



## **PROF. DR. ASLI YÜKSEL MERMOD**

Date of Birth: August 27th, 1972  
Nationality: Swiss and Turkish  
Language Skills: Fluent in English, German and Turkish,  
Intermediate in French  
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### **ACADEMIC CAREER**

May 2011- .... : Professor

University of Marmara - Faculty of Economics and Business Administration, Business Administration (taught in English) in Accounting and Finance Department

May 2005 - May 2011: Associate Professor

University of Marmara - Faculty of Economics and Business Administration, Business Administration (taught in English) in Accounting and Finance Department

2002 – 2005 : Assistant Professor

University of Marmara - Faculty of Economics and Business Administration, Department of Management (in English) in Accounting and Finance Department

1997- 2001 : Research Assistant

University of Marmara - Faculty of Economics and Business Administration

### **AS VISITING PROFESSOR**

2013- 2017: Montreux Business University / Montreux Switzerland , Undergraduates and MBA Classes

2011-2012: Okan University / Istanbul- Social Sciences Institute, Doctorate Classes (Finance)

2007-2016: Bahcesehir University / Istanbul- International Finance Department, Banking and Finance Department and Social Sciences Institute

2003 – 2005 : Webster University / Business Administration and Finance Department, Geneva Switzerland

### **BUSINESS LIFE EXPERIENCE:**

Istanbul International Convention and Exhibition Center ( <http://www.icec.org/> )  
as Public Relations Manager (1996 - 1997) worked with Marketing Team and Director  
Sanatevi Advertising, Marketing Services and Public Relations Co. (1996 - 1997)

as Accounts Director

Melki Production as Production Manager (December 1995 - April 1996) <http://www.melki.com.tr/>

Mediart Advertising Co. as Copy Writer and Editor ( 1994 – 1995) part-time

Tourism Agencies and Hotel Management:

Intern in Conference, Events and Organization Departments part time, (Summer 1991-1992)

VIP Tourism <http://www.viptourism.com.tr>

SETUR Co <http://www.setur.com.tr/home/index.shtml>)

Kempinski Hotel Istanbul (Summer 1993) <https://www.kempinski.com/en/istanbul/ciragan-palace/?gclid=CNmTOKfBz9MCFRe3GwodmWwDzg>

## **EDUCATION**

1996 – 2000 : PhD.

University of Marmara - Banking, Capital Markets and Insurance Institute, Banking and Finance Department- Istanbul, PhD. Thesis: 'Pricing Policy in Services Sector and Commercial Banks in Turkey (2000)

1995 – 1996: M.Sc.

University of Marmara – Social Sciences Institute- MSc. Thesis: Integrated Marketing Communications (IMC) in Services Sector; Commercial Banks (1996)

1991-1993: B.S.

'Universitaet Konstanz' (Konstanz University in Germany) Faculty of Economics – Konstanz , Germany

'Volkswirtschaftliche Fakultaet'

1990-1995: University of Marmara - Faculty of Economics and Business Administration- Economics

Department- Istanbul

1983 – 1990 : Highschool: Özel Dost Lisesi - Istanbul ( Private College, Education in English )

## **ADMINISTRATIVE EXPERIENCE**

2015- I.C.S. International Center of Sustainability- Istanbul - Executive Board Member

2009 - 2012 : M.U.B.S.E (Marmara University Banking, Finance and Insurance Institute) Executive Board Member

2006 - 2009 : M.U.S.B.E ( Marmara University Social Sciences Institute ) Executive Board Member

2006 - 2009: M.U.S.B.E ( Marmara University Social Sciences Institute ) Vice Director

2006 - 2009: M.U.S.B.E ( Marmara University Social Sciences Institute ) Sokrates Erasmus Exchange- Programmes - Institute Coordinator

2006 - 2009: M.U.S.B.E ( Marmara University Social Sciences Institute ) Farabi Exchange Programmes – Institute Coordinator

2006- 2009 : M.U.S.B.E ( Marmara University Social Sciences Institute ) Press and Public Relations Coordinator

2006-2008: Erasmus Program Coordinator of post graduates and the Faculty

## **Latest Research areas:**

Bank Management, Bank Marketing, Tourism and Hospitality Marketing, Brand Management and Brand Equity, Electronic Banking and Risk Management, Sustainability, Services Marketing

## **COURSES TAUGHT:**

### **Undergraduates**

#### **Institution/Programme**

Marmara University Business Administration:

#### **Course Name**

FNCE437, Bank Management  
FNCE438, International Banking

Webster University - Geneva Campus:

FINC 3210 Principles of Finance  
FINC 3800 Financial Markets and Institutions

Bahçesehir University- BAU

International Finance Department:

Marketing Financial Services  
International Finance  
Bank Management

Montreux Business University:

Portfolio Management and Investments  
Principles of Accounting  
Marketing

### **Graduates(Master and Doctorate)**

#### **Institution/Program**

Marmara University Social Sciences Institute:

#### **Course Name**

Sustainable Finance- MSc. Sustainable Business  
Bank Funds Management – M.Sc in Finance  
Project Finance – M.Sc in Finance  
Banking – Executive MBA

Marmara University Social Sciences Institute:

Asset and Liability Management in Banking Industry – PhD.  
Risk Management in Banking- PhD.

Marmara University Banking and Finance Institute:

Strategic Financial Management in Banks- PhD.  
Risk Management in Banking – PhD.  
Fund Management in Capital Markets – M.Sc in Finance  
Fund Management in Banks- M.Sc in Finance  
Fund Management in Capital Markets – Executive MBA  
Fund Management in Banks- Executive MBA

Bahcesehir University- BAU

Budgeting and Money Management- - Executive MBA

Okan University Social Sciences Institute:

Current Issues in Finance – PhD.  
Marketing - PhD.

Montreux Business University:

Investments and Banking- M.Sc in Finance  
International Finance- M.Sc in Finance

## PUBLICATIONS

### BOOKS AND BOOK SECTIONS

Erdoğan, M. M., Mermod, A. Y., & Yıldırım, O. B. (Eds.), (2016, December). **Social and Economic Perspectives on Sustainability**, London and Istanbul: IJOPEC Publication No: 21. ISBN: 978-0-9932118-1-2.

Idowu, S O, Fredericksen C.S., Mermod A.Y., Nielsen M.E.J (Eds); 2015, **Corporate Social Responsibility and Governance: Theory and Practice**, ISBN: 978-3-319-10908-4, Springer, Switzerland.

Idowu, S O, Kasum, A, Yuksel Mermod, A (Eds.), 2014, **People, Planet & Profit: Socio-economic Development Perspectives of Corporate Social Responsibility**, ISBN: 978-1-4094-6649-9, Book Editor, Gower.

Mermod A.Y, Samuel O.Idowu, 2013 , *International Book Series On Governance, Fraud, Ethics & Social Responsibility*, **Corporate Social Responsibility in the Global Business World**, ISBN:978-3-642-37619-1, Book Editor , Springer, Heidelberg.

Samuel O.Idowu, Capaldi N., Zu L., Gupta A.D., Mermod A.Y. (Section Editor) 2013, **Encyclopedia of Corporate Social Responsibility**, Volumes 1-4, ISBN: 978-3-642-28035-1., Springer, New York.

Mermod A.Y., 2012, *International Book Series On Governance, Fraud, Ethics & Social Responsibility*, **Emerging Fraud, Section: Fraud in Modern Banking – Highlights on Online Internet Banking Fraud**, ISBN: 978-2-642-20825-6, Springer, Heidelberg.

Mermod A.Y., 2011, **Electronic Banking and Risks under the Highlights of Financial Globalization**, (Finansal Küreselleşme Işığında Elektronik Bankacılık ve Riskler) Beta Basım Yayın Dağıtım A.Ş., İstanbul, ISBN: 978 - 605 - 377 - 425 - 9

Ciment J, Mermod A.Y., 2010, **Booms and Busts, An Encyclopedia of Economic History from Tulipmania of the 1630s to the Global Financial Crisis of the 21st Century**, Section: : **Banks, Commercial**, M. E. Sharpe, Armonk, New York, United States, ISBN No. 978-0-7656-8224-6.,pp. 63-67.

Mermod A.Y., 2010, **Booms and Busts, An Encyclopedia of Economic History from Tulipmania of the 1630s to the Global Financial Crisis of the 21st Century** Section: : **Money Markets**, M. E. Sharpe, Armonk, New York, United States,, ISBN No: 978-0-7656-8224-6, pp. 537-540.

Yuksel U and Mermod A.Y., 2006, Award Book for Prof. Dr. Yücel Candemir (İ.T.Ü Yücel Candemir' e Armağan Kitabı), Section: '**Internal marketing and goals in internal training and education in two main branches of the service industry: Banking and Tourism**', Cenkler Matbaacılık, İstanbul , ISBN: 975-561-286-6., Derleyenler: Ertuğrul Tokdemir, Öner Günçavdı, Suat Küçükçiftçi, 4. Bölüm, İstanbul, Türkiye, ss. 377-396.

Mermod A.Y., Yuksel U., 2005, **Brands and Brandequity** (Marka Yönetimi ve Marka Değerinin Ölçülmesi), Beta Basım Yayım Dağıtım A.Ş., İstanbul, 2005, ISBN: 978 - 975 - 295 - 461 – 8.

Yuksel A.S., Mermod A.Y., Yuksel U, 2004, **Bank Management and Banking Law**, (Bankacılık İşletmesi ve Hukuku), İstanbul, ISBN: 975-295-374-3, Beta Publishing House.

Mermod A.Y, Yuksel U., 2004, **Services Marketing focusing on Banking, Hotel and Tourism Sector** (Bankacılık Pazarlaması ve Turizm Pazarlaması açısından: Hizmet Pazarlaması), ISBN:975-295-373-5, Beta Yayınevi, İstanbul.

Yuksel Ü., Mermod A.Y, 2003, **Markenwert und Markenwertmessung**, Verlag Dr. Kovac , ISBN: 3-8300-1131-8, Hamburg-Germany.

Yuksel A.S, Mermod A.Y, Yuksel U., 2002, **Bank Management Handbook**, (Banka Yönetimi El Kitabı), ISBN: 975-297-084-2, İstanbul, Alfa Yayınevi.

#### **PUBLICATIONS IN PEER- REVIEWED JOURNALS**

Mermod A.Y., Sungun G., 2013, Internal Audit Positioning: Four Stage Model, **Journal of Business, Economics and Finance**, ISSN:2146-7943, 2(1),pp.65-89.

[http://www.jbef.org/archive/pdf/volume2/issue\\_1/5.Gokhan\\_Sungun.pdf](http://www.jbef.org/archive/pdf/volume2/issue_1/5.Gokhan_Sungun.pdf)

Sungun G., Mermod A.Y. 2013, Internal Audit Function In I.S.E. Companies – An Assessment, **Cukurova University, E- Journal of Social Sciences Institute**, ISSN:1304-8899,22-1, pp.275-290.

<http://sosyalbilimler.cukurova.edu.tr/dergi.asp?sirano=49>

Mermod, A. Y. ; Dudzevičiūtė, G. 2011, Frequency domain analysis of consumer confidence, industrial production and retail sales for selected European countries, **Journal of Business Economics and Management(JBM)**, 12(4): 589–602. <http://www.tandfonline.com/doi/pdf/10.3846/16111699.2011.599406>

Mermod A.Y., Dömbekci B. 2011, Emission trading applications in the European Union and the Case of Turkey as an Emerging Market , **International Journal of Energy Sector Management- Emerald**, ISSN: 1760-6220, 5(3): 345 – 360. <http://www.emeraldinsight.com/journals.htm?articleid=1949633>

Mermod A.Y., Ceran M. 2011, Banking Risks and Capital Adequacy in line with BASEL III : A comparative analysis on the Turkish Banking Sector, Finansal Araştırmalar ve Çalışmalar Dergisi, **Journal of Financial Researches and Studies**, 2011, 3(4) ,pp. 35-46.

Mermod A.Y., 2010, Customer’s Perspectives and Risk Issues on E-Banking in Turkey, Should We Still be Online? **Journal of Internet Banking and Commerce(JIBC)**, 15(2) 1-17. <http://www.arraydev.com/commerce/jibc/>

Mermod A.Y., Başdaş Ü, 2010, What do Business Sentiments Signal: Growth or Nothing? **International Journal of Business and Management Studies (IJBM)**, 2(2), ISSN: 1309-8049.pp.-1-8.

[http://www.sobiad.org/eJOURNALS/journal\\_IJBM/archives/2010\\_2/01asli\\_yuksel\\_mermod.pdf](http://www.sobiad.org/eJOURNALS/journal_IJBM/archives/2010_2/01asli_yuksel_mermod.pdf)

Mermod A.Y., Küçükbaşlan A. , 2010, Regional Consumer Confidence Indices for Turkey, **Journal of Business and Economics**, 2(1) , pp. 33-39.

Yuksel U and Mermod A.Y., 2010, A Risky Mode of Foreign Market Entry: International Portfolio Investments', **Journal of Business and Economics Research (JBER)**, 8(8), pp. 1-10.

<http://journals.cluteonline.com/index.php/JBER/article/view/746>

Mermod A.Y., Kurtulan O., 2010, Benefits and Costs of using advanced measurement approaches (AMA) in Operational Risk Management, Trakya Universitesi Sosyal Bilimler Dergisi, Trakya University, **Journal of Social Sciences**, 12(2), pp.130-151. <http://sobedergi.trakya.edu.tr/dosyalar/December2010.pdf>

Mermod A.Y., 2010, The World Economic Order Directed by World Trade Organization and a Study on Turkish Textile Industry, **Journal of the Faculty of Economic and Administrative Sciences**, İktisadi ve İdari Bilimler fakultesi Dergisi, 29(2), pp.341-360. <http://dosya.marmara.edu.tr/ikf/iib-dergi/2010-2/16-mermod.pdf>

Mermod A.Y., 2008, Ethics in Banking and the Profile of tomorrow's successful Bank Manager, **Journal of the Faculty of Economic and Administrative Sciences**, İktisadi ve İdari Bilimler Fakültesi Dergisi, 25(2), pp. 499-519. [http://iibf.marmara.edu.tr/dosya/fakulte/iibfdergi\\_2008\\_2/22-BANKACILIKTA-ETIK-KAVRAMI.pdf](http://iibf.marmara.edu.tr/dosya/fakulte/iibfdergi_2008_2/22-BANKACILIKTA-ETIK-KAVRAMI.pdf)

Mermod A.Y., 2004, A new approach to the international financial markets: Ethical Investments (SRI –Socially Responsible Investing)and an Eco- Bank Example' , **Financial Solutions Review (Mali Çözüm Dergisi)- ISMMMO** Volume: 67(2) , pp. 102-112.

<http://archive.ismmmo.org.tr/docs/malicozum/67MaliCozum/19%20asl%C4%B1%20y%C3%BCKsel.pdf>

Yüksel Ü, A.B. Elmadag and Mermod .A.Y. 2003, Techniques to increase income and sales using unplanned customer behaviour by changing environment in storehouses, **Marketing World**, Istanbul, September 2003, pp. 36-46.

Yuksel U and Mermod A.Y., 2002, 'Real estate marketing and law in Turkey (Immobilienrecht und -erwerb in der Türkei)', **DSWR-Zeitschrift für Praxisorganisation, Betriebswirtschaft und elektronische Datenverarbeitung**, 31(6), pp. 175-179.

Mermod A.Y., Yüksel, A. S. 2002, "Fragile Bankensysteme - Trends und Krisenauslöser am Beispiel der Türkischen Bankkrise", "Fragile Banksystem-An example of Turkish Bank Crises- Trends and the Reasons, **Internationale Wirtschaftsbriefe (IWB)**, Verlag Neue Wirtschaftsbriefe, Herne – Berlin, Germany, ISSN:0021-9368, 16(2), pp. 809 – 820.

Mermod A.Y., Demir V. 2001, The Result of Deficient Auditing in Banks: Financial Crises' **Financial Solutions Review, ISMMMO**, Volume: 55, pp. 106-118.

[http://www.google.com/url?sa=t&rct=j&q=asli%20volkan%20denetim%20ismmmo&source=web&cd=1&ved=0CBsQFjAA&url=http%3A%2F%2Farchive.ismmmo.org.tr%2Fdocs%2Fmalicozum%2F55MaliCozum%2F12%2520-%252055%2520ASLI%2520-%2520VOLKAN%2520MAKALE.doc&ei=udfHTs63Fumj4qSEILBb&usq=AFQjCNE2YO-Vn-ztULd8u-JF-92DX\\_6\\_7A](http://www.google.com/url?sa=t&rct=j&q=asli%20volkan%20denetim%20ismmmo&source=web&cd=1&ved=0CBsQFjAA&url=http%3A%2F%2Farchive.ismmmo.org.tr%2Fdocs%2Fmalicozum%2F55MaliCozum%2F12%2520-%252055%2520ASLI%2520-%2520VOLKAN%2520MAKALE.doc&ei=udfHTs63Fumj4qSEILBb&usq=AFQjCNE2YO-Vn-ztULd8u-JF-92DX_6_7A)

Gegez E ., Mermod A.Y., 2001 , Franchising in Entering to Global Markets’ **Review of University of Marmara University Institute of Social Sciences**, Öneri, İstanbul, 4(16), 133-139.

Mermod .A.Y. and Yuksel U. 2001, Pricing Policy in Banking and the Features of Service Costs, **Accounting and Auditing Journal** (Muhasebe ve Denetime BAKIŞ Dergisi) - ANKARA, October 2001, pp. 99-105.

Mermod A.Y., 2000, Methods and Models of Pricing in Bank Services and Loan Management, **MÖDAV – Review of Accounting and Science World**(Muhasebe Bilim Dünyası Dergisi) ANKARA 3(3), pp. 43-57.

Mermod A.Y., 1991, Economical Growth and Protection of Environment’; honourable mention reward by YASED - **Association of Foreign Capital Coordination Special edition 4<sup>th</sup> Research Competition**. pp. 245-260.

### **OTHER JOURNALS AND ARTICLES**

Mermod .A.Y. 2011, Six important headlines for banking in the future, September-October 2011, Vol:18, ISSN:1306-5077, **PSM, Payments System Magazine**, 48-49. [www.psmag.com](http://www.psmag.com)

Mermod .A.Y. 2010, Banks should warn their customers against security precautions, August 2010, Vol:533, ISSN: 1303 – 1333, **Journal of Chamber of Industry-** İstanbul, pp. 40-44.

Mermod .A.Y. 2003, Profile of tomorrow`s Successful Bank Manager, **World of Finance Review**, 163, pp. 56-60.

Mermod .A.Y. 2001, New Agenda: Bank Acquisitions, **World of Finance Review**, Vol. 138, pp 50-53.

Mermod .A.Y. 2001, ‘A New Financial Instrument: Credit Derivatives, **World of Finance Review** Vol.140, August 2001, pp.58-61.

Mermod .A.Y. 1998, Research: Internal marketing for the total quality of bank services’, **Financial Forum**, 1998.

### **INTERNATIONAL CONFERENCES ATTENDED AS SPEAKER**

#### **CONFERENCE PROCEEDINGS AND CONFERENCE PAPERS**

Çelik S., Mermod .A.Y., 2016, *An Unconventional Example of Corporate Social Responsibility: the Tepav RSC Index*, **ISC 2016: International Sustainability Congress** , December 1-3, 2016 - İstanbul, Turkey. <http://icscongress2016.org/wp-content/uploads/2016/05/ISC2016-Abstract-Book.pdf>

Mermod .A.Y., Topçu G., Ashour M, 2016, *Corporate Social Responsibility Variations According to Firm-Specific Variables: An Empirical Analysis of Turkish Companies*, **ISC 2016: International Sustainability Congress**

December 1-3, 2016 - İstanbul, Turkey. <http://icscongress2016.org/wp-content/uploads/2016/05/ISC2016-Abstract-Book.pdf>

Mermod.A.Y. ,Yanik S., Ayturk Y., Akbaba C., 2013, *Relationship between geographic diversification level of Turkish Commercial Banking Sector and Performance*, **17<sup>th</sup> Finance Symposium**, Mugla-Turkey, 23-26 October 2013.

Idowu S and A.Mermod,2012 , *Reporting Corporate Social Responsibility in Corporate Africa: An Exploratory Study*, **London Metropolitan Business School, LMBS 5th Annual Research Conference**, 27th June 2012.

Mermod .A.Y. and A. Çetin 2011, *Sustainability and Financing Environmental Issues in Developing Countries*, **International Journal of Arts and Sciences(IJAS) Conference, HARVARD UNIVERSITY, BOSTON-USA**, May 30<sup>th</sup> –June 2<sup>nd</sup> 2011.

Çelik S., Mermod .A.Y., 2011, *What lies beneath; Expectations or Current Perceptions?*, **International Journal of Arts and Sciences(IJAS) Conference, HARVARD UNIVERSITY, BOSTON-USA**, May 30<sup>th</sup> –June 2<sup>nd</sup> 2011.

Mermod A.Y., 2011, *European Financial Markets: What has the Global Changed?* **71<sup>st</sup> International Atlantic Economic Conference, ATHENS- GREECE**, 16-19 March 2011.

Mermod .A.Y., Özcan A., 2011, *Basel III and its impact on Corporate Governance*, **3<sup>rd</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR), CAPADOCIA - TURKEY**, 7-11 July 2011.

Mermod .A.Y and Özcan M, 2011, *How safe is electronic banking? A risk analysis of electronic banking systems in Turkey*, **International Conference on Banking and Finance Perspectives (ICBFP), Famagusa–CYPRUS**, 13-15 April 2011.

Mermod .A.Y. 2010, *Customer's Perspectives and Risk Issues in Online E- banking in Turkey*, **Global Academy of Business and Economics Research International Conference**, 17-19. October 2010, **New York – USA**, (CD format)

Mermod .A.Y. , Yüksel Ü, 2010, *How to Recover from Financial Crises caused by a Fragile Banking System: the Case of Turkish Banking Crises of 2001*, **Asia Pasific Economic and Business History Conference(ABEBH), NEW ZEALAND**,(Conference Proceeding CD Format), 17-19 February 2010.

<http://apebhconference.wordpress.com/about/2010-conference-papers/>

Mermod .A.Y. , Küçükaslan A., Başdaş Ü. 2010, *Regional Consumer Confidence Analysis*, **70 International Atlantic Economic Conference, CHARLESTON- USA**, 10-13 Ekim 2010

Mermod .A.Y., Başdaş Ü. , 2010, *Do business surveys really matter?* The Social Sciences Research Society, **The 3<sup>rd</sup> International Conference on Social Sciences, Kuşadası- TURKEY**, 8-9. Ekim 2010.

Mermod .A.Y. , Çelik S. & Güneş H., 2010, *Frequency Domain Analysis of Consumer Confidence for Selected European Countries*, **6<sup>th</sup> Eurostat Colloquium on Modern Tools for Business Cycle Analysis, Eurostat, EUROPEAN COMMISSION-LUXEMBOURG**, September 27<sup>th</sup>, 2010.

Mermod A.Y., Göre S. 2010 , *Historical Developments in Internal and External Bank Auditing: Milestones of Bank Internal and External Auditing from Past to Present*, **2nd Balkan's and Middle East Countries Conference on Auditing and Accounting History, ISTANBUL - TÜRKİYE**, 15-18 September 2010., Vol:1, ISBN: 978-605-61842-0-7, pp.313-336.



Mermod A.Y. , Dömbekçi B, 2010, *Carbon Finance and the Case of Turkey in Emission Trading Applications*, **2<sup>nd</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR), BÜYÜKADA, Istanbul- TÜRKİYE**, 9-14 June 2010, ISSN:978-975-374-118-7.

Mermod .A.Y. 2009, *Evaluating Corporate Social Responsibility (CSR) From a Parochial and Biased Perspective*, Yüksel Mermod .A, **8<sup>th</sup> International Conference on Corporate Social Responsibility, CAPE TOWN- SOUTH AFRICA** , 8-10 September 2009. Conference Proceeding of SSRNet.

Mermod A.Y. , 2009, *Revolution in Financial Markets: Using Social Responsible Investing(SRI) Funds as a New Instrument in a Competitive Financial Environment*, **1<sup>st</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility, Scientific meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR), EDİRNE,TÜRKİYE** 11-14 June 2009. Avcıol Matbaa, ISSN: 978-975-374-101-9. Istanbul, pp. 537-557.

Yüksel U and Mermod A.Y., 2009, *The Use of Negotiated Curricula in Student Assessments in Higher Education*, **European Applied Business Research Conference EABR and The College Teaching & Learning Conference PRAGUE, CZECH REPUBLIC**, Article no: 347(CD Format), 11 June 2009.

Yüksel U, Mermod A.Y. and Voola R, 2009, *International Portfolio Investments As Another Mode Of Foreign Market Entry*, **European Applied Business Research Conference EABR and The College Teaching & Learning Conference TLC 2009, PRAGUE, CZECH REPUBLIC**, Makale no: 342 (CD format), 11 June 2009 .

Mermod A.Y. Yüksel Ü and Voola R., 2007, *Is Hot Money Viable Market Entry Alternative? An Eclectic and Resource Based Perspective*, **International Finance Symposium, Istanbul Stock Exchange Symposium Book**, 14 December 2007, ISBN: 978-9944-250-15-3, s.333-347.

Mermod .A.Y. 2004, *New concept in EU: Social and Ecological Factors on Investments and Environmental Friendship*, **International Finance Congress, ISE (Istanbul Stock Exchange), Istanbul-TURKEY**, 28-29 Mai 2004.

Yüksel U., Mermod .A.Y. and H. Yildirim, 2003, *“Preferences of Software Customers: Highlights for Emerging Investors on Country of Origin Effects: An Empirical Test-Study on Professional Turkish Software Users in B2B Markets”* in AMS The Academy of Marketing Science 2003 **World Marketing Congress, Perth, W. Australia**, 11-14 June 2003.

Mermod .A.Y. and Yüksel U, 2002, *Financing Tourism Investments in Turkey and an Application in Turkey*, **International Tourism Congress Eastern Mediterranean University in Famagusta, North Cyprus**, 20-23 November 2002.

Yüksel U and Mermod .A.Y., 2002, *Financial Utilities of Tourism Marketing to Turkey*, **International Tourism Congress** , Eastern Mediterranean University in Famagusta, North Cyprus, 20-23 November 2002.  
[http://www.asliyukse.com/pdf/files/yukse\\_financial\\_utilities\\_of\\_tourism\\_marketing\\_to\\_turkish\\_economy.pdf](http://www.asliyukse.com/pdf/files/yukse_financial_utilities_of_tourism_marketing_to_turkish_economy.pdf)

Mermod .A.Y. and Yüksel U, 2002, *Financial Benefits of Tourism Marketing”* in **New Trends for Business Excellence International Seminar** organized by Istanbul Technical University and Berlin University, Istanbul,

10 - 12 October 2002.

Mermod .A.Y. 2001, *The Traditional and Modern Systems of Measuring Credit Risk*, **International Finance Symposium** organized Balıkesir University , Bandırma, Turkey, November 2001.

### **CONFERENCES INVITED AS KEYNOTE SPEAKER**

Mermod .A.Y. 2012, **4<sup>th</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR)**, *“Social Responsible Investments”*, Alanya- Antalya, 4-7.April 2012. Keynote Speaker.

Mermod .A.Y. 2011, **3<sup>rd</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR)** *“Corporate Governance and Social Responsibility in Banking”* , Capadocia, 7-11 June 2011. Keynote Speaker

Mermod .A.Y. 2010, **Marmara University Public Conferences**, *“IBAN and New Banking Applications”*, Marmara University Göztepe Campus-Istanbul, April 17th, 2010, Keynote Speaker.

Mermod .A.Y. 2010, **2<sup>nd</sup> International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR)**, *“Social Responsibility in Emerging Financial Markets”* Anadolu Kulübü, Büyükkada, Istanbul 15 June 2010. Keynote Speaker.

Mermod .A.Y. 2001, *“Turkish Banking System in 21<sup>st</sup> Century and New Trends in Banking”* University of Marmara- **Seminar Series of Marmara University** on 13.3.2001 Keynote Speaker.

## THESES (FINISHED) SUPERVISED BY ASLI YUKSEL MERMOD

### Doctorate Theses

Demet LEBLEBICI AYDIN, **Investigation of Work Life Balance Differences Within Generation X&Y**, Okan University, Institute of Social Sciences, Department of Business, Doctorate Thesis, Istanbul, 2016.

Sema GÖRE, **Multiperspective Analysis of International Financial Centers and Potential of Turkey's Position**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, Doctorate Thesis, İstanbul, 2014.

Gökhan SUNGUN, **Internal Audit Function in I.S.E. Companies- An Assessment and a Model Recommendation**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, Doctorate Thesis İstanbul, 2013.

Özgür GÜNAY: **Impact Of Internet Banking Investment Products To Boost Individual Investments And A Study On Internet Banking In Turkey**, Marmara University, Institute of Banking and Insurance, Department of Banking , Doctorate Thesis, Istanbul,2013.

İlker YILMAZ: **Corporate Social Responsibility Disclosures as an Indicator of Social Performance and its Relation with Financial Performance**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, Doctorate Thesis, Istanbul, 2011.

Cem BERK: **Financing Energy Projects: Modeling Valuation and Risk Assessment in Turkish Energy Market**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, Doctorate Thesis, Istanbul, 2010.

Bülent BİNGÖL: **The application of credit evaluation methodology according to Basel II criteria in textile producing SME's in Turkey**, Marmara University, Institute of Banking and Insurance, Department of Banking , Doctorate Thesis, Istanbul,2009.

Muhammed MERCAN: **Restructuring of Turkish Banking Sector and Performance Development**, Marmara University, Institute of Banking and Insurance, Department of Banking , Doctorate Thesis, Istanbul, 2006.

### Master Theses

Muhammad USMAN: **Impact of Capital Structure on Bank Profitability: A study on Pakistan**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2016.

Arif TORUN: **Effects of Internal Capital Adequacy Assessment Process on Risk Management Structure of Turkish Banking System**, Marmara University, Institute of Banking and Insurance, Department of Banking , M.Sc. Thesis, Istanbul, 2016.

Neslihan KARA, **Marketing Process from Postmodernizm to Globalizm**, Okan University, Institute of Social Sciences, Department of Business, M.Sc. Thesis, İstanbul, 2015.

Anar GASSIMOV: **Progress of Payment Systems in the world and Applications in Azarbaijan**, Marmara University, Institute of Banking and Insurance, Department of Banking , M.Sc. Thesis, Istanbul, 2011.

Ismayil ASGEROV , **SME Financing Obstacles and Inhibits of their Lending by Commercial Banks in Azerbaijan** , Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2011.

Hilal AKTAS, **The Relationship Between Consumer Confidence Indices and Economic and Financial Variables – An Econometric Analysis with Country Comparisons**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2011.

Elnur ABBASOV: **Performance Evaluation of Turkish Mutual Funds : Market Timing and Persistence Analysis**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2010

Elkhan HASSANOV: **The Structure and Development of Foreign Direct Investments in Azarbaijan**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, İstanbul,2010.

Ali ALTINTAŞ: **Consumer finance companies and risk management** , Marmara University, Institute of Banking and Insurance, Department of Capital Markets, M.Sc., Istanbul, 2009.

Salih Süleyman EVLİYA: **Activity Based Costing and an Application on Turkish Banking System**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2008.

Murad Arno İNCİDÜZEN: **Pension funds systems and the transfer process from life insurance system to pension funds system in Turkey**, Marmara University, Institute of Banking and Insurance, Department of Insurance, M.Sc. Thesis, Istanbul, 2008.

Aysel ŞİK: **Importance of distribution channels in marketing of insurance business and applications in EU countries**, Marmara University, Institute of Banking and Insurance, Department of Insurance, M.Sc. Thesis, Istanbul, 2008.

Yakup BULUT: **Development of alternative insurance products concerning financial risks**, Marmara University, Institute of Banking and Insurance, Department of Insurance, M.Sc. Thesis, Istanbul, 2008.

Bülent BURAK: **The career development process of sales forces in the individual pension companies of Turkey: A sample of a model** , Marmara University, Institute of Banking and Insurance, Department of Insurance, M.Sc. Thesis, Istanbul, 2008.

Recep Onur TAMKAN: **A Study on Call Center Performance Management**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis,Istanbul, 2003.

Esen Müge ÖZÜLKÜ: **Automated Teller Machine (ATM) Currency Management**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2003.

M. Burak ALİOĞLU: **Credit Risk Evaluation in Turkish Banking System**, Marmara University, Institute of Social Sciences, Department of Accounting and Finance, M.Sc. Thesis, Istanbul, 2003.

### **SCIENTIFIC CONFERENCE ORGANIZATIONS - COMMITTEE DUTIES**

December 1<sup>st</sup> -3<sup>rd</sup> 2016: International Sustainability Conference- Recent Innovations, Istanbul

March, 17<sup>th</sup> -20<sup>th</sup> 2011: 71st International Atlantic Economic Conference, Athens

April 2012: 4<sup>th</sup> International Conference (Iconfesr2011) on Governance Fraud, Ethics and Social Responsibility

June 2010: 3<sup>rd</sup> International Conference (Iconfesr2011) on Governance Fraud, Ethics and Social Responsibility

July 2017 : 8th International Conference on Governance Fraud Ethics and Social Responsibility, Canada

### **EDITORIAL & REFEREE BOARD MEMBERSHIPS IN SCIENTIFIC JOURNALS / ORGANIZATIONS**

3rd International Conference on Governance Fraud Ethics and Social Responsibility Referee Board Membership  
Öneri – Journal of Marmara University Social Sciences Institute (peered)

International Finance Symposium Referee Board, October 21st, 2011.

International Trakya Region Development and Entrepreneurship Strategies Symposium Referee Board  
International Journal of Financial Services Management (IJFSM),

Inderscience Journals

Referee Board Membership in ICONGFE&SRI, II,III, IV Conferences

International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting  
of points on Accounting, Finance, Auditing and Related Legislation Proceedings (IconGFE&SR)

Boğaziçi Journal, Review of Social, Economic and Administrative Sciences

International Finance Symposium - Istanbul

71st International Atlantic Economic Conference(IAES), Atina-Contemporary Studies in Financial Market

### **AWARDS and ACHIEVEMENTS**

- Best Paper Award in Conference; Yuksel U and Yuksel Mermod A 2009 'The Use of Negotiated Curricula in Student Assessments in Higher Education', **European Applied Business Research Conference EABR** and The College Teaching & Learning Conference TLC 2009, **Prague, Czech Republic**, 11th June 2009

- YASED(Foreign Capital Coordination Association) Academic Research Competition about Industrialisation and Environment 4th place award(Mention) with the research about “ Economic Growth and Environment”,1991.

- (2004-2005) One year grant abroad from the higher education council in Turkey for research and teaching experience

- (2013-2014) One year grant abroad from the higher education council in Turkey for research and teaching experience

### **FUNDED PROJECTS**

- Projects funded by Marmara University Bapko Department: SOS-D-010710-0238 “**Regional Consumer Confidence Analysis in Emerging Markets: The Case of Turkey**”

- Projects funded by Marmara University Bapko Department: SOS-D-300609-0253 “**Evaluating Corporate Social Responsibility (CSR) From a Parochial and Biased Perspective**”

- Projects funded by Marmara University Bakpo Department (with Prof. Dr. N. Berk/ Assist.Prof. A. Masun/ Res. Ast. S. Yilmaz): **“A Model experiment for an efficient rating system for the Turkish Banks, in aspect of integration of Turkey into the EU.”**

### **MEMBERSHIPS**

ICS ; International Center of Sustainability , Board Member

ESKAR: Women’s Studies Research Center, Advisory Board member

Finance Scientific Platform - Finans Bilim Platformu: <http://www.finansbilim.com/>

MÖDAV- Association of Accounting Academicians in Turkey

MUFAD – Association of Accounting and Finance Academicians in Turkey

Finans Kulüp - Türkiye Finans Yöneticileri Vakfi [www.finanskulup.org.tr](http://www.finanskulup.org.tr)

EATA - European Association of Turkish Academicians, Konstanz - Germany

Brahma Kumaris, World Open Spiritual University

ENKA Sport Club – Licensed Tennis Player

My Country - Educational Organization of Citibank for poor children in developing regions as volunteering teacher for Maths and English

All documents can be provided upon request.

