

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

Derece	Bölüm/Program	Üniversite	Yıl
Lisans	GENEL YÖNETİM	EAST LONDON UNIVERSITY	1982
Y. Lisans	İŞLETME YÖNETİMİ YÜKSEK LİSANS (MBA)	EAST LONDON UNIVERSITY	1991
Doktora	İŞLETME YÖNETİMİ	NEAR EASY UNIVERSITY	2004

4. Yüksek Lisans / Doktora Tezi

4.1.Yüksek Lisans Tez Başlığı ve Tez Danışman(lar)ı: YUMUŞAK SİSTEMLER METODOLOJİSİNİN GÜNLÜK KONUT BAKIM SİSTEMİNE UYGULANMASI - DANIŞMAN: DR. STAN FISK

4.2. Doktora Tezi/Tıpta Uzmanlık Tezi Başlığı ve Danışman(lar)ı: PLC KAVRAMININ KUZAY KIBRIS'TA KÜÇÜK SANAYİLER TARAFINDAN UYGULANMASI – PROF. DR. BERNA KOCAMAN 2004

5. Akademik Unvanlar:

Yardımcı doçentlik tarihi: 14 HAZİRAN 2013

Doçentlik tarihi: 12 KASIM 2021

Profesörlük tarihi: N/A

6. Yönetilen Yüksek Lisans ve Doktora Tezleri:

6.1. Y 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

Priviledge 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

üksek lisans tezleri

6.2. Doktora tezleri

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 Tavrılarına 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. Yayınlar

7.1. Uluslararası hakemli dergilerde yayınlanan makaleler (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. Uluslararası diğer hakemli dergilerde yayınlanan makaleler

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; Erugan 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. 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	Yaşam Boyu Eğitim Merkezi	YAKIN DOĞU ÜNİVERSİTESİ	2004 - 2012
Pazarlama Bölüm Başkanı	İktisadi ve İdari Bilimler Fakültesi	YAKIN DOĞU ÜNİVERSİTESİ	2005+
Etik Komitesi Üyesi	Neu Etik Komitesi	YAKIN DOĞU ÜNİVERSİTESİ	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

KKTC GÜVENLİK KUVVETLERİ KOMUTANLIĞI, POLİS GENEM MÜDÜRLÜĞÜ, 2023

13. Son İki Yılda Verilen Lisans ve Lisansüstü Dersler

Akademik	Dönem	Dersin Adı	Haftalık Saati	Öğrenci
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Yıl			Teorik	Uygulama	Sayısı	
2021 - 2022	Sonbahar	PAZARLAMA YÖNETİMİ (YÜKSEK LİSANS)	Teorik		60	
		PAZARLAMANIN İLKELEİ	Teorik		70	
		MACRO ORGANİZASYONEL ANALİZ (DOKTORA)	Teorik		12	
		PROJELER	Teorik		4	
	Bahar	PAZARLAMA YÖNETİMİ (YÜKSEK LİSANS)				
		ARAŞTIRMA YÖNTEMLERİ (LİSANS)				
ARAŞTIRMA YÖNTEMLERİ VE ETİK (YÜKSEK LİSANS)						
2022 - 2023	Sonbahar	PAZARLAMA YÖNETİMİ (YÜKSEK LİSANS)	Teorik		60	
		PAZARLAMANIN İLKELEİ	Teorik		70	
		MACRO ORGANİZASYONEL ANALİZ (DOKTORA)	Teorik		10	
		PROJELER	Teorik		2	
	Bahar	PAZARLAMA YÖNETİMİ (YÜKSEK LİSANS)	Teorik		50	
		ARAŞTIRMA YÖNTEMLERİ (LİSANS)	Teorik		40	
		ARAŞTIRMA YÖNTEMLERİ VE ETİK (YÜKSEK LİSANS)	Teorik		90	
		PROJELER	Teorik		2	