



## TUNGA KIYAK

[kiyaktun@msu.edu](mailto:kiyaktun@msu.edu)

<http://linkedin.com/in/tungakiyak>

### Bio

Tunga Kiyak is the Managing Director of the Academy of International Business (AIB) where he is responsible for managing the day-to-day operations of this nonprofit professional association of international business scholars and specialists. He also serves as an Outreach Specialist at the International Business Center (IBC) at Michigan State University. In this capacity, Tunga provides consulting, training, and research services, primarily to small and medium-sized enterprises (SMEs), on a wide variety of subjects including exporting, market entry strategies, global strategy development, international market research, and cross-cultural competencies. He was the founding curator of globalEDGE, an international business knowledge web-portal.

Tunga has been appointed by the US Secretary of Commerce to the East Michigan District Export Council (EMDEC), an organization of leaders whose knowledge of international business provides a source of professional advice for Michigan firms.

In addition to having his research published in a variety of scholarly journals, Tunga is a frequent speaker to both professional and academic audiences including events organized by the American Marketing Association, the Academy of International Business, the Academy of Management, the Lansing Chamber of Commerce, the Michiana World Trade Club, NASBITE, SCORE, various District Export Councils, the National Association for Environmental Managers, and the Institute of Supply Management.

Tunga teaches multiple classes at Michigan State University including the introductory survey class in International Business for the undergraduate program, Data Analysis classes for both the Full-time MBA and the Executive MBA programs. His previous teaching experience also includes classes on a variety of topics such as international business, international marketing, managerial marketing, business statistics, statistical programming, 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.

### 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.

### Recent Work Experience

#### Managing Director

2004 – Present

*Academy of International Business (AIB) · aib.msu.edu*

- Manage the day-to-day operations of this nonprofit professional association which has 3500+ members in more than 80 countries with 16 chapters worldwide.
- Primary responsibilities include international conference and event management, site evaluation and selection, contract negotiations, member relations and communication, chapter relations, and all technology projects.

## Outreach Specialist

2003 – Present

International Business Center, Michigan State University · [ibc.msu.edu](http://ibc.msu.edu)

- Engage in strategy development and business planning as part of the management team for this grant-driven research, training, and development center.
- Provide training, consulting, and research services for small and medium-sized enterprises (SMEs) on a wide variety of international business topics, including exporting, international market research, global strategy development, market entry strategies, and cross-cultural competencies.
- Interact with local business community and economic development agencies, including the MEDC, Michigan District Export Councils, MSU's Center for Community and Economic Development (CCED), Lansing Chamber of Commerce, Prima Civitas Foundation, and many county level economic development organizations for state-wide export training and consulting projects.
- Manage technology projects, including globalEDGE ([globalEDGE.msu.edu](http://globalEDGE.msu.edu)), an international business knowledge portal.

## Adjunct Professor

2004 – Present

Broad College of Business, Michigan State University · [broad.msu.edu](http://broad.msu.edu)

- Teach Data Analysis class for Full-time MBA and Executive MBA programs, a statistical programming class for MS in Marketing Research program, and the survey class in International Business for the undergraduate program. Previously taught other classes at undergraduate, full-time MBA, and weekend MBA levels on a variety of topics, including international business, international marketing, managerial marketing, business statistics, and entrepreneurship.
- Served on the Global Initiatives Advisory Board for the College, responsible for providing guidance to the college on needs assessment, new strategy initiatives, program development, other global initiatives. The advisory board consists of senior managers from Michigan-based multinational corporations.
- Served on the Technology Advisory Board for the College, providing guidance and recommendations to the college on the use of technology for teaching, research, and administration.

## 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*.

## Published Articles (Refereed)

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): 925-934. (<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. 58-85. (<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](http://dx.doi.org/10.1300/J049v08n03_02))

### Book Chapters (Non-Refereed)

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.

### Conference Proceedings (Peer-Reviewed)

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

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, IL: 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, IL: 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, IL: American Marketing Association.

*Proceedings of the 58<sup>th</sup> Annual Meeting of the Academy of International Business: The Locus of Global Innovation.* Co-Edited with Charles Dhanaraj East Lansing, MI: Academy of International Business (2016)

*Proceedings of the 57<sup>th</sup> Annual Meeting of the Academy of International Business: Global Networks: Organizations and People.* Co-Edited with Ram Mudambi East Lansing, MI: Academy of International Business (2015)

*Proceedings of the 56<sup>th</sup> Annual Meeting of the Academy of International Business: Local Contexts in Global Business.* Co-Edited with Klaus Meyer. East Lansing, MI: Academy of International Business (2014)

*Proceedings of the 55<sup>th</sup> Annual Meeting of the Academy of International Business: Bridging the Divide: Linking IB to Complementary Disciplines and Practice.* Co-Edited with Patricia McDougall-Covin. East Lansing, MI: Academy of International Business (2013)

*Proceedings of the 54<sup>th</sup> Annual Meeting of the Academy of International Business: Rethinking the Roles of Business, Government and NGOs in the Global Economy.* Co-Edited with Susan Feinberg. East Lansing, MI: Academy of International Business (2012)

*Proceedings of the 53<sup>rd</sup> Annual Meeting of the Academy of International Business: International Business for Sustainable World Development.* Co-Edited with Shige Makino. East Lansing, MI: Academy of International Business (2011)

*Proceedings of the 52<sup>nd</sup> Annual Meeting of the Academy of International Business: International Business in Tough Times.* Co-Edited with Tatiana Kostova. East Lansing, MI: Academy of International Business (2010)

*Proceedings of the 51<sup>st</sup> Annual Meeting of the Academy of International Business: Is the World Flat or Spiky? Implications for International Business.* Co-Edited with Torben Pedersen. East Lansing, MI: Academy of International Business (2009)

*Proceedings of the 50<sup>th</sup> Annual Meeting of the Academy of International Business: Knowledge Development and Exchange in International Business Networks.* Co-Edited with John Cantwell. East Lansing, MI: Academy of International Business (2008)

*Proceedings of the 49<sup>th</sup> Annual Meeting of the Academy of International Business: Bringing the Country Back In: The Importance of Local Knowledge in a Global Economy.* Co-Edited with Oded Shenkar. East Lansing, MI: Academy of International Business (2007)

*Proceedings of the 48<sup>th</sup> Annual Meeting of the Academy of International Business: From the Silk Road to Global Networks: Harnessing the Power of People in International Business.* Co-Edited with Mary Ann Von Glinow. East Lansing, MI: Academy of International Business (2006)

*Proceedings of the 47<sup>th</sup> Annual Meeting of the Academy of International Business: Local Roots, Global Links.* Co-Edited with Yves Doz. East Lansing, MI: Academy of International Business (2005)

*Proceedings of the 46<sup>th</sup> Annual Meeting of the Academy of International Business: Bridging with the Other: The Importance of Dialogue in International Business.* Co-Edited with Nakiye Boyacigiller. East Lansing, MI: Academy of International Business (2004)

## Presentations and Workshops

Event : International Business Institute for Community College Faculty, East Lansing, MI  
Date : January 6, 2017  
Title : Current Trends in Global Business *and* Infusing International Content into Business Courses

Event : International Business Institute for Community College Faculty, Albuquerque, NM  
Date : October 21, 2016  
Title : Current Trends in Global Business *and* Infusing International Content into Business Courses

Event : International Business and Language Institute, Austin, TX  
Date : May 9-10, 2016  
Title : Current Trends in Global Business *and* Infusing International Content into Business Courses

Event : Online Learning Consortium (OLC) Innovate 2016 Conference, New Orleans, LA  
Date : April 20, 2016  
Title : globalEDGE.msu.edu: Your (Free and Open) Source for Global Business Knowledge

Event : International Business Institute for Community College Faculty, Mesa, AZ  
Date : March 25, 2016  
Title : Current Trends in Global Business *and* Infusing International Content into Business Courses

Event : International Business Institute for Community College Faculty, Grand Island, NE  
Date : February 5, 2016  
Title : Current Trends in Global Economics *and* Infusing International Content into Business Courses

Event : International Business Institute for Community College Faculty, Davidson, NC  
Date : October 2, 2015  
Title : Current Trends in Global Economics *and* Infusing International Content into Business Courses

Event : International Business Institute for Community College Faculty, Casper, WY  
Date : April 2, 2015  
Title : Using globalEDGE to Develop an International Business Course

Event : International Business Institute for Community College Faculty, Haverhill, MA  
Date : January 8-9, 2015  
Title : Developing an International Business Course

Event : International Business Institute for Community College Faculty, Tulsa, OK  
Date : October 2-3, 2014  
Title : Doing Business Around the World

Event : Internationalizing and Aligning Curriculum with the Nasbite CGBP, Merced, CA  
Date : January 9-10, 2014  
Title : Developing an International Business Course

Event : International Business Institute for Community Colleges, East Lansing, MI  
Date : June 2-5, 2013  
Title : Teaching International Marketing

Event : Workshop for Michigan Economic Development Corporation, Lansing, MI  
Date : February 16, 2012  
Title : Basics of International Market Research and Entry

Event : Michigan STEP Seminar, Owosso, MI  
Date : January 16, 2012  
Title : Exporting 101: Basics of Exporting for Michigan Small Businesses

Event : Pedagogy in Business Webinar, Bloomington, IN  
Date : November 11, 2011  
Title : globalEDGE, A Free Resource for Teaching, Education, and Training in International Business

Event : Think Global, Go Global: Export Market Strategies Workshop, Delta College, Midland, MI  
Date : November 4, 2011  
Title : Exporting Resources for Michigan Small Businesses

Event : Automation Alley Global Strategy Workshop, Detroit, MI  
Date : September 22, 2011  
Title : Building Globally Focused Strategic Plans

Event : NASBITE Annual International Conference, Charleston, SC  
Date : April 3-5, 2011  
Title : globalEDGE.msu.edu: A Free Resource for Teaching, Education, and Training

Event : Automation Alley Advisory Board Summit, Detroit, MI  
Date : January 26, 2011  
Title : Exporting Resources for Michigan Businesses

Event : Understanding Global Strategy Workshop for Borusan, Istanbul, Turkey  
Date : October 16-17, 2010  
Title : Country Selection using Ranking Methods: The Market Potential Index

Event : Advanced International Business Institute for Community Colleges, East Lansing, MI  
Date : June 6-9, 2010  
Title : Doing Business in the Middle East

Event : Grand Rapids SCORE Chapter Meeting, Grand Rapids, MI  
Date : November 21, 2009  
Title : Exporting Resources for Michigan Small Businesses

Event : Trade North America Conference, Detroit, MI  
Date : September 2009  
Title : International Resources for Small Businesses in Michigan

Event : International Business Institute for Community Colleges, East Lansing, MI  
Date : June 8, 2009  
Title : Developing an International Business Course

Event : World Trade Week 2009 Business Conference, Grand Rapids, MI  
Date : June 8, 2009  
Title : Doing Business in the Middle East/Gulf States

Event : NASBITE Annual International Conference, Vancouver, Canada  
Date : April 1-4, 2007  
Title : Integrating Internet Resources into Classroom Teaching

Event : Technological Innovation and Cooperation for Foreign Information Access Conference, East Lansing, MI  
Date : April 19-21, 2006  
Title : globalEDGE: Using the Internet for International Business Research and Teaching

Event : Export Training Seminar for Oklahoma Small Businesses

Date : February 18, 2005

Title : Diagnostic Tools for Exporters and Trainers

Event : Global Educators Forum, Branchburg, NJ

Date : October 29-30, 2004

Title : Building Technology into your International Business Curriculum

Event : Midwest Marketing Conference

Date : June 11-13, 2004

Title : E-Commerce for Research and Teaching: What Marketing Faculty Need to Know

Event : Global Educators Forum, Philadelphia, PA

Date : October 17-18, 2003

Title : Building Technology into your International Business Curriculum

Event : International Business Acumen for Emerging Markets – Masco Corporation Workshop, Detroit, MI

Date : September 20, 2003

Title : Using Diagnostic Tools for International Competitiveness

Event : NASBITE Annual International Conference, San Antonio, TX

Date : April 13-16, 2003

Title : e-Learning in International Business: Building/Embellishing Your Curriculum through a Modular Approach

Event : NASBITE Annual International Conference, San Antonio, TX

Date : April 13-16, 2003

Title : Building Technology into the Classroom/Training Session: Diagnostic Tools

Event : Managing Global EHS Programs in the 21<sup>st</sup> Century, NAEM/ASSE Workshop, St. Louis, MO

Date : November 21-22, 2002

Title : Cultural Issues – How the World Views the US

Event : NASBITE Annual International Conference, San Francisco, CA

Date : April 10-13, 2002

Title : International Business Knowledge Portals: How to Design, Develop, and Deliver: A Case Study on globalEDGE

Event : State of the Art of Research in International Marketing Conference, Storrs, CT

Date : October 19-20, 2001

Title : The Interface of E-Business with Global Operations: Implication for Theory

Event : Academy of Management Conference, Washington D.C.

Date : August 3-8, 2001

Title : The Regulation of Global Electronic Commerce: A Comparison of Firms based in the US, Germany, and South Korea

Event : International Business Institute for Community Colleges, East Lansing, MI

Date : May 23, 2001

Title : Virtual International Business Academy, an e-Learning Platform for International Business Knowledge

Event : Accenture eCommerce and Global Business Forum, Santa Clara, CA

Date : May 18, 2000

Title : The Regulation of Global Electronic Commerce: Strategies for Building Consumer Confidence in Online Transactions

Event : International Business Institute for Community Colleges, East Lansing, MI  
Date : May 22-29, 1999  
Title : International Business Research and e-Learning Opportunities on the Internet

Event : American Marketing Association Winter Educators' Conference, St. Petersburg, FL  
Date : February 20, 1999  
Title : Information Technology for Teaching and Research in International Marketing

Event : AMA Faculty Consortium On International Marketing, East Lansing, MI  
Date : July 11-15, 1998  
Title : Information Technology for Teaching and Research International Marketing

Event : Haring Symposium, Bloomington, IN  
Date : April 4-6, 1998  
Title : Pricing Standardization and Responsiveness in International Markets: An Empirical Inquiry

Event : Academy of International Business Annual Conference, Monterrey, Mexico  
Date : October 8-12, 1997  
Title : Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Indexing and Clustering Techniques

Event : American Marketing Association Summer Educators' Conference, Chicago, IL  
Date : August 2-5, 1997  
Title : International Gray Markets: A Systematic Analysis and Research Propositions

Event : Midwest Marketing Camp, Iowa City, IA  
Date : June 6-8, 1997  
Title : Marketing Education into the 21<sup>st</sup> Century

Event : Michiana World Trade Club, South Bend, IN  
Date : May 14, 1997  
Title : Conducting International Research Electronically – A Focus on the Emerging Market in Turkey

## Teaching Experience

Course : PIM 850 – Analysis and Decision Modeling for Managers  
Level : Executive MBA  
Semesters : Every Fall since 2014

Course : MBA 804 – Applied Data Analysis for Managers  
Level : Full-time MBA  
Semesters : Every Fall since 2003

Course : MKT 861 – Marketing Research Analysis through Syntax Programming  
Level : MS in Marketing Research  
Semesters : Spring 2014, Fall 2015, Spring 2015, Spring 2016

Course : MKT 310 – International and Comparative Dimensions of Business  
Level : Undergraduate  
Semesters : Fall 2002, Summer 2003, Every Spring since 2009



Course : MBA 826 – International Business – Managing Global Operations  
Level : Full-time MBA  
Semesters : Spring 2003

Course : MSC 300 – Marketing Management  
Level : Undergraduate  
Semesters : Summer 1998 - 1999

Course : MSC 491/MS 890 – International Entrepreneurship  
Level : Undergraduate and Full-time MBA  
Semesters : Spring 2005

Course : MSC 317 – Business Statistics  
Level : Undergraduate  
Semesters : Summer 2000 - 2001

Course : PIM 873 – Managing Global Operations  
Level : Weekend MBA  
Semesters : Fall 1999, 2000, 2005

Course : Business Statistics Review  
Level : Full-time MBA, Pre-Program Intensive Week  
Semesters : Summers 1999 - 2004

## Committees

### **Undergraduate Programs Committee**

2015 – 2016

Committee to review and initiate changes that ensure excellence in undergraduate business curriculum.

### **College Technology and Instructional Support Task Force**

2010 – 2012

Committee to assess and make recommendations regarding the college's technology and instructional support.

### **Global Initiatives Task Force**

2011 – 2012

To develop initiatives to leverage the college's existing and potential resources in ways that will consolidate and extend its leadership in international business education, research, and outreach.

## Community Service

### **Chair, Marketing Committee**

2014 – Present

*East Michigan District Export Council (DEC) · [www.eastmichigandec.org](http://www.eastmichigandec.org)*

- Appointed by the U.S. Secretary of Commerce to serve a renewable four-year term in this organization of leaders across Michigan whose knowledge of and expertise in international business provides a source of professional advice for region's local firms.

### **Commissioner**

2012 – Present

*Meridian Charter Township Cable Communications Commission · [www.meridian.mi.us](http://www.meridian.mi.us)*

- Appointed by Township Board to this Five-member Commission
- Advise the Township Board on matters related to cable communications, and oversees the franchise agreement between the Township and any franchised video operator(s).
- Oversee and approve the annual budget process for the Township's Communications Operations.

### **Expert Scholar**

2012 – Present

*Turkish Resource Center of North America · [www.trcna.org](http://www.trcna.org)*

- Provide assistance and advice and serve as a resource to this non-profit organization seeking to promote business, educational, and cultural collaboration between Turkey and North America.

### **Scholar**

2010 – Present

*Prima Civitas Foundation · [www.primacivitas.org](http://www.primacivitas.org)*

- Provide Prima Civitas Foundation with advice and leadership on initiatives related to developing international business acumen in Michigan SMEs and the economic development of Michigan communities.