

Ahmet H. Kirca

Associate Professor of International Business and Marketing
Department of Marketing, Broad College of Business
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Michigan State University
East Lansing, MI 48824-1122

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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 EXPERIENCE

Michigan State University, East Lansing, MI
Broad College of Business, Department of Marketing
Associate Professor (Tenured in 2012) 2012 – Present
Assistant Professor 2006 – 2012
Affiliated Faculty Member in Asian Studies Center 2014 – Present
Affiliated Faculty Member in Muslim Studies Program 2014 – Present

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 and Instructor 2000 – 2004

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

INDUSTRY EXPERIENCE

Iremtur Tourism, Istanbul 1998-1999
International Tour Operations Department Manager

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

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

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

RESEARCH

Research Interests

Global marketing strategy, strategic orientations, market orientation, innovation, firm internationalization, meta-analysis

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

Kirca, Ahmet H. (Forthcoming), "Internationalization of Firms from Emerging Markets: Summary of Findings Based on Three Meta-Analyses," in *Revisiting BRICS (Brazil, Russia, India, China and South Africa): Are Opportunities in Emerging Markets Real?* (Tentative book title), Ben Kedia, Subhash Jain, and Kelly Aceto eds. Edward Elgar Press.

Rubera, Gaia and Ahmet H. Kirca (Forthcoming). "Firm Innovativeness and Performance Outcomes, in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Marketing Science Institute Relevant Knowledge Series, 2nd edition, Cambridge, MA.

William O. Bearden, Satish Jayachandran, and Ahmet H. Kirca (2009), "Impact of Market Orientation," and "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, pp. 5-6 – This book is the best-seller in MSI's Relevant Knowledge Series and designated a "Must Read" by Quirk's Marketing Research in 2013.

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. (2015), "The Role of Cultural Context in the Implementation of Market Orientation: Insights from Cumulative Evidence," *American Marketing Association, Winter Educator's Conference*, San Antonio, TX.

Kirca, Ahmet H. (2014), "Internationalization of Firms from Emerging Markets: Summary of Findings Based on Three Meta-Analyses," *Revisiting BRICS: Are Opportunities in Emerging Markets Real?* CIBER Conference, University of Connecticut, Storrs, CT.

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 54th 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 53rd 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 52nd 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 51st 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 47th 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," *47th 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 45th 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/Panels/Workshops:

- Kirca, Ahmet H., "Internationalization of Firms from Emerging Markets," Invitation-Only CIBER Conference. Storrs, University of Connecticut, June 2014.
- Kirca, Ahmet H. with Kyle Evered "Research, Writing, and Publication Techniques in the Humanities and Social Sciences" Faculty Development Workshop, King Abdulaziz University, Jeddah, Saudi Arabia, March 2014.
- Kirca, Ahmet H. with Folke Lindahl, Emine Evered, Hakan Yildiz, Timur Kocaoglu, and Norman Graham (2014), "Roundtable on the Current Political Situation in Turkey," Center for European, Russian, and Eurasian Studies. East Lansing, Michigan State University, Feb. 2014.
- Kirca, Ahmet H. (Panelist) with Sumit Kundu, Jean-Francois Hennart, Alan M. Rugman, and Alvaro Cuervo-Cazurra (2013), "Regional Aspects of the Multinationality-Performance Research: Does the Context Matter for the M-P Relationship in Emerging Markets?" *Academy of Interational Business Meeting*, Istanbul, Turkey.
- Kirca, Ahmet H. (Panel Chair) with Nakiye Boyacigiller, Tamer Cavusgil, Pervez Ghauri, Cuneyt Evirgen, and Liesl Riddle (2013), "Turkey As a Place to Do Business: Comparative Perspectives," *Academy of Interational Business Meeting*, Istanbul, Turkey.
- Kirca, Ahmet H. (Panel Chair) with Ajay K. Kohli, V. Kumar, Neil Kumar, Tomas G. M. Hult, Kevin Zhou, and Charles H. Noble (2013), "Firm Strategic Orientations in A Global Context," Special Session, *American Marketing Association Conference*, Boston, MA.
- Kirca, Ahmet H. (Panelist) 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. (Panelist) 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," *8th Biennial International Business Institute for Community College Faculty*, June 2009 – Michigan State University - East Lansing, MI.
- Kirca, Ahmet H. (2009), "Teaching International Marketing," *8th 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," *7th and 8th 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 2nd Annual JIBS/AIB/CIBER Invitational Conference on Emerging Research Frontiers in International Business*, Michigan State University, East Lansing, MI.

TEACHING EXPERIENCE

Graduate Courses (Aggregate Rating = 4.0/5.0 across courses and years)

International Business/Global Business Environment – MSU MBA Program

Global Strategy – MSU MBA Program

Global Marketing Management – MSU and GWU MBA Programs

Marketing Research – MSU MBA Program

International Business Theory – Ph.D. – Michigan State University – Team taught

Guest speaker in several Ph.D. seminars on various topics – MSU and GWU Ph.D. Program

Undergraduate Courses (Aggregate Rating = 4.0/5.0 across courses and years)

International Marketing Management – MSU, GWU, and USC Undergraduate Programs

International Business – MSU Undergraduate Programs (large sessions of 200+ students)

International Business – George Washington University (small sections of less than 25 students)

International Business – University of South Carolina (sections of 30-35 students)

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

Dean's Summer Research Grant (\$10,800), Broad College of Business, MSU, 2014.

Hendrik Zwarensteijn Memorial Endowed research Award (\$7,400), Broad College of Business, MSU, 2013.

George and Marilyn Nugent Faculty Excellence Research Grant (\$7,400), Broad College of Business, MSU, 2012.

Dean's Summer Research Grant (\$8,500), Broad College of Business, MSU, 2011.

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

Summer Research Grant (\$90,000), Broad College of Business, MSU, 2007, 2008, 2009.
Travel Award in Support of Scholarship, MSU - CIBER, (\$8,000), 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.

ACADEMIC SERVICE

Editorial Review Board Member - *Journal of International Business Studies* (2010-2015).
Editorial Review Board Member - *Journal of the Academy of Marketing Science* (2008-2015).
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)
Journal of Marketing
Journal of Marketing Research
Academy of Management Journal
Strategic Management Journal
Journal of International Business Studies (2003-2010)
Journal of Management
Journal of the Academy of Marketing Science (2004-2008)
British Journal of Management
International Journal of Research in Marketing
Journal of World Business
Journal of International Marketing
Journal of International Management
Industrial Marketing Management
International Marketing Review
International Business Review
Journal of Operations Management
Journal of Business Venturing

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, Academy of International Business Meeting – Nagoya, Japan, 2011.

Guest Editor, AIB-JIBS Paper Development Workshop, Academy of International Business Meeting – Washington, DC, 2012.

Guest Editor, AIB-JIBS Paper Development Workshop, Academy of International Business Meeting – Istanbul, Turkey, 2013.

Session Chair, Academy of International Business Annual Meetings, 2007, 2009, 2010, 2011, 2013.

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 Conference, 2002.

UNIVERSITY/COLLEGE SERVICE

Department of Marketing - Undergraduate Programs Committee Chair	2014 – current
School of Business - Undergraduate Programs Committee (International Business Specialization)	2014 – current
University Committee on International Studies & Programs	2013 – current
Department of Marketing - Strategic Planning Committee (International Business Specialization)	2013 – 2014
School of Business - Masters Programs Committee	2012 – 2014
Departmental Hearing Board	2012 – 2013
Faculty Mentor for Broad Scholar Program	2006 – 2012
School of Business - Faculty Advisor for IB Specialization	2007 – 2012
Department of Marketing - Doctoral Programs Committee	2011 – 2012
Department of Marketing - Undergraduate Programs Committee	2006 – 2012
MSU Turkish Student Association Faculty Advisor	2006 – 2011
Department of Marketing - Department Advisory Committee Member	2009 – 2010
Faculty Advisor for Undergraduate Case Competition	Spring 2010

School of Business - Department of Marketing - Marketing Advisory Board	2006 – 2008
MSU - Reviewer for Institutional Review Board	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

External Examiner - Weiqiang Tang (Global Strategy) – University of Technology Sydney
Member - Anthony Sparkling (Construction Management) – Michigan State University
Member - Jeannette Mena (Marketing) – Michigan State University
Member - Steven Seggie (Marketing) – Michigan State University
Member - Shichun (Alex) Xi (Marketing) – Michigan State University
Member - Sang Park (International Business) – 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.