

CURRICULUM VITAE

Assistant Prof. EMETE A. TOROS

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EDUCATION

September 2006-Nov 2013 **PhD in Marketing**, Department of Marketing, Salford University, UK.

(Area of specialisation is Country Branding and Country Reputation Measurement and in particular the effect of country reputation on higher education)

September 1999-Dec 2000 **MBA**, University of West Georgia, GA, US, CGPA 3.4/4.0

September 1992-June 1996 **BSc**, Public Relations, Istanbul University, Istanbul, Turkey, CGPA 3.05/4.0

EXPERIENCES

September 2016- Present ***Faculty Member at University of Kyrenia, Faculty of Business Administration and Social Sciences***

February 2014- June 2016 ***Part-time Instructor at METU-NCC, Kalkanlı***

March 2011-October 2012 **Vice President of GAU- INTEB (International Tourism Education Board)** American University, Kyrenia, Cyprus

January 2001-September 2009 **Senior Lecturer**, Department of Business Administration , Girne American University, Kyrenia, Cyprus

February 2000 – December 2000 **Research Assistant**, University of West Georgia, education Faculty, Georgia, USA

June 1996-June 1997 **Project Coordinator**, ProCon & JFK Marketing Research Company, Istanbul, Turkey

August 1995-June 1996 **Project Assistant**, ProCon & JFK Marketing Research Company, Istanbul, Turkey

PUBLICATIONS

Toros, E. & Gazibey, Y. (2017), Priorities of the citizens in city brand development: comparison of two cities (Nicosia and Kyrenia) by using analytic hierarchy process (AHP) approach, *Qual Quant.* <https://doi.org/10.1007/s11135-017-0622-4> (Index SSCI)

Toros, E. (2017), The Measurement of Reputation in Higher Education: A New Conceptual Model for a Small Island, *International Journal of Economic Perspectives*, 11 (3). (Index Scopus)

CONFERANCES

2017, City Branding: Residents' Perceptions of Kyrenia and Famagusta, 14. Annual International Conference on SMEs, Entrepreneurship and Innovation 24-27 July 2017, Athens, GREECE, Emete Toros and Nilüfer Türksoy, Athens Institute for Education and Research, ISBN: 978-960-598-169-3

2014, Family Businesses as Brands: North Cyprus Study, in Kültür University, 5th Family Business Congress, Istanbul, TURKEY, Emete Toros

2013, The Influencing Choice of a Country for Higher Education in North Cyprus, 6. International Conference on Service Marketing, Kyrenia, TRNC, Emete Toros

2010, Defining Country Reputation to Measure Its Impact on Choosing a Country for Education: The Case of Turkish Part of Cyprus, 17. Conference of European Institute of Retailing and Services Studies, Istanbul, TURKEY, Emete Toros and Tony Conway

2009, Country Branding and the Measurement of Country Reputation: The Case of Turkish Part of Cyprus, 16. Conference of European Institute of Retailing and Services Studies, Niagara Falls, CANADA, Emete Toros and Tony Conway

LANGUAGES

English (excellent), Turkish – Mother Tongue

TECHNOLOGY SKILLS

Microsoft Office

SPSS

Structural Equation Modeling (AMOS)

Microsoft Excel

MEMBERSHIPS

AMFORHT (World Association for Training in Tourism) Member

AIIESEC (Association Internationale des Etudiants en Sciences Economiques et Commerciales) Alumni

INTBAU (International Network for Traditional Building, Architecture & Urbanism-Cyprus) Member

Bellapais Inner Wheel Member