

Curriculum Vitae

NAME- SURNAME: Anıl Kemal Kaya

DATE OF BIRTH: 08th May 1977

TITLE: Assoc. Prof Dr.

EDUCATION:

Degree	Field	University	Year
Undergraduate	Business Administration (BBA)	Eastern Mediterranean University (EMU)	1999
Master Program	Business Administration (MBA)	Eastern Mediterranean University (EMU)	2002
PhD.	Communication and Media Studies	Eastern Mediterranean University (EMU)	2011

ACADEMIC TITLES:

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

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

Full time Inst. : Cyprus International University, Faculty of Communication, Public Relations and Advertising Department (2005-2008)

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

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

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

PUBLICATIONS

1. Articles in International index journals

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

2. International Conferences and full paper publications in proceedings

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

Kaya K. A & Ayman U. (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

Kaya K. A & Ayman U (2013). "Behavioral Changes Among Genders For Branded Fashion" **2. International Conference On Interdisciplinary Research In Education** ICOINE 2013 30 January-1 February 2013 Jasmine Court Hotel Girne - 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

Kaya K. A & Ayman U. (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

SYMPOSIUM

Public Relation Seminar in EMU Continuing Education Center (Magosa/ 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

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

OTHER SCIENTIFIC ACTIVITIES

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

EXTRA TRAINING AND EDUCATION ACTIVITIES

Aydın Doğan Association young communication student competition (student supervisor)

2009-.....

Çıtır Fikirler advertising competition (student supervisor)

2009-.....

Genç Kırmızı advertising competition (student supervisor)

2009-.....

IAA International Advertising Association advertising competition (student supervisor)

2009-.....

SUPERVISION

1. Master Thesis

Çağlar Akgül, “The Importance of Word Of Mouth Communication in Medical Sector; As a Case study in TRNC Market” (January 2015)

Safiye Bağkur, “The Importance of CSR in the Reflection of Corporate Identity and Corporate Communication in TRNC” (September 2014)

Etiyotop Sweetie Anametemfiok, “Brand Loyalty and Consumption of Dairy Products Among International Students in North Cyprus” (September 2015)

2. Undergraduate Senior Project

Some of the companies that worked on for creating new products and services:

KOOP	Spring 2012
POLARIS	Spring 2012
ARSIN	Spring 2012
KALE	Spring 2012
CHICCO	Spring 2013
FRITO-LAY	Spring 2013
ÇİLEK	Spring 2013

ABDI IBRAHIM	Spring 2013
PHILIPS	Spring 2013
AKGÖL HELLUMİ	Spring 2013
LEMAR AVM	Spring 2014
KOTON	Spring 2014
TERRANOVA	Fall 2015
ARZUM	Fall 2015
LAYS	Fall 2015
Ruffles	Fall 2015

COURSES OFFERED IN LAST 6 YEARS

<u>Year</u>	<u>Semester</u>	<u>Course Name</u>	<u>Credit</u>		
2007-2008	Fall	Introduction to advertising and PR	3		
		Principles of advertising	3		
		Consumer and customer behavior	3		
	Spring	Public address	3		
		Introduction to management	3		
		TV and radio management	3		
2008-2009	Spring	Reputation management	3		
		Presentation skills for PR and advertising	3		
		Advertising Campaign	3		
2009-2010	Fall	Senior projects in advertising	3		
		Senior projects in PR	3		
		Consumer behavior for advertising	3		
		Advertising campaign design	3		
	Spring	Senior projects in advertising	3		
		Senior projects in PR	3		
		Reputation management	3		
		Senior projects	3		
		Consumer behavior for advertising	3		
		Advertising campaign design	3		
		2010-2011	Fall	Senior projects	3
				IMC Campaign design	3
Business to business advertising	3				
Spring	Senior projects		3		
	Consumer behavior for advertising		3		
	Co-creation and advertising		3		
2011-2012	Fall	Introductions to advertising	3		
		Business to business advertising	3		
		IMC Campaign Design	3		

	Spring	Management approach in PRA Senior projects	3 3
2012-2013	Fall	Introduction to advertising IMC Campaign Design Senior projects	3 3 3
	Spring	Integrated Marketing Communication (grad.) Management approach in PRA Senior Projects	3 3 3
2013-2014	Fall	Introduction to advertising IMC Campaign Design Senior projects Reklamcılığa Giriş	3 3 3 3
	Spring	Integrated Marketing Communication (grad.) Management approach in PRA Senior Projects Halkla İlişkilerde Yönetim Yaklaşımları	3 3 3 3
	Summer	Co-creation and advertising IMC Campaign Design	3 3
2014-2015	Fall	Introduction to advertising IMC Campaign Design BPI Kampanya Tasarımı Reklamcılığa Giriş	3 3 3 3
	Spring	Management approach in PRA Senior Projects Halkla İlişkilerde Yönetim Yaklaşımları	3 3 3
2015-2016	Fall	Introduction to advertising IMC Campaign Design BPI Kampanya Tasarımı Reklamcılığa Giriş Senior Projects	3 3 3 3 3
	Spring	Management approach in PRA Senior Projects Halkla İlişkilerde Yönetim Yaklaşımları	3 3 3

PUBLIC SERVICE

Project Titles

1. WOMEN

Preventive Projects

1. Benu Yildirim conference regarding “ women’s shelter” December 2012
2. Women Night Event Organization December 2012

Problem- solution based projects

3. Mothers’ day Activity (mothers who lost their children in traffic accidents) May 2103
4. Kids planted trees and gave them their mothers’ names on Mothers’ day May 2103
5. “Brush the Violence towards women” May 2013

2. DISSABLED

Problem- solution based projects

1. Blue cap collection for Wheel chairs November 2013
2. Activity towards +18 mentally disabled teenagers. “Life is good for them when they are together” April 2013
3. Create awareness at disabled week participating the event of Mağusa İrfan Nadir Özel Eğitim Merkezi May 2013
4. Sports & cooking activities at Mağusa İrfan Nadir Special Education Center May2013
5. Meeting with children at world’s children day June 2013
6. “Let’s share our love”- Famagusta Special Education Center activity, food, music, film and animation November 2011
7. Hand in hand sale proceedings are donated to Cyprus Turkish Orthopedic Disabled Foundation for disabled people (money collection) May 2010
8. Sale for the sake of disabled people May 2010

3. ELDERLIES

Preventive Projects

1. Elderly people have rights too. So let’s not ignore them campaign. A pleasant day at lodge. May 2013
2. “Tea Party for Old people” April 2013
3. Beauty, Hairdressing Service Organization to Nilce Elderly House November 2012

• *Problem- solution based projects*

1. Barbecue Party at Halk Foundation Elderly House May 2013
2. Tea Party for Oldies at EMU Beach Club December 2012
3. “Start over at second spring party for old people house” April 2010
4. You are not alone party organization for old people March 2010
5. “Youngest party of the new year from EMU” party organization for old people June 2011
6. “We’re with you” visit to Halk Foundation elderly shelter. World as People Week March2012
7. Money donation event for Famagusta Special Education Center December 2012

4. ANIMALS

Problem- solution based projects

1. Protecting Pets Conference January 2013
2. Injecting Animal love to kids projects January 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 December 2012
3. Sale for donating to the animal shelter. April 2012
 4. Caretta Caretta Protection Seminar April 2010

5. KIDS and TEENAGERS

Preventive Projects

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

6. ENVIRONMENT

Preventive Projects

1. Planting and gardening event at SOS Children Village January 2012
2. Planting Event at two primary schools in Famagusta October 2011
3. "Let everyone have a tree" Planting day event March 2011
4. "Let everyone have a tree" Planting activity at Bedis picnic area to support natural an cultural life March 2011

7. OTHER DISADVANTAGED GROUPS

Preventive Projects

- | | |
|---|---------------|
| 1. Drug themed theatre at prison | May 2013 |
| 2. Aids themed seminar | December 2012 |
| 3. First Aid Seminar “You can be the first one” | December 2011 |

• *Problem- solution based projects*

- | | |
|---|---------------|
| 1. Revenue based breakfast activity, proceedings to be donated to children with cancer. | April 2012 |
| 2. Book donations to prison | April 2013 |
| 3. “ Blood donation saves lives” | May 2013 |
| 4. Help immigrants | May 2013 |
| 5. First aid week blood donations | May 2013 |
| 6. Fighting with Drug, cigarette and alcohol Conference and Photo exhibition | May 2010 |
| 7. “Don’t let addiction to be your destiny” Informative conference adoption of drugs are easy but difficult to relieve conference | May 2010 |
| 8. Concert Organization for Cancer Association with 5 local singers | May 2012 |
| 9. Charity collection for cancer children on “Hope Night” | November 2012 |
| 10. Cloth Collection Campaign | December 2011 |

ADMINISTRATIVE & ACADEMIC DUTIES

- EMU, Faculty of Communication & Media Studies, Public Relations and Advertising Department Chair (2015-...)
- EMU, Faculty of Communication & Media Studies Representative in EMU Registration Commission Committee (2015-...)
- EMU, Faculty of Communication & Media Studies Representative in EMU Academic Disciplinary Committee (2015-...)
- EMU, Community Involvement Center founder and chair of the center (2011-....)
- EMU, Faculty of Communication & Media Studies, Public Relations and Advertising Department Vice Chair (2011-2015)
- EMU, Faculty of Communication & Media Studies, Undergrd. Coordinator (2011-2015)
- EMU, Faculty of Communication & Media Studies, Exam Coordinator (2011-2015)
- Cyprus International University, Communication Faculty, Faculty Coordinator (2005-2007)

INTEREST AREA

- Integrated Marketing Communication
- Advertising
- Corporate Communication
- Consumer Behavior
- Corporate Social Responsibility
- Marketing Communication Research