

**ACADEMIC  
CURRICULUM VITAE**

**1. Name -Surname: AHMET ERTUGAN**

**2. Title: ASSOC PROF DR**

**3. Educational Background:**

<b>Degree</b>	<b>Department/Program</b>	<b>University</b>	<b>Year</b>
Bachelor's	GENERAL MANAGEMENT	EAST LONDON UNIVERSITY	1982
Master's	MASTER OF BUSINESS ADMINISTRATION	EAST LONDON UNIVERSITY	1991
PhD	BUSINESS ADMINISTRATION	NEAR EAST UNIVERSITY	2004

**4. Master's / PhD Thesis**

**4.1. Master's Thesis Title and Thesis Advisor(s):** APPLICATION OF SOFT SYSTEMS METHODOLOGY IN DAY-TO-DAY HOUSING MAINTENANCE SYSTEM-  
ADVISOR: DR STAN FISK

**4.2. PhD Thesis / Thesis Title and Advisor(s):** APPLICATION OF THE PLC CONCEPT BY SMALL INDUSTRIES IN NORTHERN CYPRUS – PROF DR BERNA KOCAMAN 2004

**5. Academic Titles:**

Date of Assistant Professorship: 14 JUNE 2013

Date of Associate Professorship: 12 NOVEMBER 2021

Date of Professorship: N/A

**6. Supervised Master's and PhD Theses:**

**6.1. Master's Theses**

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

**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 Advertisements

**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, Pınar;** "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.PhD Theses

**Karami Mohamed** ; Relational Benefits and Revisit Intention in Beauty Industry: Mediating Role of Satisfaction, Trust and Commitment and Moderating Role of Habit, Near East University, 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 Tavırlarına Etkisinde Güven Duygusunun İlimlaştırıcı 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. Publications

### 7.1. Articles Published in International Peer-Reviewed Journals (SCI, SSCI, AHCI, ESCI, Scopus)

The Influence of Relational Benefits on Behavioral Intention and the Moderating Role of Habit: A Study in a Personal Service Business M Karami, ŞZ Eyüpoğlu, A Ertugan, 2023

Mode of Collaboration between the Pharmaceutical Firms and Pharmacists: An Empirical Investigation of Social Media Marketing Activities AS Awad, A Ertugan, A Hyusein Sustainability 14 (20), 13624 2022

G Mert, A Ertugan (2020). The Relationship Between Conflict Resolution Approaches and Managerial Trust. Revista de Cercetare si Interventie Sociala 70.

Ö Demir, S Kalayci, A Ertugan (2020). APPLIED ANALYSIS OF INTERNATIONAL TRADE THEORIES FOR AUTOMOTIVE AND AGRICULTURAL SECTORS IN TERMS OF COMPANIES DECLARING CONCORDAT. Revista Argentina de Clínica Psicológica 29 (5), 350

JHT Bawais, M Sagsan, A Ertugan (2020). The Impact of Service Quality on Student and Academic Staff Satisfaction within Higher Education Institutions: A Case Study of

Sulaimani City in Northern Iraq. *Revista Argentina de Clínica Psicológica* 29 (5), 440

Kayabas Yunus Emre, Ertugan Ahmet (2020). The Effect of Perception Management on Customer Loyalty, Profitability, and Average Company Lifespan. *Revista Argentina de Clínica Psicológica* 2020, Vol. XXIX, N°5, 1382-1386 DOI: 10.24205/03276716.2020.1135

Ertugan A; Mupindu P (2019). Understanding the relationship between celebrity endorsement on social media and consumer purchasing intention. *International Journal of Advanced and Applied Sciences* 6(5 (May 19)):58-68

## **7.2. Articles Published in Other International Peer-reviewed journals**

**Özdalili S; Ertugan A; Medeni D Tunc (2018)** Users' Emotional Connectedness To Facebook And Their Attitudes Towards Facebook Advertisements; *AJIT-e: Online Academic Journal of Information Technology*; 2018 Yaz/Summer-Cilt/Vol: 9-Sayı/Num: 33; DOI: 10.5824/1309-1581.2018.3.004.x; October 2018

**Ertugan A; Zeiadeh M (2018)**. The Effect of Cultural Factors and Peers' Reference on Online Buying Behavior; *Journal of Economic, Administrative and Legal Sciences*; Issue (3) Volume (2) DOI: 10.26389/AJSRP.M161217; March 2018

**Altıncı V; Ertugan A (2018)**. Management and Business Research Quarterly The Seller's Marketing Techniques to Benefit From the Buyer's Weaknesses; *Business and Management Research Quarterly*, January 2018

**Ertugan A 2017**. Using statistical reasoning techniques to describe the relationship between Facebook advertising effectiveness and benefits gained; *Procedia Computer Science* 120:132-139; DOI: 10.1016/j.procs.2017.11.220. January 2017

**Howells K; Ertugan A (2017)**. Applying fuzzy logic for sentiment analysis of social media network data in marketing; *Procedia Computer Science* 120:664-670; DOI: 10.1016/j.procs.2017.11.293; January 2017

**Ertugan A (2016)**. Using Statistical Reasoning Techniques for Measuring Users' Emotional Connectedness to Facebook and their Attitudes Towards Facebook Advertising *Procedia Computer Science* 102:677-682; DOI: 10.1016/j.procs.2016.09.461; December 2016

## **7.3. Papers Presented at International Scientific Conferences and Published in Conference Proceedings**

## **7.4. National/International Books or Book Chapters**

### 7.5. ArticlesPublished in National Peer-reviewed journals

### 8. Art and Design Activities

### 9. Projects

### 10. AdministrativeResponsibilities

Member of Management Committee	Lifelong Education Centre	Near East University	2004 - 2012
Head of Marketing Department	Faculty of Economics and Administrative Sciences	Near East University	2005+
Member of Ethics committee	Neu Ethics Committee	Near East University	2022 +

### 11. Memberships in Scientific and Professional Organizations

### 12. Awards

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

KKTC GÜVENLİK KUVVETLERİ KOMUTANLIĞI, POLİS GENEM MÜDÜRLÜĞÜ, 2023

### 13. UndergraduateandGraduate Courses Taught in the last Two Years

AcademicYear	Semester	Course Name	WeeklyHours		Number of Students
			Theoretical	Practical	

<b>2021 - 2022</b>	<b>Fall</b>	MARKETING MANAGEMENT (GRADUATE)	Theoretical		60
		PRINCIPLES OF MARKETING	Theoretical		70
		MACRO ORGANISATIONAL ANALYSIS	Theoretical		12
		PROJECTS	Theoretical		4
	<b>Spring</b>	MARKETING MANAGEMENT (UNDERGRADUATE)			
	RESEARCH METHODS (UNDERGRADUATE)				
		RESEARCH METHODS AND ETHICS (GRADUATE)			
<b>2022 - 2023</b>					
	<b>Fall</b>	MARKETING MANAGEMENT (GRADUATE)	Theoretical		60
		PRINCIPLES OF MARKETING	Theoretical		70
		MACRO ORGANISATIONAL ANALYSIS	Theoretical		12
		PROJECTS	Theoretical		4
	<b>Spring</b>	MARKETING MANAGEMENT (UNDERGRADUATE)	Theoretical		50
		RESEARCH METHODS (UNDERGRADUATE)	Theoretical		40
		RESEARCH METHODS AND ETHICS (GRADUATE)	Theoretical		90
		PROJECTS	Theoretical		2