

Curriculum Vitae
Prof. Dr.
Marketing Management

Name: Mustafa
Surname: Tümer

Education

	<u>Entry Date</u>	<u>Graduation Date</u>
Lefkoşa Turkish Maarif College	1978-79	1983-84
B.Sc. Department of Economics, Eastern Mediterranean University	Fall 1987-88	Fall 1990-91
M.B.A. Department of Business Administration, Eastern Mediterranean University	Spring 1990-91	Fall 1992-93
Ph.D. Department of Business Administration (Marketing Management) University of Uludağ	Fall 1993-94	November 1999

Scientific and Professional Development

- 1) Limasol Turkish Insurance Company, Board Member (22 September 2021 –)
- 2) Limasol Turkish Cooperative Bank, Board Member (28 January 2013 – 27 October 2017)
- 3) Limasol Turkish Cooperative Bank, Vice-Chairman of the Board of Directors (18 September 2015 – 27 October 2017)
- 4) Journal of Cyprus Studies, Editorial Board Member (28 August 2017 – 31 August 2020)
- 5) ECSB – European Council of Small Business (VP – 2005-2014)
- 6) The Committee for Small and Medium Size Enterprises, TRNC Ministry of Finance and Economics, August 2010 – September 2012.
- 7) ICSB – International Council of Small Business (Member) 2005 –
- 8) The Committee for Small and Medium Size Enterprises, TRNC Ministry of Finance and Economics, May 2004 – July 2004.
- 9) The Committee for Privatisation, TRNC Ministry of Finance and Economics, Ocak 2002 – Haziran 2004
- 10) Cyprus Academic Forum, Nicosia, Cyprus.
- 11) Society for International Development, (Member) Lefkosha Chapter.
- 12) Center for European Studies, (Member) Nicosia, Cyprus

Academic and Administrative Experience

<u>Duty</u>	<u>Department, University</u>	<u>Period</u>
Full Time Lecturer	Department of Business Administration, Faculty of Business and Economics	1 September 2020 –
Director	GIMER – Entrepreneurship and Innovation Centre	2 September 2011 –
Board Member	Famagusta Technology and Development Area (Teknopark)	5 October 2015 –
Rector	Cyprus Social Sciences University	14 August 2017 – 31 August 2020
Director	Institute of Graduate Studies and Research	October 2016 – August 2017
Chair	Department of Business Administration, Eastern Mediterranean University	September 2010 – September 2016
Vice Chair	Department of Business Administration, Eastern Mediterranean University	August 2003 – August 2010
Full Time Instructor	Department of Business Administration, Eastern Mediterranean University	Spring 1999-00 – August 2017
Part Time Instructor	Faculty of Tourism, Eastern Mediterranean University	Spring 1997-98 Fall/Spring 1998-99
Part Time Instructor	Department of Business Administration, European University of Lefke (MBA Program)	Spring 1997 Fall/Spring 1997-1998 Summer 1998 – Fall 1998-99
Part Time Instructor	Department of Business Administration, Girne American University (MBA Program)	Spring 1996-97 Fall 1997-98
Part Time Instructor	Department of Business Administration, Eastern Mediterranean University	Spring 1992-93 Summer 1993 Fall 1994-95 – Fall 1999-2000
Research Assistant	Department of Business Administration, Eastern Mediterranean University	Fall/Spring 1990-91 Fall 1992-93
Student Assistant	Department of Economics, Eastern Mediterranean University	Fall 1989-90 Fall 1990-91

Invited Instructor/Speaker

- Tümer, M (2020), *Key Note Speaker*, Gorajde, Bosnia Herzegovina, Communication Economics Organization International Congress, 18-20 December 2020. (On-Line Congress)
- Tümer, M (2019), *Key Note Speaker*, Bangladesh 29-30 October 2019, University of Dhaka, Bangladesh.
- Tümer, M (2016), International Marketing Strategy, *Sharif University of Technology*, Kish Campus, Iran.
- Tümer, M (2014), Business Research Methods, *Prince Sultan College of Business*, Abha Campus, Saudi Arabia, Summer School 2014.
- Tümer, M (2015), Business Research Methods, *Prince Sultan College of Business*, Abha Campus, Saudi Arabia, Summer School 2015.
- Tümer, M (2012), ECPR Winter School in Methods and Techniques, *University of Vienna*, Vienna, Austria, 11 February – 18 February, 2012.
- Tümer, M (2012), *Universita Degli Studi Napoli Federico II*, Napels, ITALY. Summer School 3 - 15 July 2012

Conference Organizer

Member, Committee	Organizing	5 th International EMI Entrepreneurship & Social Sciences Congress	20-30 June 2020 - Gostivar
Chair, Committee	Organizing	28 th World Business Congress	12 – 16 June 2019, Nicosia
Chair, Committee	Organizing	3 rd International EMI Entrepreneurship & Social Sciences Congress	28-30 June 2019, Nicosia
Member, Committee	Organizing	4 th International EMI Entrepreneurship & Social Sciences Congress	29-30 November 2019, İstanbul
Member, Committee	Organizing	Kıbrıs'ta Osmanlı Öncesi Türkler Sempozyumu	13-15 May 2019, Nicosia
Chair, Committee	Organizing	2 nd International EMI Entrepreneurship & Social Sciences Congress	9-11 November 2018, Kapadokya
Chair, Committee	Organizing	1 st International EMI Entrepreneurship & Social Sciences Congress	27-29 April 2018- Nicosia
Chair, Committee	Organizing	24 th World Business Congress	27 – 31 May 2015, Famagusta
Chair, Committee	Organizing	2 nd International Conference on Small Business and Entrepreneurship	24 – 27 February 2011, Famagusta
Chair, Committee	Organizing	10. Ulusal Pazarlama Konferansı, “Uluslararası Pazarlama”	16-19 November 2005
Chair, Committee	Organizing	1 st International Conference on Small Business and Entrepreneurship	3-4 January 2002, Famagusta

Scholarships

<u>Evaluating Institution</u>	<u>Subject</u>	<u>Dates</u>
European Union	Post Graduate Studies	1 st July – 1 st September 2015
Fulbright Commission	Short Term Training in USA	6 th July – 15 th August 2011
Fulbright Commission	Short Term Training in USA	6 th June – 15 th July 2004
TRNC Ministry of Education, PhD Scholarship Program	Scholarship for Ph.D. Education in Uludağ University, Turkey	October 1993 - July 1996
Nadir Group	Scholarship for University Education in Department of Economics, Eastern Mediterranean University	1988-1990

Courses Taught

Course Code	Course Name
MRKT 301	Principles of Marketing (undergraduate course)
MGMT 324	Small Business Management (undergraduate course)
MRKT 402	Marketing Research (undergraduate course)
MRKT 403	Applied Marketing Research (undergraduate course)
MRKT 409	International Marketing Management (undergraduate course)
MRKT 501	Marketing Management (Graduate Course)
MRKT 506	Advanced Marketing Research (Graduate Course)
MGMT 580	Statistics and Data Analysis (Graduate Course)
MGMT 588	Research Methods for Business Studies (Graduate Course)
THM 417	Research Methods (undergraduate course)
MRKT 601	Marketing Theory (PhD – Course)
MRKT 602	Strategic Marketing (PhD – Course)

National and International Projects

Konu	Destekleyen/Görevi	Date(s)
TRNC Incubation Centre Establishment Project	Turkish Cypriot Chamber of Commerce, Foreign Economic Relations Board of Turkey (DEİK), İstanbul Technical University, İTÜ-ArıKent, Eastern Mediterranean University	August 2021 –
TRNC Industrial Areas Due Delligence	Turkish Cyprus Chamber of Industry –Development and Cooperation Office of Turkey – Project Coordinator	September 2019 – June 2020
TRNC High School Entrepreneurship Competition	Development and Cooperation Office of Turkey – Project Coordinator	March 2018, March 2019, March 2020, March 2022
North Cyprus Industry Strategic Plan and Industry Inventory	Turkish Cyprus Chamber of Industry –Development and Cooperation Office of Turkey – Project Coordinator	November 2015 – January 2017
Restructuring EVKAF – Cyprus Foundation Administration (Cyprus Waqf) Phase II	Cyprus Foundation Administration – EVKAF Cyprus, Project Coordinator	October 2014 – December 2016
Training of Women and Institutionalization of Businesses in TRNC	İKD (Women Association) – TRNC Ministry of Labor	June 2015 – January 2016
Restructuring EVKAF – Cyprus Foundation Administration (Cyprus Waqf) Phase I	Cyprus Foundation Administration (Cyprus Waqf) – EVKAF Cyprus, Project Coordinator	October 2013 – October 2014
Analysis of North – South Trade Shift between Turkish Republic of Northern Cyprus	Minister of Economics and Trade, Turkish Republic of	March 2012 – August 2013

(KKTC) and South Cyprus Administration and Policy Recommendations for the North	Northern Cyprus, Project Coordinator	
Restructuring KOOP-SÜT State Owned Enterprise	KOOP – SÜT, Project Coordinator	August 2011 – April 2011
Dairy Producers Association Research	Diary Producers Association Project Coordinator and Analyst	August 2010 – November 2010
Cyprus Turkish Chamber of Industry Research	Project Coordinator	April 2010 – August 2010
Cyprus Turkish Chamber of Industry Research	Project Coordinator and Analyst	July 2009 – September 2009
Measuring the Service Quality Zone of Tolerance for Retailers in TRNC	TRNC Ministry of Education Project Coordinator and Analyst	February 2008 – November 2009
AYEC Business Plan Competition II	USAID / TRNC Koordinatörü	Kasım 2007 – Mayıs 2008
Glass Ceiling Research in TRNC	TRNC Ministry of Education Analyst	November 2007 – December 2008
AYEC Business Plan Competition I	USAID / Coordinator in the North Cyprus	November 2006 – May 2007
Census of Manufacturing SMEs	TRNC Ministry of Education Project Coordinator and Analyst	December 2004 - August 2005
Public Opinion Survey before the General MP Elections in North Cyprus	SUAL Reserch Company	September 2004 November 2004
Detailed survey of North Cyprus SMEs in the Manufacturing Sector	For PhD Thesis	April 1998 – September 1998

Publications

<u>Journal</u>	<u>Article Title</u>
R.O. Olaoke, S.W. Bayighomog, M Tümer, Journal of Brand Management, Vol 28, 2021.	Nonlinear relationship between brand experience and customer satisfaction in the hospitality sector: an exploratory study
R Cheraghalizadeh, H Olya, M Tumer – “Sustainability”, Vol 13, Issue 7, 2021.	The Effects of External and Internal Factors on Competitive Advantage—Moderation of Market Dynamism and Mediation of Customer Relationship Building
S. Ayrom, M. Tümer, The Service Industries Journal, 3 July 2020	Effects of Internal Branding and brand oriented leadership on work related outcomes
M. Tümer, I. Aghaei, E. Öney, Y.N. Eddine, Journal of Research in Emerging Markets, Vol.1, No:4, 2019	The impact of traditional and social media marketing on customers’ brand trust and purchase intentions in the Turkish airline market
S. Othman Qasim, M. Tumer, A.Ozturen & H. Kilic, Journal Current Issues in Tourism, 20 December 2019	Mediating role of legal services in tourism development: a necessity for sustainable tourism destinations

Hossein.T. Olya, Pourya Bagheri, Mustafa Tümer, International Journal of Contemporary Hospitality Management, 10 June 2019, Pages 2509-2525	Decoding behavioural responses of green hotel guests A deeper insight into the application of the theory of planned behaviour
R Cheraghalizadeh, M Tümer, Journal of Hospitality and Tourism, Volume 31, June 2017, Pages 265-272.	The effect of applied resources on competitive advantage in hotels: Mediation and moderation analysis
I.Aghaei, A. Sokhanvar, M. Tümer, International Conference on Applied Economics and Finance, Conference Full-Paper Proceedings Book, 5-6 December 2016	The Importance of Effective Socioeconomic Conditions, Government Policies and Procedures Factors for Entrepreneurial Activity: Using Fuzzy Analytic Hierarchy Process in Eight Developing Countries)
Tümer, M; Dehghani, M; Computers in Human Behavior, Vol:49, Aug.2015. (ISSN: 0747-5632)	A Research on Effectiveness of Facebook Advertising on Enhancing Purchase intention of consumers
Dalci, I; Arasli, H; Tümer, M; Baradarani, S Journal of Accounting in Emerging Economies, Vol. 3, no. 2. (2013)	Factors That Influence Iranian Students' Decision to Major in Accounting. Emerald Group Publishing Ltd.
F. G. Lisaniler, M. Tümer; Munich Personal RePEc Archive (MPRA) Paper No. 72918, posted 11 Jan 2017	Competitiveness of manufacturing enterprises in North Cyprus: A firm level analysis.
Katircioğlu, S; Tümer, M; Kılınç, C; African Journal of Business Management, Vol 5, No: 14 (2011)	Bank selection criteria in the banking industry: An empirical investigation from customers in Romanian cities
Nadiri H., Tümer M., Journal of Business Economics and Management, September 1 2010	Influence of Ethnocentrism on consumers' intention to buy domestically produced goods: an empirical study in North Cyprus
Nadiri H., Tümer M., <i>E+M, Ekonomie + Management</i> , Vol.:XII, Issue:2,2009, pp.127 – 139.	Retail Service Quality And Behavioural Intentions: An Empirical Application Of The Retail Service Quality Scale In Northern Cyprus
Araslı H., Tümer M., <i>Social Behavior and Personality – An International Journal</i> , Vol.:39, Issue: 9, October 2008, pp.1237-1250.	“Nepotism, Favoritism And Cronyism: A Study Of Their Effects On Job Stress And Job Satisfaction In The Banking Industry Of North Cyprus”
Tümer, M; Review of Social, Economic and Business Studies, Volume 2, Fall 2002-2003, EMU Press., pp.132-150	Impact of Information Technology on Organizational Strategic Variables: A Study in Hospitality Industry in Antalya and Turkish Republic of Northern Cyprus
Tümer, M; Review of Social, Economic and Business Studies, Volume 1, Issue 1, Fall 2001-2002	The influence of Internet Advertising on the University Students' Purchase Behavior
H Demir, A Şahin, M Tümer, A Review of Social, Economic & Business Studies, 2001	İnternet Reklâmlarının Türleri Ve Üniversite Öğrencilerinin Satın Alma Davranışları Üzerindeki Etkileri
Tümer, M; Journal for Cypriot Studies Volume 3, Issue 4, Autumn 1997, EMU Press.pp.158-175.	Productivity Comparisons Among Regions and Different Groups of Producers in Citrus Production in the Turkish Republic of Northern Cyprus

Book Chapter

Book	Chapter Name
Global Entrepreneurship and Current Developments Publication No: 4222 Business-Economics Series: 1158, 1 st Edition: October 2021 ISBN: 978-625-436-078-7	Restaurant Entrepreneurship: Case of North Cyprus Eziç

Conferences

Organized By	Place and Date	Authors	Title
University of Dhaka, Bangladesh	Dhaka, Bangladesh 29-30 October 2019	Tümer, M.	Entrepreneurship in Turkish Republic of Northern Cyprus, Key note Speaker
International Council for Small Business	Cincinnati, USA. 24 – 27 June 2010	Tümer, M; Karadal, H.	Measuring the Entrepreneurial Attitude of the University Students Studying in Turkey and Cyprus
Ankara Üniversitesi-SBF, Warwick University, Bucks New University	Antalya, Turkey. 6 – 9 April 2009	Tümer, M; Nadiri, H.	Market Orientation and Competitiveness of Service Businesses: A Study in North Cyprus
Ankara Üniversitesi-SBF, Warwick University, Bucks New University	Antalya, Turkey. 6 – 9 April 2009	Nadiri, H; Tümer, M	An Empirical Study to Measure Consumer Ethnocentrism and How Consumers' Evaluate Domestically Produced Cleaners at North Cyprus
2 nd International Conference. On. SMEs: Management-Marketing-Economic Aspects, Athens Institute for Education and Research	Lefkada, Greece. August 28-31, 2005.	Tümer, M; Uğural, S; Güven, F;	A Measurement Of Competitiveness For North Cyprus Manufacturing Industry
8 th National Marketing Congress, University of Erciyes, Faculty of Business and Economics	Kayseri, Turkey, 16-19 October, 2003	Tümer, M;	The Analysis of Export Problems of the Companies producing Cheese in TRNC
International Council for Small Business, 48 th World Conference	Belfast, Northern Ireland 15-18 June 2003	Tümer, M;	Internationalization of North Cyprus SMEs
7 th National Marketing Congress, Afyon Kocatepe University, Faculty of Business and Economics	Grand Özer Hotel, Afyon, Turkey 30 th May – 2 nd June, 2002	Tümer, M;	The Impact of the February 2001 Economic Crisis on the SMEs' Marketing and Cost Management Strategies: A Case Study, Aksaray and Yozgat

Eastern Mediterranean University, 1 st International Tourism Congress	Famagusta, North Cyprus 20-23 November, 2002	Tümer, M;	Impact of Information Technology on Organizational Strategic Variables: A Study in Hospitality Industry in Antalya and Turkish Republic of Northern Cyprus
University of Leicester	Ken Edwards Building, Leicester, UK. 27 th April, 2002	Tümer, M;	Measuring the Efficiency of Small Airlines in Europe: An Application of Data Envelopment Analysis
University of Erciyes, Faculty of Business and Economics	Hotel Dedeman, Nevşehir, Turkey 20 th October, 2001	Tümer, M;	Determining the Discriminating Factors of the SMEs Operating in the Manufacturing Sector of the Turkish Republic of Northern Cyprus
Çukurova University, Faculty of Business and Economics	Mithat Özhan Amphitheatre, Balcalı, Adana, Turkey 24 th May, 2000	Tümer, M;	Analysis of Export Marketing Problems of small and medium sized manufacturing enterprises in the Turkish Republic of Northern Cyprus
Allied Social Science Associations (ASSA)	Hyatt Regency Chicago, 3 rd January, 1998	Tümer, M;	Developing an Export Marketing Model for SME's of Manufacturing Industry in TRNC
Society for International Development and Eastern Mediterranean University Faculty of Business and Economics	Blue Hall Eastern Mediterranean University, Famagusta 27 th March, 1997	Tümer, M;	Globalization of Marketing: An impossible Dream

PhD Co-supervisionj

Hazırlayan	Başlık	Bölüm	Mezuniyet Tarihi
Pelin Bayram	Identification of Drivers of Customer Churn and their Relationship in the Turkish Mobile Telecommunication Industry	PhD, Department of Business, Girne American University	Fall 2014-2015 (Co-supervisor)

PhD Supervisions

Student	Title	Department	Dates
Rıdhwan Olatunji Olaoke	Effect of Brand Experience on Brand Satisfaction and Loyalty. A moderating effect of Word of Mouth, Gender and Consumer Personality	Department of Business, Eastern Mediterranean University	September 2017 – January 2022

Romina Cheraghizadeh	The Effect of Applied Resources on Competitive Advantage in Hotels: Mediation and Moderation Analysis	Department of Business, Eastern Mediterranean University	September 2014 – June 2021.
Pourya Bagheri	Modeling of Green Hotels Guests Behavioral Outcomes: A Combination of Theory of Planned Behavior and Value Belief-Norm Theory	Department of Business, Eastern Mediterranean University	February 2015 – February 2020
Shabnam Ayrom	Effect of Internal Branding on Employees Service outcome: Exploring the role of Mediators, the Case of North Cyprus Hotels	Department of Business, Eastern Mediterranean University	February 2015 – September 2020
Suhad Othman Qasim	Role of Legal Services in Tourism Development: A Case of the Republic of Iraq	Faculty of Tourism, Eastern Mediterranean University	February 2017 – August 2020
Iman Aghaei	Discovering Institutional Dynamics of Entrepreneurial Business Environment Development: Evidence from MENA's Oil Richest Countries	Department of Business, Eastern Mediterranean University	September 2015 – June 2019

Master Thesis Supervisions

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
AMBER CIDDI	ARABACI	Influence of Nepotism, Institutionalization and Environmental Factors on the Performance of SMEs: Case of TRNC	Master in Business Administration	Fall 2020-21
ADESO TAMAJONG	FRUNEUEH	Zero-Waste Shopping as a Consumer Behavior: The Case of North Cyprus	MA Marketing Management, EMU	Fall 2020-21
OMAYA	TUFFAHA	Competitiveness & Digital Marketing Strategies of SMEs	MA Marketing Management, EMU	Fall 2020-21
HIBA	EL ALLAMI	Influence of Customer Loyalty on Digital Marketing Strategies: Case of Millennials'	MA Marketing Management, EMU	Fall 2020-21
ABDALAZIZ	SURAKJI	The Impact of digitalization on the Marketing mix of the Islamic banks in Palestine	MA Marketing Management, EMU	Fall 2020-21
MERVAT	ALNAJI	Evaluating the Quality and Student Satisfaction towards the Online Education Services Provided by Eastern Mediterranean University during COVID-19 Pandemic	MA Marketing Management, EMU	Fall 2020-21
MERYEM	EL ASSIMI	Influence of E-Intermediaries on Export Marketing: Case of SMEs in Morocco	Master in Business Administration, EMU	Fall 2020-21

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
RAMAN	MOHAMMED TAIB	Marketing Practices and the Performance of SMEs: The Case of North Iraq	MA Marketing Management, EMU	Fall 2020-21
ATIF	HUSSAIN	Determinants of Consumer Purchase Intentions of TRNC Students for Luxury Good	MA Marketing Management, EMU	Fall 2019-2020
BAHAREH	TAGHIPOUR NAMINI	Yöneticilerde Duygusal Zekanın Liderlik Tarzları Üzerindeki Etkisi: Gazimağusa'daki Otellerin Yöneticileri Üzerine Bir Araştırma	Pazarlama Yönetimi Yüksek Lisans, DAÜ	Fall 2019-2020
SHAMISO	ZVITARE	Factors Affecting Purchase Intention of Durable Goods, Case of Turkish Republic of Northern Cyprus	MA Marketing Management, EMU	Fall 2018-2019
FİLİZ	TÜZMEN	Tüketicilerin İnternet Bankacılığına Yönelik Tutumlarının İncelenmesi: KKTC Örneği	Pazarlama Yönetimi Yüksek Lisans, DAÜ	Fall 2019-2020
GEORGE ANTOINE	LUTFI ABOULZELOF	Consumer awareness and usage of E-banking in Palestine	MA Marketing Management, EMU	Fall 2016-2017
AZA KAWKAZ	HUSSEIN	Social media adoption by SMEs in North Iraq	MA Marketing Management, EMU	Fall 2017-2018
OLALEKAN KAYODE	AYAMOLOW O	How Social Media and Behavioral Intention enhances Customer Loyalty	MBA Master of Business Administration	Spring 2016-2017
MARWA OSMAN	MOHAMMED OSMAN	The Important Factors Affecting Consumer Attitude and Use of Skin Whitening Products (The Case of Under-graduate Females in the University of Khartoum)	MA Marketing Management, EMU	Spring 2016-2017
YAHYA	NASSER EDDINE	Does traditional and social media advertising affect brand trust and impact purchase intention? (The cases of Delta Airline and Turkish Airline Companies)	MA Marketing Management, EMU	Fall 2015-2016
SUMAYA	SUHEIL NAGIB FARIS	Factors Affecting Jordanian Customers' Bank Selection and Customer Satisfaction	MA Marketing Management, EMU	Fall 2015-2016
IZZAT NITHAM	IZZAT ALABBASI	The Impact of Internal Marketing on Employees Job Satisfaction and Social Responsibility: An Application to Turkish Republic of Northern Cyprus Banking Sector	MA Marketing Management, EMU	Fall 2014-2015
HIND .FATHI .A.	ALMAHASHH ASH	The Investigation of Total Quality Management In Health Care System (The Case of Hospital Employee In Benghazi Hospitals)	MA Marketing Management, EMU	Fall 2017-2018

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
TAIWO	TEMITOPE LASISI	Improving Service Quality in Student Housing in North Cyprus: EMU as a Case Study	MA Marketing Management, EMU	Fall 2015- 2016
ADO	MUHAMMAD NAGADAU	The Impact of Microfinance Banks on Entrepreneurship and Small Business Enterprises Growth in Kano State, Nigeria.	MA Marketing Management, EMU	2014-15
HÜSEYİN	BIYIKOĞLU	The Effect of Social Media on Student Perceived Value on Higher Education in North Cyprus	MA Marketing Management, EMU	2016-17
KAMILYA	MAMEDOVA	Service Quality and its impact on Customer Satisfaction and Customer Loyalty in Supermarkets/Grocery Stores in TRNC	MA Marketing Management, EMU	2014-15
SAID AMRAN	SBEIT AL MAAMARI	Mass Media as Marketing Communication Tool in Managing Customer Satisfaction of Governmental Services: A Case Study of PAEW's Drinking Water Service in Batinah North Governorate's states, Oman	MA Marketing Management, EMU	Spring 2016-17
SHABNAM	BIDMESHKI	How gender differences affect impulse buying	MA Marketing Management, EMU	Spring 2015-16
JUTYAR	A.HUSSEIN	Export Market Orientation Small and Medium Size Business as A Case Study of Erbil Northern Iraq	MA Marketing Management, EMU	Spring 2016-17
NAHAL	OKHOVATMO GHADDAM	The perception of Online Ethics and its Impact on Consumers' Satisfaction: Case of Clothing Industry in North Cyprus	MA Marketing Management, EMU	Spring 2016-17
AYŞE NUR	AYDIN	KKTC'de Marka Algısı - YAR Örneği	İşletme Yönetimi, MA, Business Adminmistration	Fall 2016-17
HALLOW FADHIL	MUHAMMAD	Influence of Social Media on Brand Loyalty for Airlines	MA Marketing Management, EMU	Spring 2015-16
BIDEMI	HYEKONNI NDAGANA	Study on Customer Loyalty to a Brand: Turkcell and Telsim as Case Studies	MA Marketing Management, EMU	Spring 2015-16
IRADA	OSMANOVA	The Impact of International Office Service Quality on Students' Satisfaction and Students' Loyalty at the Universities of North Cyprus	MA Marketing Management, EMU	Spring 2015-16
MOTAHHAREH	RABIEE	International Students' Satisfaction in Host Community	MSc Tourism Management	Fall 2014-15
RASHIDATU	ELIASU	The Impact of Servicescape on Customers Perception, Expectations and Repatronage Intentions in TRNC Upscale Restaurant	MA Marketing Management, EMU	Spring 2014-15

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
MOHAMMED RAJI	SULEIMAN	The Effect of Outsourcing on Employment in Developing Countries: Case of Nigerian Banks	MA Marketing Management, EMU	Spring 2014-15
AREZOO	SOOSAN	Study of the Most Important influential Factors in the Selection and Purchase Decision Process of Women Cosmetic Products (Skin Care) in North pf Cyprus	MA Marketing Management, EMU	Spring 2014-15
MASUMA	AKTER	A Study on Dimension of Consumer Behaviour in the Context of Mojo Cola	MA Marketing Management , Eastern Mediterranean University	Fall 2014-15
SAMIRA SUEDE	KAGASHEKI	The Effect of Service Quality on Customer Satisfaction Case of EMU	MA Marketing Management , Eastern Mediterranean University	Spring 2014-15
ENGİN	KARABAŞ	KKTC Yüksek Öğretim Stratejisi	MA İşletme Yönetimi, Doğu Akdeniz Üniversitesi	Spring 2014-15
YASEMİN	ŞEN	Aile İşletmeleri Yönetimi, İşlerin Çocuklara Devrinde Ortaya Çıkan Sorunlar ve Aile İşletmeleri Anayasasının Hazırlanması: Kuzey Kıbrıs Saha Çalışması	MA İşletme Yönetimi, Doğu Akdeniz Üniversitesi	Spring 2014-15
SEYED VAHID	SAJJAD	Antecedents of Costumer Satisfaction of Construction Business: Case of Turkish Republic Of Northern Cyprus	MBA, Eastern Mediterranean University	Spring 2013-14
REZA	HOSSEIN ZADEH BAZARGANI	The Effect of Service Quality and Perceived Value on Customer Satisfaction, Loyalty and Retention in Restaurants of North Cyprus	MBA, Eastern Mediterranean University	Spring 2013-14
SAMA AUGUSTIN	DOHBIT	The Impact of Employee's Commitment, Satisfaction on Turnover Intention: The Case of TRNC Service Sector Workers	MBA, Eastern Mediterranean University	Spring 2013-14
GARSIVAZ	BOROUMAND	Brand Loyalty in the Construction Sector The Case of North Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
ELCHIN	HAJIYEV	Assessing the Relationship between Risk Management and Safety Climate in Healthcare Organizations	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
FATEMEH	NOORI POOR	Job Satisfaction and Employee Performance of Female Bank	MA Marketing Management , Eastern	Fall 2013-14

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
		Employees: Case of Limassol Turkish Cooperative Bank	Mediterranean University	
OLABODE DESIRE	OMOGBEHIN	Impact of Internal Marketing on Organizational commitment, Market orientation, and Business Performance of Commercial banks in Nigeria	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
SAMER MAHMOUD SAID	RASHED	CRM in Private Sector Entities in the Palestinian Market, and the Intervention of Social Media	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
REZA	SHALCHI ZADEH	Selecting the Best Marketing Methods to Attract Customers Based On Geographical, Cultural and National Characteristics: Case of Famagusta, North Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
MASOUD	TAJBAKHSH	The Impact of Perceived Quality on Customer Satisfaction, Loyalty and Complaint through Green Innovation in Hotel Industry, North Cyprus	MA Marketing Management , Eastern Mediterranean University	Fall 2013-14
MARY MAGDALINE	TARKANG	The Influence of Perceived Service Quality on Customer Satisfaction and Loyalty: A Case Study of Four Banks in Famagusta, North Cyprus	MA Marketing Management , Eastern Mediterranean University	Fall 2013-14
SANAZ	SHIRAZI	Factors Influencing Intention to Purchase a Bank Loan: The Case of North Cyprus	MA Marketing Management , Eastern Mediterranean University	Fall 2013-14
OLUSEGUN KOLAWOLE	ADENUGA	Customer Loyalty in the Telecommunication Industry in Nigeria	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
LINDA MESUMBE	EBANE	Customer Satisfaction in the Restaurant Sector, Gazimağusa North Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2013-14
YERNAR	MUKHITDIN	Efficiency enhancement of marketing activities by analyzing the levels of customer satisfaction and loyalty	MBA, Eastern Mediterranean University	Spring 2012-13
ADİLZHAN	ASSANOV	Consumer preferences in product choice	MBA, Eastern Mediterranean University	Spring 2012-13
RAGHDA LOUIS FRANCIS	CLIMIS	Customer retention in airline companies case of north Cyprus	MBA, Eastern Mediterranean University	Spring 2012-13

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
EFUTEBA	CATHERINE	Factors influencing Customer Satisfaction in Health care services: The Case of Public and Private Hospitals in North Cyprus	MBA, Eastern Mediterranean University	Spring 2012-13
SHAHRZAD	AMELSHAHB AZ	The Effect of NOCs on Trade, Military Spending and Economic Growth in Middle East Countries	MBA, Eastern Mediterranean University	Spring 2012-13
MILAD	DEGHANI	The role of social media on advertising a research on effectiveness of Facebook advertising on enhancing brand image	MA Marketing Management , Eastern Mediterranean University	Fall 2012-13
AMATARE VICTOR	TABAI	An analysis of the enterprising tendencies and personality dimensions of the independent petroleum marketers of Nigeria	MA Marketing Management , Eastern Mediterranean University	Fall 2012-13
ASSIETOU	THIAM	Customer satisfaction and loyalty intention of customers of financial institution in North Cyprus	MA Marketing Management , Eastern Mediterranean University	Fall 2012-13
NEGAR	FARAHMAND	Impact of nepotism on turnover intention and service recovery performance the case of private hospitals in TRNC	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13
GÜLSEN	DÖKMECİOĞLU	Measuring the service quality of passenger shipping case of Famagusta and Kyrenia ports North Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13
UZOMA DAVID	CHIKWENDU	The Analysis of Consumer Attitudes towards Online and Mobile Banking in Nigeria	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13
ZAINA	MUHAREB	Global Standards of International Patients	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13
MAHTA	SADATRAD	Measuring Customer Based-Brand Equity Empirical Evidence from Fast Food Brands in Northern Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13
UJU VIOLET	ALOLA	Antecedent and Consequences of Brand Loyalty: Empirical Study	MA Marketing Management , Eastern Mediterranean University	Fall 2012-13
MARYAM ALSADAT	SEYEDABOLG HASEMI	The Impact of Brand Loyalty in Tourism Sector Case of 5 Star Hotels in North Cyprus	MA Marketing Management , Eastern Mediterranean University	Spring 2012-13

NAME	SURNAME	THESIS TITLE	Degree, Department and Institution	Graduation Semester
			Mediterranean University	
FARDAD	MOTARJEMI KHODADAD	Entrepreneurial Attitude of the University Students: Case of N.C.	MBA, Eastern Mediterranean University	Spring 2011-12
MUHANNAD TAISEER	ABU TAIR	Effects of Accountants' Job Satisfaction and Affective Commitment on Turnover Intentions	MA Marketing Management, Eastern Mediterranean University	Spring 2011-12
MURAD	ALAKBAROV	Sustainable consumption and green consumers: Case of EMU Students	MBA, Eastern Mediterranean University	Spring 2008-09
HASSAN MUHAMMAD	ABDULLAHI	The Impact of Millennium Development Goals in Nigeria	MBA, Eastern Mediterranean University	Spring 2007-08
HELVESIA N.	LEM	The Importance of Internet Marketing on Higher Education: The Case of EMU	MBA, Eastern Mediterranean University	Fall 2006-07
RUSTIYE YESIM	NIZAMOGLU	The impact of Relationship Marketing Elements on Relationship Quality, Customer Satisfaction and Customer Loyalty in North Cyprus Banking Sector	MBA, Eastern Mediterranean University	Spring 2006-07
OSMAN	DAGLI	Market Orientation: Relation to Competitiveness in TRNC Context	MBA, Eastern Mediterranean University	Spring 2006-07
MINE	CELIKER	The Development of Market Orientation and Competitiveness of SMEs of Manufacturing Sector in TRNC	MBA, Eastern Mediterranean University	Spring 2005-06
OSMAN	SULIMAN	Evaluation of Banking Services and Selection Factors: The Case of Romania	MSc Banking and Finance student, Eastern Mediterranean University	Spring 2005-06
SABUJ KANTI	SAHA	Export Market Oriented Activities of Textile Companies in Bangladesh	MBA, Eastern Mediterranean University	Spring 2003-04
ALI	OZTUREN	Measurement of Service Quality: An Empirical Study at Cyprus Turkish Airways by Using SERVQUAL	MBA, Eastern Mediterranean University	Spring 2002-03

Master Thesis Co-Supervision

Name – Surname	Thesis Title	Degree, Department and Institution	Graduation Date
Afshin Sadeghi Demneh	Impact of Service Quality on Brand Awareness, Loyalty and Image in the	Department of Business Administration, E.M.U.	June 2006

	Luxury Hotels: Some Evidence from IRAN		
Ronan Sierra Santos	Student Complaint Behavior based on Power Perceptions: Implications to Service Marketing	Department of Business Administration, E.M.U.	August 2003
Ozgen Muderrisoglu	Marketing Strategies and Export Potential of TRNC Dairy Products	Department of Business Administration, E.M.U.	June 2002
Mohammed Lamin Conteh	Market Orientation in Small Businesses	Department of Business Administration, E.M.U.	September 2001

Undergraduate Term Project Supervisions

ADI-SOYADI	TEZ BAŞLIĞI	Kurum ve Bölüm	Tarih
M. Altunören M. Çarhoğlu M. Yeşilbaş E. Kuzu G. Öztürk R. Özsoy	Effects of Employee Satisfaction on Customer Satisfaction: Evidence from Salamis Bay Conti Hotel Famagusta, North Cyprus	The School of Tourism and Hospitality Management, E.M.U.	February 2004
V.C. Sukru N. Simsek M. Talug H. Ozboltasli M. Cetiner	Investigation and determining the nature of tough milk production process and export activities of major production firms in North Cyprus	The School of Tourism and Hospitality Management, E.M.U.	June 2003

<u>Evaluating Institution</u>	<u>Subject</u>	<u>Date</u>
The Management Centre	Project Cycle Management – Training program	12-13 February 2004
EPIC – European Politic and Information Centre	Course titled “Analyzing the European Union” by Dr. Andreas Staab	8-12 October 2002
EPIC – European Politic and Information Centre	Course titled “Understanding the European Union” by Dr. Andreas Staab	24-27 September 2002