

# Zeynep Gulen Hashmi

Associate Professor of Practice

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## About

Dr. Zeynep Gulen Hashmi is working as Associate Professor of Practice in the NUST Business School. Dr. Zeynep Gulen Hashmi has a PhD in Management, Strategy & Hrm. Dr. Zeynep Gulen Hashmi has published 6 research articles & conference papers having a citation count of 14, carried out 0 projects and filed 0 intellectual property.

## Qualifications

<b>PhD in Management, Strategy &amp; Hrm</b> Business School Lausanne (BSL) , Switzerland	2013 - 2017
<b>MSc in Sustainability</b> University of Essex , England	2012 - 2013
<b>BBA in Managerial Accounting</b> Hotelschool The Hague , Netherlands	1991 - 1995

## Experience

<b>Associate Professor of Practice</b> NUST Business School	2024- Present
<b>Associate Professor of Practice</b> NUST Business School	2023 - 2024
<b>Associate Professor of Practice</b> NUST Business School	2022 - 2022
<b>Regular Visiting Faculty</b> NUST Business School	2019 - 2022
<b>Hotel Manager</b> Tempo Hotel Bucharest , Armand Calinescu no.19, Sector 2, Bucharest, Romania	2004 - 2018

## Awards

<b>Europe Business Assembly</b> Best Manager of the Year award	2016
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## Research Articles

<b>Beechenhill Farm Hotel's meaningful legacy</b> Zeynep Gulen Hashmi Building Sustainable Legacies , Volume 12, Issue 7, Pages 134-189 Impact Factor: N/A DOI: 10.9774/GLEAF.8901.2015.de.00006	2015
<b>Rethinking Corporate Sustainability within the 'Well-Being' Context</b> Zeynep Gulen Hashmi Katrin Muff Building Sustainable Legacies , Issue 2, Pages 67-96 Impact Factor: N/A DOI: 10.9774/GLEAF.8901.2014.ja00005	2014

## Book Chapters

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### Human Rights and Workforce Conditions in the Tourism Sector

2023

Osama Khassawneh Zeynep Gulen Hashmi

In: *Book on Global Perspectives on Human Rights and the Impact of Tourism Consumption in the 21st Century*, Chapter 7, Pages 129-152

Citations: 3

DOI: 10.4018/978-1-6684-8726-6.ch007

### Appreciative Mentoring as an Innovative Micro-Practice of Employee Engagement for Sustainability: A

2018

#### Luxury Hotel's Entrepreneurial Journey

Zeynep Gulen Hashmi

In: *Book on Sustainable Luxury, Entrepreneurship and Innovation*, Chapter 3, Pages 31-55

Citations: 1

DOI: [https://doi.org/10.1007/978-981-10-6716-7\\_3](https://doi.org/10.1007/978-981-10-6716-7_3)

### Redefining the Essence of Sustainable Luxury Management: The SLOW Value Creation Model

2017

Zeynep Gulen Hashmi

In: *Book on Sustainable Management of Luxury*, Chapter 1, Pages 3-27

Citations: 10

DOI: [https://doi.org/10.1007/978-981-10-2917-2\\_1](https://doi.org/10.1007/978-981-10-2917-2_1)

### Evolving towards truly sustainable hotels through a “well-being” lens

2015

Zeynep Gulen Hashmi Katrin Muff

In: *Book on Sustainability in Hospitality*, Edition 1, Chapter7 , Pages 117-135

Citations: N/A

DOI: 10.9774/GLEAF.978-1-78353-197-4\_9