Mihalis (Michael) Kuyucu was born in İstanbul, Turkey. He graduated from the English Language Department of the İstanbul University, and then obtained his MBA degree on Marketing, from Yeditepe University. He received his PhD Degree in Media Economics and Management from Marmara University in 2011. In 2017 he was named Associate Professor in the field of Communication. He has been working at the İstanbul Aydın University from 2003 till now as a Lecturer. Kuyucu begin his media carrier in 1994 in radio programming. He has done more than 1.000 radio and TV programs in different media groups and companies. He has worked as program director, general manager and as CEO in various media companies. Currently, he is the CEO of Chines Media company Gbtimes Turkey and works for the media brand CRI TURK (radio- tv and digital). He published his first book in 2005, after which he published in total 12 books on music, media and the entertainment industry. He owns the oldest and biggest e-music portal in Turkey www.muzikyorumcusu.com, and he has compiled all his academic works in his personal academic web site www.michaelkuyucu.education.