

Asst. Prof. Burze Yaşar

Personal Information

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International Researcher IDs

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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

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-Eğitim Çalışma Grubu, 2022 - Continues

Vice Director - Graduate School, TED University, TED University, 2020 - Continues
Programlar ve Eğitim Komisyonu (PEK), 2020 - Continues
Eğitimde Fark Yarat Zirvesi Danışma Kurulu, 2020 - Continues
TEDU TAM, 2016 - Continues
Sustainability Working Group, 2021 - 2022

Courses

Independent Research, Undergraduate
Introduction to Management, Undergraduate, 2022 - 2023
New Enterprises, Undergraduate, 2021 - 2022, 2020 - 2021
Fundamentals of Business, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
Fundamentals of Entrepreneurship, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2015 - 2016
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

Yaşar 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. **Stretching the success in reward-based crowdfunding**
Yaşar B., Sevilay Yılmaz I. S., Hatipoğlu N., Salih A.
Journal of Business Research, vol.152, pp.205-220, 2022 (SSCI)
- II. **The power of signaling: presidential leadership and rhetoric over 20 years**
Kiessling T., Martin T. M., Yaşar B.
LEADERSHIP & ORGANIZATION DEVELOPMENT JOURNAL, vol.38, no.5, pp.662-678, 2017 (SSCI)
- III. **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)
- IV. **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, IGI Global, 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, IGI Global, 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 Bozkırlioğlu 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.

Supported Projects

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., Eliş 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

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

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 ESIK ÜSTÜ ÖDÜLÜ, TUBİTAK, September 2019