

FULL CURRICULUM VITAE

I. NAME		Associate Professor Emrah Oney	
II. EDUCATION			
For Bachelor Degree:			
<u>Institution</u>	<u>Years Attended/Year Graduated</u>	<u>Degree</u>	<u>Major Field</u>
University of Hull	2004/2007	BSc	Accounting and Financial Management
For Master Degree:			
<u>Institution</u>	<u>Years Attended/Year Graduated</u>	<u>Degree</u>	<u>Major Field</u>
Swansea University	2007/2008	MSc	Marketing
For PhD. Degree:			
<u>Institution</u>	<u>Years Attended/Year Graduated</u>	<u>Degree</u>	<u>Major Field</u>
Swansea University	2008/2012	Ph.D.	Marketing
III. TEACHING POSITIONS AND RANKS HELD			
<u>Institution</u>	<u>Rank</u>	<u>Date</u>	<u>Major Subject</u>
Swansea University	Teaching Assistant	2010 - 2012	Business Statistics
University of Mediterranean Karpasia	Assistant Professor	2012 - 2016	Marketing and Management
Eastern Mediterranean University	Assistant Professor	2016- 2019	Marketing
Eastern Mediterranean University	Associate Professor	2019 - present	Marketing
IV. TEACHING EFFECTIVENESS			
<i>- Curriculum Development and Teaching Innovations</i>			
Consumer Behavior, Marketing Management, Principles of Marketing, Research Methods, Marketing Theories			
V. PROFESSIONAL GROWTH			
A. INTERNATIONAL REFERRED JOURNALS (SSCI)			
<p>Simintiras, A., Yeniaras, V., Oney, E. and Bahia, T. (2014) Redefining Confidence for Consumer Behavior Research. <i>Psychology & Marketing</i>. 31(6), pp.426-439. (SSCI)</p> <p>Oney, E. and Guven, G. (2015) General and Specific Self-Confidence: A Critical Review of the Literature and an Alternative Theory. <i>Psychological Reports</i>. 116(1), pp.149-163. (SSCI)</p>			

Oney, E., Guven, G. and Rizvi, W. (2017) The Determinants of Electronic Payment Systems Usage: A Sem Approach. *Economic Research*. 30 (1), pp.394-415. (SSCI)

Rizvi, W. H., & Oney, E. (2018). The influence of emotional confidence on brand attitude: Using brand belief as mediating variable. *Economic research-Ekonomska istraživanja*, 31(1), 158-170. (SSCI)

B. INTERNATIONAL REFERRED JOURNALS

Katlav, T., & Öney, E. (2019) Türkiye'deki Taraftarların Spor Kulüplerindeki Lisanslı Ürünlere İlişkin Satın Alma Niyetinin Planlanmış Davranış Teorisine Göre İncelenmesi. *Uluslararası Kültürel ve Sosyal Araştırmalar Dergisi (UKSAD)*, 4(1), 139-162.

Tümer, M., Aghaei, I., Öney, E., & Eddine, Y. N. (2019). The impact of traditional and social media marketing on customers' brand trust and purchase intentions in the Turkish airline market. *Journal of Research in Emerging Markets*, 1(4), 55-68.

C. THESIS & PROJECT SUPERVISION

Yetkin, Begüm (2014) The Effect of Culture on International Marketing, MSc in Marketing, Eastern Mediterranean University. (Master Graduation Project)

Hasanov, Bashir (2014) Factors Affecting Customer Complaint Behaviour, MSc in Marketing Management, Eastern Mediterranean University. (Master Graduation Project)

Shirazi, Sanaz (2014) Factors Influencing Intentions to Get a Bank Loan, Faculty of Business and Administration, Thesis, MSc in Marketing, Eastern Mediterranean University. (Co-supervisor)

Tabak, Sövüda (2015) K.K.T.C'nde Kamu Kurumlarında Çalışan Personelin Motivasyonunu Etkileyen Faktörler: İçişleri Bakanlığına Bağlı Dairelerde Örnek Bir Uygulama, İşletme Fakültesi, Yüksek Lisans Tezi, Akdeniz Karpaz Üniversitesi.

Çetin, Yücel (2015) Ordu Mensubu Akıllı Telefon Kullanıcılarının Şikâyet Davranışlarını Etkileyen Faktörler Üzerine Bir Uygulama Çalışması, İşletme Fakültesi, Yüksek Lisans Tezi, Akdeniz Karpaz Üniversitesi.

Ubaka, Amaka (2016) Factors That Influence Impulsive Buying Among Students In North Cyprus, Faculty of Business Administration, Thesis, Master of Business Administration, University of Mediterranean Karpasia.

Matarneh, Omar (2016) Factors Influencing Intention(s) to Use Electronic Payment Systems: The case of North Cyprus, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Boraei, Mohammed (2016) Factors Influencing Intention to Use Electronic Payment Systems: The Case of Students in Famagusta, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Bouzboune, Nasser (2017) Customer Intention to Order Food Online: The Case of Eastern Mediterranean University, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Katlav, Tolga (2017) Türkiye'deki Taraftarların Spor Kulüplerindeki Lisanslı Ürünlere İlişkin Satın Alma Niyetinin Planlanmış Davranış Teorisine Göre İncelenmesi, Faculty of Business and Administration, Thesis, Master of Science in Management, Eastern Mediterranean University.

Sharf, M. Mahdi (2017) The Intention to Use Facebook in the Case of North Cyprus, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Kutlu, Hacer (2017) Özel Hastane Kullanma Eğilimi: Kuzey Kıbrıs Türk Cumhuriyeti'ndeki Özel Hastanelerde Bulunan Fiziksel Koşullar, İmaj, Doktorlara Olan Güven, Bilgilendirme ve Hastaneye Olan Güven Faktörlerinin Özel Hastane Tercihine Olan Etkileri, Faculty of Business and Administration, Thesis, Master of Science in Management, Eastern Mediterranean University.

Golestani, Mahnoosh (2017) Factors Influencing E-Complaining: The case of North Cyprus, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Brahim, B. Brahim (2018) Factors That Influence Initial Trust Among International Students in Internet Banking (KOOP BANK), Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Cesur, Çağla (2018) Factors Affecting Students to Accept Mobile Banking in North Cyprus: Application of the Unified Theory of Acceptance and Use of Technology Model, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Köle, Ezel (2018) Explanation of Body Modification and Tattoo through Theory of Planned Behavior, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Sahranavard, A. Seyed (2018) The relationship between the Unified Theory of Acceptance and Use of Technology and Social Media (Check-in Applications), Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Elafdel, Houda (2019) Electronic Word of Mouth Through Technology Acceptance Model, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Raissi, Sam (2019) Determinants on Green Product Purchasing Intention: The Case of Recycled Plastic Products, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Kharrazi, Asal (2019) Influence of Big Five Personality Model on Propensity to Complain- A case of dormitory, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Satan, Süleyman (2019) Türkiye'deki Tüketicilerin Organik Ürün Satın Alma Hareketlerini Etkileyen Faktörler, Faculty of Business and Administration, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Shayegan, Soheila (2020) An Empirical Study of Iran's Hand Woven Product Market,

Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

Makinde, Toheeb Temitope (2022) Factors Affecting Mobile Banking Usage Among EMU Students, Thesis, Master of Arts in Marketing Management, Eastern Mediterranean University.

D. EXTERNALLY CRITIQUED PERFORMANCE

E. SCHOLARLY BOOKS and TEXT BOOKS

F. SCHOLARLY AWARDS

G. PARTICIPATION in PROFESSIONAL ASSOCIATION

H. RESEARCHES and PROJECTS

H. CONFERENCES and PANELS

a. International Conferences and Panels

Damirchi, S., Öney, E., & Sahranavard, S. A. (2022). The Effects of Social Media Influencers on Consumers' Buying Intentions with the Mediating Role of Consumer Attitude. In *New Dynamics in Banking and Finance* (pp. 45-72). Springer, Cham.

Oney, E., Aghaei, I. and Sahranavard, A. (2020) "The impact of e-satisfaction on re-purchase intention: The mediating effect of attitude and the moderating effect of e-wom.", 2nd International conference on global competition and innovation management (ICGCIM), Istanbul University, Istanbul, Turkey. April 17-19, 2020.

Katlav, T. and Oney, E. (2018) Türkiye'deki Taraftarların Spor Kulüplerindeki Lisanslı Ürünlere İlişkin Satın Alma Niyetinin Planlanmış Davranış Teorisine Göre İncelenmesi, 6th International Conference on Science, Culture, and Sport, 25-27 April, 2018, Lviv, Ukraine

Oney, E., Simintiras, A., and Zhao, A. (2013) The Effect of (In)congruence between General Self-Confidence and Specific Self-Confidence on Intentions to Complain, Academy of Marketing Science 16th Biennial World Marketing Congress, June 24-26, 2013, Monash University, Australia.

Oney, E. and Uludag, O. (2013) Classification of self-confidence: Is general self-confidence an aggregate of specific self-confidences?, 6th International Conference on Service Management, June 20-22, 2013, Kyrenia, Cyprus.

b. National Conferences and Panels

VI. SERVICE FOR THE UNIVERSITY AND THE COMMUNITY

Service for the University

COURSES THOUGHT

Marketing Management	Eastern Mediterranean University
Pazarlama Yönetimi	Eastern Mediterranean University
Marketing Research	Eastern Mediterranean University
Consumer Behavior	Eastern Mediterranean University
Introduction to Information Technology	Eastern Mediterranean University
İşletme Politikası	Eastern Mediterranean University
Marketing Management	University of Mediterranean Karpasia
Pazarlama Yönetimi	University of Mediterranean Karpasia
Pazarlama İlkeleri	University of Mediterranean Karpasia
Taşımacılık Yönetimi	University of Mediterranean Karpasia
Research Methods	University of Mediterranean Karpasia
Araştırma Yöntemleri	University of Mediterranean Karpasia
Stratejik Yönetim	University of Mediterranean Karpasia
Principles of Marketing	University of Mediterranean Karpasia
Principles of Management	University of Mediterranean Karpasia

PDS Form

