



Academic Personnel Short Profile / Short CV

University:	Cyprus University of Technology
Surname:	Gregoriades
Name:	Andreas
Rank/Position:	Associate Professor
Faculty:	Communication and Media Studies
Department:	Communication and Marketing
Scientific Domain: *	E-commerce and Information Systems

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD in Computation	2000	UMIST, Manchester, UK.	Computation	Business Process Simulation using System Dynamics and Business Objects
MPhil in Computation	1997	UMIST, Manchester, UK.	Computation	Software Change Impact Analysis
BSc in Computation	1996	UMIST, Manchester, UK.	Computation	



Employment history in Academic Institutions/Research Centers – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
2021	Date	Cyprus University of Technology	Cyprus	Associate Professor
2015	2021	Cyprus University of Technology	Cyprus	Assistant Professor
2008	2015	European University Cyprus	Cyprus	Associate Professor
2006	2008	University of Surrey	UK	Lecturer

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2024	Supporting organizational decisions on how to improve customer repurchase using multi-instance counterfactual explanations	Artelt A.	Decision Support Systems	11424 9	
2	2024	Using Task Support Requirements during Socio-Technical Systems Design	Sutcliffe A.	Systems	12(9)3 48	
3	2023	Explaining tourist revisit intention using natural language processing and classification techniques	Pampaka M., Herodotou H., Christodoulou E.	Journal of Big Data	10	2196- 1115
4	2021	Supporting digital content marketing and messaging through topic modelling and decision trees	Pampaka M., Herodotou H., Christodoulou E.	Expert Systems with Applications	184	11554 6
5	2020	Electronic word of mouth analysis for new product positioning evaluation	Pampaka M.	Electronic Commerce Research and Applications	42	10098 6
6	2019	Reflecting on the design process for virtual reality applications	Sutcliffe A.S., Poullis, C.	International Journal of HCI	35(2)	168- 179

7	2018	Simulation-based evaluation of an in-vehicle smart situation awareness enhancement system	Sutcliffe A.S.	Ergonomics Journal	61(7)	947-965
8	2013	Black spots identification through a Bayesian Networks quantification of accident risk index	Mouskos, K	Transportation Research Part C: Emerging Technologies	28	28-43
9	2010	Assessing Critical Success Factors for Military Decision Support	Louvieris P.	Expert Systems with Applications	37(12)	8229-8241
10	2010	Human-Centred Safety Analysis of Prospective Road Designs	Louvieris P., Papageorgiou G., Sutcliffe A.S.	IEEE Transactions on Systems, Man and Cybernetics, Part A	40(2)	236-250

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)

Ref. Number	Date	Title	Funded by	Project Role*
1	2022-Date	Fintech and Artificial Intelligence in Finance - Towards a transparent financial industry	EU	Management Committee Member
2	2017-2022	Wider Impacts and Scenario Evaluation of Autonomous and Connected Transport	EU	Management Committee Member
3	2015-2018	Social networks and travel behaviour	EU	Management Committee Member
4	2013-2015	Towards Autonomic Road Transport Support Systems	EU	Management Committee Member

5	2012-2015	A State-of-the-art VR CAVE Facility for the Advancement of Research and Development in Cyprus	Research and Innovation Foundation (CY)	Partner
6	2011-2014	Reducing Environmental Footprint based on Multi-Modal Fleet management Systems for Eco-Routing and Driver Behaviour Adaptation	EU FP7	Researcher
7	2008-2010	Integration of Bayesian Belief network with Dynamic Traffic Assignment for Improved Road Safety Management	Research and Innovation Foundation (CY)	Partner
8	2006-2008	Accident Prediction Early Warning System	Research and Innovation Foundation (CY)	Principal Investigator
9	2004-2006	Decision Support System Using Dynamic Parsimonious Information Fusion Architectures.	DSTL	Researcher
10	2000-2004	Systems Integration for Major Projects.	EPSRC UK	Researcher

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*



**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Awarded by:
1	2011	An Intelligent System to Enhance Traffic Safety Analysis	Best paper, International Conference on Performance, Safety and Robustness in Complex Systems and Applications
2	2002	Assessing the Reliability of Socio-technical Systems”,	Best paper, Annual Symposium of the International Council on Systems Engineering (INCOSE)