

CURRICULUM VITAE

1. Personal Information:

2. **Name- Surname:** Ahmet İyici

3. **Date of Birth:** 21.07.1995

4. **Nationality:** Cypriot

5. **Contacts:** 0533 831 5224 - ahmetiyici95@hotmail.com

6. Educational Background:

Degree	Department	University	Year
B. A	Public Relations and Advertising	Eastern Mediterranean University	2018
M. A	Communication and Media Studies	Eastern Mediterranean University	2020
Ph. D.	Communication and Media Studies	Eastern Mediterranean University	2025

Job Experiences Timeline

2017-2018: Social Media Unit Manager at Genesis IMC Agency, Famagusta, North Cyprus.

2018-2025 (until 2025 Fall) : Full-Time Research/ Teaching Assistant at Faculty of Education in Department of Educational Sciences at EMU.

2023-2025: Instructor at Faculty of Communication and Media Studies, Public Relations and Advertising

2025: Doctorate Graduation

2025 Spring- 2026 Fall Semesters: Part-time Instructor (Dr.), Faculty of Communication and Media Studies, Public Relations and Advertising, EMU.

2025- 2026 Fall Semester: Part-time Instructor (Dr.), Faculty of Communication, New Media and Communication, ARUCAD University.

2025-2026 Spring Semester: Full-time Instructor, Faculty of Communication, New Media and Communication, ARUCAD University.

7. Publications

7.1 Articles published in international peer-reviewed journals (SSCI)

İyici, A. & Kutoğlu Kuruç, Ü. (2025) Exploring the Influence of New Media and Mobile Technologies at Tertiary Education in a Developing Country: A Case Study of Teacher-Student Interactions in Northern Cyprus during the COVID-19 Pandemic, *International Journal of Mobile Communications*, 25(2), 229-248, <https://doi.org/10.1504/IJMC.2025.144195>

7.2. Articles published in other international peer-reviewed journals (ULAKBİM)

İyici, A., & Kuruç, Ü. K. (2023). Digital Natives' Academician-Student Relationships. *AJIT-E: Academic Journal of Information Technology*, 14(55), 377-395. <https://doi.org/10.5824/ajite.2023.04.004.x>

İyici, A. & Özen Sevinç, M. (2025). Virtual vs Real: A Comparative Study on CGI Ads and Guerrilla Ads. *International Journal of Public Relations and Advertising Studies*,8(1), 10-40. <https://doi.org/10.61766/hire.1596828>.

7.3 Research presented at international scientific meetings and published in the abstract book.

Navigating Consumers' Perceptions: A Comparative Study Among North Face's Viral CGI Ads And Traditional Ads, Üsküdar University, 11. International Communication Days: Digital Inequality and Data Colonialism, (2024).

8. Courses Given (Last 3 Years)

Academic Year	Academic Term	Course Code	Course Name	Credit	Medium of Instruction
2023-2024	Fall	PRAD324	Reputation Management	3	English
2023-2024	Spring	PRAD324	Reputation Management	3	English
2024-2025	Fall	EDUC118	Literature Review and Reporting	2	English
2024-2025	Fall	HIRE328	Neuromarketing for Marketing Communications and Advertising	3	Turkish
2024-2025	Fall	HIRE412	Yaratıcı Reklamcılık	3	Turkish
2024-2025	Spring	PRAD324	Reputation Management	3	English
2024-2025	Spring	HIRE328	Neuromarketing for Marketing Communications and Advertising	3	Turkish
2024-2025	Spring	HIRE412	Yaratıcı Reklamcılık	3	Turkish
2024-2025	Spring	RPDA417	Topluma Hizmet Uygulamaları	2	Turkish
2025-2026	Fall	PRAD105	Digital Public Relations	3	English
2025-2026	Fall	PRAD412	Creative Advertising	3	English
2025-2026	Fall	HIRE328	Neuromarketing for Marketing Communications and Advertising	3	Turkish
2025-2026	Fall	HIRE412	Yaratıcı Reklamcılık	3	Turkish
2025-2026	Fall	YMED203	Dijital Medya Pazarlama	3	Turkish
2025-2026	Fall	İLET403	Yaratıcı Sunum	4	Turkish
2025-2026	Spring	RKLM132	Yaratıcı Reklam Tasarımı	3	Turkish
2025-2026	Spring	İLET108	Dijital Pazarlama	3	Turkish

9. Community Service

2012: Turn Green Again Project, Near East University, Nicosia.

2013: Happiness Goes Round Social Responsibility Project, Eastern Mediterranean University.

2015: Social Responsibility Project for Children with Down Syndrome- İrfan Nadir Rehabilitation Center for Disabled Over 18 Years Old, Famagusta.

2017: Donation / Kermess Activity Jointly Held with Genesis IMC Agency and Kemal Saraçoğlu Children with Leukemia and Cancer Foundation, Famagusta.

2019: Yeniceköy Afforestation Project, Nicosia.

2025: Kermess Donation for SOS Children Village with RPDA417 students.

10. Educational Workshops, Panels and Conferences

2012: Turkey-Turkish Republic of Northern Cyprus (TRNC) Joint Youth Workshop- Acapulco Resort Hotel, Kyrenia.

2017: Social Media and Brand Week / EMU

2018: 5th International Conferences in Communication / EMU, Rauf Raif Denktaş Culture and Congress Center, Famagusta.

2018: İzmir/Turkey, Yaşar University, Interuniversity Advertising Workshop, 2nd prize on behalf of the EMU.

2019: Social Media and Brand Week II / EMU, Famagusta.

2019: TEDx Conferences / Rauf Raif Denktaş Culture and Congress Center, EMU, Famagusta.

2019: Neuromarketing Education/ Swiss Academy, Online/ Distance Education at the MyEDUCO Distance Education Center.

2020: Development and Communication Summit / Alfa Event, S-Talks Online (9 Sessions, 9 Certificates)

2020: Cyprus Psychology Summit / Alfa Event / Lords' Palace Hotel (4 Sessions, 4 Certificates), Kyrenia.

2021: Professional Communication and Persuasion Techniques in the Business World/ Online Course/ Panoram Academy & UDEMI- 2021, Distance Education.

2025: Yapay Zeka Neden Halüsinasyon Görüyor by Sercan Karakaşlı, Online Seminar.

10.1 In-Service Training

2022 (Educator): New Learning Methods for Z Generation/ New Communication and Teaching Technologies, In-training Education for High School Teachers, Polatpaşa Lisesi.

2023 (Educator): Eastern Mediterranean University, Foreign Languages and English Preparatory School Teachers, 8th Workshop Festival, Gen Z's Communication and Learning Preferences in the Digital Age.

10.2 Conference: Abstract Presentation

2024 (Presenter): Navigating Consumers' Perceptions: A Comparative Study Among North Face's Viral CGI Ads And Traditional Ads, Üsküdar University, 11. International Communication Days: Digital Inequality and Data Colonialism.

11. Professional Development: Certified Education

2019: Neuromarketing Education/ Swiss Academy, MyEDUCO

2021: Professional Communication and Persuasion Techniques in the Business World (Online Course)- Panoram Academy and UDEMI

12. M.A & Ph. D. Thesis Information

İyici, A. (2020). *The Impacts of New Media Technologies on Interpersonal Communication: A Case Study of Teacher-Student Interactions at EMU during COVID-19 Pandemic*. M.A Thesis, Supervised by Assist. Prof. Dr. Ülfet Kutoğlu Kuruç.

İyici, A. (2025). *Technology-mediated Interpersonal Communication at Tertiary Education: A Comparative Generational Study in North Cyprus*. Doctorate Thesis, Supervised by Assoc. Prof. Dr. Ülfet Kutoğlu Kuruç.

AREA OF INTEREST

1. Intergenerational Communication
2. Interpersonal Communication/ Technology-Mediated Interaction Studies
3. Educational Communication and Technology
4. Digital Advertising Studies - AI-Generated Ads: CGI Advertising
5. Neuromarketing in PR and Advertising