



Assoc. Prof. Pinar Güven USLU

Assoc. Prof. Dr. Pinar Güven Uslu is a distinguished academic specializing in performance measurement in healthcare services, cost-effectiveness analysis, change management, integration policies, and organizational resilience. She currently serves as the Head of the Accounting and Quantitative Methods Group at the University of East Anglia (UEA) Norwich Business School in the United Kingdom. Her academic formation is rooted in an interdisciplinary framework that integrates public finance, health economics, and management sciences. After completing her undergraduate studies in the Department of Economics at Middle East Technical University (METU), Dr. Uslu earned a Master's degree in Accounting and Finance. She subsequently conducted her doctoral research on change, benchmarking, and performance management in healthcare services, supported by an international scholarship from UEA. Her professional experience at Deloitte International in financial auditing and tax consultancy has provided a robust analytical and managerial foundation for her research on healthcare systems. Dr. Uslu's research portfolio encompasses a broad spectrum, including efficiency in healthcare services, capacity management, cost-effectiveness analysis, the feasibility of health policies, and institutional resilience against crises. Through her extensive research on National Health Service (NHS) hospitals and Integrated Care Boards (ICBs) in the UK, she has presented significant findings on governance structures, system integration, data-driven decision-making, performance indicators, and the optimization of resource utilization. Her work focuses on developing evidence-based models aimed at enhancing the efficiency of healthcare systems. Within the scope of her international research experience, she has conducted comparative healthcare system analyses in countries such as Türkiye, Zambia, Nigeria, and Vietnam, making significant contributions to financing models, innovation capacity, and management processes in low- and middle-income countries. Dr. Uslu plays an active role in projects aimed at reducing health inequalities within the Norfolk Institute for Coastal Health Equalities (NICHE), supported by NHS England. Here, she evaluates the impact of innovative interventions targeting disadvantaged communities on health outcomes, resource allocation, and social value creation. These efforts contribute to the development of holistic performance and cost

management frameworks designed to mitigate inequalities. In her technology-oriented research, she examines the effects of robotic surgery, advanced medical technologies, and digital transformation processes on healthcare quality and efficiency. Furthermore, she leads a project supported by the Global Chartered Institute of Management Accountants (CIMA) investigating the role of Artificial Intelligence (AI) in financial processes and decision-making mechanisms. In this capacity, she develops models on how AI applications can transform strategic decisionmaking processes in the healthcare and public sectors. Dr. Pınar Güven Uslu continues her work as an internationally respected academic through her interdisciplinary approach, strong analytical competence, and scientific contributions toward the improvement of healthcare systems.