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Areas of Expertise:Bank Management and Investments, Financial Services Marketing, Brands and Brands Equity, Tourism Investments, Socially Responsible Investing, Corporate Finance

Field of Interest :**Sustainable Finance, Sustainable Banking**, Corporate Social Responsibility, Fraud, Ethical Banking and Finance, Carbon Finance, Financing Renewable Energy

Publications related to the topics of ICS:

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

4. 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.
5. 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.
6. A.Y. Mermod, B.Dömbekci*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, Volume:5, Issue:3, 2011, pp. 345 – 360.
7. **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.
8. **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.
9. Idowu S.O., Yuksel Mermod. A (2012),Reporting Corporate Social Responsibility in Corporate Africa: An Exploratory Study, **LMBS 5th Annual Research Conference, London Metropolitan University, UK, INGiltere** June 27th, 2012,Cd Format.
10. Yuksel Mermod A, Dömbekçi B, 2010,Carbon Finance and the Case of Turkey in Emission Trading Applications, **2nd International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR), BÜYÜKADA, İstanbul- TÜRKİYE**, 9-14 Haziran 2010, ISSN:978-975-374-118-7.
11. Yuksel Mermod A 2009, Revolution in Financial Markets: Using Social Responsible Investing(SRI) Funds as a New Instrument in a Competitive Financial Environment, **1stInternational 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 Haziran 2009. AvcıoIMatbaa, ISSN: 978-975-374-101-9. İstanbul,ss. 537-557.

12. Yüksel Mermod .A, 2009,Evaluating Corporate Social Responsibility (CSR) From a Parochial and Biased Perspective, **8th International Conference on Corporate Social Responsibility, CAPE TOWN- GÜNEY AFRİKA** , 8-10 Eylül 2009. Conference Proceeding SSRNet.
13. Yüksel Mermod .A , Çetin A.,(2011), Sustainability and Financing Environmental Issues in Developing Countries, **International Journal of Arts and Sciences(IJAS) Conference,HARVARD Üniversitesi, Boston –ABD**, 30 Mayıs-2 Haziran 2011.
14. Yüksel Mermod .A, Özcan A., (2011),Basel III and its impact on Corporate Governance, **3rd International Conference on Governance, Fraud, Ethics and Social Responsibility Scientific Meeting of points on Accounting, Finance, Auditing and Related Legislation (IConGFE&SR), KAPADOKYA- TÜRKİYE** 7-11 Haziran 2011
15. Mermod .A.Y. 2012, **4th 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. Invited Keynote Speaker.
16. Mermod .A.Y. 2011, **3rd 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. Invited Keynote Speaker
17. Mermod .A.Y. 2010, **2nd 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”*AnadoluKulübü, Büyükkada, Istanbul 15 June 2010. Invited Keynote Speaker.

Education

Bachelor:Konstanz University, Volkswirtschaftslehre- Economics, 1991-1993.

Marmara University, Economics, 1990-1995.

Master: Marmara University, Banking, Finance and Insurance Institute, Banking, 1995-1996

Doctorate:Marmara University, Banking, Finance and Insurance Institute, Banking, 1996-2000.