

AKADEMİK ÖZGEÇMİŞ**1. Adı Soyadı:** AHMET ERTUGAN**2. Unvanı:** DOÇENT**3. Öğrenim Durumu:**

Derece	Bölüm/Program	Üniversite	Yıl
Lisans	GENERAL MANAGEMENT	EAST LONDON UNIVERSITY	1982
Y. Lisans	MASTER OF BUSINESS ADMINISTRATION	EAST LONDON UNIVERSITY	1991
Doktora	BUSINESS ADMINISTRATION	NEAR EAST UNIVERSITY	2004

4. Yüksek Lisans / Doktora Tezi**4.1.Yüksek Lisans Tez Başlığı ve Tez Danışman/ (lar)ı:**

APPLICATION OF SOFT SYSTEMS METHODOLOGY IN DAY-TO-DAY
HOUSING MAINTENANCE SYSTEM- ADVISOR: DR STAN FISK

4.2. Doktora Tezi/Tıpta Uzmanlık Tezi Başlığı ve Danışman (lar)ı:

APPLICATION OF THE PLC CONCEPT BY SMALL INDUSTRIES IN NORTHERN
CYPRUS - PROF DR BERNA KOCAMAN 2004

5. Akademik Unvanlar:

Yardımcı doçentlik tarihi: 14 HAZİRAN 2013

Doçentlik tarihi: 12 KASIM 2021

Profesörlük tarihi: -

6. Yönetilen Yüksek Lisans ve Doktora Tezleri:**6.1. Yüksek lisans tezleri**

Farwa Ehsan; Political Endorsement as Marketing: Do Celebrity Endorsements Influence Voter Intention? Near East University, 2026

Muhammad Waqas Afzal; The Moderating Effect of Artificial Intelligence (AI) on the Relationship Between Customer Values and Purchasing Intention. Near East University, 2026

Raihana Kouddar; Social Media Moderation in University Choice: Influences on Education Programs, Location, Credibility, and Affordability, 2025

Baroz_Khan Ahmad_Zai; The Effect of AI On Brand Loyalty, 2024

Khalid Khurshid; Factors Affecting Consumers Purchasing Intentions of Sex Toys, 2023

Minam Rasool; The View of The University Lecturers on the Effectiveness of Online versus Traditional Education. 2022

Miama Mama Pewee; Factors Affecting Online Purchase Intention of Smartphones on Generation Y, 2023

Princess K. Jerbo; The Antecedents of The Purchase Intention to Buy Green Products, 2023

Meguem Ngompe Carine; The Moderating Effect of Online advertising on the Benefits of Perceived on Brand Loyalty and Online Purchasing Intension. Near East University, 2020

Hasanli Nargiz; What are the Differences in Male and Female Consumer Decision Making Process Online. Near East University, 2020

Sarah Bey; The Benefits Of Artificial Intelligence In Marketing. Near East University, 2019

Rhema Zabali Najujuuko; Effect of Media, Social Media on Branda Attitude Purchase Intention. Near East University, 2019

Lavan Abdullah; The Effect of eWOM on Consumer Trust and Purchasing Intention Online. Near East University, 2019

Pegah Sadat Aminzadeh Tabrizi; The Influencing Brand Awareness Through Social Media And Electronic Word of Mouth (eWOM). Near East University, 2019

Hawkar Hamad; Customer Satisfaction In Banking Sector: The Case In North Iraq,City Of Erbil, Near East University, 2018

Bzhar Othman Abdalla; The Impact Of Internet Banking On Customer Satisfaction: A Case Study Of Sulaymaniyah City,Iraq. Near East University, 2018

Naji Fatah; Factors Affecting Customer's Decision For Taking Out Bank Loans: A Case Study Of Sulaymaniyah City Commercial Banks. Near East University, 2018

Privilege Mupindu; The Effect of Celebrity Endorsement on Purchase Intention "A case of Near East University Faculty of Economics and Administrative Sciences Students; Near East University, 2018

Fiodor Plucci; Ewom Effect on Online Purchase Intention at Social Media Sites: "A case of Near East University Students", 2018

Gabriel Segun Falase; An Understanding of Factors That Influence Customer Purchase Intention: "A Case of Study of Apple Brand Users of Students in the Department of Marketing, Near East University, 2018

Ergin Erkiner; The Process of Value Co-Creation, Near East University, 2018

Hassan Elmadani; The Impact of Service Quality on Customer Satisfaction: Evidence From Bank of Commerce and Development (BOCD) of Libya; 2017

Olatuga Adewale Johnson; The Effect of Electronic Word of Mouth on Consumer Purchasing Intention; Near East University; June 2017

Fatih Savaş Kanca; Benefits of Facebook Advertising; Near East University; Fall 2017

Behnaz Zolfagharian; Evidence of Consumer Values Effects on Students' University Choice; Near University; February 2017

Selen Özdalili; Users' Emotional Connectedness to Facebook and Their Attitudes Towards Facebook Avertisements

Adekunle A. Aderemi; Effectiveness of Facebook as an Advertising Medium among University Students" Near East University; June 2015

Nada Shehadi; "Supply and Demand Marketing- Deir Al-Mukhalles Organic Produce", Near East University, June 2015

Mohammad Rashdan; "Does Customer Satisfaction Exist in the Banking Sector? A study in North Cyprus"; Near East University, February 2015

Stephen Ikhide Odenore; "The Effects of Globalization In the Economic Development of Nigeria"; Near East University, February 2015

Ayokulehin Adetayo Onabawo; "Understanding Market Orientation and Its Effects on Business Performance (A Case Study of Near East Bank, North Cyprus); Near East University, February 2014

Gözde Kaya; “Hizmetiçi Eğitim ve Performans İlişkisinin İrdelenmesi – YDÜ İdari Personeli Üzerine Yapılan Bir Araştırma” Yakın Doğu Üniversitesi, February 2014

Hüseyin Baykan, Kuzey Kıbrıs Türk Cumhuriyeti’nde İş Sağlığı ve Güvenliği ile ilgili Durum Tespiti”, Yakın Doğu Üniversitesi, February 2013

Ahmet Hamdi; "Situational Analysis to Assess the Feasibility of a Potential Tourist Destination – The case of Yayla Village" Yakın Doğu Üniversitesi, August 2011

Şermin Balaban; “İş-Aile Yaşam Çatışmasının Örgütsel Bağlılık, İş Stresi ve İş doyumunu Üzerindeki Etkisi: Bayrak Radyo televizyon Kurumu Personeli Üzerinde Araştırma” Yakın Doğu Üniversitesi, 2011.

Halime Sakarya; “Güdüleme ve İş Doyumu İlişkisi Şekerbank (Kıbrıs) Ltd Personeli Üzerinde Araştırma” Yakın Doğu Üniversitesi, 2010.

Turan, Pinar; "A Model for Situational Analysis Integrating Industrial and Resource-based View Approaches: The Case of the Famagusta Port", Near East University, 2008

Özgürer Gürcağ; "Total Quality Management in Small and Medium Size Entreprises: Managerial Perspectives from Turkish Republic of Northern Cyprus". Near East University; 2008.

Banu Şavkın; "How Market Oriented is the Next Generation of Managers?" Near East University, 2004

6.2. Doktora tezleri

Zubaria Parvez; Empowering Rural Women Entrepreneurs in Pakistan: Enhancing Access to Capital, Market Linkages, and Local Resources. Near East University, 2026

Ahmet Küçükuncular; Beyond the Blackboard: Investigating Teacher Alienation in the Age of AI. Near East University, 2026

Belma Kencebay; Understanding The Mediating Effect of Brand Equity on Sustainability and Omnichannel Operation and Phygital Experice, 2025

Sabina KWAKYE ; Seeking Product Information on Social Media and the Effect of the Reviewer's Comments on Purchase Intention, 2024

Karami Mohamed ; Relational Benefits and Revisit Intention in Beauty Industry: Mediating Role of Satisfaction, Trust and Commitment and Moderating Role of Habit, Near East Ubiversity, 2023

AS AWAD; Mode of collaboration between the pharmaceutical firms and pharmacists: an empirical investigation of social media marketing activities in the pharmaceutical industry; Yakın Doğu Üniversitesi, Jan 2021,

Fawwaz Awamley; The Relationship between IT capabilities, Organisational Intelligence, and Competitive Advantage; Yakın Doğu Üniversitesi, 2021

Gülnur Mert; Çatışma Çözme Yönetimi Yaklaşımlarının İşgören Tavrılarına Etkisinde Güven Duygusunun Ilımlaştırıcı Rolü. Yakın Doğu Üniversitesi, 2020.

Özkan Demir; Applied Analysis of International Trade Theories for Automotive and in Agricultural Sectors in Terms of Companies Declaring Concordat. Near East University, 2020

Yunus Kayabaş; Algı Yönetimi, Müşteri Sadakati, Şirket Karlılığı, ve Şirket Ortalama Yaşam Süresindeki Etkisi. Yakın Doğu Üniversitesi, 2020.

Jaza Hama Tofix Bawais; The Impact of Service Quality and Reputation on Satisfaction within Higher Education Institute and its Implementation to Local Authority. Near East University, 2020.

7. Yayınlar

7.1. Uluslararası hakemli dergilerde yayınlanan makaleler (SCI,SSCI, AHCI, ESCI, Scopus)

Parvez Z; Ertugan A; Tashtoush L (2026). Gender-Sensitive Legal Reforms and Socio-Cultural Interventions as a Pathway to Rural Women's Entrepreneurial Empowerment in Pakistan. Women's Studies International Forum.

Küçükuncular A; Ertugan A (2025). Teaching in the AI Era: Sustainable Digital Education Through Ethical Integration and Teacher Empowerment. Sustainability, 17(16), 7405.

Kencebay B; Ertugan A (2025). Understanding the Mediating Effect of Brand Equity on Sustainability and Omnichannel Operation and Phygital Experience. Sustainability, 17(5).

7.2. Uluslararası diğer hakemli dergilerde yayınlanan makaleler**7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler****7.4. Yazılan ulusal/uluslararası kitaplar veya kitaplarda bölümler****7.5. Ulusal hakemli dergilerde yayınlanan makaleler****8. Sanat ve Tasarım Etkinlikleri****9. Projeler****10. İdari Görevler**

Yönetim Kurulu Üyesi	Lifelong Education Centre	Near East University	2004 - 2012
Pazarlama Bölüm Başkanı	Faculty of Economics and Administrative Sciences	Near East University	2005+
Etik komitesi üyesi	Neu Ethics Committee	Near East University	2022 +

11. Bilimsel ve Mesleki Kuruluşlara Üyelikler**12. Ödüller**

Kıbrıs Sigorta Şirketi Limited, Kasım

2004 Kıbrıs Türk Futbol Federasyonu,

Ekim 2004

Kuzey Kıbrıs Türk Cumhuriyeti Başbakanlığı, Ağustos

2004 Akdeniz Garanti Bankası Ltd., Temmuz 2004

Çalışma, İskân ve Sosyal Güvenlik Bakanlığı, Aralık 1999

Polis Okulu, Kuzey Kıbrıs Türk Cumhuriyeti Polis Genel Müdürlüğü, Haziran

1999 Kıbrıs Türk Spor Yazarları Derneği 2009

Near East College, Kariyer Günü

Etkinlikleri, 2010 TC Polis Genel

Müdürlüğü; 2013

KK Hür İşçi Sendikaları Federasyonu

(Hür-İş); 2017 KKTC Avcılık

Federasyonu, 2018

Kkctc Güvenlik Kuvvetleri Komutanlığı, Polis Genel Müdürlüğü, 2023

13. Son İki Yılda Verilen Lisans ve Lisansüstü Dersler

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2024-2025	Güz	Principles of Marketing	Teorik		200
		Araştırma Yöntemleri	Teorik		25
		Scientific Research Methods	Teorik		30
		Macro Organisational Analysis	Teorik		15
	Bahar	Marketing Management	Teorik		40
		Research Methods for Business	Teorik		40
		Araştırma Yöntemleri	Teorik		30
	Yaz	Marketing Theory	Teorik		15
			Teorik		
2025-2026	Güz	Principles of Marketing	Teorik		200
		Araştırma Yöntemleri	Teorik		25
		Scientific Research Methods	Teorik		30

		Macro Organisational Analysis	Teorik		15
	Bahar	Marketing Management	Teorik		40
		Research Methods for Business	Teorik		40
		Araştırma Yöntemleri	Teorik		30
		Marketing Theory	Teorik		15