

**Ahmet H. Kirca**  
Associate Professor  
Department of Marketing – Broad College of Business  
Michigan State University

Phone: 517 - 432 6392

E-mail: kirca@msu.edu

---

## EDUCATION

**University of South Carolina**, Columbia, SC  
Darla Moore School of Business  
Ph.D. in Business Administration – International Business/Marketing 2000 - 2004

**Marmara University**, Istanbul, Turkey  
Master of Business Administration, Major in Marketing 1994 – 1997

**Bogazici University**, Istanbul, Turkey  
B.A. in Management, Major in Marketing 1988 – 1994

## ACADEMIC EMPLOYMENT

**Michigan State University**, East Lansing, MI  
Broad College of Business, Department of Marketing  
Associate Professor (tenured in 2012) 2012 – Present  
Assistant Professor 2006 – 2012

**George Washington University**, Washington, DC  
School of Business, Department of International Business  
Assistant Professor 2004 – 2006

**University of South Carolina**, Columbia, SC  
Darla Moore School of Business, Department of International Business  
Research/Teaching Assistant 2000 – 2004

**Isik University**, Istanbul, Turkey  
School of Business  
Department of Marketing  
Instructor 1999 – 2000

## PROFESSIONAL WORK EXPERIENCE

**Iremtur Tourism**, Istanbul 1998-1999  
Outbound Tour Operations Department Manager

**Tekser Tourism & Travel Company**, Istanbul, Turkey 1995-1997  
Account Manager - Incoming Operations Department

**YÜNSA - Sabancı Holding Company**, Istanbul, Turkey 1994-1995  
Account Manager - Export Marketing Department

**ITS - International Travel Services**, Istanbul, Turkey 1988-1994  
Professional Tour Guide in English, French, and Italian

## RESEARCH

### Publications in Refereed Journals

- Rubera, Gaia and Ahmet H. Kirca\* (2012) "Firm Innovativeness and its Performance Outcomes: A Meta-Analytic Review and Theoretical Integration," *Journal of Marketing*, 76 (3), 130-147.  
\* Denotes equal authorship
- Kirca, Ahmet H., Kendall Roth, Tomas Hult, and Tamer Cavusgil (2012) "The Role of Context in the Multinationality-Performance Relationship: A Meta-Analytic Review," *Global Strategy Journal*, 2 (2), 108-121.
- Kirca, Ahmet H., Tomas Hult, Seyda Deligonul, Morys Perry, and Tamer Cavusgil (2012), "A Multilevel Examination of the Drivers of Firm Multinationality: A Meta-Analysis," *Journal of Management*, 38 (2), 502-530.
- Kirca, Ahmet H., William O. Bearden, and Tomas Hult (2011), "Forms of Market Orientation and Firm Performance: A Complementary Approach," *Academy of Marketing Science Review*, 1 (3/4), 145-153.
- Kirca, Ahmet H., William O. Bearden, and Kendall Roth (2011) "Implementation of Market Orientation in the Subsidiaries of Global Companies: The Role of Institutional Factors," *Journal of Academy of Marketing Science*, 39 (5), 683-699.
- Kirca, Ahmet H., Tomas Hult, Kendall Roth, Tamer Cavusgil, Morys Perry, Billur Akdeniz, Seyda Deligonul, Jeannette Mena, Wesley Pollitte, Jessica Hoppner, Joseph Miller, and Ryan White (2011), "Firm-Specific Assets, Multinationality, and Financial Performance: A Meta-Analytic Review and Theoretical Integration," *Academy of Management Journal*, 51 (1), 47-72.
- Kirca, Ahmet H. (2011), "The Effect of Market Orientation on Subsidiary Performance: Empirical Evidence from MNCs in Turkey," *Special Issue on MNCs in the Middle East, Journal of World Business*, 46 (4), 447-454.
- Kirca, Ahmet H. and Attila Yaprak (2010), "The Use of Meta-Analysis in International Business Research: Its Current Status and Suggestions for Better Practice," *International Business Review*, 19 (3), 306-314.
- Kirca, Ahmet H. and Tomas Hult (2009), "Intra-Organizational Factors and Market Orientation: The Role of National Culture," *International Marketing Review*, 26 (6), 633-650.
- Kirca, Ahmet H., Tamer Cavusgil and Tomas Hult (2009), "The Effects of National Culture on Market Orientation: Conceptual Framework and Research Propositions," *International Business Review*, 18 (2), 111-118.
- Kirca, Ahmet H., Paul Matthyssens and Stefano Pace (2008), "Business-to-Business and Globalization: Two of a Kind," *International Marketing Review*, 25 (5), 481-486.
- Kirca, Ahmet H. (2005), "The Impact of Mode Operation on Sales Performance in International Services," *Journal of Services Marketing*, 19 (1), 39-46.
- Kirca, Ahmet H., Satish Jayachandran and William O. Bearden (2005), "Market Orientation: A Meta-Analytic Review and Assessment of its Antecedents and Impact on Performance," *Journal of Marketing*, 69 (2): 24-41.

## Chapters in Books

- William O. Bearden, Satish Jayachandran, and Ahmet H. Kirca (2009), "Impact of Market Orientation," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, Dominique M. Hanssens, ed., Marketing Science Institute Relevant Knowledge Series [09-600], Cambridge, MA, 5.
- William O. Bearden, Satish Jayachandran, and Ahmet H. Kirca (2009), "Drivers of Market Orientation," in *Empirical Generalizations about Marketing Impact: What We Have Learned from Academic Research*, Dominique M. Hanssens, ed., Marketing Science Institute Relevant Knowledge Series [09-600], Cambridge, MA, 6.
- Kirca, Ahmet H. (2008), "Multinationality of the Firm: Conceptualization and Measurement," *Thought Leadership in Advancing in International Business*, Arie Y. Lewin, S. Tamer Cavusgil, G. Tomas M. Hult, and David A. Griffith eds., Palgrave MacMillan, New York: NY.

## Refereed Conference Proceedings and Presentations:

- Kirca, Ahmet H. and Gaia Rubera (2013) "Is Beauty in the Eye of the Beholder? The Effect of Firm Innovation on Consumer and Investor Responses," American Marketing Association, Winter Educator's Conference, Las Vegas, NV.
- Kirca, Ahmet H. (2012), "Impact of National Culture on Organizational Culture: A Comparative Analysis of the Implementation of Market Orientation across Nations," *the 54<sup>th</sup> Annual Meeting of the Academy of International Business*, Washington, DC.
- Kirca, Ahmet H. and Gaia Rubera (2012), "The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship," *American Marketing Association, Winter Educator's Conference*, St. Petersburg, FL.
- Kirca, Ahmet H. and Gaia Rubera (2011), "The Role of National Innovations Systems in the Firm Innovativeness-Performance Relationship," *the 53<sup>rd</sup> Annual Meeting of the Academy of International Business*, Nagoya, Japan.
- Kirca, Ahmet H. (2011), "The Role of Cultural Context in the Implementation of Market Orientation: Insights from Cumulative Evidence," *Academy of Marketing Science Conference*, Miami, FL.
- Kirca, Ahmet H., William O. Bearden, and Kendall Roth (2010), "Developing a Market Orientation in a Global Context: The Role of Host Country Institutional Environment and Intra-Organizational Context," *the 52<sup>nd</sup> Annual Meeting of the Academy of International Business*, Rio de Janeiro, Brazil.
- Kirca, Ahmet H. (2009), "The Effects of Market Orientation on Performance in the Subsidiaries of MNCs in Emerging Markets," *the 51<sup>st</sup> Annual Meeting of the Academy of International Business*, San Diego, CA.
- Kirca, Ahmet H. and William O. Bearden (2009), "The Adoption of Market Orientation from An Institutional Theory Perspective," *American Marketing Association, Summer Educator's Conference*, Chicago, IL.
- Kirca, Ahmet H. (2009), "An Empirical Investigation of the Market Orientation-Performance Relationship in Emerging Markets," *American Marketing Association, Winter Educator's Conference*, Tampa, FL.

- Kirca, Ahmet H., Attila Yaprak, and S. Tamer Cavusgil (2007), "Meta-Analysis: A Necessary Ingredient for Knowledge Development in International Business?" the 47<sup>th</sup> Annual Meeting of the Academy of International Business, Indianapolis, IN.
- Kirca, Ahmet H. (2007), "Cultural and Behavioral Adoption of Market Orientation: Towards a Typology of Market Orientation Forms," *Academy of Marketing Science Conference*, Miami, FL.
- Kirca, Ahmet H. (2007), "Implementation and Internalization of Market Orientation: Towards a Typology of Market Orientation Forms," *American Marketing Association Summer Educators' Conference*, Washington, DC.
- Kirca, Ahmet H. (2006), The Effects of National Culture on the Implementation and Internalization of Market Orientation," *Consortium of International Marketing Researchers Conference (CIMaR)*, Istanbul, Turkey.
- Kirca, Ahmet H. (2006), "The Moderating Effects of National Cultural Values on Intra-Organizational Factors-Market Orientation Relationship: A Cross-Cultural Model," *American Marketing Association Winter Educators' Conference*, St. Petersburg, FL
- Kirca, Ahmet H. (2005), The Effects of National Culture on Market Orientation: A Conceptual Framework," 47<sup>th</sup> Annual Meeting of the Academy of International Business, Quebec, Canada.
- Kirca, Ahmet H. (2003), "Control of Marketing Activities and Performance in International Services Marketing," *American Marketing Association Winter Educators' Conference*, Orlando, FL.
- Kirca, Ahmet H. (2003), "Multinationality of the Firm: Conceptualization and Measurement," the 45<sup>th</sup> Annual Meeting of Academy of International Business, Monterey, CA.
- Kirca, Ahmet H. and William O. Bearden (2002), "Implementation of Market Orientation in the Subsidiaries of MNCs: An Institutional Perspective," *American Marketing Association Summer Educators' Conference*, San Francisco, CA.

#### **Invited Presentations:**

- Kirca, Ahmet H. with Stanley Slater, Ajay Kohli, Bernie Jaworski, O.C. Ferrell, V. Kumar, Satish Jayachandran, Namwoon Kim, Robert Leone (2011), "The Genesis, Past, Present and Future of Market Orientation Research in New Product Development and Innovation Management: A 20-year Review," Special Session, *American Marketing Association Conference*, San Francisco, CA.
- Kirca, Ahmet, H. with George Day, Rohit Deshpande, Stanley Slater (2011), Market Orientation: Past, Present, and Future," Anniversary Session Panel, *Academy of Marketing Science Conference*, Miami, FL.
- Kirca, Ahmet H. (2010), "Teaching International Business/Management," 8<sup>th</sup> Biennial International Business Institute for Community College Faculty, June 2009 – Michigan State University - East Lansing, MI.
- Kirca, Ahmet H. (2009), "Teaching International Marketing," 8<sup>th</sup> Biennial International Business Institute for Community College Faculty, June 2009 – Michigan State University - East Lansing, MI.
- Kirca, Ahmet H. (2008), "Teaching International Business/Management," Inaugural Advanced International Business Institute for Community College Faculty, June 2008 – Michigan State University - East Lansing, MI.

Kirca, Ahmet H. (2007), “Doing Business in the Middle East,” *7<sup>th</sup> and 8<sup>th</sup> Biennial International Business Institute for Community College Faculty*, June 2007 and June 2009 – Michigan State University - East Lansing, MI.

Kirca, Ahmet H. (2004), “Multinationality of the Firm: Conceptualization and Measurement,” *The 2<sup>nd</sup> Annual JIBS/AIB/CIBER Invitational Conference on Emerging Research Frontiers in International Business*, Michigan State University, East Lansing, MI.

## **AWARDS AND HONORS**

### **Research Awards/Recognition**

*Journal of the Academy of Marketing Science*, Best Reviewer Award, 2011.

Haring Symposium Faculty Fellow, Michigan State University, 2010.

American Marketing Association Winter Educators’ Conference, Global Marketing Track, Best Paper Award, St. Pete, FL, 2006.

Consortium of International Marketing Researchers Conference (CIMaR) Best Paper Finalist, Istanbul, Turkey, 2006.

Academy of International Business, R. Farmer Best Doctoral Dissertation Award Finalist 2005.

University of South Carolina, Outstanding Dissertation Award, 2004

Academy of International Business Doctoral Consortium Fellow, 2003.

Society for Marketing Advances (SMA) Doctoral Consortium Fellow, 2002.

### **Research Funding/Grants**

Hendrik Zwarensteijn Memorial Endowed research Award (\$7,400), Broad College of Business, Michigan State University, 2012.

George and Marylin Nugent Faculty Excellence Research Grant (\$7,400), Broad College of Business, Michigan State University, 2012.

Dean’s Summer Research Grant (\$8,500), Broad College of Business, Michigan State University, 2011.

Faculty Development in International Business Grant (\$11,000), Michigan State University-CIBER, 2010, 2011.

Summer Research Grant (\$90,000), Broad College of Business, Michigan State University, 2007, 2008, 2009.

Travel Award in Support of Scholarship, Michigan State University - CIBER, (\$6,000), 2007, 2009, 2010, 2012, 2013.

Summer Research Grant (\$20,000), George Washington University, 2005, 2006.

Dean’s Faculty Research Award (\$1,000), George Washington University, 2005.

Faculty Development Grant (\$ 1,950), University of South Carolina - CIBER, 2002.

## TEACHING EXPERIENCE

### Graduate Courses

International Business – MBA – Michigan State University  
Global Marketing – MBA – Michigan State University  
Marketing Research – MBA – Michigan State University  
Global Marketing Management – MBA – George Washington University  
International Business Theory – Ph.D. – George Washington University – Team taught  
International Business Theory – Ph.D. – Michigan State University – Team taught  
International Business Methods – Ph.D. – Michigan State University – Guest Lecturer

### Undergraduate Courses

International Marketing Management – Michigan State University  
International Business – Michigan State University (large sessions of 200+ students)  
International Marketing Management – George Washington University  
International Business – George Washington University  
International Marketing Management – University of South Carolina  
International Business – University of South Carolina

## ACADEMIC SERVICE

Editorial Review Board Member - *Journal of International Business Studies* (2010-current).  
Editorial Review Board Member - *Journal of the Academy of Marketing Science* (2008-current).  
Co-editor – *International Marketing Review* Special Issue on Business-to-Business as International Business: Exploration of International Market Strategies in Business Markets, 2008, 25(5).  
Editorial Book Review, *Global Marketing: The New Realities*. Michael Czinkota and Ilkka Ronkainen (2010), Textbook - Routledge/Taylor & Francis Books.  
Editorial Book Review, *International Business: Strategy, Techniques and Managerial Skills*. Tamer S. Cavusgil, Gary Knight, and John R. Riesenberger (2008), Textbook – Prentice-Hall.  
Track Chair – Academy of International Business Annual Meeting, Indianapolis, Indiana; June 2007, Marketing Across Cultures and Countries Track.  
Track Chair – Academy of International Business-U.S. Midwest Chapter Conference, Chicago, Illinois, March 2007, Global Marketing Track.  
Track Co-Chair – American Marketing Association Winter Educators' Conference, Austin, Texas, February 2008, Global Marketing Track.  
Ad-Hoc Reviewer (Select journals and conferences)  
*Academy of Management Journal*  
*Journal of Marketing*  
*Strategic Management Journal*  
*Journal of International Business Studies*

*Journal of the Academy of Marketing Science*  
*International Journal of Research in Marketing*  
*Journal of International Marketing*  
*International Marketing Review*  
*International Business Review*  
*Journal of Management*  
*Journal of Operations Management*  
*Journal of Business Venturing*  
*Journal of World Business*  
*Academy of Management Conferences*  
*Academy of International Business Annual Meetings*  
*Strategic Management Society Conferences*  
*American Marketing Association Conferences*  
*European Marketing Academy Meetings*

External Assessor for Social Sciences and Humanities Research Council of Canada Grant Applications

Guest Editor, AIB-JIBS Paper Development Workshop, AIB Meeting – Nagoya, Japan, 2011.

Guest Editor, AIB-JIBS Paper Development Workshop, AIB Meeting – Washington, DC, 2012.

Session Chair, Academy of International Business Annual Meetings, 2007, 2009, 2010, 2011.

Session Chair, American Marketing Association Educators' Conferences, 2009 (Winter), 2009 (Summer), 2013 (Winter).

Session Chair, Academy of Marketing Science Conferences, 2006, 2011.

Discussant, American Marketing Association Educators' Conferences, 2007 (Summer), 2013 (Winter).

Discussant, Academy of International Business Annual Meeting, 2005.

Discussant, Society for Marketing Advances (SMA) Conference, 2002.

## UNIVERSITY SERVICE

University Committee on International Studies & Programs – MSU	2013 – current
Departmental Hearing Board – MSU	2012 – current
Masters Programs Committee – MSU	2012 – current
Faculty Mentor for Broad Scholar Program – MSU	2006 – current
Faculty Advisor for International Business Specialization – MSU	2007 – current
Doctoral Programs Committee – MSU	2011 – 2012
Undergraduate Programs Committee – MSU	
Representative for IB Specialization – MSU	2006 – 2012
Turkish Student Association Faculty Advisor – MSU	2006 – 2011
Department Advisory Committee Member – MSU	2009 – 2010
Faculty Advisor for Undergraduate Case Competition	

John Molson School of Business – Concordia University	Spring 2010
Marketing Advisory Board – MSU	2006 – 2008
Reviewer for Institutional Review Board – MSU	Spring 2007
Undergraduate Programs Committee – GWU	2004 – 2006
Master of Science in International Business Task Force – GWU	2005 – 2006
Study Abroad Committee Member – GWU	2005 – 2006

#### **DOCTORAL DISSERTATION COMMITTEES**

Jeannette Mena – Michigan State University  
Steven Seggie – Michigan State University  
Shichun (Alex) Xi – Michigan State University  
Sang Park - George Washington University

#### **ACADEMIC AFFILIATIONS**

Academy of International Business  
American Marketing Association

#### **PERSONAL**

Marital status: Married – two children.  
Fluent in Turkish, English, French, intermediate Italian, Spanish and Japanese.  
Permanent resident in the U.S.

#### **REFERENCES**

Available upon request.