

# Invitation

## **Distinguished Public Lecture Series**

Thursday  
25 November, 2021  
18:15

Amphitheatre 1  
Tassos Papadopoulos Building  
Cyprus University of Technology  
Themidos and Ifigenias Corner  
Limassol



Cyprus  
University of  
Technology

The Department of Public Communication at the Cyprus University of Technology (CUT) cordially invites you to the inaugural **Distinguished Public Lecture Series** event.

We are honoured to be hosting

**Luiz Moutinho (BA, MA, PhD, MAE, FCIM)**

*Professor of Marketing, University of Suffolk, The Marketing School, Portugal,  
and University of South Pacific, Suva, Fiji*

who will deliver a public lecture on:

**The Future of Integrated Marketing Communications**

The welcome address will be delivered by *the Rector of CUT, Professor Panayiotis Zaphiris* and the discussion to follow will be moderated by *Emeritus Professor Yorgos Zotos*.

Seats are limited so we kindly request you to register here:

**<https://forms.gle/Xwj7S3bcY6dUGxzL7>**

no later than 20th November 2021

*Covid-19 measures apply.*

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## Short Bio of **Professor Luiz Moutinho**

Prof. Moutinho has published, 35 books and over 156 articles in academic journals and has 17,987 citations of his work on:

- marketing and management futurecast,
- Artificial Intelligence,
- Biometrics and Neuroscience in Marketing,
- Futures Research Algorithmic self,
- EmoWear - a Wearable Tech Device that detects Human Emotions
- Evolutionary Algorithms,
- Human-Computer Interaction,
- The Use of Artificial Neural Networks in Marketing,
- Modelling Processes of Consumer behaviour and Tourism Futurecast

He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, and supermarket patronage, among other areas. Professor Moutinho is the Founding Editor-in-Chief of the Journal of Modelling in Management (JM2) and Co-editor-in-Chief of the Innovative Marketing Journal. He has another 4 associate editorships as well as being in the editorial boards of another 47 international academic journals.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 32 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. He has held Visiting Professorship positions at numerous universities in China, Lithuania, Austria, New Zealand, Denmark, Slovenia, Portugal, Hungary, Taiwan, Brazil, Colombia, Fiji and Cyprus. During 2015 - 2017 he was professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains - BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland.

In 2020 he was elected as the member of Academia Europaea (the Academy of Europe) for his outstanding contribution to the advancement and propagation of excellence in scholarship.

## Short Bio of **Emeritus Professor Yorgos Zotos**

Yorgos Zotos is Emeritus Professor at the Department of Economics, Aristotle University, Thessaloniki, Greece and at the Department of Communication and Internet Studies, Cyprus University of Technology. He holds a Ph.D. from Aristotle University of Thessaloniki, Greece, MBA from University of Minnesota, Minneapolis, USA and a Bachelor's Degree from University of Macedonia, Thessaloniki, Greece.

His areas of research interest include Advertising (Content Analysis, Emotional appeals, Stereotypes, Gender Advertising and Social Aspects of Advertising), Quantity Surcharge, Consumer Behavior (Attitudes Measurement, Organic products), Cross-country Comparisons in Marketing.

Professor Yorgos Zotos has published 6 books and 4 research Monographs, 1 Collected Volume, Rutledge, 62 articles in Refereed International Academic Journals and 77 articles in proceedings in International Conferences (peer reviewed). He has received 2776 academic citations, the h-index of 18 and the i10-index of 30 (Google Scholar, 11th November 2021). He participated in 21 research international projects (in 13 of them as the principal investigator).

Yorgos Zotos has been a Full Professor for 24 years and held posts at Aristotle University of Thessaloniki, Greece, Cyprus University of Technology, University of Rhode Island, Kingston, U.S.A. He was Visiting Professor at University of Pennsylvania, Wharton Business School, Philadelphia, U.S.A., and at Canterbury University, Christchurch, New Zealand.

He was invited as a distinguished lecturer by CASS (Chinese Academy of Social Sciences), Beijing, China, Sept. 3-23, 2010 and as a keynote speaker by the International Conference on Strategic Innovative Marketing, Prague, Sept. 17-19, 2013. He was also invited to deliver research seminars in the following Universities in U.S.A., Europe and Asia: University of Minnesota, Minneapolis U.S.A., Marquette University, Wisconsin, U.S.A., University of Rhode Island, Kingston, U.S.A, New York City University, Baruch College, Zicklin School of Business, N.Y, U.S.A, University of Perugia, Italy, University of Valencia, Spain, University of Economic Sciences, Budapest, Hungary, Jagellonian University, Krakow, Poland, Charles University Prague, Czech Republic, Beihang University, Beijing, China, Chinese Academy of Social Sciences, Beijing, China, Athens University of Economics and Business, Greece, IPantion University, Athens, Greece, Macedonia University, Thessaloniki, Greece, Technological Institution, Thessaloniki, Greece, Technological Institution, Kavala, Thessaloniki.