

## Assoc. Prof. Burze Yaşar

### Personal Information

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### International Researcher IDs

ScholarID: Burze

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Publons / Web Of Science ResearcherID: G-6098-2018

ScopusID: 56498953500

Yoksis Researcher ID: 226662

### Biography

Burze Yaşar is a graduate of Üsküdar American Academy. She holds a BS degree in Business Administration in English from Marmara University. During 1998-2001, she worked at Citibank as a Credit and Risk Management Assistant. She received her MBA degree from Smith School of Business at the University of Maryland. Her PhD degree is from Bilkent University. She was a visiting scholar at Ross School of Business at the University of Michigan before joining TED University.

### Education Information

University of Maryland, College Park, United States Of America Continues

Undergraduate, Marmara University, Turkey Continues

Doctorate, Ihsan Dogramaci Bilkent University, Turkey Continues

### Research Areas

Management, Finance, Entrepreneurship and Innovation Management

### Academic Titles / Tasks

Associate Professor, TED University, Faculty Of Econ. And Administ. Sciences, Department Of Business Administration, 2015 - Continues

Research Assistant, University of Michigan, İşletme, Finans, 2014 - 2015

Research Assistant, Ihsan Dogramaci Bilkent University, İşletme Fakültesi, 2010 - 2014

Research Assistant, Ihsan Dogramaci Bilkent University, İşletme Fakültesi, 2007 - 2009

### Academic and Administrative Experience

Anabilim Dalı Akademik Kurul Üyesi, TED University, Faculty Of Econ. And Administ. Sciences, Department Of Business

Administration, 2023 - Continues  
Stratejik Plan-Eđitim alıřma Grubu, 2022 - Continues  
Programlar ve Eđitim Komisyonu (PEK), 2020 - Continues  
Eđitimde Fark Yarat Zirvesi Danıřma Kurulu, 2020 - Continues  
Vice Director - Graduate School, TED University, TED University, 2018 - Continues  
TEDU TAM, 2016 - Continues  
Sustainability Working Group, 2021 - 2022

## Courses

Introduction to Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017  
New Enterprises, Undergraduate, 2023 - 2024, 2021 - 2022, 2020 - 2021  
Fundamentals of Entrepreneurship, Undergraduate, 2023 - 2024, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2015 - 2016  
Fundamentals of Business, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Independent Research, Undergraduate, 2022 - 2023  
Senior Project and Seminar, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017  
Corporate Finance, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Graduation Project, Postgraduate, 2018 - 2019  
Managerial Accounting, Undergraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Thesis, Postgraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016  
Thesis I, Postgraduate, 2017 - 2018  
Pre-thesis seminar, Postgraduate, 2017 - 2018  
Summer Practice, Undergraduate, 2016 - 2017  
Financial Management, Postgraduate, 2015 - 2016  
Graduation Project, Postgraduate, 2015 - 2016  
Financial Markets and Institutions, Undergraduate, 2015 - 2016  
Finance and Investment Management, Postgraduate, 2014 - 2015  
Financial Management, Postgraduate, 2014 - 2015

## Advising Theses

Yařar B., Business model innovation implementation: The efficiency of key elements and barriers to consider, Postgraduate, İ.Sena(Student), 2022

## Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The impact of Kahramanmarař (2023) earthquakes: A comparative case study for Adıyaman and Malatya**  
Diner A. E., Diner N. N., Tekin Kuru A., Yařar B., Yılmaz Z.  
International Journal of Disaster Risk Reduction, vol.110, 2024 (SCI-Expanded)
- II. **Stretching the success in reward-based crowdfunding**  
Yařar B., Sevilay Yılmaz I. S., Hatipođlu N., Salih A.  
Journal of Business Research, vol.152, pp.205-220, 2022 (SSCI)
- III. **The power of signaling: presidential leadership and rhetoric over 20 years**  
Kiessler T., Martin T. M., Yařar B.

LEADERSHIP & ORGANIZATION DEVELOPMENT JOURNAL, vol.38, no.5, pp.662-678, 2017 (SSCI)

**IV. Market Orientation and CSR: Performance Implications**

Kiessling T., Isaksson L., Yaşar B.

JOURNAL OF BUSINESS ETHICS, vol.137, no.2, pp.269-284, 2016 (SSCI)

**V. Impact of macroeconomic announcements on implied volatility slope of SPX options and VIX**

Onan M., Salih A., Yaşar B.

FINANCE RESEARCH LETTERS, vol.11, no.4, pp.454-462, 2014 (SSCI)

## Articles Published in Other Journals

**I. COVID-19 KRİZİ SÜRECİNDE SOSYAL GİRİŞİMLERİN MEVCUT DURUMU ve SOSYAL GİRİŞİMLERİ DESTEKLEYİCİ POLİTİKA ÖNERİLERİ**

Güravşar Gökçe S., Yaşar B.

Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.46, 2021

**II. Impact investing: A review of the current state and opportunities for development**

Yaşar B.

ISTANBUL BUSINESS RESEARCH, vol.50, no.1, pp.43-62, 2021 (ESCI)

**III. The new investment landscape: Equity crowdfunding**

Yaşar B.

CENTRAL BANK REVIEW, vol.21, no.1, pp.1-16, 2021 (ESCI)

**IV. An empirical test of signalling theory**

Yaşar B., Martin T., Kiessling T.

MANAGEMENT RESEARCH REVIEW, vol.43, no.11, pp.1309-1335, 2020 (ESCI)

**V. Kazanılmış Değer Yönetimi Uygulamaları ve Geleceği: Türkiye Örneği**

HAZIR Ö., OZDAMAR N., Yaşar B., Yılmaz I. S.

Journal of Yasar University, vol.15, no.59, pp.426-443, 2020

## Books & Book Chapters

**I. The Impact of COVID-19 on Volatility of Tourism Stocks: Evidence From BIST Tourism Index**

Yaşar B.

in: Handbook of Research on the Impacts and Implications of COVID-19 on the Tourism Industry, Mahmut Demir (Isparta University of Applied Sciences, Turkey), Ali Dalgıç (Isparta University of Applied Sciences, Fatma Doğanay Ergen (Isparta University of Applied Sciences, Turkey, Editor, Routledge, London/New York, İstanbul, pp.23-44, 2021

**II. Crowdfunding as a Financial Tool for Social Enterprises: The Funding Performance of Social and Environmental Projects in Crowdfunding**

Yılmaz I. S., Yaşar B.

in: Creating Social Value Through Social Entrepreneurship, Mine Afacan Fındıklı, Duygu Acar Erdur, Editor, Routledge, London/New York, Pennsylvania, pp.135-157, 2021

**III. Analysis of Sustainability Policy and Practices of a Turkish Group Company: OYAK Case**

Yaşar B., Hekim H., Hazır Ö., Bayören C., Kepenek Bozkrıhoğlu A. Ö.

in: International Dimensions of Sustainable Management, René Schmidpeter, Nicholas Capaldi, Samuel O Idowu, Anika Stürenberg Herrera, Editor, Springer, Cham, Basel, pp.277-290, 2019

## Refereed Congress / Symposium Publications in Proceedings

**I. Business Model Innovation Implementation: The Efficiency of Key Elements and Barriers to Consider**

Yaşar B., Tan I. S.

3. International Marmara Scientific Research and Innovation Congress, İstanbul, Turkey, 19 - 20 November 2022, pp.52

**II. Developing social enterprise curriculum**

Yaşar B., Güravşar Gökçe S.

**III. THE FINANCIAL IMPACT OF COVID-19 ON STOCK MARKETS: EVIDENCE FROM BIST 100 INDEX**

Yaşar B.

IV. INTERNATIONAL CONFERENCE ON COVID-19 STUDIES, 17 - 19 April 2021

**IV. Financing social enterprises in Turkey: opportunities and barriers.**

Yaşar B., Yılmaz I. S., Salih A.

**V. Crowdfunding: Stretching the Success**

Yılmaz I. S., Yaşar B., Salih A., Hatipoglu N.

**VI. An Analysis of Financial Risk Preferences**

YAŞAR B., YILMAZ I. S.

International Conference of MEEA, Ankara, Turkey, 18 May 2017

**VII. Risk Analysis in Airport Construction Projects**

TİRYAKİ A. G., YAŞAR B., HAZIR Ö.

OR 2016, Hamburg, Germany, 30 August 2016

**VIII. Determinants of Implied Volatility Slope of S&P 500 Options**

YAŞAR B., SALİH A.

EFMA 2015, Amsterdam, Netherlands, 24 - 27 June 2015

## Supported Projects

YAŞAR B., TUBITAK Project, Workshop on Social Entrepreneurship Cases Programme, Continues

ÇELİK K., Birk F., Ananasso F., Ozman M., Eksi Altay Z., Danişoğlu S., Euwema M., Karataş Özkan M., Silipo D. B., Then V., et al., H2020 Project, "Social Impact Investment Network:Financing Tools,Impact Measurement and Ecosystem" Mapping (RETURN2SOCIETY), Continues

Essec A. G., Yaşar B., Yalçıntaş S., Güravşar Gökçe S., Erasmus Project, Social X-Change, 2022 - 2025

Yalçıntaş S., Yücel S. D., Çabuk S., Güravşar Gökçe S., Yaşar B., Yılmaz Z., Dizeci Ş., European Institute of Innovation & Technology (EIT), HIVE: "HEI Innovation for Knowledge Intensive Entrepreneurship" , 2022 - 2024

Essec A. G., Güravşar Gökçe S., Yaşar B., Elish Türkmen B., Erasmus Project, Incubators for Change, 2019 - 2022

Eliş Türkmen P. B., Güravşar Gökçe S., YAŞAR B., AB IPA Project, Building a Social Entrepreneurship Network in Turkey, 2018 - 2020

## Tasks In Event Organizations

Dinçer N. N., Yaşar B., Impact Measurement and Management Summit\* Time to Act in Türkiye, Scientific Congress, Turkey, Eylül 2023

Yaşar B., Ideathon TEDU, Workshop Organization, Ankara, Turkey, Aralık 2022

Yaşar B., Incubators 4 -Change Project Open Event, Workshop Organization, Turkey, Haziran 2022

YAŞAR B., Emerging Markets: Recent Challenges International Conference of TRC, Ankara, Turkey, Haziran 2019

## Scientific Research / Working Group Memberships

İnanç Odaklı Yatırımlar İle Etki Yatırımlarının Hizalanması, Etki Yatırımı Danışma Kurulu "EYDK", Turkey,

<https://www.eydk.org/inanc-odakli-yatirimlar-ile-etki-yatirimlarinin-hizalanmasi/?lang=tr>, 2023 - Continues

Participation - BA 402 Student Presentations, 2022 - Continues

BTEC Programme Development, 2020 - Continues  
BA 220 Students' Business Ideas Presentations- Jury, 2019 - 2019

## **Awards**

Yaşar B., "Bonne Pratique" Project, Erasmus+ Agency, December 2022  
YAŞAR B., UIDB ESİK ÜSTÜ ÖDÜLÜ, TÜBİTAK, September 2019