

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 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:

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

7. Yayınlar

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

7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

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.

Ayşe 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 Dersler Komisyonu, İİBF Türkçe Dersler Koordinatörü (2022-2025)

YDÜ İİBF Web Sayfası Koordinatörü (2025-Günümüze)

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

Academic Year	Semester	Course Name	Weekly Hours		Number of Students
			Theoretical	Practical	
2024 -2025	Güz	MAN490 (Corporate Social Responsibility)	3		26
	Güz	MAN570+BUS670 (Corporate Social Responsibility)	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
2023- 2024	Güz	MAN490 (Corporate Social Responsibility)	3	-	5
	Güz	MAN570+BUS670 (Corporate Social Responsibility)	3	-	16
	Güz	YNT490 (Kurumsal Sosyal Sorumluluk)	3	-	3
	Güz	İİB305 (Pazarlama İlkeleri)	3	-	22
	Güz	MRK402 (International Marketing)	3	-	8
	Güz	THM243 (Principles of Marketing)	3	-	17
	Bahar	MAN407 Strategic Management (Group A+B);	3	-	36
	Bahar	MAN540 (Strategic Management, MSc & PhD)	3	-	48
	Bahar	MAN490 (Corporate Social Responsibility)	3	-	12
	Bahar	İİB304 (Pazarlama Yönetimi)	3	-	19

	Bahar	THM243 (Principles of Marketing)	3	-	9
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