

KEYNOTE ADDRESS
THE PERSISTENCE OF SCHOLARLY ACTIVITIES IN AN IDIOSYNCRATIC
ACADEMIC WORLD

Demetris Vrontis

Dean and Director, University of Nicosia
President, EuroMed Research Business Institute
Editor-in-chief, EuroMed Journal of Business
d.vrontis@unic.ac.cy

ABSTRACT

Academics across the world are facing today an increasing pressure to publish their work in top tier peer review journals and to present it in internationally acknowledged venues. Implicitly, their 'market value' and 'recruitment marketability' is inexorably linked with their academic performance, much as determined by the standard of their publications. Their scholar status is of paramount importance and directly related to their progression within the academic or administrative hierarchy of their university. Realistically, academics' scholarly performance, a token of their academic quality, also aids in securing their job in a currently turbulent economic environment. It enhances their reputation as well as that of their institution and makes them more attractive for potential fundraising and other consulting opportunities. More importantly however, and beyond personal gains, research and knowledge development provide invaluable contributions to theory and practice. They improve teaching, training, consulting and learning, inject the economy with scientific contributions, and forge tomorrow's societies. This presentation sheds light on the importance of academic development, outlines possible venues on research progression in an idiosyncratic academic world; and highlights the power of mentoring and networking as a means to academic success; success as individuals, as institutions and as a society.