

ACADEMIC CURRICULUM VITAE

1. Name - Surname: Ayşe Hyusein

2. Title: Dr.

3. Educational Background: PhD

| Degree | Department/Program | University | Year |
|------------|-------------------------|---------------------------------------|------|
| Bachelor's | International Relations | Sofia University St. Kliment Ohridski | 2010 |
| Master's | International Business | Near East University | 2018 |
| PhD | Business Administration | Near East University | 2022 |

4. Master's / PhD Thesis

4.1. Master's Thesis Title and Thesis Advisor(s):

Hyusein, A., & Howells, K. (2018). *Measuring the effectiveness and the effect of perception strategies created by brand equity dimensions* (Supervisor: Dr. Karen Howells)

4.2. PhD Thesis /Medical Specialty Thesis Title and Advisor(s):

Hyusein, A., & Eyupoglu, S. (2022). *Ethical leadership, organisational citizenship behaviours and social loafing: The mediating effect of perceived organisational politics* (Supervisor: Prof. Dr. Şerife Eyüpoğlu)

5. Academic Titles:

Date of Assistant Professorship:

Date of Associate Proferssorship:

Date of Professorship:

6. Supervised Master's and PhD Theses:

6.1. Master's Theses

Cem Oğuz, *An Investigation on Consumer Overchoice and Decision Paralysis*, Near East University, MBA Programme (Completed).

John Tible Wilson, *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 (Completed).

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

Joshua Kisungu Kipulu, *The impact of energy consumption on financial development in Japan*, Near East University, MBA Programme (Continuing)

Isaac G. Redd Jr., *The Effect of Corporate Social Responsibility on Employee Performance*, Marketing Programme, Near East University (Continuing)

6.2. PhD Theses

7. Publications

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

Hyusein, A. (2023). The Relationship Between Corporate Social Responsibility and Corporate Financial Performance: Reflections on the US technology industry. *Middle East Journal of Management* (Accepted for publication), (Indexed in **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 (Indexed in **ESCI**).

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> (Indexed in **SSCI**).

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> (Indexed in **SSCI**).

7.2. Articles Published in Other International Peer-Reviewed Journals

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

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, 7-9 February 2020.

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**

NEU Courses Commission, Turkish Courses Coordinator (İİBF)

11. Memberships in Scientific and Professional Organizations**12. Awards****13. Undergraduate and Graduate Courses Taught in the Last Two Years**

| Academic Year | Semester | Course Name | Weekly Hours | | Number of Students |
|---------------|----------|--|--------------|-----------|--------------------|
| | | | Theoretical | Practical | |
| 2022 - 2023 | Fall | Marketing Management (taught in Turkish) | 2 | 1 | 17 |
| | Fall | Principles of Marketing (taught in Turkish) | 2 | 1 | 18 |
| | Fall | Digital Marketing (taught in English) | 2 | - | 10 |
| | Fall | Digital Marketing, MSc (taught in English) | 3 | - | 28 |
| | Fall | International Marketing (taught in English) | 2 | 1 | 3 |
| | Fall | THM243 Principles of Marketing (taught in English) | 2 | 1 | 26 |
| | | | | | |
| 2022 - 2023 | Spring | Strategic Management (taught in English) | 2 | 1 | 47 |
| | Spring | Strategic Management, MSc & PhD (GROUP A + B); (taught in English) | 2 | - | 55 |
| | Spring | Marketing Management (taught in Turkish) | 2 | 1 | 17 |
| | Spring | Principles of Marketing (taught in English) | 2 | - | 20 |
| | Spring | Marketing Management (taught in Turkish) | 2 | 1 | 3 |
| | | | | | |

Update date: 07/01/2024