



## Editor's Message

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Dear colleagues,

Welcome to the second issue of year 2011, 2011/2, which covers research activities carried out between April 2011 and June 2011, as well as the post-graduate degrees obtained in the 2010-2011 Academic Year, Spring Semester. This is also our last issue as the current Editorial Team. Due to pressing institutional commitments, I am having to give up the inspiring job of being the EMU Research Newsletter Editor-in-Chief.

During our term as the Editorial Team, we introduced a section where a post-graduate student is interviewed together with the supervisor to give us readers the different points of view about research and research collaboration. In two issues, we also included reports on research leaves granted to EMU researchers in the year 2010. Most importantly, we launched the EMU Research Newsletter website (<http://researchnewsletter.emu.edu.tr/>) to give EMU Faculty the opportunity to reach us with their valuable feedback.

In this last issue, our 'Interview with EMU researchers' section hosts Assoc. Prof. Dr. Gülşen Musayeva Vefalı and her supervisee Said Rasooli Rizi from the Faculty of Education, Department of English Language Teaching. Their views on research, and collaboration in research will definitely be of benefit especially to emerging researchers.

In our Research Spotlight section, our feature article is by Asst. Prof. Dr. Isaac Lerner from the Department of Architecture who investigates the notion of 'The postmodern condition of the commercial street as simulacrum in the global village'.

Our alumni in this issue, Tariq Khayyat from Jordan, currently works as a lead architect and designer in an architectural firm in London. Tariq goes back to the years 1998-2002 when he was a student at EMU, and shares with us his fond memories of his time here at our university.

In our last issue as the Editorial Team, I would like to express our sincere gratitude to all the contributors for providing us with valuable material. We are aware that without your contributions, not even one issue of the EMU Research Newsletter would have materialized.

As always, my personal thanks go to the Editorial Team, Asst. Prof. Dr. Elmaziye Ozgur Kufi, Senior Instructor Ulrike Lerner, and Editorial Assistant Olusegun Olugbade, for their support.

Finally, I would like to wish the next Editorial Team the best of success. I am sure that they will take the EMU Research Newsletter to new heights.

With my best wishes,

Asst. Prof. Dr. Nilgün Hancıoğlu  
Editor-in-Chief

# Contents

---

News Highlights 3

---

Research Spotlight: Architecture 6

The Postmodern Condition of the Commercial Street  
as Simulacrum in the Global Village

*By Asst. Prof. Dr. Isaac Lerner*

---

Interview with EMU Researchers 10  
Assoc. Prof. Dr. Gülşen Musayeva Vefalı and Said Rasooli Rizi

*English Language Teaching Graduate Student and his Supervisor*

---

Where are they now?  
EMU Alumni 12

---

Spring 2010-2011 Postgraduate Degrees 13

---

Recent Publications and Presentations 16

---

Conferences organized by/ in collaboration with EMU 20

### Research @ EMU

#### ■ Fifth annual EMU Psychology Days

During the week of April 20<sup>th</sup> to 23<sup>rd</sup>, the Psychology Department held its “fifth annual EMU Psychology Days”. The seminars, events and activities organized by the staff and students of the Psychology department were held in the Blue Hall to a packed enthusiastic crowd. The following summarizes the seminars, events and activities that were held over the three day period culminating in a picnic and horseback riding activity in Mehmetcik on Saturday, April 24<sup>th</sup>. Invited guest speakers were Assistant Professor Dr. Deniz Cinarbas, who presented a paper entitled, Visiting Shrines – A Turkish Religious Healing Practice on Wednesday, April 20<sup>th</sup> and on Thursday Assistant Professor, Dr. Nevin Eracar, a Clinical Psychologist, presented a topic on “Psikoterapide Sanatla Calismak ve Sanat Terapileri. One of our own staff members, Dr. Burak A. Cicek presented a paper on “Environment and Psychology”. Friday, April 22<sup>nd</sup> several interesting topics were presented by Assistant Professor Dr. Isaac Lerner from the Architecture Department on “The Commercial Street as ‘Smart’ street: Media Mediating our Lives” and Professor Serdar Degirmencioglu presented a timely paper on “Militarism and Children”. One of our own staff members, Assistant Professor Dr. Fatih Bayraktar, followed with an interesting presentation on “Odd Kid Out”. Aside from the thought provoking presentations given by the guest speakers and members of staff, the psychology department students also presented their own research papers to an appreciative audience. The entertainment events and activities filled the auditorium to overflowing capacity. The first entertainment performance occurred on Wednesday, April 20<sup>th</sup> and was a musical success. The theatre event, “Bir Erkegin Dunlugu”, held the following day, was extremely popular as evidenced by the standing ovation they received after their performance to a packed house. The players involved in the skits out-performed themselves much to the surprise and pleasure of the audience. The Psychology days ended with a Turkish Folk dance event followed by the closing ceremony where



certificates were handed out to the many students who had volunteered and worked so hard to make these days a complete success. High Honor and Honor certificates were handed out as well to those who achieved high grades for the autumn semester. Saturday, April 23<sup>rd</sup> was a day for relaxation and pleasurable activities as a group of psychology students with several of their professors went to Mehmetcik for a picnic and horseback riding activity and had just plain fun. The psychology days were very popular with the psychology students, their friends, prospective psychology students and staff members. The students who presented papers and organized the entertainment events worked extremely hard and took their responsibilities seriously. We congratulate them for a job well done and it looks like next year we will need a larger auditorium.

*News submitted by: Senior Instructor Ulrike Lerner*

#### ■ Construction Management Research Centre (CMRC)— Activities in May-June 2011

Construction Management Research Centre refreshed its management team and organized the following events, led by Asst. Prof. Dr. Ozan Koseoglu in May-June 2011:

[CMRC-2011- Innovation and Research Excellence in Architecture, Engineering and Construction Management Conference, 3-5 May, 2011, EMU](#)

■ Prof. Chimay Anumba, Head of Architectural Engineering Department, Pennsylvania State University, US visited EMU and held seminars for graduate and undergraduate students, and faculty.

■ After the conference, Prof. Anumba facilitated the strategic partnership agreement between Pennsylvania State University and EMU for student exchange and research collaboration.

■ Prof. Chimay Anumba also agreed to be on the advisory board of CMRC in order to ensure collaboration in international research projects.



CMRC Seminar, 23 May, 2011, Prof. Dr. Ghassan Aouad, Vice Rector for Research and Innovation at Salford University, UK

- Prof. Aouad visited CMRC and held a seminar for research students. Furthermore, he was positive about future collaboration with CMRC in student exchange and research projects.
- Prof. Aouad also agreed to be on the advisory board of CMRC.

CMRC-Technopark Strategic Partnership for Virtual Reality Lab

- CMRC Director, Asst. Prof. Ozan Koseoglu worked in the planning and installation of one of the first Virtual Reality Labs in the Middle East with the aim of improving education and research facilities in engineering, healthcare and architecture faculties.
- The Virtual Reality Lab has recently been opened and it has started to work on many research projects in Gazimagusa Technopark.



CMRC was represented at ASCE (American Society of Civil Engineers) 2011 Workshop for Computing in Civil Engineering, Miami, 19-22 June, 2011

- CMRC and EMU were represented by Asst. Prof. Dr. Ozan Koseoglu through the presentation of a paper called *Planning of Wireless Networks with 4D Virtual Prototyping for Construction Site Collaboration*.

News submitted by: Asst. Prof. Dr. Ozan Köseoglu

## ■ EMU represented at International Scientific Events

### ■ Workshop On Architecture And Engineering Of Sustainable Buildings (Boğaziçi University, Istanbul, 16-19 May 2011)

Prof. Dr. Derya Oktay, Director of Eastern Mediterranean University Urban Research & Development Center (URDC) and academic staff member of EMU Department of Architecture, was invited to The Architecture and Engineering of Sustainable Buildings Workshop



Figure 1



Figure 2

(Boğaziçi University, Istanbul, 16-19 May 2011) organized jointly by University of Illinois, USA, Özyeğin University - Center for Energy, Environment and Economy and Boğaziçi University - Center for Sustainable Development and Clean Production, and supported by USA-National Science Foundation and TÜBİTAK. The workshop was organized with 30 invited experts and professionals most of whom were from the USA, and aimed to define a strategical road map that would not only increase awareness in the World as well as in Turkish society of the importance of sustainability, but also, through its findings, to assist the Turkish Government in establishing an optimal action plan for sustainable buildings and urban environments. At the end of the workshop, Professor Oktay, who presented a paper titled "Sustainable Urbanism and Architecture: A Holistic Framework", was invited to join one of the three research groups (Determination of the Future Needs for Sustainable Housing) to further the findings of the workshop through projects funded by USA-NSF and TÜBİTAK.

### ■ Asia-Pacific International Conference on Environment-Behaviour Studies (AicE-Bs)

Prof. Dr. Derya Oktay, Director of Eastern Mediterranean University Urban Research & Development Center (URDC) and academic staff member at Department of Architecture, attended International Asia-Pacific Environment and Behavior Symposium



Figure 3

in Bandung, Indonesia, between 14 and 17 June 2011. As the plenary keynote speaker, Prof. Dr. Derya Oktay presented a paper on Human Sustainable Urbanism, and spoke at the Panel on the last day of the conference. In addition, during a private session, Prof. Oktay gave a presentation on the upcoming conference “AiCEBS 2011 Famagusta” co-organised by EMU URDC in December 2011, and provided detailed information about the urban, cultural and natural assets of North Cyprus. Prof. Oktay stated that her presentation which also included a video show attracted great interest and the participation to AiCEBS 20211 Famagusta conference from Southern Asian countries will hopefully be considerable.

*News submitted by: Prof. Dr. Derya Oktay*

## ■ Outstanding Success of EMU Faculty Member

Eastern Mediterranean University is proud of Assoc. Prof. Dr. Osman M. Karatepe, one of the academic staff in the School of Tourism and Hospitality Management who has achieved remarkable success with his academic articles on marketing and human resources management published between 2000 and 2009. Based on the number of published articles, Assoc. Prof. Dr. Karatepe has ranked as the 18<sup>th</sup> throughout the world and as the 2<sup>nd</sup> throughout Europe. The rankings have been published in K. Park, W. J. Phillips, D.D. Canter and J. Abbot’s (2011) article in the Journal of Hospitality and Tourism Research. Karatepe has a total of 75 publications (56 of which are international).

Source: [http://www.facebook.com/note.php?note\\_id=201037303254985](http://www.facebook.com/note.php?note_id=201037303254985)

*News submitted by: Assoc. Prof. Dr. Osman M. Karatepe*

## ■ School of Tourism and Hospitality Management ranks the 3<sup>rd</sup> among European Universities

Based on the number of articles on hotel management published between 2000 and 2009, Eastern Mediterranean University School of Tourism and Hospitality Management has ranked as the third amongst European Universities. It is worth mentioning that in the rankings, no schools of tourism from South Cyprus or Turkey has been listed as more successful than Eastern Mediterranean University School of Tourism and Hospitality Management, which makes it number one in the region. The rankings have been published in K. Park, W. J. Phillips, D.D. Canter and J. Abbot’s (2011) article in the Journal of Hospitality and Tourism Research.

Source: [http://www.facebook.com/note.php?note\\_id=201037303254985](http://www.facebook.com/note.php?note_id=201037303254985)

*News submitted by: Assoc. Prof. Dr. Osman M. Karatepe*

# THE POSTMODERN CONDITION OF THE COMMERCIAL STREET AS SIMULACRUM IN THE GLOBAL VILLAGE

By Asst. Prof. Dr. Isaac Lerner  
Department of Architecture



*Asst. Prof. Dr. Isaac Lerner*

## Abstract

In the context of discussions involving issues in contemporary urbanism, the aim of this paper is to examine the effects of information technology, and digital networking, upon the evolution of the commercial street as an emerging simulacrum. Jean Baudrillard referred to Disneyland as theme park, which he perceived as the primary exemplification of simulacra; i.e. an interactive space where increasingly real-time communications influences the behavior of shoppers within this intelligent commercial space. But, he also described this as a place of deferral; it defers to the fact that many of our commercial places in the Global village have become similar to Disneyland, as zones of digitally enhanced awareness, for optimizing the degree of consumption.

In essence, Baudrillard was referring to simulacra as an intelligent interactive space managed and constituted by means of data processing; i.e. a space of information movement and transformation described in terms of managing feedback, programming and feed-forward. This constitutes, in

tandem with the hardware media (servers, wired and wireless networks, database storage, etc.), the informational infrastructure of theme parks, and increasingly contemporary cities and the Global village. At this stage of the 21<sup>st</sup> century it is becoming more evident that our commercial streets subscribe to, and are therefore transformed by, the influence of this digital information environment.

In this regard, we noticed that over the past five years there has been a dramatic proliferation of graphic signage, i.e. iconic ads and brand name shops along the commercial street of our college town. The traditional facades of buildings, which were composed of hardware elements such as doors, windows, storefront picture windows and other tectonic elements, have been displaced by large iconic billboards and posters, as an emerging graphic space. These iconic images, which in terms of an information interactive space, provide the feed-forward constituting the emergent image of the street, and are displacing the facades as a tectonic architectural representation.

This is indicative of an infrastructural transformation occurring along the commercial street today. In the industrial metropolis, of the 19<sup>th</sup> and early 20<sup>th</sup> centuries, the commercial street facilitated the movement of pedestrian shoppers; in the suburban developments, of the mid and late 20<sup>th</sup> century, the automobile facilitated shopping along the commercial 'strip'; today, in the Global village, commercial trade is facilitated by the movement of consumer information and images. These respective infrastructural communication/transportation ground-works extended the commercial domain by means, respectively, of the railway infrastructure for the metropolis, the highway infrastructure for the strip and the digital infrastructure for the current development of the Global village.

This paper will elaborate upon the degree to which consumer information, as feedback and processed by means of analytic programming is in turn being translated into consumer images and profiles as feed-forward, in the manner of the iconic commercial facades which is engaged in a totalizing digital process for managing an interactive commercial space. That is, the aim of this paper is to investigate the aspect of cyberspace, as a means of shaping human awareness or engineering consciousness, as an exemplification of the subliminal character of architectural space today.

## Introduction: A Postmodern Methodology

Today, postmodern issues regarding identity and community, and the associated perception of culturally conditioned concepts about space, time and form, extend the Modernist Rationalist discourse on architecture and urbanism. We are experiencing a paradigm shift between



Modernism and Postmodernism, i.e. an interface of processoral and structural development as a potential space of understanding. This space engages us with an in-depth awareness of the shifting co-evolution of architectural and urban contexts that requires applying an *understanding*, in terms of perceiving the subliminal influences of technological infrastructure innovations. This is not only with regard to their material, but also, their psychological and social effects. By means of this gestalt analytic framework, the evolution of the commercial street can best be understood as being shaped by environmental changes defined predominantly in terms of transportation and communication infrastructures.

With regard to shape and shaping of cultural identity, as a co-creative interplay between social and infrastructural environments, the cultural theorist Marshall McLuhan applied the aphorism 'the medium is the message/massage'. Much of his work applies a gestalt analytic whereby he re-reads the meaning of the word, "message", on the basis of an ontological empirical study of dominant technologies as media processes shaping culture. In this way, he describes how each medium affects the human sensorium and alters human sensibilities and consciousness; i.e. an environmental 'massaging' of human embodiment as the ratio-of-the-senses and corresponding cognitive processes. That is, a technologically extended sensorium, in turn, subliminally conditions human sensibilities with regard to a generic cultural bias towards space and time. McLuhan qualified historical evolution in these terms and consequently elaborated upon why Western phonetically literate societies (i.e. the Modern world), were predisposed in terms of subliminal sensibilities towards a 'visual space' bias and consequently conceived of representational forms such as perspective art, Cartesian geometry and Newtonian mechanistic physics. By contrast, preliterate and post-literate societies (i.e. the Postmodern world) pattern and structure social reality subliminally predisposed to an 'acoustic space' bias and represented by

formal constructs such as collage, non-Euclidean geometries and Einstein's relativity physics (McLuhan, 2007). The methodological approach in this paper will therefore apply the holistic, or gestalt media analytic, as applied to technologically influenced environments in order to understand the characteristics of the embedded cultural bias towards space and time as they influence formal representations that constitute the images of reality, or social identity.

### **Commercial simulacrum: The Emerging Interactive Iconic Space**

McLuhan's methodology can be effectively applied to a recent studio problem I was involved with, and certain questions regarding the transformation of the local commercial street as an effect of current emergent global communication systems. The problem involved third year students, analyzing twelve blocks of the main commercial street (Salamis Road) in the community/college town of Gazimaguza, North Cyprus. The aim of the project was to locate vacant lots along this primarily consumer shopping street for immediate development, and with the stipulation that the students would try to imagine what the surrounding context might be like by the year 2015.

The study began with an urban analysis of the street. During discussions among tutors and students in front of presentation panels displaying elements of urban zoning, such as public, semi-public, and private spaces, as well as the texture of the blocks and other related contextual features, a particular question came to mind. This question related to the proliferation of large-scale graphic images that had progressively replaced the traditional facades along the street. It became evident by reviewing photos and videos of the street, that over a relatively short period of five years, the facades of many buildings were transformed from architectural elevations, (composed primarily of doors, windows, building materials and other tectonic features) into graphic facades composed of icons/logos and variations on billboard designs. It also

became apparent that many older shops were replaced by new multi-national branded franchises, such as Nike, Adidas, Gloria Jeans, Levis and others. During our discussions, it dawned on me that we were witnessing the architectural relocation of Robert Venturi's Las Vegas experience, but with a digital twist; i.e. not as an effect of an automotive suburban/exurban society, but rather that our street was becoming an emergent resonant node in a global network of instant information-movement. This accelerated transformation towards the populist commercial street reflected a major shift in the current cultural dimensions of our college community. This begs the question; what was behind or 'under writing' or grounding this shift? A particularly interesting example is the new Nike offices, located on the outskirts of the capital city of Lefkosa. A traditional modernist building disappeared under a perforated metal screen; a semi-matte aluminum screen simulating the fabric of a breathable Nike tennis shoe and with the Nike swoosh simply applied to the upper top-right corner on all sides of the building. This wrap-around metal sheath provides a salient metaphor regarding the global digital surround supported by information technology. Cyberspace has subsumed nature and traditional society in a sea and torrent of images, whereby for example, the ubiquity of a graphic language, the style of populist architecture, has displaced the phonetic signs and tectonic features that composed the traditional Modern commercial facades. This displacement can help us understand certain effects of globalization and consumerist culture and the change of the urban commercial street into a derivative of theme-park architecture as populist simulacrum.

### **Simulacrum as a Form of Glocalization**

A new emergent 'urban form', as exemplified by the notion of what McLuhan termed the 'global village' and experienced locally as a populist iconic space, or the commercial street as simulacra, represents new forms of both architecture and urbanism. Today,



the shopping street is increasingly dependent upon information movement facilitated by means of data processing, programming and information technology, and is a 'local' constituent of the currently emergent infrastructure of cyberspace as global village. The denizens of this village community (globalization), as well as members of our town and university (glocalization), are mutually transformed by movement along electronic 'highways' constituting a network of networks, or the internet.

The street as populist simulacrum involves real-time information processing by means of an automated three-phase system consisting of feedback, programming and feed-forward. This system begins with feedback, which involves collecting information via internet use that in turn generates individual profiles and group profiles (i.e. clusters). These market profiles constructed by specialist firms (e.g. PRIZM) by means of programming analytics are then sold to various organizations such as public relations and advertizing companies, as well as to producers and distributors of commodities. These consumer profiles represent, for example, members of typical college communities around the globe, which also reflect behavioral patterns in our community. The next stage of this recursive tri-partite information infrastructure involves feed forwarding individually tailored or bespoke ads to a 3G/4G digital phones or ads strategically placed on screens and billboards, both in shops or along the street; i.e. customized 'podcasting' or clustered 'broadcasting' respectively. Because of discussions in and about the studio, we were beginning to notice that our instance of the commercial street, as simulacrum, is a similarly structured instance of glocalization or a responsive node in cyberspace. Iconic architecture and populist simulacrum are reflexive mirrors, or 'facings', representing the consumer profiles as an interactive interpretive street-space. This interactive space is a space for generating heat by subconsciously provoking 'e-motions' such as our researched expectations

and desires, and not light which appeals to the more conscious and rational faculties.

The Enlightenment era, as an epitome of the Modern period, valorized individualism, reason, analytic logic and objectivity, as well as privacy, representational government and rule-by-law which McLuhan understood as intrinsic attributes of the phonetically literate Western worldview, which is becoming obsolesced in the emergent context of an electronic Postmodern mass society. McLuhan provides a uniquely interesting definition for the meaning of the term 'mass' in digitally constructed realities. In this social context, a mass can be composed of simply two people if the distance between them disappears, as for example by means of a phone call or credit card exchange in the simulacrum. Mass communication in this context is, by analogy, like a spider's web, whereby if one or more strands are plucked, the entire web vibrates simultaneously. This quality of resonance is a defining quality, an "organic unity", of the commercial space of populist simulacra, whereby McLuhan writes that: valorized individualism, reason, analytic logic and objectivity, as well as privacy, representational government and rule-by-law which McLuhan understood as intrinsic attributes of the phonetically literate Western worldview, which is becoming obsolesced in the emergent context of an electronic Postmodern mass society. McLuhan provides a uniquely interesting definition for the meaning of the term 'mass' in digitally constructed realities. In this social context, a mass can be composed of simply two people if the distance between them disappears, as for example by means of a phone call or credit card exchange in the simulacrum. Mass communication in this context is, by analogy, like a spider's web, whereby if one or more strands are plucked, the entire web vibrates simultaneously. This quality of resonance is a defining quality, an "organic unity", of the commercial space of populist simulacra, whereby McLuhan writes that:

Automation or cybernation deals with all units or components of the industrial and marketing process ... The new kind of interrelation in both industry and entertainment is the result of the electric instant speed. Our new electric technology now extends the instant processing of knowledge by interrelation that has long occurred within our central nervous system. It is that same speed that constitutes "organic unity" and ends the mechanical age that had gone into high gear with Guttenberg. Automation brings in real "mass production," not in terms of size but of instant inclusive embrace. Such is also the character of "mass media." They are an indication, not of the size of their audiences, but of the fact that everybody becomes involved in them at the same time. Thus, commodity industries under automation share the same structural character of the entertainment industries in the degree that both approximate the condition of instant information. *Automation affects not just production, but every phase of consumption and marketing; for the consumer becomes a producer in an automation circuit...*(my italics) (McLuhan 1964, 249).

The 'consumer as producer' exemplifies the notion whereby intentionality becomes a responsive chord in the manner of total instant response of the internet to a consumer's purchase. This response is manifold and dialogical. The consumer as producer engages the internet by means of a credit card, which is identical to a telephone call, providing vital information about the market. For example, each purchase in a shop induces resonance across many networks. The shopping data is collected, retrieved, analyzed and regenerated as ads and icons that transcribe the street graphically and interactively. In other words, we 'write' ourselves (lifestyle profiles) and in turn the street 'writes' us (iconic architecture and bespoke ads that reflect emergent trends). This street functions in the manner of theatre as

simulacrum or a co-authored space whereby 'form follows fiction'. Paradoxically, this material infrastructural hardware reality sustains an immaterial software reality, a virtual reality or intelligent interactive space of iconic commercial simulacra, which involves more than just moving data electronically at the speed of light, because instant communication produces an unprecedented change in identity.

Instant, all-at-once, communication means being virtually in two or more positions at the same time. This deconstructs the Cartesian materialist notion of space, as *res extensa*, which is only possible because, in cyberspace we are not 'transported' materially but rather transcribed into pure information, virtual bits and bytes, in the manner of visual and/or acoustic virtual images; i.e. we are now transported via the resonant electromagnetic field that is cyberspace. Also, in this hyper-real context the notion of the Cartesian 'res cogitans' or embodied 'thinking subject' is obsolesced as a physical entity for a metaphysical or discarnate virtual body image and branded identity. We increasingly identify with virtual images as self-images, sustained both by electronic and advertising infrastructures, or as James Joyce quipped, we have learned to 'love our labels as ourselves'. That is, the message/massage of electronic networking is that users are sent (content is secondary) in digital sensory modalities in order to maintain real-time communications, whereby space and time disappear at the speed of light (E. McLuhan 53-54, 1998). Today we send 'ourselves' as virtual images in the context of the resonant field of designer icons as the constituent elements shaping identity on the interactive

commercial street, a context where McLuhan humorously said we are "keeping upset with the Jones"(McLuhan 1964, 226).

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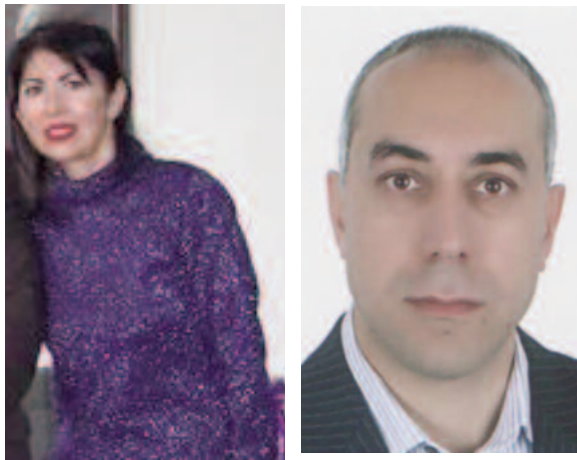
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## About the Researcher

*Asst. Prof. Dr. Isaac Lerner* has taught in Cyprus for about 14 years; initially for 1-1/2 years at Lefke University and the remainder at DAU in the Departments of Architecture. He has professional degrees in Civil Engineering and Architecture from McGill University, Montreal, Canada. His teaching and research interests focus upon the effects of the interface between technologies and design in architecture and urbanism and current work deals with issues regarding IT and networks in the formation of interactive spaces, such as, smart buildings, streets and cities.



*In this issue, EMU Research Newsletter hosts Assoc. Prof. Dr. Gülşen Musayeva Vefalı (left) and her PhD supervisee Said Rasooli Rizi (right) from the Faculty of Education, Department of English Language Teaching.*

- **Could you tell us a bit about yourself? Your nationality, academic and professional background, experience, research activities.....?**

**GMV:** I am Gülşen MUSAYEVA VEFALI, an Associate Professor of Applied Linguistics in the ELT Department of the Education Faculty. I was born in Azerbaijan, obtained my first two academic degrees from one of the oldest tertiary institutions in Russia, Moscow Linguistics University (formerly Moscow Pedagogical Institute of Foreign Languages, founded in 1804). I received PhD in Linguistics from the Moscow Highest Attestation Committee, and another MA (TEFL) from Bilkent University. Previously, I taught English evening courses to adults in Russia, as well as English and linguistics courses at the Pedagogical Institute of Foreign Languages and Baku State University in Azerbaijan. Since Fall 1993, I've been teaching undergraduate and post-graduate courses at EMU, initially in the former English Department, since Fall 1995 in the ELT Department, and I take great pride in being the Founding Head of my department. I continued teaching in the ELT Department over 7 years of my administrative duties of the Director of the former English Preparatory School and The School of Foreign Languages. I would also like to mention that for one semester I taught Linguistics and Language Acquisition courses in the English Department at the Central Connecticut State University, which was a very rewarding professional experience for me.

**SRR:** My name is Said Rasooli and I am from Iran. I studied English Literature and English Language Teaching and have been teaching for some 20 years.

- **Could you please give us some information on your department and the post graduate programmes?**

**GMV:** ELT Department is the oldest one within the Faculty of Education, and it was a great privilege for my colleagues and me to launch our first BA as well as postgraduate, MA and PhD programs. Needless to say, we have always done our best to establish and maintain high quality standards in teaching undergraduate and postgraduate courses, as well as in providing thesis supervision. I am proud that 2 of my PhD students (one of them is the current Editor of the EMU Research Newsletter) and 13 MA students successfully completed their theses. At present I am working with 4 international postgraduate students on different conceptual areas of Applied Linguistics.

**SRR:** I have had the opportunity to enroll in PhD program in ELT at Eastern Mediterranean University which I expect to complete in two years time. It is a course-based program followed by a thesis.

- **Could you define 'good research' for us?**

**GMV:** I genuinely believe that research should not be conducted for the sake of research. For me 'quality research' is associated with academic/professional curiosity, novelty, depth, rigour, and definitely suggestions/recommendations, ideally solutions to language-related problems.

**SRR:** Good research is often defined in methodological terms, that is to say, research that is carried out according to sound, verifiable, traceable, and commonly accepted set of procedures. However, more and more scholars in applied linguistics are converging on the belief that good research is beneficial to the community. In such research, there is a robust connection between the research enterprise and the community's benefit.

- **Could you tell us about the research you've been working on with your supervisee and its significance in your research field?**

**GMV:** What we have envisaged doing is introducing corpus work into Iranian EFL classrooms. To our knowledge, this is a very underdeveloped area of investigation in Iranian academic and professional communities; however, there is a dire need for such research in other EFL instructional contexts as well.

**SRR:** To the extent that I can explain, it is data-driven research intended to help local practice, systematically observe their work and possibly devise solutions to day-to-day problems. Its significance lies in the fact that it enhances teachers' autonomy in the sense that they will be able to develop local solutions to institutional problems rather than drawing upon external sources of knowledge wholesale.

■ **Do you have plans to promote this research to a wider audience? (conferences, publications)**

**GMV:** It's early days yet, however, Said may want to share preliminary insights from his intended action plan with his colleagues in Iran in due course, as well as present at professional conventions.

**SRR:** I believe the type of research, rather than its results, is worth promoting to the teaching community. Therefore, it is my intention to attract as much attention as possible to the merits of such research.

■ **What has been the most fruitful aspect of the collaboration between you and your supervisee?**

**GMV:** Said took two of my PhD courses, Applied Linguistics and Pragmatics in ELT, and he always ranked in the top of the class. I therefore never hesitated, when he approached me, to undertake his thesis supervision. Upon his successful completion of the postgraduate course work and qualifying examination, we have been working on his Thesis proposal. I would like to note that Said is an inquisitive, mature, responsible and hard working candidate. And he is a real gentleman.

**SRR:** I am supremely impressed by the rapport between my honorable supervisor and me. I can't help appreciating her dedication, seriousness, and commitment besides the depth of her insight into the research area.

■ **What advice would you give to researchers involved in post-graduate research?**

**GMV:** Be patient, work hard (-er, if need be) and systematically, persevere, and you are bound to succeed...

**SRR:** If I may be in the position to offer advice, I'd suggest that my colleagues take a closer look at their own practice and examine ways to improve it. Post-graduate research is not necessarily a grand-scale enterprise; rather, it is well-planned, flexibly executed, interactive study that is tuned to the present needs of those involved.





**Tariq Khayyat**

As a member of the EMU Alumni family, I have been asked if I would like to share some of my experiences with the present members of EMU, staff and students. I would be glad to do so, as these experiences have had a formative effect on my life so far. I joined EMU as a student in September 1998. At that time, the Department of Architecture at EMU was offering a high level of education. There were a variety of course programs from which I could choose from and these programs formed a good transitional stage before moving on to the U.K. to complete a Masters program. When reflecting about my experiences and feelings about not only EMU but North Cyprus and its people, I was impressed by how easily I could blend in. I did however, also experience some difficult moments because adapting to any new culture takes time and can create a lot of anxiety as well as a need for a lot of tolerance for what is different from one's own cultural expectations. The most difficult moment for me was the 'wall' of language that separates us from others and makes communication and understanding so precarious and frightening. For anyone who shares this experience by moving to a new place, country and culture, not understanding the language as well as the gestures can create misunderstandings and confusion which complicates our lives and especially our efforts to study and comprehend. However, I had many positive experiences and I can remember mostly these happy moments which were dominant in my life. The interaction with others that I experienced as a student of architecture, such as my involvement with the teachers and students was not only interesting but very supportive. Most importantly, the friends I made and still keep in contact with have had a great effect on my life. It is hard to say which of the many positive experiences that I had, had the most effect on me, but certainly, sharing and communicating with others, getting the support and assurances that everyone needs to pursue ones goals and ambitions in life are at the very top of my list. After graduating in 2002, I applied to the Architectural Association School of Architecture in London, England to pursue a post-graduate degree. I received a Masters degree in design and research laboratory program. Upon graduating from the AA, I was fortunate enough to start working for an Architectural Firm in London, for the Master Architect, Zaha Hadid. I have been working there for six years and now I am the Lead designer and architect. I have been responsible for several projects and at the moment I am guiding the development and work on the project for the 'Performing

Art Centre' in Amman-Jordan. This project is very special and close to my heart because I come from Jordan and this was my home.

## Spring 2010-2011 Postgraduate Degrees

Following is the list of students who have successfully completed their postgraduate degrees in Spring 2010 -2011. This list has been provided by EMU Institute of Graduate Studies and Research on 22 July 2011.

### ■ LL.M. ■

#### **Law**

Tuğba Aytekin Naimi

*Thesis Title:* Bina ve Yapı Eseri Malikinin Sorumluluğu (B.K. M. 58)

*Supervisor:* Ali Erten

Cengiz Çelik

*Thesis Title:* Türkiye Türkçesinde Örtmece ve Tabu Kelimeler

*Supervisor:* Rysbek Alimov

### ■ M.A. ■

#### **Communication and Media Studies**

Damla Nailer

*Thesis Title:* Representatio of women in Advertisements: A Semiotic analysis of women in North Cyprus Life Style Magazines

*Supervisor:* Hanife Aliefendioğlu

Gülen Uygarer

*Thesis Title:* Role of SNS on Tertiary Student's interpersonal Communication Skills and Attachment Needs

*Supervisor:* Bahire Özad

Kamin Gounaili

*Thesis Title:* Focusing on Eye Contact: Interpersonal Communication among Students at Eastern mediterranean University

*Supervisor:* Bahire Efe Özad

#### **Eastern Mediterranean Studies**

Farah Qutob

*Thesis Title:* An Analysis of Israel's Settlement Policy in the Occupied West Bank after the Six-Day War and its Impact on the Peace-Process (1967-2002)

*Supervisor:* Erik L. Knudsen

#### **English Language and Literature**

Amin Momeni

*Thesis Title:* Shakespeare's Representation of the Self and the Other: A Deconstructionist Reading

*Supervisor:* Can Sancar

#### **Marketing Management**

Eminejomo Ikponmwen

*Thesis Title:* The Effects of Service Recovery Satisfaction on Consumers' Behavioral Intentions: An Application in North Cyprus Five-Star Hotels

*Supervisor:* Halil Nadiri

#### **Turkish Language and Literature**

Duyu Çumurcu

*Thesis Title:* Zonguldak Merkez Ağzı (İnceleme, Metinler, Sözlük)

*Supervisor:* Gülseren Tor

### ■ MBA ■

#### **Business Administration**

Damla Gözel

*Thesis Title:* Tourism demand in North Cyprus Economy: evidence from a demand model over the time period 1999Q1-2009Q4

*Supervisor:* Sami Fethi

Saman Majdı

*Thesis Title:* Impact of Financial Repression on FDI in Iran

*Supervisor:* Mete Feridun

### ■ MS ■

#### **Architecture**

Didem Onurlu

*Thesis Title:* A Study on the Landscape of Common Open Spaces at Resort Hotels in North Cyprus

*Supervisor:* Naciye Doratli

*Co-Supervisor:* Mukaddes Fashlı

Yasaman Adeli

*Thesis Title:* Identification of the Vernacular Kandovan Cave Dwelling in Iran

*Supervisor:* Özgür Dinçyürek

Ghazal Taghilooha

*Thesis Title:* Use of Color in Minimalist Interior Spaces: with Different Functions in Different Regions

*Supervisor:* Nil Paşaoğluları Şahin

Ghazal Golmakani

*Thesis Title:* Re-Functioning Potentials of Industrial Heritage in North Cyprus Case-Study: Zeyko Olive Oil Mill

*Supervisor:* Ozlem Olgac Turker

Damla Mısırlısoy

*Thesis Title:* Analysis of the Structure and Design Relationship between Contemporary Extensions and Remodeled Masonry Buildings

*Supervisor:* Kağan Günçe

Shirin Izadpanah

*Thesis Title:* Investigation of Identity in Interior Space of Kindergarten: A review on an example of High/Scope Kindergarten

*Supervisor:* Kağan Günçe

Nazanin Sadat Behbahani

*Thesis Title:* Theoretical Review on Color in Interior Space: An Experimental Assessment of Iranian Houses

*Supervisor:* Banu Tevfikler Çavuşoğlu

Ehsan Reza

*Thesis Title:* Identification of Staircase House Type in Rural architecture of Iran: Masouleh and Abyaneh Settlements

*Supervisor:* Özgür Dinçyürek

### **Applied Mathematics and Computer Science**

Marzieh Eini Keleshteri

*Thesis Title:* A Survey on Mathematical Modeling of cancer Incidence Rates

*Supervisor:* Mehmet Ali Tut

Tuba Vedi

*Thesis Title:* Some Scure Type q-Bernstein Operators

*Supervisor:* Mehmet Ali Özarslan

### **Banking and Finance**

Alimshan Faizulayev

*Thesis Title:* Comparative Analysis between Islamic Banking and Conventional Banking Firms in terms of Profitability, 2006-2009

*Supervisor:* Eralp Bektaş

Omotola M. Awojobi

*Thesis Title:* Analysing Risk Management in Banks: Evidence of Bank efficiency and Macroeconomic Impact in Nigeria

*Supervisor:* Eralp Bektaş

Ayşem Çelebi

*Thesis Title:* Analysing Risk Management in Banks: Evidence of Bank efficiency and Macroeconomic Impact in Nigeria

*Supervisor:* Cahit Adaoğlu

Hossein Yousefian

*Thesis Title:* Investment Appraisal of a Mobile Phone Company: Zoom Mobile Network

*Supervisor:* Glenn P. Jenkins

Adam Mahamat Seid

*Thesis Title:* A Comparison of Different Banking Systems'

Performance During Global Crises: Conventional vs Islamic Banking

*Supervisor:* Nesrin Ozatac

Jude Chimezie Nwobodo

*Thesis Title:* Internet Banking in Terms of Profitability: The Case of North Cyprus Banks

*Supervisor:* Nesrin Ozatac

Samaneh Daryabeygi Khotbehsara

*Thesis Title:* Road Project for Economic Development: Yazd-Abarkouh-sourmagh Road Project Feasibility Study

*Supervisor:* Mustafa Besim

Safoura Norouzi Abadchi

*Thesis Title:* Financial Development, Trade Openness and Economic Growth Nexus: Time Series Evidence for Greece

*Supervisor:* Salih Turan Katircioglu

Burak Savrun

*Thesis Title:* Financial Development, International Trade and Economic Growth: The case of Turkey

*Supervisor:* Salih Katircioglu

Amir Ehsan Tehrani

*Thesis Title:* A Comparative Analysis of the Teran Stock Exchange and Selected Stork Markets: Evidence from a Correlation Matrix

*Supervisor:* Cahit Adaoğlu

Nigar Taşpınar

*Thesis Title:* Foreign direct Investment, Domestic Savings and Economic Growth: The case of Turkey

*Supervisor:* Salih Katircioglu

Mandana Bahrami

*Thesis Title:* Investment Appraisal of a River Cargo Transportation Company

*Supervisor:* Glenn Jenkins

Amir Hossein Seyyedi

*Thesis Title:* Developing a Project Finance structure and Power Purchase Agreement for an Independent Private Power Plant Project

*Supervisor:* Glenn Jenkins

### **Chemistry**

Sayeh Shahmohammadi

*Thesis Title:* Synthesis and Characterization of Boron Selective Chitosan Beads

*Supervisor:* Mustafa Gazi

Akeem Adeyemi Oladipo

*Thesis Title:* Synthesis and Characterization of Modified Chitosan-based Novel Superabsorbenthydrogel: Swelling and Dye

Adsorption behavior  
*Supervisor:* Mustafa Gazi

Maryam Norouzbahari  
*Thesis Title:* Synthesis of a Novel Fluorescent Optical PH Sensor  
*Supervisor:* Huriye Icil

### **Civil Engineering**

Maryam Mansouri  
*Thesis Title:* Optimization of Selected 2-Dimensional Steel Truss shapes Using a New Mathematical Formulation  
*Supervisor:* Murude Celikag

### **Computer Engineering**

Gözde Sarışın  
*Thesis Title:* The Cone Tessellation Model for Three-Dimensional Networks  
*Supervisor:* Muhammed Salamah

Abdullahi Ibrahim Abdu  
*Thesis Title:* Adaptive Energy-Aware Transmission Scheme for wireless Sensor Networks  
*Supervisor:* Muhammed Salamah

Reza Azizi  
*Thesis Title:* Design and Implementation of an Anycast Protocol for Wireless Mobile Ad Hoc Networks  
*Supervisor:* Gürcü Öz

Zhavat Sherinov  
*Thesis Title:* An Evolutionary Multi-Objective Approach for fuzzy Vehicle Routing Problem  
*Supervisor:* Ahmet Ünveren

Mohammad Azhari  
*Thesis Title:* A CUDA based Parallel Implementation of Speaker Verification System  
*Supervisor:* Cem Ergün

Amin Hossein Salmasi  
*Thesis Title:* A Low-Cost, High-Speed Algorithm for Mobile Positioning  
*Supervisor:* Muhammed Salamah

### **Economics**

Taiwo Alphonso Oyesanmi  
*Thesis Title:* Investigating dutch Disease: The Case of Nigeria  
*Supervisor:* Cem Payaşlıoğlu

### **Electrical and Electronic Engineering**

Peyman Aghajamaliavali  
*Thesis Title:* Power Control in DS-CDMA forward Linkin Mobile channels  
*Supervisor:* Aykut Hocanın

Ramin Bakhshi  
*Thesis Title:* 3D Modelling of Building and Environments using laser Scanning and Surface Reconstruction  
*Supervisor:* Süha Bayındır

### **Industrial Engineering**

Sabriye Topal  
*Thesis Title:* Occupational Ijuries and Occupational Safety and health Regulations in Three Industries in North Cyprus, Opportunities for Improvement Identified  
*Supervisor:* Emine Atasoylu

### **Mechanical Engineering**

Khosro Bijanrostami  
*Thesis Title:* Design and Development of an Automated Guided Vehicle for Educationan Purposes  
*Supervisor:* Majid hashemipour

Golnaz Dianat  
*Thesis Title:* Experimental and Numerical Investigation of Flow Structure behind Bluff Bodies in Tandem Arrangement  
*Supervisor:* Hassan Hacısevki

### **Physics**

Atena Farahi  
*Thesis Title:* Effect of the Dilaton Field on the Entropic Force  
*Supervisor:* İzzet Sakallı

### **Tourism Management**

Georginal Cojocar  
*Thesis Title:* Management Commitment to Service Quality, Job Embeddedness, and Performance Outcomes: A Study of Hotel Employees in Romania  
*Supervisor:* Osman Karatepe

Safoora Shahriari  
*Thesis Title:* Organizational Justice, Job Embeddedness, and Job Outcomes: A Study of Hotel Employees in Iran  
*Supervisor:* Osman Karatepe

Umut Nalbant  
*Thesis Title:* Volleyball in TRNC: Reasons for Decline of Interest and Recommendations for Improvement  
*Supervisor:* İlkey Yorgancı

Elena Ligay  
*Thesis Title:* An Assessment of 'Governance' for Sustainable Tourism Development: the case of North Cyprus  
*Supervisor:* Habib Alipour

Danylo Gutsul  
*Thesis Title:* Strategic Analysis of Domestic Tourism Development in Ukraine  
*Supervisor:* Mehmet Altınay



## ■ Ph.D. ■

### **Architecture**

Noor Cholis Idham

*Thesis Title:* Seismic Vulnerability Assessment in Vernacular Houses: The Rapid Visual Screening Procedure for Non Engineered Building with Application to Java Indonesia

*Supervisor:* Munther Mohd

### **Chemistry**

Hürmüs Refiker

*Thesis Title:* Symmetrical and Unsymmetrical Perylene Diimide Dyes for Photovoltaic Applications: Chiral, Amphiphilic and Electrochemical Properties

*Supervisor:* Huriye Icil

### **Civil Engineering**

Alireza Rezaei

*Thesis Title:* Performance Measurement in a Quality Management System

*Supervisor:* Tahir Çelik

### **Communication and Media Studies**

Anıl Kemal

*Thesis Title:* The Role of Measurement in Integrated marketing Communication; Turkisk Pension Funds

*Supervisor:* Arıl Cansel

Gulnara Z. Karimova

*Thesis Title:* Application of Bakhtinian Concepts to 'Interactive' Advertising

*Supervisor:* Chris Miles

Yetin Arslan

*Thesis Title:* Re-signification of "Cyprus" with the Opening of New Lines of Communication

*Supervisor:* Tuğrul İlater

Taçgey Debeş

*Thesis Title:* An Evaluation of Reciprocal Impacts of Culture and Tourism within Communication Framework in North Cyprus (A case Study)

*Supervisor:* Mehmet Altınay

### **Economics**

Demet Beton

*Thesis Title:* Migration Issues: Turkey and The European Union

*Supervisor:* Glenn P. Jenkins

### **Electrical and Electronics Engineering**

Mohqmmad Mustafa Shukri Ahmad

*Thesis Title:* Recursive Inverse Adaptive Filtering Techniques and Applications

*Supervisor:* Aykut Hocanın

### **Industrial Engineering**

Ehsan Moghimi hadji

*Thesis Title:* Studies on Approximations to Renewal Functions and their Applications

*Supervisor:* Alagar Rangan

Ayşe Tansu

*Thesis Title:* Studies on a New Class of Shork Models for Deteriorating System and Their Applications

*Supervisor:* Alagar Rangan

### **Mechanical Engineering**

Monther Faud Al-Khawajah

*Thesis Title:* The Effect of Using Transverse Partitioning and Reflection on Single and Counter flow Solar Air Heater Using Wire Mesh as an Absorber

*Supervisor:* Fuat Egelioğlu

## Recent Publications and Presentations (April - June 2011)

### ■ Journal Publications (SCI, SSCI, AHCI) ■

The journal publications listed here are those that are listed in Arts & Humanities Citation Index (A&HCI), Science Citation Index (SCI), Science Citation Index Expanded (SCI-Expanded), or Social Sciences Citation Index (SSCI). A search on ISI Web of Science was performed on 21 July 2011 to retrieve articles with at least one author having EMU affiliation. **This list may not be comprehensive as some articles could be deposited to ISI after the query date.**

Abdulova V and Aybay I. (2011). "A Prioritized New Call Queuing Policy for Multimedia Wireless Cellular Networks." *Journal of Internet Technology*, 12(3): 491-502.

Adaoglu C and Lasfer M. (2011). "Why Do Companies Pay Stock Dividends? The Case of Bonus Distributions in an Inflationary Environment." *Journal of Business Finance & Accounting*, 38(5-6): 601-627.

Aliefendioglu H and Arslan Y. (2011). "Don't Take It Personally, It's Just a Joke: The Masculine Media Discourse of Jokes and Cartoons on the Cyprus Issue." *Women's Studies International Forum (WSIF)*, 34: 101-111.

Aliev RA, Pedrycz W, Guirimov BG, Aliev RR, Ilhan U, Babagil M and Mammadli S. (2011). "Type-2 fuzzy Neural Networks with Fuzzy Clustering and Differential Evolution Optimization." *Information Sciences*, 181(9): 1591-1608.

Arifler D. (2011). "Capacity Analysis of a Diffusion-Based Short Range Molecular Nano-Communication Channel." *Computer Networks*, 55(6): 1426-1434.

Arjunan TV, Aybar HS and Nedunchezian N. (2011). "Effect of sponge liner on the internal heat transfer coefficients in a simple solar still." *Desalination and Water Treatment*, 29(1-3): 271-284.

Baalousha Y and Celik T. (2011). "Integrated Web-Based Data Warehouse and Artificial Neural Networks System for Unit Price Analysis with Inflation Adjustment." *Journal of Civil Engineering and Management*, 17(2): 157-167.

Balcilar M, Gupta R and Shah ZB. (2011). "An In-Sample and Out-Of-Sample Empirical Investigation of the Nonlinearity In House Prices of South Africa." *Economic Modelling*, 28(3): 891-899.

Beton D. (2011). "Application of Migration Hatton's Model in Turkish Migration Case." *Actual Problems of Economics*, 118: 256-264.

Canel-Cinarbas D, Cui Y and Lauridsen E. (2011). "Cross-Cultural Validation of the Beck Depression Inventory-II across US and Turkish Samples." *Measurement and Evaluation in Counseling and Development*, 44(2): 77-91.

Demirel H and Anbarjafari G. (2011). "Discrete Wavelet Transform-Based Satellite Image Resolution Enhancement." *IEEE Transactions on Geoscience and Remote Sensing*, 49(6): 1997-2004.

Demirel H and Anbarjafari G. (2011). "IMAGE Resolution Enhancement by Using Discrete and Stationary Wavelet Decomposition." *IEEE Transactions on Image Processing*, 20(5): 1458-1460.

Doukhnitch E and Ozen E. (2011). "Hardware-Oriented Algorithm for Quaternion-Valued Matrix Decomposition." *IEEE Transactions on Circuits and Systems II-Express Briefs*, 58(4): 225-229.

Erenel Z, Altincay H and Varoglu E. (2011). "Explicit Use of Term Occurrence Probabilities for Term Weighting in Text Categorization." *Journal of Information Science and Engineering*, 27(3): 819-834.

Hashemipour M, Manesh HF and Bal M. (2011). "A Modular Virtual Reality System for Engineering Laboratory Education." *Computer Applications in Engineering Education*, 19(2): 305-314.

Icener E and Cagliyan-Icener Z. (2011). "The Justice and Development Party's Identity and Its Role in the Eu's Decision to Open Accession Negotiations with Turkey." *Southeast European and Black Sea Studies*, 11 (1): 19-34.

Ince E. (2011). "Measuring Traffic Flow and Classifying Vehicle Types: A Surveillance Video Based Approach." *Turkish Journal of Electrical Engineering and Computer Sciences*, 19(4): 607-620.

Iscioglu E. (2011). "Perceived Computer Self-Efficacy of Secondary Education Teachers." *New Educational Review*, 23(1): 189-198.

Jalil A and Feridun M. (2011). "Impact of Financial Development on Economic Growth: Empirical Evidence from Pakistan." *Journal of the Asia Pacific Economy*, 16(1): 71-80.

Jalil A and Feridun M. (2011). "Long-Run Relationship between Income Inequality and Financial Development in China." *Journal of the Asia Pacific Economy*, 16(2): 202-214.

Karatepe OM. (2011). "Customer Aggression, Emotional Exhaustion, and Hotel Employee Outcomes: A Study in the

- United Arab Emirates." *Journal of Travel & Tourism Marketing*, 28(3): 279-295.
- Karatepe OM. (2011). "Service Quality, Customer Satisfaction and Loyalty: The Moderating Role of Gender." *Journal of Business Economics and Management*, 12(2): 278-300.
- Katircioglu ST and Feridun M. (2011). "Do Macroeconomic Fundamentals Affect Exchange Market Pressure? Evidence from Bounds Testing Approach for Turkey." *Applied Economics Letters*, 18(3): 295-300.
- Kula F, Aslan A and Feridun M. (2011). "Purchasing Power Parity in Mena Revisited: Empirical Evidence In The Presence Of Endogenously Determined Break Points." *Ekonomiska Istrazivanja-Economic Research*, 24(1): 1-12.
- Mahmudov NI, Ozarslan MA and Sabancigil P. (2011). "I-Approximation Properties of Certain Class of Linear Positive Operators." *Studia Scientiarum Mathematicarum Hungarica*, 48(2): 205-219.
- Nadiri H. (2011). "Customers' zone of tolerance for retail stores." *Service Business*, 5(2): 113-137.
- Nekhili R and Gıftcioglu S. (2011). "Export Volatility and Output Growth: Case of Turkey." *Actual Problems of Economics*, 119: 341-352.
- Ozarslan MA and Kaanoglu C. (2011). "Multilateral Generating Functions for Classes of Polynomials Involving Multivariable Laguerre Polynomials." *Journal of Computational Analysis and Applications*, 13(4): 683-691.
- Parham K, Esmailzadeh E, Atikol U and Aldabbagh LBY. (2011). "A Numerical Study of Turbulent Opposed Impinging Jets Issuing From Triangular Nozzles with Different Geometries." *Heat And Mass Transfer*, 47(4): 427-437.
- Ramadan O. (2011). "Systematic split-step perfectly matched layer formulations for modelling dispersive open region finite difference time domain applications." *IET Microwaves Antennas & Propagation*, 5(9): 1062-1066.
- Ramadan O. (2011). "Z-transform-based complex envelope alternating direction implicit perfectly matched layer algorithm for modelling Drude dispersive source-free wave equation finite-difference time domain applications." *IET Microwaves Antennas & Propagation*, 5(9): 1067-1072.
- Sakalli I. (2011). "Quantization of Higher-Dimensional Linear Dilaton Black Hole Area/Entropy from Quasinormal Modes." *International Journal of Modern Physics A*, 26(13): 2263-2269.
- Tuna G. (2011). "The Effectiveness of Central Bank Intervention: Evidence from Turkey." *Applied Economics*, 43(14): 1801-1815.
- Ulusoy AH and Rızaner A. (2011). "RBF Network Assisted Adaptive Path Selective Decorrelating Detector under Impulsive Noise for Multipath Fading CDMA Systems." *Annals of Telecommunications-Annales Des Telecommunications*, 66(5-6): 357-361.

## ■ Other Refereed Journal Publications ■

Eldridge J, Hancıoglu N, and Neufeld S. (2011). 'Working with words on the web.' *The Teacher Trainer*, 25(2):

Karatepe OM. (2011). "Job Resourcefulness as a Moderator of the Work-Family Conflict-Job Satisfaction Relationship: A Study of Hotel Employees in Nigeria." *Journal of Hospitality and Tourism Management*, 18: 10-7.

Turhan T.(2011). Kuzey Kıbrıs Türk Cumhuriyeti-Azerbaycan İlişkileri, Ankara Hukuk Fakültesi Dergisi, Ankara, Cilt:60, sayı 1.

Yavas U, Karatepe OM and Babakus E (2011). "Do Customer Orientation and Job Resourcefulness Moderate the Impact of Interrole Conflicts on Frontline Employees' Performance." *Tourism and Hospitality Research*, 11(2): 145-59.

Yavas U, Karatepe OM and Babakus E (2011). "Efficacy of Job and Personal Resources across Psychological and Behavioral Outcomes." *Journal of Human Resources in Hospitality and Tourism*, 10 (2): 304-14.

## ■ Conference Papers ■

Adaoglu C and Katircioglu, ST. "Foreign investor flows and 'blue chip' stock returns: Pre and Post EU accession negotiations of Turkey" in *Proceedings of the 4th Eurasia Business and Economic Society (EBES) Conference*, pp. 1947-1962, Istanbul, Turkey, June 2011.

Aker Sule L. ve Ahmet H. Aker. "Türkiye-Bağımsız Devletler Topluluğu Serbest Ticaret Bölgesi." in 21. Yüzyılda Türk Dünyası. s.143-149. Ankara, Mart 2011.

Kardoush, M., Timur, S., and Timur, A. T. "Factors Influencing Job Satisfaction of Managerial Staff in Northern Cyprus Tourism and Hospitality Industry" in *Proceedings of Advanced Hospitality and Tourism Marketing and Management Conference*, pp. 105-110, Istanbul, Turkey, June 2011

Mirzaei F. and Toygar Ö., Age Classification using Facial Feature Extraction on Female and Male Images, *The 3rd International*

*Conference on Digital Image Processing (ICDIP 2011)*, Chengdu, China , April 2011.

Ozverir A, and Ozverir I "Metaphors and Authenticity." in *Proceedings of World Conference on Educational Multimedia, Hypermedia & Telecommunications (EDMEDIA)*, pp. 510-515, Lisbon, Portugal, June 2011.

Ozverir I, and Herrington J. "Authentic activities in language learning: Bringing real world relevance to classroom activities." in *Proceedings of World Conference on Educational Multimedia, Hypermedia & Telecommunications (EDMEDIA)*, pp. 1423-1428, Lisbon, Portugal, June 2011.

Sherinov Z, Ünveren A and Acan A. "An Evolutionary Multi-Objective Modeling and Solution Approach for Fuzzy Vehicle Routing Problem", in *International Symposium on Innovations in Intelligent Systems and Applications, INISTA 2011*, pp. 450-454, Istanbul, TURKEY, June 2011

## ■ Conference Presentations ■

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