



Academic Personnel Short Profile

University:	Frederick University
Surname:	Harmandas
Name:	Danae
Rank:	Visiting Lecturer
School:	Business And Law
Department:	Business Administration
Scientific Domain:**	Marketing

Academic qualifications

Qualification	Year	Awarding Institution	Department	Thesis title
DBA	2006	NOTTINGHAM TRENT UNIVERSITY	BUSINESS SCHOOL	“FAIR PLAY: Considerations on Government’s role regarding toy advertising during a period of social change”
MBA	2000	UNIVERSITY OF LA VERNE, CALIFORNIA	BUSINESS SCHOOL	Business Plan for the operation of a themed Restaurant-Café Operation in Athens
BSc	1997	UNIVERSITY OF LA VERNE, CALIFORNIA	BUSINESS SCHOOL/ART SCHOOL	Marketing: Proposal for a Hotel Expansion for a specific Company in Cyprus

				Art: Profiles - Based on Gestalt psychology theory, a manoeuvring of the space between two profiles
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Employment history in Academic Institutions/Research Centers

Period of employment		Employer	Location	Position
<i>From</i>	<i>To</i>			
2016	NOW	FREDERICK UNIVERSITY	CYPRUS	MARKETING VISITING LECTURER
2014	NOW	EYELEVEL	GREECE	CO-OWNER-MANAGER-COMMUNICATION
2015	2016	OPEN UNIVERSITY CYPRUS	CYPRUS	MARKETING LECTURER
2013	2014	NEW YORK COLLEGE	GREECE	MARKETING LECTURER
2012	2013	MARCONI UNIVERSITY	ITALY	MARKETING LECTURER
2012	2013	AUA EUROPEAN STUDIES	GREECE	MARKETING LECTURER
2007	2009	FREDERICK UNIVERSITY	CYPRUS	MARKETING LECTURER
2006	2007	FREDERICK INSTITUTE OF TECHNOLOGY	CYPRUS	MARKETING LECTURER
2004	2004	OLYMPIC GAMES COMMITTEE 2004	GREECE	TENNIS STAFF SUPERVISOR
2003	2004	VITA PLUS	GREECE	GENERAL MANAGER

2001	2003	DESTINATION MANAGEMENT	GREECE	OPERATIONS EXECUTIVE
2001	2001	ASTIR HOTEL ENTERPRISES	GREECE	SALES MANAGER
2000	2001	KIFISSIA INVESTMENT BROKERS	GREECE	OFFICE MANAGER
1997	1998	ALPHA COPY SA	GREECE	COMMUNICATIONS MANAGER

Key <u>refereed</u> journal papers, monographs, books, conference publications etc.						
Ref. Number	Year	Title	Other authors	Journal / Conference/ Publisher	Vol.	Pages
	2012	Female Immigrant Entrepreneurship	VIOLARIS LOIZIDES	<i>Thunderbird International Business Review</i>	54	
	2010	Female Immigrant Entrepreneurs: The Economic and Social Impact of a Global Phenomenon	VIOLARIS LOIZIDES	Gower		
	2009	Televised toy advertising: An investigation of Greece's partial ban (ref 0253)	PAUL WHYSAULL	Academy of Marketing Annual Conference 2009		