Curriculum Vitae

2014

Dr Senem Yazici

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EDUCATION

PhD, Management (November 2010)
The Faculty of Management and Law, University of Surrey, UK
Topic: '"Factors Influencing the Successful Development of Hospitality SMEs: A Study of Independent Hotels in North Cyprus"

MSc, Tourism Management (September 1999)
The School of Hospitality and Tourism Management, University of Surrey, UK,
Topic: "An investigation of the application of total quality management in travel agency operations"

BSc, Tourism Management (February 1998)
The School of Hospitality and Tourism Management, Eastern Mediterranean University, N.Cyprus (Honour Degree)

EMPLOYMENT HISTORY

International Antalya University, Turkey (2014- present)
College of Tourism, Department of Tourism and Hotel Management, Lecturer in Tourism and Entrepreneurship (Full-Time)

Eastern Mediterranean University, N. Cyprus (2013-2014 FALL)
Business and Economic Faculty, Department of Business Administration, Lecturer in Entrepreneurship (Part-Time)

University of Reading, Reading, UK (January 2013-September 2013)
Henley Business School, Henley Centre for Entrepreneurship, Visiting Research Fellow

Star Kibris Newspaper (Turkish), N.Cyprus (January 2011-July 2013)
Business and Education Columnist

Eastern Mediterranean University, N. Cyprus (2012-2013)
Business and Economic Faculty, Department of Business Administration, Lecturer in Entrepreneurship (Part-Time)

Near East University, N. Cyprus (2007-2011)
School of Tourism and Hotel Management, Lecturer in Tourism Management (Full-Time)

Lastminute.com, Woking, UK (September 2005-February 2005)
Travel and Tour Operation Department, Travel Advisor

First Choice Travel, Crawley, UK (December 2004-August 2005)
Citalia Tour Operation Department, Travel Advisor

Yeditepe University, Istanbul, Turkey (2001-2004)
Faculty of Trade, Department of Tourism and Hospitality Management, Chair and Lecturer in Tourism Management (Full-Time)

Senese Tourism and Travel Agency, Istanbul, Turkey (1999-2001)
General Manager and Shareholder

Holiday Inn Crown Plaza, Istanbul, Turkey (Summer 1994)
Intern, Food and Beverage

Merit Antique Hotel, Istanbul, Turkey (Summer 1993)
Intern, Front Office

TEACHING AREAS AND INTERESTS

- Entrepreneurship
- Small Business Management
- Human resources Management
- Strategic Management
- Consumer Behaviour
- Marketing Research
- Tourism Management
- Travel Agency and Tour Operation Management
- E-Tourism

COURSES DEVELOPED AND TAUGHT

International Antalya University, Department of Tourism and Hotel Management, College of Tourism, Antalya, Turkey
Undergraduate Level - developed and taught

- TRM 106 Anatolian Civilisations (Spring 2014)

Eastern Mediterranean University, Department of Business Administration, N.Cyprus
Graduate Level - developed and taught

- MGMT 535 Advanced Entrepreneurship (Spring 2012, Fall 2012)
- MRKT 506 Advanced Marketing Research (Spring 2012)

Undergraduate Level - developed and taught

- MGMT 303 Human Resources Management (Spring 2012)

- TMAN 413 Human Resources Management for Tourism and Recreation (Spring 2012, Fall 2012)
- MGMT 324 Small Business Management (Summer 2012)
- YONT 101 Introduction to Business (Fall 2012)
- YONT 414 International Human Resources Management (Fall 2012)

Near East University, School of Tourism and Hospitality Management, N.Cyprus
Graduate Level - developed and taught
- THM 448 E Tourism (Fall 2009)
- THM 470 Entrepreneurship (Fall 2009, Spring, 2010)

Undergraduate Level - developed and taught
- THM 221 Travel Agency Operation (Fall 2007, Spring 2008, Fall 2008, Spring 2009, Fall 2009. Spring 2010, Fall 2010)
- THM 318 Cost Control (Fall 2008, Spring 2009, Fall 2009. Spring 2010, Fall 2010)
- THM 426 Strategic Management (Spring 2010)
- THM 311 Human Resources Management (Fall 2007, Spring 2008)
- THM 319 Special Interest Tourism ((Fall 2008, Spring 2009, Fall 2009. Spring 2010, Fall 2010)
- THM 460 Total Quality Management for Tourism (Fall 2007)
- THM 420 Consumer Behaviour in Tourism (Spring 2010, Fall 2010)

Yeditepe University, Department of Tourism and Hospitality Management, Istanbul, Turkey
Undergraduate Level - developed and taught
- VATH 142 Foundations of Entrepreneurship (Fall 2002-Spring 2003)
- VSTH 114 Essentials of Tour Operations (Fall 2002, Spring 2003)
- VSTH 218 Advanced Topics in Agency Organisation (Spring 2002)
- VATH 151 Introduction to Travel and Tourism (Fall 2002, Spring 2003, Fall 2003, Spring 2004)
- ATH 166 Travel Agency Management (Fall 2001, Spring 2002)
- AGM 366 E-Business (Fall 2003)
- ATH 153 Automation and IT in Tourism Industry (Fall 2002, Spring 2003)
- ATH 270 Tourism Geography (Fall 2003, Spring 2004)

SERVICE APPOINTMENTS

International Antalya University
- ERASMUS Committee member, Department of Tourism and Hotel Management from 2014 to present, College of Tourism
- Member of Library Committee

Yeditepe University
- Member, Faculty Board from 2001 to 2004, Faculty of Trade
- Chair of Tourism and Hospitality Management Department from September 2002 to August 2004
- Member of Department Industrial Placement Committee

PUBLICATIONS

Book Chapters

- Buhalis, D. & Yazici, S. (2008) "Lastminute.com: from reservation system to lifestyle portal", pp. 89-102, in Egger, R. and Buhalis, D. (eds), Etourism Case Studies, Elsevier, Oxford, ISBN: 9780750686679.

Conference Papers and Presentations

- Yazici, S. (2014) "Factors Influencing the Success of Hotel Entrepreneurs and Firm Growth", The 59th Annual International Council for Small Business World Conference is taking place in Dublin, Ireland from Wednesday 11 - Saturday 14 June 2014 at Double Tree by Hilton Dublin (Burlington Road). (http://www.icsb2014.org/index.html)

- Yazici, S. & Jones, P. (2011) "The growth Myth in the Hotel Industry: The Case of North Cyprus Hotels", 2nd International Conference on Small Business and Entrepreneurship, Organised by Eastern Mediterranean University, Nicosia, TRNC, 24-27 February.

- Yazici, S. (2002) "Tourism Education Awareness and Internship Benefits", Tourism Education Conference-Workshop, Organised by Turkish Ministry of Education, Ankara, 11-13 December.

Reports and Other Publications

- Yazici, S. (2010) `Factors Influencing the Successful Development of Hospitality SMEs: A Study of Independent Hotels in North Cyprus' Unpublished PhD Thesis, University of Surrey, Guildford, UK.
- Buhalis, D. & Yazici, S. (2005) Lastminute.com Teaching Case Study University of Surrey – School of Management – ECCH.com (http://www.ecch.com/educators/search/results) Best selling case study award 2010
- Yazici, S. (1998) ` An investigation of the application of total quality management in travel agency operations' Unpublished MSc Thesis, University of Surrey, Guildford, UK.

RESEARCH GRANTS

- Grant/Scholarship – EuropeAid/133286/L/ACT/CY Scholarships for the Turkish Cypriot community Programme for the Academic Year 2012/13. I received a grant to pursure research activities at Henley Business School, Entrepreneurship Center. Funded EUR 9329, representing 100% of the total eligible cost and 100% of the total accepted cost of the action by European Commission Directorate-General Enlargement Union .

TRAINING PARTICIPATION

- PGSDP – Researcher Development Programme, University of Surrey, "Building your Reputation as a Researcher", 1 day seminar, 2009
- PGSDP – Researcher Development Programme, University of Surrey, "Completing your Thesis", 1 day seminar, 2009
- PGSDP – Researcher Development Programme, University of Surrey, "Getting Published", 1 day seminar, 2009
- PGSDP – Researcher Development Programme, University of Surrey, "Project Management", 1 day seminar, 2008

- PGSDP – Researcher Development Programme, University of Surrey, “Viva – PhD Oral Exam”, 1 day seminar, 2008
- PGSDP – Researcher Development Programme, University of Surrey, “Viva – PhD Oral Exam”, 1 day seminar, 2008

CONFERENCE ORGANISATION

- Guest Speaker and Coordinator, Customer Relations for Hotel Employee, 3 days seminar, Jasmine Court Hotel, TRNC, 2009.
- Coordinator, Tourism Week – Special Interest Day Activities, Near East University, 2008.
- Coordinator of Conference, Eco-Tourism Conference, Near East University, 2008.
- Guest Speaker and Coordinator, Tourism Fairs and Preparations Seminar, Economy and Tourism Ministry Employee TRNC, 2008.
- Coordinator and Consultant, II. Turkey Tourism Ministry Consultancy Meeting, Yeditepe University, Istanbul, Turkey
- Coordinator, Turkey University Chancellor Meeting, Yeditepe University, Istanbul, Turkey
- Coordinator, E-Business Symposium, Yeditepe University, Istanbul, Turkey
- Council Member, II. Turkey Tourism Council, Ankara, Turkey
- Consultant, I. Turkey Tourism Ministry Consultancy Meeting, Denizli, Turkey

CAMPUS OR DEPARTMENTAL TALKS.

- Guest Speaker, Entrepreneurial Leadership, 1 day seminar for Aisec Student Exchange Program Summer School Seminars, Eastern Mediterranean University, 2002.
- Guest Speaker, Entrepreneurial University, 1 day seminar for Azerbaijan University Academics, Eastern Mediterranean University, 2012.
- Guest Speaker, Increase Potential University Students Awareness Seminars Yeditepe University, 2002.

LANGUAGES

Turkish (Native language)
English (Fluent-social and business)