

AKADEMİK ÖZGEÇMİŞ**1. Adı Soyadı:** Ayşe Hyusein**2. Unvanı:** Yrd. Doç. Dr.**3. Öğrenim Durumu:**

Derece	Bölüm/Program	Üniversite	Yıl
Lisans	International Relations	Sofia University	2010
Y. Lisans	International Business	Near East University	2018
Doktora	Business Administration	Near East University	2022

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

Measuring the effectiveness and the effect of perception strategies created by brand equity dimensions (Danışman: Dr. Karen Howells)

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

Ethical leadership, organisational citizenship behaviours and social loafing: The mediating effect of perceived organisational politics (Danışman: Prof. Dr. Şerife Z. Eyüpoğlu)

5. Akademik Unvanlar:

Yardımcı doçentlik tarihi: 21.03.2024

Doçentlik tarihi:

Profesörlük tarihi:

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

Ramin Shaayanrad, Title: The Impact of Smart Supply Chain on Businesses' Green Performance, Near East University, MBA Programme, 2025 (Tamamlandı).

Aboubacar Bah, Title: The Impact of Social Media Management on Consumer Behaviour, 2025 (Tamamlandı).

Joshua Kisungu Kipulu, Title: The impact of energy consumption on financial development in Japan, Near East University, MBA Programme, 2024 (Tamamlandı).

Suleiman Vatsa Hassan, Title: The Impact of Green Marketing Activities on Organisational Performance, Near East University, MBA Programme, 2025 (Tamamlandı).

Sabarella Victory Moro, Title: The effect of perceived benefits, perceived risk, and psychological factors on purchasing behaviour of consumers, Near East University, MBA Programme, 2024 (Tamamlandı).

Cem Oğuz, Title: An Investigation on Consumer Overchoice and Decision Paralysis, Near East University, MBA Programme, 2023 (Tamamlandı).

John Tible Wilson, Title: The role of digital marketing on the performance and profitability of SME businesses in West Africa, a focus of Lagos, Nigeria, Near East University, MBA Programme, 2023 (Tamamlandı).

6.2. Doktora tezleri

Cem Oğuz, Title: An Investigation of the Impact of Corporate Social Responsibility on Employee Performance: Moderating Role of Digital Transformation and Mediating Role of Organisational Citizenship Behaviour (OCB), Near East University, Business Administration, PhD, 2025-günümüze (Devam Etmekte).

7. Yayınlar

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

Hyusein, A., K. Cek, and B. Sargon. (2026). Impact of ESG Strategies and Green Innovation on Carbon Emission Efficiency and Firm Valuation of Companies Operating in Mandatory and Voluntary Regulatory Regimes: Insights From China, US, and the EU. *Business Strategy & Development* 9, no. 3: e70394. <https://doi.org/10.1002/bsd2.70394>. (ESCI, Scopus).

Hyusein A., & Seraj M (2026;). Can ESG and green innovation investments contribute to reach carbon emission efficiency and enhance sustainable firm valuation. *Management of Environmental Quality: An International Journal*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MEQ-10-2025-0687>. (ESCI, Scopus).

Hyusein, A., & Cek, K. (2025). ESG strategies and corporate financial performance: a comparison of the US energy and renewable energy industries. *International Journal of Energy Sector Management* 19 June 2025; 19 (4): 977–999. <https://doi.org/10.1108/IJESM-07-2024-0023> (ESCI, Scopus).

Hyusein, A. (2025). The Relationship Between Corporate Social Responsibility and Corporate Financial Performance: Reflections on the US technology industry. *Middle East Journal of Management* (ESCI)

Hyusein, A., & Eyupoglu, S. Z. (2023). Ethical Leadership and Perceived Organisational Politics: The Mediating Role of Social Loafing. *International Journal of Organizational Leadership*, 12(2), 125-143. doi: 10.33844/ijol.2023.60354 (ESCI, Scopus).

Hyusein, A., & Eyupoglu, S. (2022). Ethical leadership, organisational citizenship behaviours and social loafing: The mediating effect of perceived organisational politics. *South African Journal of Business Management*, 53(1), 13 pages. doi:<https://doi.org/10.4102/sajbm.v53i1.2842> (SSCI, Scopus).

Awad, A.S., Ertugan, A., & Hyusein, A. (2022). Mode of Collaboration between the Pharmaceutical Firms and Pharmacists: An Empirical Investigation of Social Media Marketing Activities. *Sustainability*, 14, 13624. <https://doi.org/10.3390/su142013624> (SSCI, Scopus).

7.2. Uluslararası diğer hakemli dergilerde yayımlanan makaleler

7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

April, 2025; The Relationship between Smart Supply Chain and Green Performance. 10th ICIBM: International Conference on Contemporary Issues in Business Management: Resilient Business Futures for Sustainable Entrepreneurial Ecosystems.

October, 2024; A Review on Innovative Green Business Practices and their Effect on Business and Employee Performance . Smart Economic Planning and Industrial Policy (SEPIP) Conference, Nicosia/Ankara, Turkey/KKTC.

June, 2022, Ayse Hyusein and Serife Z. Eyupoglu. The Effect of Ethical Leadership on Encouraging Organisational Citizenship Behaviours. III Türk Birliği Bilimsel Araştırmalar Kongresi, Cadenabbia, Gazi Magusa, KKTC.

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

YDÜ Stratejik Plan Hazırlama Birimi, Üye (2026-Günümüze)
YDÜ İİBF Eğitim ve Öğretim Komisyonu, Üye (2025-Günümüze)
YDÜ İİBF Web Sayfası Koordinatörü (2025-Günümüze)
YDÜ İİBF Mezuniyet Töreni Komisyonu, Üye (2022-Günümüze)
YDÜ Dersler Komisyonu, İİBF Türkçe Dersler Koordinatörü (2022-2025)

11. Bilimsel ve Mesleki Kuruluşlara Üyelikler

12. Ödüller

13. Son İki Yılda Verilen Lisans ve Lisansüstü Dersler

Akademik Yıl	Dönem	Ders Adı	Haftalık Ders Saati		Öğrenci Sayısı
			Teorik	Pratik	
2024-2025	Güz	MAN490 (Corporate Social Responsibility)	3	-	26
	Güz	MAN570+BUS670 (Corporate Social Responsibility) (MSc & PhD)	3	-	11
	Güz	YNT490 (Kurumsal Sosyal Sorumluluk)	3	-	8
	Güz	İİB305 (Pazarlama İlkeleri)	3	-	15
	Güz	İİB304 (Pazarlama Yönetimi)	3	-	8
	Güz	MRK402 (International Marketing)	3	-	21
	Bahar	MAN407 Strategic Management (Group A+B);	3	-	48
	Bahar	MAN540 (Strategic Management) (MSc & PhD)	3	-	26
	Bahar	İİB304 (Pazarlama Yönetimi)	3	-	10
	Bahar	MRK412 (International Marketing)	3	-	17
	Bahar	PAZ402 (Dijital Pazarlama)	3	-	11

	Yaz Okulu	MAN407 (Strategic Management)	3	-	8
2025-2026	Güz	MAN490 (Corporate Social Responsibility)	3	-	15
	Güz	MAN570+BUS670 (Corporate Social Responsibility) (MSc & PhD)	3	-	3
	Güz	YNT490 (Kurumsal Sosyal Sorumluluk)	3	-	5
	Güz	İİB305 (Pazarlama İlkeleri)	3	-	23
	Güz	MRK402 (International Marketing)	3	-	16
	Güz	PAZ402 (Uluslararası Pazarlama)	3	-	6
	Bahar	MAN407 Strategic Management (Group A+B);	3	-	34
	Bahar	MAN540 (Strategic Management) (MSc & PhD)	3	-	36
	Bahar	İİB304 (Pazarlama Yönetimi)	3	-	19
	Bahar	MRK412 (Digital Marketing)	3	-	16
	Bahar	PAZ412 (Dijital Pazarlama)	3	-	16
	Bahar	TRZ328 (Turizm Pazarlaması)	3	-	3
	Yaz Okulu	MAN407 (Strategic Management)	3	-	16