

AKADEMİK ÖZGEÇMİŞ

1. Adı Soyadı: Ayşe Hyusein

2. Unvanı: Dr.

3. Öğrenim Durumu: PhD

Derece	Bölüm/Program	Üniversite	Yıl
Lisans	International Relations	Sofia University St. Kliment Ohridski	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:**

Hyusein, A., & Howells, K. (2018). *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:

Hyusein, A., & Eyupoglu, S. (2022). *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:

Doçentlik tarihi:

Profesörlük tarihi:

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

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. Doktora tezleri

7. Yayınlar

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

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**

Dersler Komisyonu, Türkçe Dersler Koordinatörü (İİBF)

11. Bilimsel ve Mesleki Kuruluşlara Üyelikler**12. Ödüller****13. Son İki Yılda Verilen Lisans ve Lisansüstü Dersler**

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2022 - 2023	Güz	Pazarlama Yönetimi	2	1	17
	Güz	Pazarlama İlkeleri	2	1	18
	Güz	Digital Marketing (taught in English)	2	-	10
	Güz	Digital Marketing, MSc (taught in English)	3	-	28
	Güz	International Marketing (taught in English)	2	1	3
	Güz	THM243 Principles of Marketing (taught in English)	2	1	26
	Güz				
2022 - 2023	Bahar	Strategic Management (taught in English)	2	1	47
	Bahar	Strategic Management, MSc & PhD (GROUP A + B); (taught in English)	2	-	55
	Bahar	Pazarlama İlkeleri	2	1	17
	Bahar	Principles of Marketing (taught in English)	2	-	20
	Bahar	Pazarlama Yönetimi	2	1	3
	Bahar				
	Bahar				