

CURRICULUM VITAE

1. **Name - Surname** : Asım VEHBİ
2. **Date of birth** : 15th May 1966
3. **Position** : Asst. Prof. Dr.,
Girne American University Chief Executive Officer
4. **Education** :

Degree	Area	University	Year
BSc	Business Management	Northern Michigan University / USA	1988
MSc	Integration of European Union	European University of Lefke / TRNC	1996
PhD	Business Management	Girne American University	2012

5. Academic Titles

Asst. Prof. Dr.	Business Management	Girne American University	2013
Dr.	Business Management	Girne American University	2012

7. Publications

1. **“Transformation of NATO: A politico-military assessment in the age of austerity and emerging threats”**, Antalya International University, SEPAM Policy Brief No: 9, October 2014, with Can Kasapoğlu.
2. **“Marketing and promotion challenges for an Internationally recognized university of an unrecognized country: A case of Girne American University, North Cyprus”**, 6th International Conference on Services Management, Oxford Brookes University-UK, 23-25 June, 2013, North Cyprus, (with Dr. Olgun Cicek and Dr. Sualp Davut), (To be published in the Conference Proceedings and for an **Emerald SSCI** journal).
3. **“Global Business Education Through Cooperation Between Different Campuses: A Case of GAU”**, Global Cooperation in Business Education: Pan-European Initiatives, ECBE, Vienna, May 2013, (with Asst. Prof. Dr. Olgun Çiçek and Asst. Prof. Dr. Sualp Davut) (to be published)
4. **“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, Lefke, 23-24 May, 2013. (with Asst. Prof. Dr. Olgun Çiçek and Asst. Prof. Dr. Sualp Davut) (to be published)
5. **“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. (cooperated with Dr. Olgun Çiçek) (completed).

6. **"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 (cooperated with Dr. Sualp Davut) (completed).
7. **"Analysing university characteristics in perspective of marketing: The case of recruiting international students to North Cyprus"**, April 2013, Routledge, ISSN 1303-2917, RANA-2013-0040 (with Dr. Olgun Cicek and Dr. Sualp Davut) (to be published)
8. **Integrated Marketing Mix Model for the University Sector Perspective on Choice Factors of Prospective Student: The Case of North Cyprus Universities**, Doctoral Dissertation, Girne American University, May 2012.
9. **"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.
10. **"Developments in the TRNC Environmental Policies III"**, TRNC Environment Magazine, V.3, January, 2008.
11. **"Developments in the TRNC Environmental Policies II"**, TRNC Environment Magazine, V.2, September, 2007.
12. **"Developments in the TRNC Environmental Policies I"**, TRNC Environment Magazine, V.1, June, 2007.
13. **"Proceedings of the International Conference on Environment: Survival and Sustainability"**, Near East University, Nicosia, 19-24 February, 2007.

8. Projects

Participation in workshops such a EFMD, Eduniversal, ECBE, IACBE, conferences and sessions in various Institutions and Universities.

Project Leader for TRNC Water Master Plan in 2006

Higher-education Management and Leadership Workshop, USA Embassy and Fullbright Center, Nicosia, TRNC, October 2002

Young Business Leaders, Bi-Communal Project, USA Embassy and Fullbright Center, Nicosia, TRNC

Future United Cyprus Project, Project Member, 1995-1998

Interactive Design and Problem Solving Seminar, USA Embassy and Fullbright Center, Nicosia, TRNC

Incompatibility Solution, Facilitating and Education, Fullbright Center, Cyprus, June 1995

Life in Campus Training, Northern Michigan University, USA, 1985-1986

9. Administrative Works

Head of International Business Management Dept. / Faculty of Business and Economics	Girne American University	2014-...
Head of Economy Department Faculty of Business and Economics	Girne American University	2013-2014
CEO and Vice Chancellor of the Board	Girne American University	2012-...
Vice Chancellor of the Board of Administrators	Girne American University	2008–2012
Part-time Teaching Staff Faculty of Business and Economy	Girne American University	2008–...
Minister of Environment and Natural Resources	TRNC Government	2006–2008
Vice Chancellor of the Board of Administrators	Girne American University	2004–2006
General Secretary	Cyprus International University	1996–2004
Part-time Teaching Staff Faculty of Business and Economy	Cyprus International University	1996–2004
Public Relations and Advertising Manager	European University of Lefke	1995–1996
Sales Director	Veras Co. Ltd.	1991–1995

10. Membership of Scientific Organizations

Member	EFMD	2006-...
Member	EDUNIVERSAL	2006-...
Member of Bi-Communal “Think Tank” Group	Economic Forum for Island of Cyprus	2003-...
Chair	Turkish and American Cultural Assoc.	1994 – 2005
Member of Assembly	North Cyprus Chamber of Commerce	1994 – 1998
Member of the Board	Young Businessmen Assoc.	1992 – 1994