

Ahmet H. Kirca
Associate Professor
Department of Marketing
Eli Broad College of Business
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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
Center for Advanced Study of International Development Core Faculty 2016 - 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

Marketing strategy, firm strategic orientations, innovation, global strategy, firm internationalization, applied meta-analysis.

Publications in Refereed Journals

Rubera, Gaia and Ahmet H. Kirca (Forthcoming), “You Gotta Serve Somebody: The Effects of Firm Innovation on Customer Satisfaction and Firm Value” Accepted for publication at the *Journal of Academy of Marketing Science*.

Talay, Berk, Billur Akdeniz, and Ahmet H. Kirca (Forthcoming), “When Do the Stock Market Returns to New Product Preannouncements Predict Product Performance? Empirical Evidence from the U.S. Automotive Industry” Accepted for publication at the *Journal of Academy of Marketing Science*.

Sparkling, Anthony, Sinem Korkmaz, and Ahmet H. Kirca (2017), “Meta-Analytic Research Synthesis Connecting the Trends in Architecture, Engineering, and Construction Partnering” *Journal of Management in Engineering*, 33 (1), 1-12.

Kirca, Ahmet H., W. G. Douglas Fernandez, and Sumit Kundu (2016), “An Empirical Analysis and Extension of Internalization Theory in Emerging Markets: The Role of Firm-Specific Assets and Asset Dispersion in the Multinationality-Performance Relationship” *Journal of World Business*, 51(4), 628-640.

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.
- Matthyssens, Paul, Ahmet H. Kirca, 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. (2015), “Internationalization of Firms from Emerging Markets: Summary of Findings Based on Three Meta-Analyses,” in *Emerging Markets and the Future of BRIC Nations*, Ben Kedia and Kelly Aceto eds., Edward Elgar Press. Northampton, MA, pp. 24-38.
- William O. Bearden, Satish Jayachandran, and Ahmet H. Kirca (2015), “Impact of Market Orientation,” and “Drivers of Market Orientation,” in *Empirical Generalizations about Marketing Impact*, Dominique M. Hanssens, ed., Marketing Science Institute Relevant Knowledge Series 2nd Edition, Cambridge, MA, pp. 9-11.
- Rubera, Gaia and Ahmet H. Kirca (2015). “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, 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*:

- Praneet, Randhawa, Ahmet H. Kirca, M. Berk Talay, Billur Akdeniz Talay (2016) “Interactive Effects of Product and Brand Portfolios on Firm Value,” American Marketing Association, Summer Educator’s Conference, Atlanta, GA.

- Praneet, Randhawa, Ahmet H. Kirca, M. Berk Talay, Billur Akdeniz Talay (2016) “Interactive Effects of Product and Brand Portfolios on Firm Value,” Academy of Marketing Science Conference, Orlando, FL.
- Kundu, Sumit, Ahmet H. Kirca, and W. G. Douglas Fernandez (2015) “Testing the Internalization Theory in Emerging Markets,” 4th Biennial Conference of Indian Academy of Management, Noida, India.
- Kundu, Sumit, Ahmet H. Kirca, and W. G. Douglas Fernandez (2015) “Testing the Internalization Theory in Emerging Markets: The Role of Firm-Specific Assets and Asset Dispersion in the Multinationality-Performance Relationship,” the 57th Annual Meeting of the Academy of International Business, Bengaluru, India.
- 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 Educators' 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 Talks/Presentations/Panels/Workshops:

- Meta-Analysis: A Critical Ingredient for Knowledge Development in International Business*, Department of International Business Seminar Series, College of Business, Florida International University, April 2016.
- Meta-Analysis: A Critical Ingredient for Knowledge Development in Business*, Operations, Business Analytics and Information Systems Seminar Series, Lindler College of Business, University of Cincinnati, April 2016.
- Turkey as an Emerging Economic Power*, Center for European, Russian, and Eurasian Studies and Turkish Resource Center of North America. East Lansing, Michigan State University, October 2015.
- Spotlight on the Middle East*, 11th Biennial International Business Institute for Community College Faculty, Michigan State University, East Lansing, MI, June 2015.
- Internationalization of Firms from Emerging Markets*, Invitation-Only CIBER Conference. Storrs, University of Connecticut, June 2014.

Research, Writing, and Publication Techniques in the Humanities and Social Sciences, Faculty Development Workshop with Kyle Evered, King Abdulaziz University, Jeddah, Saudi Arabia, March 2014.

Roundtable on Current Political Situation in Turkey, Panel with Folke Lindahl, Emine Evered, Hakan Yildiz, Timur Kocaoglu, and Norman Graham, Center for European, Russian, and Eurasian Studies. East Lansing, Michigan State University, February 2014.

Regional Aspects of the Multinationality-Performance Research: Does the Context Matter for the M-P Relationship in Emerging Markets?, Panel with Sumit Kundu, Jean-Francois Hennart, Alan M. Rugman, and Alvaro Cuervo-Cazurra *Academy of International Business Meeting*, Istanbul, Turkey, June 2013.

Turkey As a Place to Do Business: Comparative Perspectives, Panel with Nakiye Boyacigiller, Tamer Cavusgil, Pervez Ghauri, Cuneyt Evirgen, and Liesl Riddle *Academy of International Business Meeting*, Istanbul, Turkey, June 2013..

Firm Strategic Orientations in A Global Context, Panel with Ajay K. Kohli, V. Kumar, Neil Kumar, Tomas G. M. Hult, Kevin Zhou, and Charles H. Noble Special Session, *American Marketing Association Conference*, Boston, MA, August 2013.

Market Orientation: Past, Present, and Future, Anniversary Session Panel with George Day, Rohit Deshpande, Stanley Slater, *Academy of Marketing Science Conference*, Miami, FL, May 2011.

The Genesis, Past, Present and Future of Market Orientation Research in New Product Development and Innovation Management: A 20-year Review, Special Session with Stanley Slater, Ajay Kohli, Bernie Jaworski, O.C. Ferrell, V. Kumar, Satish Jayachandran, Namwoon Kim, Robert Leone, *American Marketing Association Conference*, San Francisco, CA, August 2011.

Teaching International Business/Management, 8th Biennial International Business Institute for Community College Faculty, Michigan State University, East Lansing, MI, June 2010.

Teaching International Marketing, 8th Biennial International Business Institute for Community College Faculty, Michigan State University, East Lansing, MI, June 2009.

Teaching International Business/Management, Inaugural Advanced International Business Institute for Community College Faculty, Michigan State University, East Lansing, MI, June 2008

Doing Business in the Middle East, 7th Biennial International Business Institute for Community College Faculty, Michigan State University, East Lansing, MI, June 2007.

Multinationality of the Firm: Conceptualization and Measurement, 2nd Annual JIBS/AIB/CIBER Invitational Conference on Emerging Research Frontiers in International Business, Michigan State University, East Lansing, MI, September 2004.

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 Marylin 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.

Research Awards/Recognition

Best Conference Paper Award, 4th Biennial Conference of Indian Academy of Management, 2015.
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.

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)

Marketing Strategy – MSU

International Marketing Management – MSU, GWU, and USC
International Business – MSU (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)
More details about teaching evaluations are available upon request.

ACADEMIC SERVICE

Associate Editor – Rutgers Business Review, since 2015.
Editorial Review Board Member - *Journal of International Business Studies*, from 2010 to 2015.
Editorial Review Board Member - *Journal of the Academy of Marketing Science*, from 2008 to 2015.
Editorial Review Board Member - *Journal of International Marketing Strategy*, since 2014.
Track Chair - Decision Sciences Institute Annual Meeting, Seattle, Washington, International Business and Marketing Track, November 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, Textbook - Routledge/Taylor & Francis Books, May 2010.
Editorial Book Review, *International Business: Strategy, Techniques and Managerial Skills*. Tamer S. Cavusgil, Gary Knight, and John R. Riesenberger, Textbook – Prentice-Hall, April 2008.
Track Chair – Marketing Across Cultures and Countries Track, Academy of International Business Annual Meeting, Indianapolis, Indiana, June 2007
Track Chair – Global Marketing Track, Academy of International Business-U.S. Midwest Chapter Conference, Chicago, Illinois, March 2007.
Track Co-Chair – Global Marketing Track, American Marketing Association Winter Educators' Conference, Austin, Texas, February 2008.

Ad-Hoc Reviewer (Select journals)

Journal of Marketing
Journal of Marketing Research
Journal of the Academy of Marketing Science
Academy of Management Journal
Strategic Management Journal
Journal of International Business Studies among several others
Reviewer for Howard/AMA Doctoral Dissertation Award, 2015
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.

External Assessor for Social Sciences and Humanities Research Council of Canada Grant Applications - 2008

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

Session Chair, American Marketing Association Educators' Conferences, 2009, 2013.

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

Discussant, American Marketing Association Educators' Conferences, 2007, 2013.

Discussant, Academy of International Business Annual Meeting, 2005.

Discussant, Society for Marketing Advances Conference, 2002.

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

Turkish American Scientists and Scholars Association (TASSA)

UNIVERSITY/COLLEGE SERVICE

Core Faculty Member in Asian Studies Center	2014 – Present
Core Faculty Member in Muslim Studies Program	2014 – Present
Core Faculty Member in MSU Japan Council	2015 – 2016
Core Faculty Member in Center for Advanced Study of International Development (CASID)	2016 – Present
Marketing Leadership Advisory Board Member	2015 – Present
Department of Marketing - Undergraduate Programs Committee Chair	2014 – Present
School of Business - Undergraduate Programs Committee	2014 – Present
University Committee on International Studies & Programs	2013 – Present
Department of Marketing – Faculty Hiring Committee	2015 – 2016
Department of Marketing - Strategic Planning Committee	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

References are available upon request.