

Curriculum Vitae



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EDUCATION

PhD Health Management (Thesis in progress) (2015 – present)

Istanbul Medipol University – İstanbul, Turkey

Area of Specialization: Medical Tourism and Strategic Brand Management of Turkey

Master of Science- Banking and Finance (2012-2014) (With Thesis)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Project Finance and Risk Analysis

Master of Arts – Marketing Management, (2013-2014) (With Thesis)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Strategic Brand management

Master of Education – Educational Sciences, (2002-2005) (With Thesis)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Electronic Portfolios, Authenticity and Motivation

Bachelor of Arts – English Linguistics, (1994 - 1999)

Hacettepe University – Ankara, Türkiye

PROFESSIONAL DEVELOPMENT

Courses and Workshops Attended

- Teachers as leaders – University of Kent, Canterbury, UK (2013)
- Coaching and Career Planning by Davranış Bilimleri Enstitüsü on EMU campus (2008)
- Entrepreneurship by KOBİGEM Ankara (2010)

ACADEMIC /TEACHING EXPERIENCE

Organizations, People, Performance	WMG-EMU – MSc – (Co-teaching)
Advertising	EMU – Undergraduate - Faculty of Business & Economics
Writing on Global Issues	EMU – Undergraduate – University Elective
Coaching and Career Planning	EMU – Undergraduate – University Elective
Communication Skills	EMU – Undergraduate – MLD
Technical Report Writing	EMU – Undergraduate – MLD

TRAININGS, WORKSHOPS & CONSULTANCY OFFERED

To: Bank of Baku (Azerbaijan), EMU GİMER, Dağlı Sigorta (Insurance company), Azerbaijan Young Talents, Local Businessmen in Famagusta, Local Municipalities, EMU students, EMU AISEEC, EMU Alumni Office

- How to manage service brand equity (2011-present)
- How to optimize social networks for employment (2008-present)
- How to reap word of mouth dissemination in service marketing (2010-present)
- How to maximize customer-service provider interaction to optimize word of mouth dissemination (2009-2011)
- How to optimize social networks for word of mouth dissemination – marketing mavens (2009-present)
- How to adapt strategic management methodology into career planning (2010-present/an action research)
- How to energize civic spirit among the university students via thought-provoking ways (2008-present)

PROFESSIONAL AFFILIATIONS

- **Coordinator / International Affairs and Promotion (2017 April-present)**
Eastern Mediterranean University International Affairs and Promotion Vice Rector's Office
- **Executive Committee Member (2016-present)**
Eastern Mediterranean University, Center for Entrepreneurship and Innovation
- **MSc Programs Manager (2015-2017)**
The University of Warwick, Warwick Manufacturing Group Eastern Mediterranean University Office
- **Coordinator / Promotion and University Advancement (2011 February-2014 September)**
Eastern Mediterranean University Rectorate
- **Senior Instructor (1999-present)**
Eastern Mediterranean University

RESEARCH/PROFESSIONAL INTERESTS

- Negotiation and bargaining
- Medical tourism
- Brand management
- Food security
- Sustainability
- Integrated Marketing Communication
- CLIL
- Authentic task design

SERVICES TO THE UNIVERSITY AND THE COMMUNITY

- **Co-founder and active member of FLASHBACK ACTION TEAM** – A civic involvement group which performs extraordinary and thought-provoking ways (shockvertising, guerilla communication and drama) to raise civic awareness, involvement and trigger word of mouth dissemination about breast cancer, hygiene, traffic, the disabled, stress, violence against women, etc.

