

Publications of UNIC Team Members* Relevant to the FAB Project (Family Business & SMEs)

* Prof. Alkis Thrassou, Prof. Ioanna Papolomou, Prof. Angelika Kokkinaki

	Publication Title	Authors and Source	Link / DOI
1.	SME entrepreneurship and digitalization – the potentialities and moderating role of demographic factors	Chatterjee, S., Chaudhuri, R., Vrontis, D., & Thrassou, A. (2022), <i>Technological Forecasting and Social Change</i> , 179, [121648].	10.1016/j.techfore.2022.121648
2.	Market knowledge acquisition and transfer in international SMEs: peculiarities, specifications and linkages to market success	Siachou, E., Papolomou, I., Trichina, E., & Thrassou, A. (2022), <i>International Marketing Review</i> . Vol. 39 No. 3, pp. 529-567	https://doi.org/10.1108/IMR-02-2021-0095
3.	Do Knowledge Management and Dynamic Capabilities Affect Ambidextrous Entrepreneurial Intensity and Firm’s Performance?	Santoro, G., Thrassou, A., Bresciani, S. and Giudice, M.D. (2021), <i>IEEE Transactions on Engineering Management</i> , Vol. 68, No. 2, pp. 378–386	https://ieeexplore.ieee.org/document/8705657
4.	The Changing Role of SMEs in Global Business: Volume I: Paradigms of Opportunities and Challenges	Thrassou, A., Vrontis, D., Weber, Y., Riad Shams, S. M., & Tsoukatos, E. (Eds.) (2020). <i>Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business</i> . Palgrave Macmillan.	https://doi.org/10.1007/978-3-030-45831-7
5.	The Changing Role of SMEs in Global Business: Volume II: Contextual Evolution Across Markets, Disciplines and Sectors	Thrassou, A. (ed.), Vrontis, D. (ed.), Weber, Y. (ed.), Riad Shams, S. M. (ed.) & Tsoukatos, E. (ed.), 2020, <i>Palgrave Macmillan. Palgrave Studies in Cross-disciplinary Business Research, In Association with EuroMed Academy of Business</i>	https://doi.org/10.1007/978-3-030-45835-5
6.	The process of succession and its impact on sustainability: An empirical study within family wineries in Cyprus	Georgiou, T., Vrontis, D., Papolomou, I. & Thrassou, A. (2020), <i>International Journal of Globalisation and Small Business</i> . 11, 4, p. 329-355 27 p.	https://doi.org/10.1504/ijgsb.2020.110799
7.	The requisite match between internal resources and network ties to cope with knowledge scarcity	Thrassou, A., Vrontis, D., Crescimanno, M., Giacomarra, M. & Galati, A. (2020), <i>Journal of Knowledge Management</i> .	https://doi.org/10.1108/JKM-06-2019-0291

8.	Cash holdings, corporate performance and viability of Greek SMEs: Implications for stakeholder relationship management	Dimitropoulos, P., Koronios, K., Thrassou, A. & Vrontis (2020), <i>EuroMed Journal of Business</i> , Vol. 15 No. 3, pp. 333-348.	https://doi.org/10.1108/EMJB-08-2019-0104
9.	Value co-creation in the beverage and food industry	Tardivo, G., Thrassou, A., Viassone, M. & Serravalle, F. (2017), <i>British Food Journal</i> . 119, 11, p. 2359-2372 14 p.	https://doi.org/10.1108/BFJ-02-2017-0119
10.	The Agile Innovation Pendulum: Family Business Innovation and the Human, Social, and Marketing Capitals	Thrassou, A., Vrontis, D. & Bresciani, S. (2018) <i>International Studies of Management and Organization</i> . 48, 1, p. 88-104 17 p.	https://doi.org/10.1080/00208825.2018.1407086
11.	The Agile Innovation Pendulum: A Strategic Marketing Multicultural Model for Family Businesses	Thrassou, A., Vrontis, D. & Bresciani, S. (2018) <i>International Studies of Management and Organization</i> . 48, 1, p. 105-120 16 p.	https://doi.org/10.1080/00208825.2018.1407178
12.	Cooperating for competing - A Small Italian Wineries Internationalisation Strategy Case Study	Festa, G., Ciasullo M.V., Vrontis, D. and Thrassou, A. (2017), <i>Global Business and Economics Review</i> , Vol. 19, No. 5, pp. 648-670	https://www.inderscienceonline.com/doi/abs/10.1504/GBER.2017.086607
13.	Agro business in a changing competitive environment - Campania firms' strategic, marketing and financial choices	Rossi, M., Vrontis, D. & Thrassou, A. (2014), <i>World Review of Entrepreneurship, Management and Sustainable Development</i> . 10, 2-3, p. 312-333 22 p.	https://doi.org/10.1504/WREMSD.2014.060389
14.	Change through innovation in family businesses: Evidence from an Italian sample	Bresciani, S., Thrassou, A. & Vrontis, D. (2013), <i>World Review of Entrepreneurship, Management and Sustainable Development</i> . 9, 2, p. 195-215 21 p.	https://doi.org/10.1504/WREMSD.2013.052359
15.	The Link Between Family Business and Innovation: Evidence from an Italian Sample	Bresciani, S., Thrassou, A., & Vrontis, D. (2011). <i>4th Annual Conference of the EuroMed Academy of Business: Business Research Challenges in a Turbulent Era</i> (pp. 361-320).	None / Not Found / Not Applicable
16.	A Marketing Communications Model for Small Political Parties - A Primary Principles Strategic Perspective for Developed Countries	Thrassou, A., Vrontis, D. and Kotabe, M. (2011), <i>Cross Cultural & Strategic Management</i> (former ' <i>Cross Cultural Management: An International Journal</i> '), Vol. 17, No. 3, pp. 263-292	https://doi.org/10.1108/02634500910945020

17.	A Marketing Communications Framework for Small Political Parties in Developed Countries	Thrassou, A., Vrontis, D. and McDonald, M. (2009), <i>Marketing Intelligence and Planning</i> , Vol. 27, No. 2, pp. 268-292	https://www.emerald.com/insight/content/doi/10.1108/02634500910945020/full/html
18.	Breaking the Barriers – The Role of the Internet in the International Marketing of SMEs (editorial)	Vrontis, D. and Thrassou, A. (2009), <i>International Journal of Internet Marketing and Advertising</i> , Vol. 4, No. 2/3, pp. 143-144.	None / Not Found / Not Applicable
19.	International Strategic Marketing of the Small Construction Consultancy Firm - The Case of Cypriot Firms	Thrassou, A. and Vrontis, D. (2008) <i>International Journal of Entrepreneurship and Small Business</i> , Vol. 6, No. 2, pp. 296-314	https://www.inderscienceonline.com/doi/abs/10.1504/IJESB.2008.018634
20.	Internet marketing by SMEs: Towards enhanced competitiveness and internationalisation of professional services	Thrassou, A. & Vrontis, D. (2008), In: <i>International Journal of Internet Marketing and Advertising</i> . 4, 2-3, p. 241-261 21 p.	https://doi.org/10.1504/IJIMA.2008.017024
21.	A small services firm marketing communications model for SME-dominated environments	Thrassou, A. & Vrontis, D. (2007), <i>Journal of Marketing Communications</i> . 12, 3, p. 183-202 20 p.	https://doi.org/10.1080/13527260600811720
22.	Market knowledge acquisition and transfer in international SMEs: peculiarities, specifications and linkages to market success	Siachou, E., Papasolomou, I., Trichina, E. & Thrassou, A. (2022), <i>International Marketing Review</i> .	https://doi.org/10.1108/IMR-02-2021-0095
23.	The process of succession and its impact on sustainability: An empirical study within family wineries in Cyprus	Georgiou, T., Vrontis, D., Papasolomou, I. & Thrassou, A. (2020), <i>International Journal of Globalisation and Small Business</i> . 11, 4, p. 329-355 27 p.	https://doi.org/10.1504/ijgsb.2020.110799
24.	The profile of innovation driven Italian SMEs and the relationship between the firms' networking abilities and dynamic capabilities	Vrontis, D., Basile, G., Simona Andreano, M., Mazzitelli, A. & Papasolomou, I. (2020), <i>Journal of Business Research</i> . 114, p. 313-324 12 p.	https://doi.org/10.1016/j.jbusres.2020.04.009
25.	Environmental Sustainability in Large Firms and SMEs in Cyprus	Papasolomou, I., Ioannou, M. & Kalogirou M., Christofi, P., Kokkinos T. (2019), In: Antonaras, A. and Dekoulou, E. (Eds.) <i>Cases on Corporate Social Responsibility and Contemporary Issues in Organisations: Advances in Business Strategy and Competitive Advantage</i> (ABSCA) Book Series, Chapter 15. IGI Global Disseminator of Knowledge Publishers, pp. 259-275.	https://doi.org/10.4018/978-1-5225-7715-7.ch015

26.	TQM for Greek SMEs: an alternative in facing crisis conditions	Sainis, G., Haritos, G., Kriemadis, T. & Papasolomou, I. (2019), <i>Competitiveness Review</i> . 30, 1, p. 41-58 18 p.	https://doi.org/10.1108/CR-11-2019-0126
27.	Internal CSR practices within the SME sector in Cyprus from the employees' perspective - challenges and prospects	Papasolomou, I., Kountouros, H. & Melanithiou, Y. (2018), <i>Global Business and Economics Review</i> . 20, 5-6, p. 634-649 16 p.	https://doi.org/10.1504/gber.2018.094449
28.	The practice of Internal Corporate Social Responsibility: Some evidence from the SME sector in Cyprus	Papasolomou, I. (2017). The practice of Internal Corporate Social Responsibility: Some evidence from the SME sector in Cyprus. In S. O. Idowu, S. Vertigans, & A. Schiopoiu Burlea (Eds.), <i>Corporate Social Responsibility in Times of Crisis: Practices and Cases from Europe, Africa and the World</i> (pp. 93-110). (CSR, Sustainability, Ethics & Governance). Springer International Publishing AG.	https://doi.org/DOI10.1007/978-3-319-52839-7_5
29.	The Practice of Internal CSR Activities Within the Cypriot SME Sector	Papasolomou, I., & Melanithiou, Y. (2016). Proceedings of the 21st <i>International Conference on Corporate and Marketing Communications</i> (pp. 137-146).	None / Not Found / Not Applicable
30.	Social media uptake in Cyprus - Or is it just a new fad?	Melanithiou, Y., Papasolomou, I. & Komodromos, M. (2015), <i>International Journal of Technology Marketing</i> . 10, 3, p. 312-325 14 p.	https://doi.org/10.1504/IJTMKT.2015.070660
31.	Building product awareness for SMEs through the use of CRM: The case of BMW in Cyprus	Papasolomou, I. (2011). Building product awareness for SMEs through the use of CRM: The case of BMW in Cyprus. In H. R. Kaufmann (Ed.), <i>International Consumer Behavior: A Mosaic of Eclectic Perspectives - Handbook on International Consumer Behavior</i> (pp. 358-366). Access Press.	None / Not Found / Not Applicable
32.	The practice of Cause Related Marketing in Small and Medium Size enterprises (SMES): The case of BMW in Cyprus	Papasolomou, I. (2008), <i>International Journal of Management Cases</i> . 10, 3, p. 621-631	None / Not Found / Not Applicable

33.	An online platform for 'black swan' event management in the hospitality industry	Kokkinaki, A., Kleanthous, S., Zioga, F., Kirillou, C. M. & Papadaki, M. (2020), <i>Information Systems - 16th European, Mediterranean, and Middle Eastern Conference, EMCIS 2019</i> , Proceedings. Themistocleous, M. & Papadaki, M. (eds.). Springer India, p. 623-634 12 p. (Lecture Notes in Business Information Processing; vol. 381 LNBIIP).	https://doi.org/10.1007/978-3-030-44322-1_46
34.	Conceptions of human resource management and training in SMEs of Eastern Macedonia and Thrace	Vlados, C., Chatzinikolaou, D., Koutroukis, T., Kokkinaki, A. & Tsarpa (2020), <i>Journal of Management and Strategy</i> . 11, 4, p. 21-40	https://doi.org/10.5430/jms.v11n4p21
35.	The Utilisation of Digital Media for Branding Startups	Vrontis D., Thrassou A. and Viassone, M., (forthcoming), <i>International Journal of Entrepreneurship and Small Business</i> .	https://www.inderscience.com/info/ingeneral/forthcoming.php?journalcode=ijesb
36.	Family Wine Business Succession Towards Market Effectiveness	Georgiou, T., Papasolomou, I., Vrontis, D., Thrassou, A. (under review), <i>Journal of Business Research</i> .	None / Not Found / Not Applicable