

Theofilos Tzanidis  
Senior Lecturer  
School of Business and Creative Industries  
School of Business and Creative Industries

## Overview

Theo Tzanidis is a Senior lecturer in Digital Marketing, a School Digital Media and Communications Lead and lecturing in Digital Marketing in the School of Business & Creative industries at UWS. He is also a Member of the Industry Advisory Board of the Digital Marketing Institute, an international digital marketing standards council consisting of Google, Twitter, Facebook, LinkedIn, Microsoft, IBM, Vodafone among others. Theo had launched and successfully led UWS M.Sc. Digital Marketing programme, now a leading postgraduate programme in Scotland in its discipline. Previously Theo has worked extensively with digital transformation consulting projects providing digital marketing automation, digital communications, digital enterprise & corporate transformation using Digital Social and Transformational Technologies. Theo has led previously digital transformation as Head of Marketing for a large construction company.

Theo is working as PI/Lead Academic to two Knowledge Transfer Partnership projects Digital Transformation Projects and as part of the academic team of experts on two other Digital Transformation focused KTPs. Theo is conducting research and consultancy projects in the new field of business and management (Digital Transformation) aiming to transform business by restructuring and digitising traditional business processes using novel technologies. He also works with projects that require the application of new technologies in non-business disciplines such as Health, Culture and Arts, Politics and Governance and the Third Sector.

Theo Tzanidis pioneered a higher education digital transformation, using innovative new technologies. He co-Created, with Dr Matthew Frew, the accelerated and Immersive Education approach which was shortlisted for the 2018 Guardian, Herald and Pioneer Awards for the innovative application of VR/AR/Digital to embed technology and reshape how students are taught at UWS.

## Qualifications

PG Cert. In Research Methods, University Of The West Of Scotland  
5 Aug 2007 → 8 May 2009  
Award Date: 23 Aug 2008

Master of Science, International Marketing, University Of The West Of Scotland  
13 Aug 2004 → 11 Jul 2006  
Award Date: 19 Jul 2006

Bachelor of Arts (Hons.), B.A. (Hons) in International Marketing & Information Technology, University Of The West Of Scotland  
13 Aug 2000 → 12 Aug 2004  
Award Date: 22 Jul 2004

Associate of the Higher Education Academy

Full Member of the Chartered Institute of Marketing

Full Member of the Marketing Academy

Google Certified Teacher, Google Teacher Academy

Google IQ, Ad words, Analytics & Adsense Certified

## Employment

### Senior Lecturer

Senior Lecturer  
School of Business and Creative Industries  
University Of The West Of Scotland  
5 Jan 2015 → present

### Doctor of Philosophy, Research Business & Enterprise

School of Business and Creative Industries  
University Of The West Of Scotland  
1 Oct 2007 → present

### DMI- Member of the Industry Advisory Council

Digital Marketing Institute

Ireland

15 Feb 2017 → present

## Research output

### **Growth hacking: leveraging hyper-scalability, hyper-specialization, and human-centric strategies for competitive advantage**

Scuotto, V., Tzanidis, T., Murray, A. & Del Giudice, M., 31 Mar 2025, In: *Journal of Business Research*. 190, 16 p., 115217.

### **Integrating UDL and AI: a reflexive account of the Digital Maieutic Project team**

Tzouramani, E., Manousou, C. & Tzanidis, T., 10 Mar 2025.

### **Metaverse events: hyperreal performativity of the synthetic self**

Frew, M., Flinn, J. & Tzanidis, T., 10 Jul 2024.

### **B2B green marketing strategies for European firms: implications for people, planet and profit**

Tzanidis, T., Magni, D., Scuotto, V. & Maalaoui, A., 29 Feb 2024, In: *Industrial Marketing Management*. 117, p. 481-492 12 p.

### **Chief Digital Officer and organizational creativity toward digitalization**

Scuotto, V., Magni, D., Theofilos, T. & Del Giudice, M., 2024, In: *IEEE Transactions on Engineering Management*. 71, p. 13775-13786 12 p.

### **Guardrails for the future: how digital humanism guides responsible technological convergence**

Tzanidis, T., Scuotto, V., Cavallo, F. & Fait, M., 2024, *Proceedings of the International Forum on Knowledge Asset Dynamics 2024*. Matera, Italy: Institute of Knowledge Assets Management

### **Events and the metaverse: a DARQ future?**

Frew, M., Tzanidis, T. & Flinn, J., 31 Aug 2023, *Virtual Events Management: Theory and Methods for Event Management and Tourism*. Brown, T. & Drakeley, C. (eds.). Oxford: Goodfellow Publishers Ltd, 17 p.

### **The digital humanism era triggered by individual creativity**

Scuotto, V., Tzanidis, T., Usai, A. & Quaglia, R., 31 Mar 2023, In: *Journal of Business Research*. 158, 9 p., 113709.

### **Abba and Tupac in the metaverse: how digital avatars could be the bankable future of band touring**

Tzanidis, T. & Langston, S., 14 Apr 2022, *The Conversation*.

### **Reflecting on the launch of a digital transformation project in a construction company: challenges around the adoption of digital tools and technologies**

Hunter, D., Reid, E., Tzanidis, T., Tarbert, H. & Frew, M., 23 Jun 2020, (Accepted/In press) *Proceedings of the 36th Annual IMP Conference and Doctoral Colloquium*.

### **Genetically modified foods: risk assessment, legislation, consumer behavior, and ethics**

Varzakas, T. & Tzanidis, T., 22 Sept 2015, *Encyclopedia of Food and Health*. Caballero, B., Finglas, P. M. & Toldrá, F. (eds.). Elsevier B.V., p. 204–210 7 p.

### **Using social media in an educational context to enhance brand loyalty: an exploratory case study**

Lacka, E., Stevens, L., Conlan, E. & Tzanidis, T., 14 Jul 2014.

### **Exploring genetically modified food attitudes in a post economic crisis setting: a qualitative study of the Greek perspective**

Tzanidis, T., Stevens, L., Balaraman, P. & Lacka, E., 2014.

## Activities

### **Meta Educators Community Summit**

Tzanidis, T. (Invited speaker)  
11 Nov 2024

### **Hainan Normal University CPD**

Gilardi, M. (Organiser), Hamilton, D. (Invited speaker) & Tzanidis, T. (Invited speaker)  
11 Jul 2022 → 22 Jul 2022

### **O'Neil Gas KTP**

Tzanidis, T. (Consultant), Frew, M. (Consultant), Tarbert, H. (Consultant) & Guo, S. (Consultant)  
25 May 2021 → 1 Mar 2022

### **YMCA -Youth Educational Board Singapore**

Frew, M. (Visiting researcher) & Tzanidis, T. (Visiting researcher)  
5 May 2018 → 18 May 2018

### **Imperial College of Business Studies**

Frew, M. (Visiting researcher), Tzanidis, T. (Visiting researcher) & Ledger, K. (Visiting lecturer)  
10 Feb 2018 → 18 Feb 2018

### **Scotland China Education Network**

Tzanidis, T. (Visiting researcher) & Frew, M. (Visiting researcher)  
30 Jan 2018

### **Digital Marketing Development-for Therma-Chem**

Tzanidis, T. (Consultant)  
12 Dec 2017

### **Using Social, Digital and Transformational Technologies to deliver 21st century "Care at Home ".**

Tzanidis, T. (Speaker) & Frew, M. (Speaker)  
14 Sept 2017

### **British Academy of Management Annual Conference 2014**

Tzanidis, T. (Invited speaker)  
10 Sept 2017

### **Balmaha (Oak Tree Inn) -VR Business Case Study**

Frew, M. (Consultant), Tzanidis, T. (Consultant), Livingstone, R. (Consultant), Tarbert, H. (Consultant), Murray, A. (Consultant) & Ledger, K. (Consultant)  
8 Aug 2017 → ...

### **Develop an International Website for the School of Business and Enterprise.**

Tzanidis, T. (Consultant), Ledger, K. (Consultant) & Frew, M. (Consultant)  
6 Aug 2017 → ...

### **University in Haikou, China**

Tzanidis, T. (Visiting researcher), Livingstone, R. (Visiting researcher), Tarbert, H. (Visiting researcher) & McLaughlin, C. (Visiting lecturer)  
9 May 2017 → 22 May 2017

### **Developing Website, Social media and Content communication for Group on Men's Violence Against Women and Children**

Tzanidis, T. (Consultant), Frew, M. (Consultant), Hatton, W. (Advisor) & Ledger, K. (Consultant)  
8 May 2017 → 17 Sept 2017

**Study portals DM agency- Workshops**

Tzanidis, T. (Speaker) & Didsbury, A. (Speaker)  
13 Apr 2017 → 20 Apr 2017

**SCVO Research: Design**

Tzanidis, T. (Advisor) & Ledger, K. (Consultant)  
13 Mar 2017

**Digital Marketing Institute (External organisation)**

Tzanidis, T. (Chair)  
5 Feb 2017

**The launch of UWS Business School Enterprise Zone**

Frew, M. (Organiser), Scuotto, V. (Organiser), Murray, A. (Organiser) & Tzanidis, T. (Organiser)  
19 Jan 2017 → 20 Jan 2017

**UWS International Engagement Week #UWSIEW**

Frew, M. (Organiser), Scuotto, V. (Organiser), Tzanidis, T. (Organiser) & Livingstone, R. (Organiser)  
24 Oct 2016 → 28 Oct 2016

**2016 UWS Festival of Learning**

Tzanidis, T. (Invited speaker) & Frew, M. (Invited speaker)  
15 Jun 2016 → 17 Jun 2016

**Advanced Digital Marketing Conference (External organisation)**

Tzanidis, T. (Chair) & Frew, M. (Chair)  
1 Feb 2016 → ...

**School of Business and Enterprise -Digital Marketing Development**

Tzanidis, T. (Consultant)  
15 Jul 2015 → 28 Sept 2016

**Accelerated Education and Immersive Enterprise**

Frew, M. (Consultant) & Tzanidis, T. (Consultant)  
5 May 2015 → ...

**Academy of Marketing Prize**

Tzanidis, T. (Invited speaker)  
5 Jul 2014 → 11 Jul 2014

**Prizes****AM2014 Place Marketing and Branding Track Prize**

Tzanidis, T. (Recipient), 14 Jul 2014

**Collaborating Award for Teaching Excellence: Accelerated and Immersive Education**

Frew, M. (Recipient), Murray, A. (Recipient) & Tzanidis, T. (Recipient), 5 Aug 2019

**Member of the Industry Advisory Council - Digital Marketing Institute**

Tzanidis, T. (Recipient), 14 Feb 2017

**The Guardian Education Award**

Frew, M. (Recipient), Tzanidis, T. (Recipient) & Murray, A. (Recipient), 15 May 2018

**The Herald Higher Education Awards- Shortlist- Innovation Use of Technology Award – Sponsored by Jisc- Submission Title: Pioneering Immersive Education with a Digital Heartbeat**

Frew, M. (Recipient), Tzanidis, T. (Recipient) & Murray, A. (Recipient), 15 Aug 2018

**The Pioneer Awards 2018- Finalist Digital innovation of the Year**

Frew, M. (Recipient), Tzanidis, T. (Recipient) & Murray, A. (Recipient), 7 Sept 2018

**UKAIS Teaching Innovation Grant**

Tzanidis, T. (Recipient), Manousou, C. (Recipient) & Tzouramani, E. (Recipient), 2024

**Press / Media****Are digital avatars the future of music touring?**

Langston, S. & Tzanidis, T.

22/04/22

1 Media contribution

**Are digital avatars the future of music touring?**

Tzanidis, T.

22/04/22

1 Media contribution

**How Microsoft's Activision Blizzard takeover will drive metaverse gaming into the mass market**

Tzanidis, T., Frew, M. & Frew, M.

19/01/22 → 6/04/22

6 items of Media coverage, 1 Media contribution

**I just watched Biggie Smalls perform 'live' in the metaverse**

Tzanidis, T.

16/12/22

1 Media contribution

**Interview by Scotsman-Society urged to take stand against internet bullies**

Tzanidis, T.

15/07/17

1 Media contribution

**Jack Dorsey's decision to quit Twitter is not a vote of confidence in future of social media**

Tzanidis, T.

1/12/21 → 2/12/21

4 items of Media coverage, 1 Media contribution

**LinkedIn at 20: how a new breed of influencer is transforming the business networking giant**

Tzanidis, T.

23/12/22

1 Media contribution

**Paisley Express Article- Advisory Council Role for Lecturer**

Tzanidis, T.

7/03/17

1 item of Media coverage

### **Real estate in the metaverse is booming. Is it really such a crazy idea?**

Tzanidis, T.

6/01/22 → 9/04/22

6 items of Media coverage, 1 Media contribution

### **Six big digital trends to watch in 2022**

Tzanidis, T.

1/12/21 → 31/01/22

8 items of Media coverage, 1 Media contribution

### **The fate of Twitter matters to us all**

Tzanidis, T.

28/11/22

1 Media contribution

## **Awards**

### **KTP - SME - Houston Kiltmakers**

Tzanidis, T. (PI), Tzouramani, E. (Col), Omeihe, K. (Col), Frew, M. (Col) & Salva Garcia, P. (Col)

## **Impacts**

### **Arran 'World Centre for Digital Centre of Excellence' project**

Frew, M. (Participant), Tzanidis, T. (Participant), Tarbert, H. (Participant), Murray, A. (Participant) & Ledger, K. (Participant)