

CURRICULUM VITAE



Assist. Prof. Dr. Raziye NEVZAT Communication Strategist,
Lecturer of Brand Management, Digital and Social Media Marketing
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EDUCATION

- 2016 - 2018 Eastern Mediterranean University, **Ph.D.**
Major: Communication and Media Studies
- 2016 - 2014 Mersin University, PhD.
Major: Media, Culture and Urban Studies
- 2006 - 2003 Eastern Mediterranean University, **M.A.**
Major: English Studies
- 2000 -1996 Eastern Mediterranean University, **B.A.**
Major: English Literature and Humanities

CERTIFICATES

Further Certificate for Teachers of Business English, **London Chamber of Commerce Industrial Qualifications**, 2005.

Overseas Teachers of English, **University of Cambridge**, 2002.

ACADEMIC EMPLOYMENT

April 2021- Present WMG, University of Warwick Academic Project
Supervisor, Eastern Mediterranean University, North Cyprus

February 2019-Present Assistant Professor, Faculty of Communication and Media
Studies , Eastern Mediterranean University

September 2015 - 2019 Senior Instructor, Faculty of Communication and Media Studies , Eastern Mediterranean University

March 2007 -June 2007 Director, Foreign Languages and Preparatory School, Eastern Mediterranean University

2005-2015 London Chamber of Commerce Industrial Qualifications Exam Coordinator, Eastern Mediterranean University

2000 - 2015 Instructor of English, Modern Languages Division, Eastern Mediterranean University

PUBLICATIONS _____

SSCI

Melnychuk, H. A., Arasli, H., & Nevzat, R. (2024). How to engage and attract virtual influencers' followers: a new non-human approach in the age of influencer marketing. *Marketing Intelligence & Planning*.

Oguafor, I. V., & Nevzat, R. (2023). "We are captives to digital media surveillance" Netizens awareness and perception of social media surveillance. *Information Development*, 02666669231171641.

Nevzat, R., Amca, Y., Tanova, C., & Amca, H. (2016). Role of social media community in strengthening trust and loyalty for a university. *Computers in Human Behavior*, 65, 550-559.

ESCI

Nevzat, R. (2016). Social Media in Turkish Cypriot Society: Power, Surveillance and the Monitoring Culture. *Online Journal of Communication and Media Technologies*, 6 (December 2016 - Special Issue), 165-197.

PUBLICATIONS IN NATIONAL JOURNALS _____

NEVZAT, R., REBGE, S., Çise, M. İ. Ş., AYKOL, Z., & AWWAL, A. (2023). The Digitalisation of Social Capital: "Conspicuous Consumption on Instagram". *Galatasaray Üniversitesi İletişim Dergisi*, (39), 85-112.

INTERNATIONAL AND NATIONAL CONFERENCE PRESENTATIONS _____

Oguafor, V., Nevzat, R., *Netizens and Social Media Surveillance: Reviewing Participatory Surveillance and the Modern-Day Panopticon in a Digital Era*, 26-27 October 2023, İstanbul Gelişim University, Türkiye.

Nevzat, R. *Metaverse: A friend or a foe for brand experience?*, 8th International XR-Metaverse Conference, 28-30 June 2023, UNLV Las Vegas, USA.

Nevzat, R. *Reviving Cultivation Theory for Social Media*, The Asian Conference on Media, Communication and Film, 9-11 October, Tokyo- Japan.

Nevzat, R. *Social Media in Turkish Cypriot Society: Power, Surveillance and the Monitoring Culture*, International Conference on Communication, Media, Technology and Design 27 - 29 May 2016 Zagreb - Croatia.

THESIS SUPERVISION/EXAMINING COMMITTEES

Ugwu, B. *The use of digital media as communication channel during the Covid-19 pandemic: Challenges and prospects for micro, small, and medium enterprises in the Turkish Republic of Northern Cyprus*, MA Thesis, Famagusta, North Cyprus, 2021.

Olasupo A. *What Motivates posting selfies? Investigating the Motivations behind the Frequency of Posting Personal Pictures on SNS*, MA Thesis, Famagusta, North Cyprus, 2020.

Samson, J. *The Cultivation Effects of Facebook Use on Perceptions of Muslims in Australia*, BA Thesis, Discipline of Communication and Media, School of Design Communication and Information Technology, The University of New Castle, Australia. (*Examining Committee Member, December 2019*)

Melnychuk H.-A. *Building Lasting Connections: a New Non-human Approach to Cultivate Stickiness Among Followers of Virtual Influencers in the Influencer Marketing Landscape*, PhD Thesis, Famagusta, North Cyprus, (Expected to complete in 2024)

Aliyu A. *Service Quality Perspective on Media Dependency: A study of international students in TRNC*, PhD Thesis, Famagusta, North Cyprus. (Expected to complete in 2025)

Aykol, Z. *The Effect of Social Media Interaction on User Behavior and Purchase Intention: Analysis of Social Media Users and Construction Companies in North and South Cyprus*, (Expected to complete in 2025)

Rebge S. *Brand Loyalty of the Football fans on Social Media: A study on the relationship between brand loyalty and brand community of the Football team supporters in the Turkish Cypriot and Greek Cypriot Community*, PhD Thesis, Famagusta, North Cyprus, (Expected to complete in 2025)

Mis C. *Social Stigma, Nonverbal Communication and Social Media Relationship: Do women avoid sharing their health problems on social media?* PhD Thesis, Famagusta, North Cyprus, (Expected to complete in 2025)

INVITED TALKS

Nevzat R. *Social Media and Digital Marketing*, The School for Young Leaders, President's Office, Republic of Macedonia, 13 February 2019.

Nevzat R. *Social Media and Digital Marketing*, The School for Young Leaders, President's Office, Republic of Macedonia, 28 August 2018.

Nevzat R. *Social Media's Impact on Society*, Social Media Week Rotterdam, 16 November 2016.

REVIEWER DUTIES IN JOURNALS _____

Information Development (SSCI)

Marketing Intelligence and Planning (SSCI)

PLOS One (SSCI)

Journal of Hospitality and Tourism Insights (ESCI)

Journal of Education and Future (ESCI)

UNIVERSITY COMMITTEE MEMBERSHIPS _____

Student Disciplinary Committee Member, Rector's Office 2022-2023

PhD Qualification Exam Committee Member, 2022-2023

Promotion Committee, Faculty of Communication and Media Studies, 2022- Present

Sponsorship Committee, Rector's Office, 2009- Present

University Complaint and Improvement Committee, Rector's Office 2015-2021

Scholarship Committee, Rector's Office, 2009-2014

Promotion Committee, Faculty of Tourism, 2012-2013

SERVICES TO THE COMMUNITY _____

Member of Personal Data Protection Board, Office of the Prime Minister, Elected by the **TRNC** Parliament 2019- 2023.

SEMINARS AND TRAINING SESSIONS DELIVERED ____

European Union InfoPoint (2022)

Social Media Usage and Personal Data Protection seminar, funded by EU included raising awareness on data protection for youth.

North Cyprus Banks Association, Kuzey Kıbrıs Turkcell and Dağlı Insurance, Metaverse Marketing (2022)

Seminar, keynote speaker to stakeholders on metaverse investment.

CTCCWE-Brand Management (2022)

Turkish Chamber of Commerce Women Entrepreneurship Committee received a seminar to encourage women to participate in digital platform.

Metaverse Meeting with Turkish Nicosia Mayor

Moderated a seminar between Mayor Mehmet Harmancı and Youth on metaverse, directed the entire process.

The School for Young Leaders, President's Office, Macedonia (2018,2019)

Hosted by the President of Macedonia, The School for Young Leaders provided education for young entrepreneurs on various topics including digital media, social media and 4th Industrial Revolution

UNFICYP- Using Social Media - This was a bicomunal training for NGO's from North and South on the effective usage of social media on peace building. (2017)

PROFESSIONAL AFFILIATIONS AND SERVICES _____

Administrative Duties

Digital Strategy Office Coordinator, Rector's Office 2023- Present

Duties Included:

Marketing Strategy

Branding Communication Strategy Digital Marketing

International Affairs with Quality Assurance Bodies and other related parties

International Affairs, Social Media and Institutional Communication

Coordinator, Rector's Office, EMU. 2019-2020 Duties Included:

Branding Communication Strategy Digital Marketing

International Affairs with Quality Assurance Bodies and other related parties

Social Media and Institutional Communication Coordinator, Rector's Office, EMU.

2014-2019

Social Media Strategy and Management of University Accounts Digital Marketing of the University to more than 100 countries Branding

News Dissemination

Social Media Unit and Promotion Coordinator, Rector's Office 2009-2014

Promotion Strategies and Social Media Management of the University Accounts

London Chamber of Commerce Industrial Qualifications Exam Coordinator,
2005- 2015

SEMINARS AND TRAININGS _____

Social Media Week Rotterdam (2016)

The session informed the audience on how social media could be used successfully, social media usage in collectivist societies and social media usage statistics in Northern Cyprus.

Ministry of the Foreign Affairs of TRNC (2015, 2018)

The training session that took place in the Ministry of Foreign Affairs consisted of the digital presence of the government institutions, the branding language of government institutions in digital environment, the risks and crises, and how to accelerate the distribution of information among the citizens of TRNC.

Turkish Cypriot Chamber of Industry (2015, 2016, 2017)

During the regular training sessions that take place since 2015, the industrialists are informed on how to create their own brands, new trends in social media and examples from the industry.

Turkish Cypriot Coastal Safety Directorate (2015)

In the training conducted with the Turkish Cypriot Coastal Safety its members received information on how to improve the presentation of the services they provide, how to be more accessible and sectorial examples were discussed.

Turkish Cypriot Chamber of Commerce (KTTO, 2015, 2016)

During the seminars organized for the Turkish Cypriot Chamber of Commerce, innovations, opportunities and examples from within the sector are discussed each year, as well as what topics may be trending next year and the ways that successful companies follow for brand promotion are shown.

Socialist Democracy Party (2014)

The training session of the Socialist Democracy Party took place in 2014 before the election period. It was attended by Mehmet Harmanc1 and his team, who is still serving as Mayor of Nicosia Municipality. During this training session, information was given on how political parties can use social media, how to direct their personal brands of political figures, and how to get more people through social media to get donations or participation for the political party.

ADDITIONAL INFORMATION _____

Trained social media, marketing and production teams for more than 100 institutions.
Worked on strategic planning of numerous institutions.
Promoted the University at trade fairs at a national and international level
Worked for FIBAA accreditation and LCCI Accreditations.

TEACHING EXPERIENCE _____

Spring 2021-2024 Selective Readings, (COMM 602) PhD Course,
Faculty of Communication and Media Studies, EMU.

Fall 2021- 2024 Brand Management (PRAD 416) Faculty of
Communication and Media Studies, EMU.

Fall 2020- 2024 Positioning and Viral Marketing (COMM 666) PhD Course,
Faculty of Communication and Media Studies, EMU.

Spring 2019-2020 Interactive Media and Democracy (COMM 641) PhD
Course, Faculty of Communication and Media Studies, EMU.

Spring/Fall 2017-2024 Introduction to Social Media (PRAD 104, HIRE 104)
Faculty of Communication and Media Studies, EMU.

Fall 2017-2024 Social Psychology (PRAD 237, HIRE 237)
Faculty of Communication and Media Studies, EMU.

Spring 2016-2024 Current Issues in Advertising (PRAD 416), Faculty
of Communication and Media Studies, EMU.

Fall 2015-Fall 2000 Senior Instructor of English and Communication Skills, Modern
Languages Division, Foreign Languages and Preparatory School