

**ACADEMIC
CURRICULUM VITAE**

1. Name -Surname: AHMET ERTUGAN

2. Title: ASSOC PROF DR

3. Educational Background:

Degree	Department/Program	University	Year
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

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 Putchasing 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 doyumu 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

Belma Kencebay; Understanding The Mediating Effect of Brand Equity on Sustainability and Omnichannel Operation and Phygital Experience, 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 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 İlimlaştırmacı 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. ArticlesPublished in International Peer-ReviewedJournals (SCI, SSCI, AHCI, ESCI, Scopus)

Teaching in the AI Era: Sustainable Digital Education through Ethical Integration and Teacher Empowerment, Ahmet Küçükuncular Ahmet Ertugan, Sustainability 2025

Understanding the Mediating Effect of Brand Equity on Sustainability and Omnichannel Operation & Phygital Experience, Sustainability, 2025

Navigating Purchase Intentions: The Influence of Reviewers' Comments on Consumer Behavior. Sabina Kwakye, Ahmet Ertugan, Laith Tashtush 2024

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

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

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. Articles Published in National Peer-reviewed journals

8. Art and Design Activities

9. Projects

10. Administrative Responsibilities

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. Undergraduate and Graduate Courses Taught in the last Two Years

Academic year	Semester	Course name	Weekly hours		Number of students
			Theoretical	Practical	
2023-2024	Fall	Principles of Marketing	Theoretical		200
	Fall	Entrepreneurship	Theoretical		25
	Fall	Scientific Research Methods	Theoretical		30
	Fall	Macro Organisational Analysis	Theoretical		15
	Spring	Marketing Management	Theoretical		40
	Spring	Research Methods for Business	Theoretical		40
	Spring	Entrepreneurship	Theoretical		30
	Summer	Marketing Theory	Theoretical		15
2024-2025	Fall	Principles of Marketing	Theoretical		200
		Entrepreneurship	Theoretical		25
		Scientific Research Methods	Theoretical		30
		Macro Organisational Analysis	Theoretical		15
	Spring	Marketing Management	Theoretical		40
		Research Methods for Business	Theoretical		40
		Entrepreneurship	Theoretical		30
		Marketing Theory	Theoretical		15

Update: 18/09/2025