

Tunga Kiyak

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Education

- 2003 – PhD, Marketing and International Business, Michigan State University, USA.
- 1996 – MBA, Marketing and Finance, Michigan State University, USA.
- 1993 – BS, Electrical and Electronics Engineering, Bogazici University, Turkey.

Bio

Tunga Kiyak is the Managing Director of the Academy of International Business (<http://aib.msu.edu/>) where he is responsible for managing the day-to-day operations of this nonprofit professional association. In addition, Tunga also serves as an Outreach Specialist at the Center for International Business Education and Research at Michigan State University (<http://ciber.msu.edu/>). He was the originator and long-time curator of "International Business Resources on the WWW", the predecessor to globalEDGE (<http://globaledge.msu.edu/>), an international business knowledge web-portal.

In addition to having his research published in a variety of scholarly journals, Tunga is also a frequent speaker to both professional and academic audiences on a wide variety of international business and Internet related topics, including presentations at events organized by the American Marketing Association (AMA), the Academy of International Business (AIB), the Academy of Management (AOM), the Lansing Chamber of Commerce, the Michiana World Trade Club, the North American Small Business International Trade Educators (NASBITE), the National Association for Environmental Managers (NAEM), and the Institute of Supply Management (ISM).

Tunga currently teaches the Data Analysis and Business Forecasting class for the Full-time MBA students at Michigan State University. He also teaches the introductory survey class in International Business to the undergraduates at the Eli Broad College of Business. His previous teaching experience includes classes at Undergraduate, Full-time MBA, and Weekend MBA levels on a variety of topics such as international business, international marketing, managerial marketing, business statistics, and entrepreneurship.

Tunga holds a B.S. in Electrical and Electronics Engineering from Bogazici University, Turkey; an MBA in Marketing & Finance and a Ph.D. in Marketing & International Business from Michigan

State University.

Tunga is a member of the Academy of International Business (AIB), the Academy of Management (AOM), American Marketing Association (AMA), and NASBITE International.

Articles

Brian R Chabowski, G Tomas M Hult, Tunga Kiyak, Jeannette A Mena. (2010 June/July). The structure of JIBS's social network and the relevance of intra-country variation: A typology for future research. *Journal of International Business Studies*. 41 (5): 925-9434. (<http://dx.doi.org/doi:10.1057/jibs.2009.83>).

G Tomas M Hult, S Tamer Cavusgil, Tunga Kiyak, Seyda Deligonul, Katarina Lagerström. (2007 January). What Drives Performance in Globally Focused Marketing Organizations? A Three-Country Study. *Journal of International Marketing* 15: 2. 58. (<http://dx.doi.org/doi:10.1509/jimk.15.2.58>).

Cenk Kocas and Tunga Kiyak. (2006 January). Theory and Evidence on Pricing by Asymmetric Oligopolies. *International Journal of Industrial Organization* 24: 1. 83-105. (<http://dx.doi.org/10.1016/j.ijindorg.2005.02.003>)

Kim Schatzel, Trevor A Iles, Tunga Kiyak. (2005 September). A Firm's Technology Demand Receptivity: The Development of the Construct and a Conceptual Model. *Journal of American Academy of Business* 7: 2. 1-6.

Kim E Schatzel, Tunga Kiyak, Trevor Iles. (2005 March). How Do Pioneering Firms Identify and Pursue Opportunities: An Exploratory Model of Pioneering Behavior. *Journal of American Academy of Business* 6: 2. 1-9.

S Tamer Cavusgil, Tunga Kiyak, Sengun Yenyurt. (2004 October). Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Country Clustering and Country Ranking. *Industrial Marketing Management* 33: 7. 607-617. (<http://dx.doi.org/10.1016/j.indmarman.2003.10.005>)

Tunga Kiyak, Anthony S Roath, Kim E Schatzel. (2001 January). An Examination of the Coercive Power-Satisfaction Relationship Within a Relational Exchange: The Moderating Role of Dealer Resistance. *Journal of Marketing Channels* 8: 3/4. 3-27. (http://dx.doi.org/10.1300/J049v08n03_02)

In Collection

S. Tamer Cavusgil, Tunga Kiyak and Irem Kiyak. (2002). "Expanding Horizons with E-Learning". In R.F.Scherer, S.T.Beaton, M.F.Ainina and J.F.Meyer (ed.) *Internationalizing Business Education: A Field Guide, Second Edition* Lakeshore Communications.

Tunga Kiyak. (2001). "Turkey: a Country Profile". In Sara Pendergast and Tom Pendergast (ed.) *Worldmark Encyclopedia of National Economies* Gale Group.

Tunga Kiyak. (1997). "Understanding Global Trade Using the Internet". In Browning Rockwell (ed.) *Using the Web to Compete Globally* John Wiley & Sons.

In Proceedings

Duncan Poulson, S. Tamer Cavusgil, and Tunga Kiyak. (2000). The Regulation of Global Electronic Commerce: Strategies for Building Consumer Confidence in Online Transactions. In *eCommerce and Global Business Forum Proceedings*.

Tunga Kiyak, Anthony S Roath, Kim E Schatzel. (1999). An Examination of the Use of Exercised Coercive Power within a Relational Exchange: The Moderating Role of Dealer Resistance. In *1999 AMA Winter Educators' Conference Proceedings* (pp. 57). Chicago: American Marketing Association.

S Tamer Cavusgil, Anthony S Roath, Tunga Kiyak. (1999). A Case of Trade Diversion Between Turkey and the European Community? In *1999 AMA Winter Educators' Conference Proceedings* (pp. 78). Chicago: American Marketing Association.

Tamer Cavusgil, Tunga Kiyak, and Preet Aulakh. (1997). Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Indexing and Clustering Techniques. In *Proceedings of the 1997 Annual Meeting of the Academy of International Business*. Monterrey, Mexico: Academy of International Business.

Tunga Kiyak. (1997). International Gray Markets: A Systematic Analysis and Research Propositions. In *AMA Summer Marketing Educators' Conference Proceedings*. Chicago: American Marketing Association.

Awards and Recognitions

2010 AIB John H. Dunning President's Award (Academy of International Business) for distinguished service to the Academy

2008 MBA Core Faculty Teaching Award (Michigan State University) for teaching excellence for the Core year of instruction in the MBA program.

2007 S. Tamer Cavusgil Award (American Marketing Association) for Best Article that Advances the practice of International Marketing Management in *Journal of International Marketing*.