

1. **Name Surname: Anil Kemal Kaya**
2. **Birth Date: 08/05/1977**
3. **Academic Title: Prof.Dr.**
4. **Education: PhD**

Degree	Area	University	Year
Undergraduate	Business Administration	Eastern Mediterranean University	1999
Master	Business Administration	Eastern Mediterranean University	2002
PhD	Communication and Media Studies	Eastern Mediterranean University	2011

PhD Thesis Topic:

Kemal Anil, The Role of Measurement in Integrated Marketing Communication; Turkish Pension Funds [PhD thesis], Northern Cyprus: Eastern Mediterranean University; 2011.

5. Academic Titles

Prof. Dr.: Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2021-.....)

Assoc. Prof. Dr.: Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2015- 2021)

Assist. Prof. Dr. : Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2011-2015)

Part-Time Instructor : Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2009-2011)

Full-Time Senior Instructor : Cyprus International University, Faculty of Communication, Department of Public Relations and Advertising (2005-2008)

Part-Time Instructor : Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2002-2005)

Research Assistant : Eastern Mediterranean University, Faculty of Business and Economics, Department of Business Administration (1999-2002)

6. Administrative Positions

Chair, Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2015-.....)

Registration Commission Committee Member, Eastern Mediterranean University, Faculty of Communication and Media Studies Representative (2015-...)

Academic Discipline Board Committee Member, Eastern Mediterranean University, Faculty of Communication and Media Studies Representative (2017-.....)

Faculty Ethical Board Member, Eastern Mediterranean University, , Faculty of Communication and Media Studies, (2016-.....)

Chair of Community Involvement Center and Co-Founder, Eastern Mediterranean University (2011-.30/09/2020)

Vice Chair, Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2011- 2015)

IMC Genesis Agency Co-Founder and Supervisor, Eastern Mediterranean University, Faculty of Communication and Media Studies, Department of Public Relations and Advertising (2011-....)

Undergraduate Faculty Coordinator, Eastern Mediterranean University, Faculty of Communication & Media Studies (20011-2015)

Faculty Exam Coordinator, Eastern Mediterranean University, Faculty of Communication and Media Studies, (2011-2015)

Voluntarily Administrative Positions

Eastern Mediterranean Doğa Kindergarten and Primary School Parents Teacher Association Board Member (2017-2018) <http://www.dogakoleji.k12.tr/eng/schools/cyprus-eastern-mediterranean-doga-campus>

7. Supervision in Master Thesis

7.1 Master Thesis

Sevinç Kahveci "Kurumsal İmaj ve İtibarda Uygulanan Stratejik İletişimin Sosyal Medyada Yansıması: Türk Hava Yolları" (August 2020.), Eastern Mediterranean Univeristy, Communication and Media Studies

Banu Çalışkanlar "Kanaat Önderi Rolündeki Instagram Fenomenlerinin Yeni Nesil Tüketici Satın Alma Sürecine Etkisi" (January 2020), Eastern Mediterranean Univeristy, Communication and Media Studies

Mina Khodadad "University Students Attitude Towards Out of Home Advertisements; Case Study Famagusta City Center" (February 2019), Eastern Mediterranean Univeristy, Communication and Media Studies

Mürüde Özen "Kuzey Kıbrıs'ta Bulunan Alışveriş Merkezlerinin Dijital Pazarlama İletişimi Kampanyaları ve Tüketici Davranışları" (May 2018), Eastern Mediterranean Univeristy, Communication and Media Studies

Burcu Demircanlı "Attitudes of Baby Boomers Generation on Mobile Technology and Social Media Usage" (January 2018), Eastern Mediterranean Univeristy, Communication and Media Studies

Munbang Sheena Dimka "The Impact of Marketing Communication on the Consumption of Personal Care Consumer Package Goods among Foreign University Students in TRNC" (August 2017), Eastern Mediterranean Univeristy, Communication and Media Studies

Etielop Sweetie Anametefiok, "Brand Loyalty and Consumption of Dairy Products Among International Students in North Cyprus" (September 2015), Eastern Mediterranean Univeristy, Communication and Media Studies

Çağlar Akgül, "The Importance of Word Of Mouth Communication in Medical Sector; As a Case study in TRNC Market" (January 2015), Eastern Mediterranean Univeristy, Communication and Media Studies

Safiye Bağkur, "The Importance of CSR in the Reflection of Corporate Identity and Corporate Communication in TRNC" (September 2014), Eastern Mediterranean Univeristy, Communication and Media Studies

7.2 PHD. Thesis

Kholud Saleh Moh'd Huneiti, "TV Advertising Effects on Children Attitudes: Case Study: Roya TV, MBC3 TV" (2018-...), Eastern Mediterranean Univeristy, Communication and Media Studies

Janet, Aver Adikpo "Nation Branding in Nigeria: A Study On The President's Official Social Media Platforms" (2017-...), Eastern Mediterranean Univeristy, Communication and Media Studies

Şevket Serkan Şen, "Event Management Significance in Corporate Communication. Case: International Student Associations and Societies" (2018-....), Eastern Mediterranean Univeristy, Communication and Media Studies

Safiye Bağkur, "Corporate Communication Model In the Frame of Marketing Communication; Banking Sector in North Cyprus" (2015-.waiting publication), Eastern Mediterranean Univeristy, Communication and Media Studies

Sara Yacoub Adel Naser Eddin, "Public Relations Practice in Jordan: Image Management during Crises" (2015-.....), Eastern Mediterranean Univeristy, Communication and Media Studies.

8. Publications

8.1 SCI, SCI-Expanded and SSCI Index Articles

Ayman U, Kaya K. A, Kuruç K. U. "The Impact of Digital Communication and PR Models on the Sustainability of Higher Education during Crises" Sustainability (SSCI) 2020, 12, 8295; doi:10.3390/su12208295

Ayman U, Kaya K. A, Kağan S. "Reflections of Associations and Foundations' applications in new media to increase the quality in disabled people's lives" Quality and Quantity International Journal of Methodology ISSN 0033-5177, DOI 10/1007/s11135-018-0729-2, Springer, vol. 52(2), pages 1371-1389, December.

Ayman U. & Kaya K. A. (2016) "Insta-Shopping of Turkish Fashion" ", Online Journal of Communication and Media Technologies. Special Issue December 2016

Ayman U. & Kaya K. A. "Consumption of Branded Fashion Apparel: Gender Differences in Behavior" Social Behavior and Personality Journal (**SSCI**), 42 (Suppl.) March 2014, p: 1-8

A. Kemal Kaya, A. Cansel, "IMC Practices in Turkish pension funds market", İktisat İşletme ve Finans journal (**SSCI**), 26 (300) March 2011, p: 45-66

A. Kemal Kaya, "Do Women have a Choice to Construct their World", Online Journal of Communication and Media Technologies, Volume (1), Issue (2), April 2011

8.2 Book Editorship

"Promotion and Marketing Communications ", Umut Ayman and Anıl Kemal Kaya, IntechOpen, ISBN: 978-1-83880-228-8 DOI:10.5772/intechopen.83011.
Available from <https://www.intechopen.com/books/promotion-and-marketing-communications>

8.3 Book Chapters

Anıl Kemal Kaya and Umut Ayman (2019) Published: July 8th 2020 "Repositioning of PR field in Developing Countries ", book chapter acceptance, "Promotion and Marketing Communication ", Umut Ayman and Anıl Kemal Kaya, IntechOpen, ISBN: 978-1-83880-228-8 DOI:10.5772/intechopen.83011. Available from <https://www.intechopen.com/books/promotion-and-marketing-communications>

Umut Ayman, Anıl Kemal Kaya and İpek Halim (2019) "Mobile Apps Marketing Communication for B2B and B2C: Ingoes as a Case Study" book chapter "Consumer Behavior and Marketing", Matthew Reyes, IntechOpen, ISBN 978-1-78923-856-3 DOI: 10.5772/intechopen.77647. Available from <https://www.intechopen.com/books/consumer-behavior-and-marketing>

Anıl Kemal Kaya and Umut Ayman (December 20th, 2017, hardcopy 2018). Developing Countries' Marketing Communication Role in School Culture, Open and Equal Access for Learning in School Management, Fahriye Altınay, IntechOpen, DOI: 10.5772/intechopen.71254. Available from: <https://www.intechopen.com/books/open-and-equal-access-for-learning-in-school-management/developing-countries-marketing-communication-role-in-school-culture>

8.4 International Academic Conference Papers published in Conference Proceedings

Ayman U. & Kaya K. A. (2020) Adoption Process of the Digitalized Tax System under Strategic Communication Perspective (abstract), International Symposium on Business & Economics 2020, ISBE 2020, 3-5 June Ankara

Özen M. & Kemal Kaya A. (2019), " Viral Reklamların Kültüre Entegrasyonu: Neydi Olacağı Alan Çalışması", (abstract) 10th International Congress on Cyprus Studies, Eastern Mediterranean University, 24-25 April 2019

Bağkur S. & Kemal Kaya A. (2019), "Kuzey Kıbrıs'ta Uygulanan Kurumsal Sosyal Sorumluluk Projelerinin Carroll Piramidi'ne Göre Değerlendirilmesi: GSM Sektörü Alan Çalışması" (abstract), 10th International Congress on Cyprus Studies, Eastern Mediterranean University, 24-25 April 2019

Ayman U. & Kaya K. A. (2018) Semiotic analysis of Turkey's Advertisements (abstract), 15th KIMEP Joint International Research Conference, 13-14 April, Almaty- Kazakhstan

Ayman U. & Kaya K. A. (2017) "Otello Çoksesli Korosu Örgüt Kültürü ve Yansıması", International 3rd. SilkRoad Music Conference 17-19 July 2017 North Cyprus (TRNC)

Ayman U. & Kaya K. A. (2017) "e-WOM of Five Star Hotels in Cyprus: A Content Analysis of Consumer Perception through TripAdvisor", 7th Advance in Hospitality and Tourism Marketing and Management (AHTMM) International Conference 10-15 July 2017 North Cyprus (TRNC)

Kaya K. A & Ayman U. (2016) "Three Biggest Turkish Football Team's Use of New Media - A Case Study of Facebook and Instagram" 5th International Conference on Communication, Media, Technology and Design 27-29 May 2016, Zagreb- Croatia

Kaya K. A & Ayman U. (2015) "Instamarketing- A Content Analysis of Famous Turkish Cosmetic Brands' Marketing on Instagram". 4th International Conference on Communication, Media, Technology and Design 16-18 May 2015, Dubai

Kaya K. A & Ayman U. (2015) "Latest product placements position on late Turkish TV serials – a longitudinal study" 4th International Conference on Communication, Media, Technology and Design 16-18 May 2015, Dubai

Ayman U. & Kaya K. A. (2014) "Efficiency of Social Media: The Case Study of TRNC Local Banks". III. International Conference on Communication, Media, Technology and Design 24-26 April 2014 Istanbul – Turkey

Kaya K. A & Ayman U. (2014) "My Social Life or My Kids Social Life?" III. International Conference on Communication, Media, Technology and Design 24-26 April 2014 Istanbul - Turkey

Ayman U. & Kaya K. A (2014). "Public Relations Campaigns in Non-Profit Organization: SOS Case Study in TRNC" 4th. International Conference in Communication and Media Studies, 19-21 November 2014, Eastern Mediterranean University.

Ayman U. & Kaya K. A (2013). "Behavioral Changes among Genders for Branded Fashion" (abstract) 2. International Conference on Interdisciplinary Research in Education ICOINE 2013, 30 January-1 February 2013 Jasmine Court Hotel Kyrenia - KKTC.

Kaya K. A & Ayman U. (2013) "GSM Operators CSR Reflections For Corporate Identity Through Web Sites. II. International Conference On Communication, Media, Technology and Design 02-04 May 2013 Famagusta – North Cyprus

Ayman U. & Kaya K. A. (2012). "The Product Placements on Late Turkish Tv Serials" International Conference on Communication, Media, Technology and Design, ICCMTD 09-11 May 2012 Istanbul – Turkey.

Kaya K. A & Ayman U. & (2012). "Brand Positioning Analysis in North Cyprus Marketplace International Conference on Communication, Media, Technology and Design, ICCMTD 09-11 May 2012 Istanbul - Turkey.

Kemal A., Ayman U., Akyuzlu H., Ozkorkut E., (2004) "Konwledge Gap among the Faculty of Communication, Faculty of Business and Economics, and Computer Studies and Information Technology Students' in the computer lectures" IV. International Educational Technology Symposium, IETC 2004 was held in Sakarya University, Turkey. Conference Proceedings, Vol.II, p. 692

8.5 National Academic Conference Papers published in Conference Proceedings

Kaya K. A. & Ayman U. (2018) Integrating Property Market within Tourism: A Semiotic Analysis of International Partnership Program (IPP) Promotional Video, 9th Conference of Graduate Research in Tourism, 5-8 April 2018 North Cyprus (TRNC)

8.6 International Journal Reviewer

Business and Economics Research Journal (ISSN: 2619-9491)

8.7 International Conference Scientific Comette Member

6th World Conference on Media and Mass Communication (MEDCOM 2020). University of Cagliari, Sardinia, Italy. 28th – 30th of May 2020.

9. Projects/ Seminars

9.1 Seminars

Faculty of Tourism (Magusa,TRNC), "Faculty of Tourism Academic Development Seminar Academic Development Seminar" 29 January 2019

Center of Research and Communication for Peace (CRCP) (Famagusta/ TRNC) 5th International Conference 'n Communication and Media Studies, 8th-9th November 2018

ILAD İletişim Araştırmaları Derneği,(Mağusa,KKTC) "ILAD/ILEDKAK Eğitimci/ Değerlendirici 4. Eğitim Çalıştayı" 17 March 2018

2nd International Conference on Communication, Media, Technology and Design 02-04 May 2013 Famagusta – North Cyprus (Session chair).

Public Relation Seminar in EMU Continuing Education Center (Famagusta/ TRNC) "Integrated Marketing Communication Concept and its Application" December 13rd-17th 2010

EMU PR Forum certificate program (as speaker) "Integrated Marketing Communication Concepts and campaigns" December 25th, 2010

9.2 Projects

Prepared for Turkish Embassy and TRNC Ministry of Education "Integrated Marketing Communication (IMC) process and application in Turkish Market" 2007-2008

9.3 Supervision for student's projects/competition

Genesis IMC Agency, Eastern Mediterranean University, Communication and Media Studies (2011-.....)

Aydın Doğan Association young communication student competition, Turkey (2009-.....)

Çıtır Fikirler advertising competition, Turkey (2009-.....)

Genç Kırmızı advertising competition, Turkey (2009-.....)

IAA International Advertising Association advertising competition, Turkey (2009-.....)

9.4 Community Involvement projects

9.4.1 Genesis IMC Agency's Public Spots and Advertising videos (2011-.....)

Importance of blood donation public spot
General safety rules against occupational accidents public spot
Traffic rules against traffic accidents public spot
Kids, women and human rights public spot
Care Elder people public spot
What is autism public spot
Turkey special olimpic association advertising video
EMU International Carrer week advertising video
EMU Tourism Faculty, Gastronomi Department advertising video
Irfan Nadir 18+ rehabilitation center exhibition advertising video
Genesis IMC agency advertising

9.4.2 Genesis IMC Agency's Some Important Projects (2011-.....)

Organizing a new year party for disabled children
Creating awarness leucemia kids fair
Organizing new year party for Old People who live in Halk Association
Organizing football tournament as a fund raising event for children
Book donation campaign
Social media and brand week event
Orgganizing a seminar for World's Children Rights Day
Book and Shoe fundraising event for children who fight with leukemia and cancer for Kemal Saraçoğlu Lösemili Çocuklar ve Kanslerle Savaş Association
Organizing activity in Coffemania towards +18 mentally disabled teenagers in World's Disabeld Day.
Organizing fund raising event towards +18 mentally disabled teenagers for World's Disabled Day
Dog Food and Water Station was designed, produced by students and placement of station in front of registrar Office

9.4.3 Other community involvement projects with PRA senior students For Women

Mothers' day Activity (mothers who lost their children in traffic accidents) (2013)
Kids planted trees and gave them their mothers' names on Mothers' day (2013)
"Brush the Violence towards women" (2013)
Bennu Yıldırım conference regarding " women's shelter" (2012)
Women Night Event Organization (2012)

For Disabled People

Blue cap collection for Wheel chairs (2013)
Activity towards *18 mentally disabled teenagers. "Life is good for them when they are together" (2013)
Create awareness at disabled week participating the event of Mağusa İrfan Nadir Özel Eğitim Merkezi (2013)
Sports & cooking activities at Mağusa İrfan Nadir Special Education Center (2013)
Meeting with children at world's children day (2013)
"Let's share our love"- Famagusta Special Education Center activity, food, music, film and animation (2011)
Hand in hand sale proceedings are donated to Cyprus Turkish Orthopedic Disabled Foundation for disabled people (money collection) (2010)
Sale for the sake of disabled people (2010)

For Old People

Elderly people have rights too. So let's not ignore them campaign. A pleasant day at lodge (2013)
"Tea Party for Old people" (2013)
Barbecue Party at Halk Foundation Elderly House (2013)
Beauty, Hairdressing Service Organization to Nilce Elderly House (2012)
"We're with you" visit to Halk Foundation elderly shelter. World as People Week (2012)
Money donation event for Famagusta Special Education Center (2012)
Tea Party for Oldies at EMU Beach Club (2012)
"Youngest party of the new year from EMU" party organization for old people (2011)
"Start over at second spring party for old people house" (2010)
You are not alone party organization for old people (2010)

For Animals

Protecting Pets Conference (2013)
Injecting Animal love to kids projects (2013)
Animal love themed drawings of primary school kids are printed as postcards & proceedings from the sale of these postcards are donated to North Cyprus Animal Protection Center (2012)
Sale for donating to the animal shelter. (2012)
Caretta Caretta Protection Seminar (2010)

For Children and Youth

"Responsibility awareness emerges at early ages" (2013)
"I love traffic and learn early" (2013)
"Old games with today's kids" (2013)
"Come on kids go to sleep" (2013)
Fund raising for disabled kids (2013)
"actively do sports to stay healthy" (2013)
"I know my country 2013" youth camp organization (2013)
Primary school composition contest with "brotherhood" theme (2013)
"Kite Festival" Kite day organization at family week (2013)
Huge contribution to Kid Rights conference from EMU (2013)
"Seminar primary school kids about children rights" (2013)
Nutritional activity and cooking at Ecem Kindergarden (2013)
"Let's color your faces, face painting activity" World children day (2012)
Theatre show for primary school children on World Environment Day "Hand in Hand for more caring generations" (2012)
Primary School Painting Weeks Event (2011)
Baby and Mother Health Seminar (2011)
"As we read you can read too" Book collection campaign, supported by TEV (2011)
"Book the best present" Book collection and donation at World kids Book Week (2011)
"Our love language-books" Book Collection Campaign for SOS Children Village (2010)
The Effects of Internet on Children- Safety Internet Usage (2010)
Nigerian Traditional Food Event Organization (cooking, dancing, cultural event) (2010)
"Earth and Person" themed Painting Competition among Famagusta area primary school students (2010)
Awards ceremony of Painting Competition among and exhibition (2010)
Traffic Problems Solution Conference in TRNC (2010)
Keep to the other hand bazaar organization for homeless children at world's children day (2010)

For Environment

Planting and gardening event at SOS Children Village (2012)
Planting Event at two primary schools in Famagusta (2011)
"Let everyone have a tree" Planting day event (2011)
"Let everyone have a tree" Planting activity at Bedis picnic area to support natural and cultural life (2011)

For Other Dezzadvantaged Groups

Drug themed theatre at prison (2013)
"Blood donation saves lives" (2013)
Help immigrants (2013)
First aid week blood donations (2013)
Book donations to prison (2013)

Aids themed seminar (2012)
 Revenue based breakfast activity, proceedings to be donated to children with cancer. (2012)
 Concert Organization for Cancer Association with 5 local singers (2012)
 Charity collection for cancer children on "Hope Night" (2012)
 Cloth Collection Campaign (2011)
 First Aid Seminar "You can be the first one" (2011)
 "Don't let addiction to be your destiny" conference adoption of drugs is easy but difficult to relieve conference (2010)
 Fighting with Drug, cigarette and alcohol Conference and Photo exhibition (2010)

10 Last two years courses for undergraduate and graduate programs

Academic Year	Semester	Course Name	Weekly Course Hours		Number of students
			Theoretical	Practical	
2020-2021	Fall	Ph.D & MA Thesis supervisor	0	0	4
	Fall	PRAD407 Campaign Design (English Language)	3	0	20
2019-2020	Fall	HIRE407 Campaign Design(Turkish Language)	3	0	22
	Fall	Ph.D & MA Thesis supervisor	0	0	8
	Fall	HIRE407 Campaign Design (Turkish Language)	3	0	19
	Fall	PRAD407 Campaign Design (English Language)	3	0	23
	Spring	Ph.D & MA Thesis supervisor	0	0	6
	Spring	PRAD302 Strategic Communication in PRA (English Language)	3	0	48
	Spring	HIRE404 Senior Project (Turkish Language)	2	2	18
2018-19	Fall	PRAD404 Senior Project (English Language)	2	2	42
	Fall	Ph.D & MA Thesis supervisor	0	0	5
	Fall	PRAD299 Introduction to advertising (English Language)	3	0	63
	Fall	PRAD407 Campaign Design (English Language)	3	0	30
	Fall	HIRE407 Campaign Design(Turkish Language)	3	0	24
	Spring	Ph.D & MA Thesis supervisor	0	0	4
	Spring	HIRE404 Campaign Design (Turkish Language)	2	2	24
	Spring	PRAD404 Campaign Design (English Language)	2	2	47
	Spring	PRAD210 Management Approaches for PRA Agency (English Language)	3	0	39
	Spring	PRAD302 Strategic Communication in PRA (English Language)	3	0	49

