

ACADEMIC
CURRICULUM VITAE

1. Name - Surname: Ayşe Hyusein

2. Title: Asst. Prof. Dr.

3. Educational Background:

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):

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):

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: 21.03.2024

Date of Associate Professorship:

Date of Professorship:

6. Supervised Master's and PhD Theses:

6.1. Master's Theses

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

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

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

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

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 (Completed).

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

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 (Completed).

6.2. PhD Theses

7. Publications

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

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

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.

April, 2025, April; 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.

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. 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, FEAS Turkish Courses Coordinator (2022-2025)
NEU FEAS Webpage Coordinator (2025-Present)

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	
2024 -2025	Fall	MAN490 (Corporate Social Responsibility)	3	-	26
	Fall	MAN570+BUS670 (Corporate Social Responsibility)	3	-	11
	Fall	YNT490 (Corporate Social Responsibility, taught in Turkish)	3	-	8
	Fall	İİB305 (Principles of Marketing, taught in Turkish)	3	-	15
	Fall	İİB304 Marketing Management (taught in Turkish)	3	-	8
	Fall	MRK402 (International Marketing)	3	-	21
	Spring	MAN407 Strategic Management (Group A+B);	3	-	48
	Spring	MAN540 (Strategic Management, MSc & PhD)	3	-	26
	Spring	İİB304 (Marketing Management, taught in Turkish)	3	-	10
	Spring	MRK412 (International Marketing)	3	-	17
2023- 2024	Fall	PAZ402 (Digital Marketing, taught in Turkish)	3	-	11
	Fall	MAN490 (Corporate Social Responsibility)	3	-	5
	Fall	MAN570+BUS670 (Corporate Social Responsibility)	3	-	16
	Fall	YNT490 (Corporate Social Responsibility, taught in Turkish)	3	-	3

	Fall	İİB305 (Principles of Marketing, taught in Turkish)	3	-	22
	Fall	MRK402 (International Marketing)	3	-	8
	Fall	THM243 (Principles of Marketing)	3	-	17
	Spring	MAN407 Strategic Management (Group A+B);	3	-	36
	Spring	MAN540 (Strategic Management, MSc & PhD)	3	-	48
	Spring	MAN490 (Corporate Social Responsibility)	3	-	12
	Spring	İİB304 (Marketing Management, taught in Turkish)	3	-	19
	Spring	THM243 (Principles of Marketing)	3	-	9