business –broadly conceived. The Centre has a global outlook and welcomes interdisciplinary research as well as research that bridges the gap between the business world and academia.
2018- today Sistema Cyprus	<p>Co-founder, Head of Communication and Management</p> <p>Sistema Cyprus is an El Sistema inspired program that aims to make music education accessible to all children and youth and to provide an environment in which children can develop a wide range of social skills such as cooperation, creativity and intercultural understanding within a group.</p> <p>The organisation carries out multiple events every year, of different formats (workshops, concerts, appearances, seminars, fairs). For the smooth operation of these events, coordination of logistics, dissemination of promotional materials and quality assurance rest on my role. This ensures the highest possible success for all events carried out. Sistema Cyprus is also leading and participating in multiple European Projects including Erasmus +.</p> <p><u>Responsibilities (general):</u></p> <ul style="list-style-type: none"> ▪ Day-to-day management of the programme from an administrative perspective

	<ul style="list-style-type: none"> ▪ Sourcing funding and sponsors for the programme ▪ Running promotional campaigns that aim to raise awareness for the cause, as well as to promote the various events organised and fund-raising campaigns. ▪ Managing the social media profiles of the NGO ▪ Managing Public Relations with relevant stakeholders ▪ Identifying stakeholders and the way in which they impact targets and goals set by Sistema Cyprus. ▪ Managing Communications, PR and social marketing to ensure exposure of Sistema's theory of change. <p><u>Responsibilities (events):</u></p> <ul style="list-style-type: none"> ▪ Organising seminars and workshops/ logistics ▪ Dissemination planning and reporting ▪ Development of dissemination materials ▪ Quality assurance ▪ Ensuring the smooth operation of event ▪ Projecting and tracking spend ▪ Develop quality plan, risk management plan and the projects' evaluation <p><u>Responsibilities (EU-funded projects)</u></p> <ul style="list-style-type: none"> • Lead the Communication, Dissemination and Sustainability Teams • Responsible for the communication, dissemination and sustainability of the project.
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7. Memberships in Scientific Societies and Professional Services

BAM British Academy of Management	Member 2015-2016 https://www.bam.ac.uk/
The Cyprus Centre for Business Research	Deputy Director and Researcher https://cima.ac.cy/research

8. Research Interests

Organisational Sensemaking and Sensegiving	The exchange of information between organizational members and the attempt to shape 'common truth' and reality through the management of knowledge and language but also through political influence between organizational members that directs the understanding of information.
Marketer's Identity Construction	The formation of the professional identity of marketers in the constantly evolving marketing sector with the adoption of innovative technologies.

9. Publications, Conferences, Presentations

1. Presentations at scientific conferences/workshops without judges

Kkali, M. (2018). Re-constructing the marketer's identity in a data-driven business world, 2018 1st Annual Conference: Keeping ahead of change: Anticipating and managing change, 30th of March 2018 in the Cyprus Institute of Marketing (CIM).

Kkali, M. (2015). *Exploring the Organisational Cross-Functional Processes in Transforming Customer Data into Marketing Strategy*, 2015 British Academy of Management Conference, hosted by the University of Portsmouth.

2. Publications in Scientific Journals

L. Swas and M. Kkali. (2022). "Is It Funny?" A thematic analysis of YouTube consumers' perception and attention towards surreal and parody humour styles used in online video advertising, *The Market: International Journal of Business*, Vol 3, pp. 18-31

3. Publications in conference proceedings

Kkali, M. (2015). *Exploring the Organisational Cross-Functional Processes in Transforming Customer Data into Marketing Strategy*, 2015 British Academy of Management Conference Proceedings, hosted by the University of Portsmouth.

4. Publications in business bulletins

Kkali, M. (2018). 'Digital Transformation: Challenges and Opportunities for Businesses', CIM Business Bulletin, <https://cima.ac.cy/bulletin-details/business-bulletin/digital-transformaiton>

Kkali, M. (2018). 'De-mystifying the Millennial Consumer', CIM Business Bulletin, <https://cima.ac.cy/bulletin-details/business-bulletin/millenials-consumers>

Kkali, M. (2017). 'Online media and Tourism Marketing', CIM Business Bulletin, <https://cima.ac.cy/bulletin-details/business-bulletin/online-media-tourism>

Kkali, M. (2017). 'Cyprus Tourism: Industry Performance, Challenges and Opportunities for Future Expansion', CIM Business Bulletin, <https://cima.ac.cy/bulletin-details/business-bulletin/tourist-industry>

5. Presentations/ Workshops

Kkali, M. (2023, March). *Storytelling, using the right words for the right audience*. Presentation at the seminar «Two-day workshops on Digital Marketinga at ΚΕΕΑΕΔ» with CIM and Nicosia Multi-Dynamic Municipal Center as organisers.

Kkali, M. (2020, October). New trends in Digital Marketing. Presentation at the educational seminar «Digital Marketing Technologies,» στο Nicosia Multi-Dynamic Municipal Center with CIM, Bank of Cyprus, KPMG Cyprus, SocialSpace Academy, Nicosia Municipality and Nicosia Multi-Dynamic Municipal Center as organisers.

Kkali, M. (2020, April). Dimensions of Intercultural Communication. Special lecture for university students in the programme CULTVET - CULTURAL TOURISM with the Higher Hotel Institute of Cyprus as organiser.

Kkali, M. (2018, May). *Digital Transformation*. Presentation at the seminar "SMEs and their challenges in a rapidly changing environment» with CIM, Bank of Cyprus and Strovolos Municipality as organisers.

Kkali, M. (2018, June). *Digital Transformation*. Presentation at the seminar «Start your own business in 7 days» with CIM, Bank of Cyprus, Cablenet, Powehouse, Phoenix Pro and Nicosia Multi-Dynamic Municipal Center as organisers.