



CYPRUS INSTITUTE
of MARKETING
THE CYPRUS
BUSINESS SCHOOL

research

CYPRUS CENTRE
FOR BUSINESS
RESEARCH

For Academia and the Market

All about the Cyprus Centre for Business Research

research

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About us

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.

The Centre brings together several academics, professionals and industry experts who are actively involved in research. This indicates the developed business network that the Centre possesses and the contribution of business gurus in the Centre's operation.

Mission & Aims

As well as advancing original research, the Centre aims to disseminate new information and expert insights to business executives. To this effect, it publishes a bi-monthly **Business Bulletin**.

In addition, the Centre publishes an academic journal (**The Market: International Journal of Business**) and organises an annual academic conference.

More specifically, the Centre has the mandate (as voted by CIM's Council in September 2017) to:

- Conduct, advance, and disseminate research in various industries and sectors.
- Provide consulting services to individuals, entrepreneurs and business organisations at a national and international level.
- Expand academic knowledge of different sectors through research and carry out curriculum development for CIM courses.
- Coordinate and participate in research projects that aim to provide further scientific developments.
- Establish collaborations with other institutes and academics at a national and international level.
- Share knowledge and promote business networking between academics, entrepreneurs and policy makers.
- Give back to society and the business world through outreach seminars and publications.
- Expand decision-making and problem-solving aspects of individuals through the expertise of experienced research academics and professionals.



Message from the Director, Prof. Andreas Hadjis

Since its establishment in 1978, CIM has been a pioneer in the Cyprus Tertiary Business Education. At a time when no universities existed in Cyprus, and when Business Education was something alien to most, CIM was offering high quality, internationally accredited programmes at Bachelor and Master levels.

It is in this pioneer spirit that the Council of CIM decided to authorise us to establish the Cyprus Centre for Business Research, anticipating and responding to another need of society – the need to create and diffuse new knowledge in an ever complex world that demands answers to pressing questions in Business and

Management, and to bridge the gap between academia and the business world.

Our team of research fellows – academics and specialists – and associates is well equipped to address the challenges we have set for ourselves, and aware of the responsibilities they undertake. We undertake to spare no effort, to channel enthusiasm for offering real value insights to practising managers and academics in Cyprus and abroad, and to be open, inclusive, and congenial to all.



Fellows & Research Interests

The Centre makes available Fellowships to:

- Doctoral Candidates (in the latter stages of their PhDs)
- Postdoctoral Researchers (individuals in possession of a PhD who have completed their doctoral studies within the last 5 years)
- Senior Academics (individuals with a proven research record who have been in possession of a PhD for longer than 6 years)
- Industry Specialists and Experts
- Visiting Academics (wishing to conduct research in Cyprus)

The Centre's strengths and specialisations lie in the following areas:

- Entrepreneurship
- Consulting
- Economics
- Strategy
- Strategic Management
- Economic Recession and Crisis Management
- Retail Management
- Tourism and Hospitality
- Human Resource Management
- Accounting and Finance
- Shipping
- Marketing
- Organisational Psychology



Publications and Data

The Cyprus Centre for Business Research brings out two publications, in addition to generating data relating to business activity in Cyprus through conducting primary



search. **Business Bulletin** – a bimonthly publication sent out to business executives, in which CIM's experts engage with current events and developments in various sectors, summarise their findings, and share their insights.

The Market: International Journal of Business – a new and revamped academic publication which aims to publish new research in the field of Business annually.

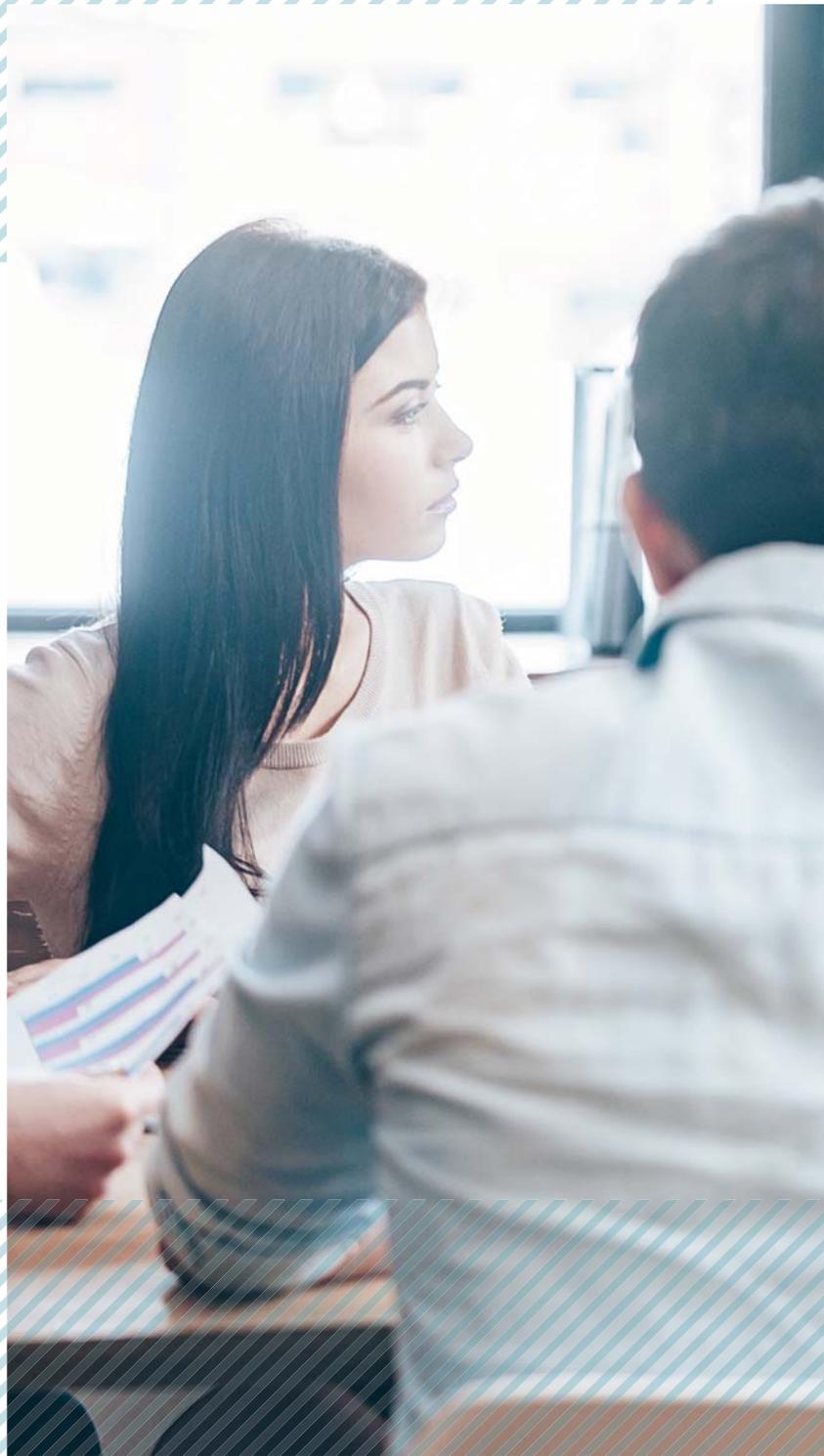
Data – CIM conducts annually a marketing research, in partnership with Cypronetwork, which it makes publicly available.



Become a member

Please download an application form at www.cima.ac.cy/research and return it to us at research@cima.ac.cy

www.cima.ac.cy/research



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