

CURRICULUM VITAE

1. **Name and Surname** : Asım Vehbi
2. **Date of Birth** : 15 May 1966
3. **Title** : Prof. Dr.
4. **Education** :

Degree	Department/Program	Institution	Year
Bachelor's Degree	Business Management	Northern Michigan University / USA	1988
Master's Degree	International Relations	European University of Lefke	1996
Doctorate	Business Management	Girne American University	2012

Title of the Master Thesis and Thesis Supervisor(s):

“A Perspective to the Recent Developments in Cyprus and European Union Relations with Suggestions for the Future of the Turkish Republic of Northern Cyprus”, Assoc. Prof. Dr. Osman KÜÇÜKAHMETOĞLU.

Title of The PhD Thesis/Qualification in Art and Thesis Supervisor(s):

“Integrated Marketing Mix Model for the University Sector Perspective on Choice Factors of Prospective Students: The Case of North Cyprus Universities”, Prof. Dr. Yıldırım ÖNER.

5. Academic Titles:

Date of Assist. Prof. Dr. : 2013
Date of Assoc. Prof. Dr. : 2015
Date of Prof. Dr. : 2020

6. Thesis Administered

6.1. Master's Theses:

6.2. PhD. Theses:

- 6.2.1. “Developing brand building strategies for North Cyprus Higher Education Institutions: In the sight of graduate level students”; Aral DOĞU.

7. Publications:

7.1. Articles in Refereed International Journals (SCI, SSCI, Arts and Humanities, SCI-E, ESCI)

- 7.1.1. Farmanesh, P., Solati Dehkordi, N., **Vehbi, A.**, Chavali, K. (2025); “Artificial Intelligence and Green Innovation in Small and Medium-Sized Enterprises and Competitive-Advantage Drive Toward Achieving Sustainable Development Goals”, *Sustainability*, 17(5), 2162.
- 7.1.2. **Vehbi, A.**, Farmanesh, P., & Solati Dehkordi, N. (2025); “Nexus Amid Green Marketing, Green Business Strategy, and Competitive Business Among the Fashion Industry: Does Environmental Turbulence Matter?”, *Sustainability*, 17(5), 1769.

- 7.1.3. Farmanesh, P., Zargar, P., Esenyel, V., **Vehbi, A.**, (2021); "Linking Spiritual Leadership and Boundary-Spanning Behavior: The Bright Side of Workplace Spirituality and Self-Esteem", SAGE, DOI:10.1177/21582440211040775, journals.sagepub.com/home/sgo, July-September 2021:1-12.
- 7.1.4. Farmanesh, P., **Vehbi, A.**, Zargar, P., Sousan, A., Bhatti, F., (2020); "Is There Always a Positive Relationship Between Workplace Diversity and Organizational Performance, or Does Diversity Fatigue Imply a Suppressing effect?" South East European Journal of Economics and Business Volume 15 (1), 14-26 DOI: 10.2478/jeb-2020-0002.

7.2. Articles Published in Other Refereed Journals

- 7.2.1. Doğu, A., **Vehbi, A.**, (2019); "Investigation of Factors Influencing Prospective Students to Enroll North Cyprus Higher Education", International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-8, June 2019.
- 7.2.2. **Vehbi, A.**, (2018); "Core Issues of Copyright Law in the Digital Environment: The Promise of Blockchain", International Journal of Applied Engineering Research, ISSN 0973-4562, Vol.13, No.20, pp. 14510-14516.
- 7.2.3. **Vehbi, A.**, (2016); "The M-Commerce and Mobile Computing Landscape in New 4G Technology" International Journal of Computer Science and Information Security (IJCSIS), Vol. 14, No.11, pp. 1154-1159, November 2016.
- 7.2.4. **Vehbi, A.**, Al-Tall, R. M., (2016); "Co-relation between CRM, Knowledge Management and Customer Satisfaction in Organizations" International Journal of Computer Science and Information Security (IJCSIS), Vol. 14, No.11, pp. 972-984.
- 7.2.5. **Vehbi, A.**, Al-Tall, R. M., (2016); "Electronic Commerce Deployment, Motivations and Satisfaction: A Qualitative Perspective" International Journal of Computer Science and Information Security (IJCSIS), Vol. 14, No.10, pp. 957-971.
- 7.2.6. Kitana, A., **Vehbi, A.**, (2015); "The Commitment of United Arab Emirates Employees in The Private and Public Sectors Who Employed by The Process of Emiratisation" Indian Journal of Management Science (IJMS), EISSN 2231-279X, ISSN 2249-0280, Vol. 5, No.2, pp. 45-57.
- 7.2.7. Davut, S., **Vehbi, A.** (2015); "The Merging of Northern and Southern Cyprus: Delayed but Cannot be Denied", GAU Journal of Social and Applied Science, V7, 2015.
- 7.2.8. Kırıkkaleli, D., Bora, İ., **Vehbi, A.**, (2015); "Capital Flows to Turkey: Multivariate VAR Approach", International Journal of Economic Perspective, V.9, ISSN: 1307-1637, Issue 3, September 2015.
- 7.2.9. Çiçek, O., Davut, S., **Vehbi, A.**, S., Aloqool, A., (2013); "Marketing and Promotion Challenges for an Internationally Recognized University of an Unrecognized Country: A Case of Girne American University, North Cyprus", Proceedings of 6th International Conference on Services Management, Oxford Brookes University-UK, North Cyprus, Emerald SSCI Journal, 23-25 June, 2013.

7.3. Reports Presented at the Scientific Meetings and Published in the Proceedings

- 7.3.1. Farmanesh, P., **Vehbi, A.**, Zargar, P., (2019); "Linking Main Service Performance and Switching Intention with Moderating effect of Switching Cost: Does Customer Loyalty Matter?", ICOAEF'19 V. International Conference on Applied Economics and Finance & Extended with Social Sciences, Acapulco Hotel, Kyrenia, North Cyprus, 9-11 April 2019.
- 7.3.2. **Vehbi, A.**, (2017); "Bioeconomy for Future of North Cyprus", Bioeconomy Congress (Kongres Biogospodarki), EBCL 2017, Lodz-Poland, 20-21 November 2017.

- 7.3.3. Kasapoğlu, C., **Vehbi, A.**, (2015); “Strategic Defensive Weapons and Evolution of Intrawar Deterrence: Assessing Missile Defense Trends in the Middle East”, ISMS (R)EVOLUTION OF WAR, Finnish National Defence University, 13-15 October, 2015.
- 7.3.4. **Vehbi, A.**, Çiçek, O., Davut, S. (2013); “Marketing and Promotion Challenges for an Internationally Recognized University of an Unrecognized Country: A Case of Girne American University, North Cyprus”, Proceedings of 6th International Conference on Services Management, Oxford Brookes University-UK, North Cyprus, Emerald SSCI Journal, 23-25 June, 2013.
- 7.3.5. **Vehbi, A.**, Çiçek, O., Davut, S., (2013); “Global Business Education Through Cooperation Between Different Campuses on Different Continents: A Case of GAU”, *ECBE Annual Conference 2013*, Vienna, Global Cooperation in Business Education: Pan-European Initiatives, ECBE, Vienna, 24-25 May 2013.
- 7.3.6. Çiçek, O., **Vehbi, A.**, (2013); “Place and Importance of Social Media in Higher-Education Marketing Strategies; Sample of Girne American University”, International Social Media Symposium, Girne American University, Girne, 25-26 April, 2013.
- 7.3.7. Davut, S., **Vehbi, A.**, (2013); “Using the Digital Marketing Tools to Improve Students’ Satisfaction: The Case of Girne American University”, International Social Media Symposium, Girne American University, Girne, 25-26 April, 2013.
- 7.3.8. **Vehbi, A.**, (2011); “Proceedings of the Forum and Exhibition on Higher Education Services in the OIC Member States: Youth and Innovation”, Acapulco Hotel, Girne, 28 November-1 December, 2011.
- 7.3.9. **Vehbi, A.**, (2007); “Proceedings of the International Conference on Environment: Survival and Sustainability”, Near East University, Nicosia, 19-24 February, 2007.

7.4. Written international books and book chapters

7.5. Articles Published in Refereed National Journal

7.6. Reports Presented at National Scientific Meetings and Published in the Proceedings

- 7.6.1. **Vehbi, A.**, (2015); Adadaki Üniversitelere Genel Bir Bakış, Higher Education Workshop, 2015.
- 7.6.2. **Vehbi, A.**, (2015); “CMC Rehabilitation Policy”, CMC and Environment Workshop, Ministry of Environment and Natural Resources, Lefke, 03 June, 2015.
- 7.6.3. **Vehbi, A.**, Cicek, O., Davut, S (2013); “An Implementation Study of Agro Tourism in North Cyprus”, 1st International Eco Tourism, Eco Production and Eco Village; Sample Bağlıköy Symposium, European University of Lefke, 23-24 May, 2013.
- 7.6.4. **Vehbi, A.**, (2007); “Rehabilitation of the Former CMC”, Lefke Ministry of Environment and Natural Resources, Lefke, 20-21 November, 2007.
- 7.6.5. **Vehbi, A.**, (2007); “Water Resources and the Future of North Cyprus”, Environmental Policies in North Cyprus Conference, Near East University, 15-19 September, 2007.
- 7.6.6. **Vehbi, A.**, (2007); “CMC Rehabilitation Policy”, CMC and Environment Workshop, Ministry of Environment and Natural Resources, Lefke, 24 June, 2007.
- 7.6.7. **Vehbi, A.**, (2007); “Air Pollution and Policies in North Cyprus”, Environment and Natural Resources Workshop, Development Platform for North Cyprus, 19 June, 2007.

- 7.6.8. **Vehbi, A.**, (2007); “Air Quality in North Cyprus”, World Environment Conference, Near East University, 18-20 May, 2007.
- 7.6.9. **Vehbi, A.**, (2006); “Quarries Development and Sustainability Plan in North Cyprus”, Quarries Development Workshop, Quarries Association and Ministry of Environment, Nicosia, 19 November, 2006.

7.7. Art and Design Activities

7.8. Other Publications

- 7.8.1. Vehbi, A., (2012); “Integrated Marketing Mix Model for the University Sector Perspective on Choice Factors of Prospective Student: The Case of North Cyprus Universities, PhD Thesis, Girne American University, May, 2012.
- 7.8.2. **Vehbi, A.**, (2008); “Developments in the TRNC Environmental Policies III”, TRNC Environment Magazine, V.3, January, 2008.
- 7.8.3. **Vehbi, A.**, (2007); “Developments in the TRNC Environmental Policies II”, TRNC Environment Magazine, V.2, September, 2007.
- 7.8.4. **Vehbi, A.**, (2007); “Developments in the TRNC Environmental Policies I”, TRNC Environment Magazine, V.1, June, 2007.

8. Scientific Projects

TRNC Kumköy-Serhatköy Water Transmission, Line Project	Project Leader,	2007 – 2008
TRNC Water Resources Master Plan,	Project Leader,	2006 – 2008
TRNC Waste Management Master Plan,	Project Leader,	2006 – 2008
TRNC Environment Master Plan,	Project Leader,	2006 – 2008
TRNC Bafra Seawater Desalination Project,	Project Leader,	2006 – 2008
TRNC Quarries Development Project,	Project Leader,	2006 – 2008
TRNC Exhaust Emission Project,	Project Leader,	2006 – 2008
Future United Cyprus Project,	Project Member,	1995 – 1998
Young Business Leaders; Bicommunal Project (USA Embassy & Fulbright Center)	Project Member,	1995 – 1997

9. Administrative Roles

Title	Institution	Year
President	Cyprus Universities Association (CUA)	2024 – Present
Rector	Arkin University of Creative Arts and Design (ARUCAD)	2020 – Present
President of Senate	Arkin University of Creative Arts and Design (ARUCAD)	2019 – Present
President of Administrative Committee	Arkin University of Creative Arts and Design (ARUCAD)	2019 – Present
Vice Rector	Arkin University of Creative Arts and Design (ARUCAD)	2019 – 2020
President	Cyprus Universities Association (CUA)	2019 – 2020
Acting Dean	American University of Cyprus Faculty of Education	2019 – 2020
Acting Chairman of the Board of Trustees	American University of Cyprus (AUC)	2018 – 2019
Head of Department	American University of Cyprus Faculty of Business and Economics Department of Business Administration	2018 – 2019
Member of Board of Trustees	American University of Cyprus (AUC)	2015 – 2019
Vice Chancellor	Girne American University	2008 – 2018
Head of Department	Girne American University Faculty of Business and Economics Department of International Business	2014 – 2017
Vice Chancellor	Girne American University	2016 – 2017
Part-Time Academic Staff	Girne American University Faculty of Business and Economics	2008 – 2017
CEO	Girne American University	2012 – 2015
Head of Department	Girne American University Faculty of Business and Economics Department of Business	2013 – 2014
Founding Director	GAU UK Campus	2008 – 2012
Founding Director	GAU Singapore School of Business and Management Design,	2008 – 2012
Minister of Environment and Natural Resources	TRNC Government	2006 – 2008
Vice Chancellor	Girne American University	2004 – 2006
Part-Time Academic Staff	Cyprus International University Faculty of Business Administration	1997 – 2004
Founding General Secretary	Cyprus International University	1997 – 2004
Registrar and Marketing Director	Girne American University	1996 – 1997
Director of Public Relations and Marketing Office	European University of Lefke	1995 – 1996

Sales Director	Veras Co. Ltd.	1992 – 1994
Treasure Department	Cyprus Credit Bank Ltd.	1991 – 1992
Second Lieutenant	Turkish Cyprus Security Forces	1988 – 1990

10. Memberships in Scientific and Professional Organizations

Founding Member	Association for Art Education Accreditation (SANAD)	2025 – Present
President	Cyprus Universities Association	2024 – Present
Member	Çetinkaya Sports Club	2015 – Present
Member	Cyprus Universities Association	2015 – Present
Member	Turkish Cypriot American Cultural Association	1990 – Present
Member	American Management Association	1988 – Present
President	Cyprus Universities Association	2019 – 2020
General Coordinator	Cyprus Universities Association	2017 – 2019
Member	EDUNIVERSAL	2004 – 2019
Member	EFMD	2004 – 2019
Member of Parliament	Chamber of Commerce	2014 – 2018
Founding President	GAU Research Institute	2012 – 2017
Founding President	GAU Environment and Nature Research and Application Center	2011 – 2017
Founding President	Nicosia Group	2014 – 2016
Member of Administrative Board	Turkey-EU Foundation	2004 – 2006
President	Turkish-American Cultural Association	1992 – 2005
Bi-communal “Think Tank” Group Member	Economic Forum for the Cyprus Island	2003 – 2004
Member of Parliament	Chamber of Commerce	1994 – 1998
Member of Administrative Board	Association of Young Businessman	1992 – 1994
Member of Administrative Board	Çetinkaya Sports Club	1988 – 1992

11. Awards

12. Please fill in the table below for the courses you have given at the undergraduate and graduate level courses in last two years.

Academic Year	Semester	Course Name	Weekly Hour		Number of Students
			Theoretical	Practice	
	Fall				
	Spring				
	Fall				
	Spring				

Note: If opened, lectures given in the summer term will also be added to the table.