

ÖZGEÇMİŞ

1. **Adı Soyadı: Zanete GARANTI**
2. **Doğum Tarihi: 18/10/1985**
3. **Unvanı: Yardımcı Doçent**
4. **Öğrenim Durumu: Doktora**

Derece	Alan	Üniversite	Yıl
Lisans	Ekonomi (İşletme)	Latvia University of Life Sciences and Technology Dronen University of Applied Sciences	2009
Y. Lisans	Ekonomi (İşletme)	Latvia University of Life Sciences and Technology	2011
Doktora	Ekonomi (İşletme)	Latvia University of Life Sciences and Technology	2015

5. Akademik Unvanlar:

Yardımcı Doçentlik Tarihi : 2015

Doçentlik Tarihi : 2021

Profesörlük Tarihi :

6. Yönetilen Yüksek Lisans ve Doktora Tezleri

6.1. Yüksek Lisans Tezleri

1. Mariam Nabil Alian (2019). The Impact of Ewom on the Consumer's Purchase Intention among the International Students in Northern Cyprus. Cyprus International University.
2. Mamoun Tayseer Alsmadi (2019). The influence of high performance work system on innovative work behavior in Jordan. Cyprus International University.
3. Gloria Amakude (2019). The effect of organizational justice on job satisfaction, organizational citizenship behavior, and turnover intentions mediated by organizational trust. Cyprus International University.
4. Stephen Oladapo Olabode (2019). The impact of social media marketing on customer engagement and purchase intent among international students in TRNC. Cyprus International University.
5. Abdullah Khaled Abdullah Tamim (2019). HOW SMARTPHONE ADVERTISING INFLUENCES CONSUMERS PURCHASE INTENTION IN NORTH CYPRUS. Cyprus International University.
6. Judith Ayiri Ineneji (2019). Assessing the relationship between job satisfaction and employee commitment in Fidelity Bank Plc. Cyprus International University.
7. Elizabeth Ulrika Paintsil (2019). Organizational culture and corporate sustainability: The mediating role of competitive advantage and reputation. A case study of government hospitals in Ghana. Cyprus International University.
8. Yvette Dwomoh-Okudzeto (2019). The role of organizational culture on employee motivation and retention. Cyprus International University.
9. Brenda Daine Agyapomah Boateng (2019). THE IMPACT OF JOB SATISFACTION ON EMPLOYEE PERFORMANCE. Cyprus International University.
10. Ernest Ndubuisi Agu (2018). Ethical leadership and employee knowledge sharing: Case Study of a MTN in Nigeria. Cyprus International University.
11. Mundela Tembo (2018). BUILDING BRAND EQUITY THROUGH PERCEIVED QUALITY AND REPUTATION: A CASE STUDY IN TURKISH REPUBLIC OF NORTHERN CYPRUS IN THE HOSPITALITY INDUSTRY. Cyprus International University.

12. Fitzgerald Chidozie Ukaegbu (2018). Impact of social media disorder on academic performance. Cyprus International University.
13. Sarah Osarosemwen Ehigie (2018). Evaluating the mediating role of customer satisfaction in predicting the impact of brand love on customers' loyalty and positive word of mouth. Cyprus International University.
14. Temitope Christiana Popoola (2018). Women's perception of glass ceiling on their career advancement: A study of Nigeria banking system. Cyprus International University.
15. Tatenda Chisango (2018). The impact of employer attractiveness, corporate reputation through the use of social media on intentions to apply for a job. Case of medical institutes in Zimbabwe. Cyprus International University.
16. Ngqabutho Philosophy Masiyane (2018). The influence of electronic word of mouth on Consumer Decision Making and Attitude. Cyprus International University.
17. Andrews Adu Boateng (2018). The Impact of CSR on Customer-Company Identification of Some Selected Commercial Banks in Ghana. The Case of Ashanti Region. Cyprus International University.
18. Hassan Saidu (2018) Evaluating the role of the service marketing triangle and its impact on customers' service experience. Cyprus International University.
19. Uzoma Ogbolime (2018). The Impact of Work Life Balance on Job Satisfaction: Case Study of a Commercial Bank in Nigeria. Cyprus International University.
20. Boluwatife Emmanuel Olokun (2018). The Influence of Online Brand Community Characteristics on Customer Engagement: An Application of Stimulus-Organisms-Response Paradigm. Cyprus International University.
21. Isaac Yamikani Kaputalamba (2017). The Impact of Corporate Social Responsibility on Consumer Behavior: Case of Vodafone KKTC Telsim. Cyprus International University.
22. Dennis Kudzanai Chapoto (2017). The impact of perceived risk, price and user input factors on service quality. Evidence of Barclay's online banking Zimbabwe. Cyprus International University.
23. Raghunatha Reddy Kannaihgar (2017). Employee Grievances within an Organization: An Evidence from Hotel Industry in India. Cyprus International University.
24. Deborah Onaopemipo Ajayi (2017). The Impact of Conflict on Continuity and Success of Family Business (a case study of traditional cheese producers in North Cyprus). Cyprus International University.
25. Precious Oluwatoni Olusegun (2017). Entrepreneurship, a Career Alternative in Developing Countries: A Case Study of North Cyprus and Nigeria. Cyprus International University.
26. Bismark Boateng Asamoah (2017). Impact of CSR on consumer buying behavior. Evidence from Telecommunication sector in Ghana. Cyprus International University.
27. Loreen Mutowo (2017). An Evaluation of Organizational Culture and Organizational Structure on Performance. Cyprus International University.
28. Funda Gazi (2017). Effects of Balanced Scorecard Implementation on Employee Performance Appraisal Practices. The Case of Local Banks in Northern Cyprus. Cyprus International University.
29. Zryan Jawhar (2016). Impact of Perceived Quality and Brand Communication on Brand Image: Case of Fashion Sector in Kurdistan / Iraq. Cyprus International University.
30. Lucky Oziegbe Ighalo (2016). Customer Loyalty in Telecom Sector in Nigeria. Cyprus International University.

6.2. Doktora Tezleri

1. Al Htibat, A. (2020). Impact of interactive eReferral on tourists behavioral intentions. Cyprus International University.
2. Abdulkhaleq Nader Qader Qader (2019). An Empirical Study on Gas and Petroleum Companies Operating in Erbil Governorate of Iraq: Ethical Climate Aspect in Energy Sector. Cyprus International University.
3. Igbudu Nicholas (2019). Enhancing Bank Loyalty through Sustainable Banking Practices: The Mediating Effect of Corporate Image. Cyprus International University.

7. Yayınlar

7.1. Uluslararası hakemli dergilerde yayınlanan makaleler (SCI & SSCI & Arts and Humanities)

1. Al-Htibat, A., & Garanti, Z. (2019). Impact of interactive eReferral on tourists behavioral intentions. Marketing Intelligence & Planning.

2. Garanti, Z., & Kissi, P. S. (2019). The effects of social media brand personality on brand loyalty in the Latvian banking industry. *International Journal of Bank Marketing*.
3. Ibe-Enwo, G., Igbudu, N., Garanti, Z., & Popoola, T. (2019). Assessing the Relevance of Green Banking Practice on Bank Loyalty: The Mediating Effect of Green Image and Bank Trust. *Sustainability*, 11(17), 4651.
4. Garanti, Z., & Qader, A. N. (2019). An Empirical Study on Gas and Petroleum Companies Operating in Erbil Governorate of Iraq: Ethical Climate Aspect in Energy Sector. *Ekoloji Dergisi*, (107).
5. Garanti, Z., & Berberoglu, A. (2018). Cultural Perspective of Traditional Cheese Consumption Practices and Its Sustainability among Post-Millennial Consumers. *Sustainability*, 10(9), 3183.
6. Igbudu, N., Garanti, Z., & Popoola, T. (2018). Enhancing Bank Loyalty through Sustainable Banking Practices: The Mediating Effect of Corporate Image. *Sustainability*, 10(11), 4050.

7.2. Uluslararası diğer hakemli dergilerde yayınlanan makaleler

- 1) Garanti Z., Zvirbule- Berzina A. (2014) Regional Cluster Identification in Food Manufacturing Industry in Latvia. *Journal of Business Management*, No. 8, p. 135-145.
- 2) Garanti Z. (2013). Geographic Concentration of Economic Activities in Latvia. *Middle-East Journal of Scientific Research*, No. 17(2), p. 213-218.
- 3) Garanti Z., Zvirbule- Berzina A. (2013). In Search for Regional Clusters in Latvia. *Journal of Business Management*, No. 7, p. 93-104.
- 4) Garanti Z., Zvirbule- Berzina A. (2013) Regional Cluster Initiatives as a Driving Force for Regional Development. *European Integration Studies*, No. 7, p. 91-101.
- 5) Garanti Z. (2013) Theoretical Aspects of Regional Clusters. *Middle-East Journal of Scientific Research*, No. 13, p. 23-30.
- 6) Gruzina Z., Hanf J., Torok T. (2010) Latvian cooperatives- agents of vertical coordination? In: *Journal of Co-operative Studies*, Volume 43, Number 2, August 2010 , p. 16-23.

7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında (Proceedings) basılan bildiriler

- 1) Ibnou-Laaroussi, S., Rjoub, H. & Garanti, Z. (2018) "Green Awareness and Its Impact on Consumers Purchasing Decision: Case of University Students in the Turkish Republic of the Northern Cyprus". Paper presented at 31st International-Business-Information-Management-Association Conference, Milan, Italy, April 25-26.
- 2) Garanti, Z. 2016. "Marketing Hellim / Halloumi Cheese: a Comparative Study of Northern and Southern Cyprus." Paper presented at International Conference "Economic Science for Rural Development", Jelgava, April 23.
- 3) Gruzina Z., Hanf J., Torok T. (2009) Cooperatives in the Latvian Agri-Food Business – Agents of Change? In: Proceedings of the fourth international conference „Economics and Management of Networks”. University of Sarajevo: The School of Economics and Business, Bosnia and Herzegovina.
- 4) Garanti Z., Zvirbule- Berzina A. (2013) Towards Multi-dimensional Regional Cluster Identification. In: Proceedings of the International Scientific Conference „Economic Science for Rural Development”, Nr. 31, Jelgava: LLU, p. 225- 233.
- 5) Gruzina Z., Zvirbule- Berzina A. (2012) Support diversification for development of micro, small and medium size enterprises. In: Proceedings of the International Scientific Conference „Economic Science for Rural Development”, Nr. 29, Jelgava: LLU, p. 101- 109.
- 6) Gruzina Z., Zvirbule- Bērziņa A. (2011) Development of MSMEs in the Regions of Latvia. In: Proceedings of the International Scientific Conference „Economic Science for Rural Development”, Nr. 26, Jelgava: LLU, p. 246- 251.
- 7) Garanti Z., Zvirbule- Berzina A. (2013). Policy Promoted vs. Natural Clusters: Case of Riga Region, Latvia. In: Rural Development 2013: Innovations and Sustainability: proceedings of the international scientific conference, Vol. 6, Book 1, p. 532-537.
- 8) Garanti Z. (2014) Identifying Traded Cluster Industries in Latvia. In: Economic Science for Rural Development: proceedings of the international scientific conference, No. 31, p. 225-233.
- 9) Garanti Z., Zvirbule- Berzina A. (2014) Factors Affecting the Formation of Regional Clusters in Latvia. In: Economic Science for Rural Development: proceedings of the international scientific conference, No. 32, p. 11-23.

7.4. Yazılan uluslararası kitaplar veya kitaplarda bölümler

- 1) Garanti, Z., Ilkhanizadeh, S. & Kissi, P. (2019). The impact of branding on visitors' satisfaction and loyalty in Iran. In Book Series: Bridging Tourism Theory and Practice (EMERALD), Experiencing Persian Heritage, perspectives and challenges, Vol. 10.

7.5. Ulusal hakemli dergilerde yayınlanan makaleler

7.6. Ulusal bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

7.7. Diğer yayınlar

8. Projeler

Improving service quality, service triangle and service experiences in ecotourism sector in North Cyprus. TURKISH REPUBLIC OF NORTHERN CYPRUS, MINISTRY OF NATIONAL EDUCATION AND CULTURE, DEPARTMENT OF HIGHER EDUCATION AND FOREIGN RELATIONS. Project accepted November, 2018. Starting date: 1 February, 2019.

9. İdari Görevler

PhD in Business program coordinator, course advisor. Developer of PhD Concentration Areas in Business. Coordinator of PhD program in Business within agreement of Amman Arab University (Jordan) at Cyprus International University.

10. Bilimsel ve Mesleki Kuruluşlara Üyelikler

11. Ödüller

12. Son iki yılda verdiğiniz lisans ve lisansüstü düzeydeki dersler için aşağıdaki tabloyu doldurunuz.

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2025/2026	Fall	Marketing Research	3	0	11
		Marketing	3	0	25
2024/2025	Spring	Consumer Behaviour	3	0	12
		Marketing Research	3	0	8
	Fall	Marketing	3	0	10
		Consumer Behaviour	3	0	5
2023/2024	Spring	Marketing Research	3	0	6
		Marketing	3	0	7
	Fall	Marketing	3	0	10
		Marketing Research	3	0	11

Not: Açılmışsa, yaz döneminde verilen dersler de tabloya ilave edilecektir.