

## Ahmet H. Kirca, Ph.D.

Associate Professor of International Business and Marketing  
Director of International Business Center and MSU-CIBER  
Michigan State University  
Eli Broad College of Business  
Department of Marketing  
632 Bogue Street, Room 464  
East Lansing, MI 48824-1122  
E-mail: [kirca@msu.edu](mailto:kirca@msu.edu)



### Short Bio

**Ahmet H. Kirca** is Associate Professor of International Business and Marketing at the Department of Marketing in the Broad College of Business at Michigan State University. Currently, he also serves as the Director of the International Business Center (IBC) and Center of International Business Research (MSU-CIBER). He earned his Ph.D. degree in International Business from the University of South Carolina, Columbia. Prior to joining MSU in 2006, he worked as Assistant Professor of International Business at the George Washington University in Washington, DC.

Professor Kirca's research focuses on international business, marketing strategy and supply chain management with a special emphasis on firm internationalization, innovation, organizational culture, and applied meta-analysis. He has published or forthcoming articles in top academic journals including the *Academy of Management Journal*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Management*, *Journal of Retailing*, *International Journal of Research in Marketing*, and *Journal of World Business*, among others. He also serves on the editorial boards of several major journals in the international business and marketing fields. Kirca teaches international business, marketing and supply chain management courses in various undergraduate and graduate programs at MSU. He also offers workshops and seminars on applied meta-analytic techniques.

Prior to joining academia, Professor Kirca had substantial industry experience in textile and tourism industries in Turkey. A native of Turkey, he fluently speaks English, French, and Italian languages. I also have some knowledge of Spanish and Japanese.

## **EMPLOYMENT**

### **Academic Employment**

Director International Business Center and CIBER Michigan State University	October 2019 – Present
Associate Professor with Tenure Department of Marketing, Eli Broad College of Business Michigan State University	July 2012 – Present
Affiliated Faculty Member in Asian Studies Center Michigan State University	August 2014 – Present
Affiliated Faculty Member in Muslim Studies Program Michigan State University	August 2014 – Present
A-CAPP Center Affiliated Faculty Member Michigan State University	November 2020 – Present
Assistant Professor Department of Marketing, Eli Broad College of Business Michigan State University	July 2006 – June 2012
Assistant Professor School of Business Department of International Business, George Washington University	August 2004 – June 2006

### **Industry Experience**

Experience in tourism and textile industries for over four years in Turkey. Responsible for international marketing/operations as key account manager. Professional tour guide in English, French, and Italian. Administrative and leadership position in a large tour operator.

## **EDUCATION**

Ph.D. in Business Administration – International Business/Marketing  
Darla Moore School of Business, University of South Carolina

Master of Business Administration, Major in Marketing  
Marmara University, Istanbul, Turkey

B.A. in Management, Major in Marketing  
Bogazici University, Istanbul, Turkey

## **LANGUAGES:**

Turkish and English (Bilingual Proficiency),  
French and Italian (Working Proficiency),  
Spanish and Japanese (Elementary Proficiency)

## RESEARCH

### Research Interests

International business/marketing, marketing strategy, firm strategic orientations, firm internationalization, applied meta-analysis.

Total Citations in Google Scholar: 5,423 times as of March 31, 2023

### Research Funding & Grants

Principal Investigator, U.S. Department of Education (MSU-CIBER Grant), Grant Title: Global Mindset Development, Engagement and Discovery for International Competitiveness (Budget \$1,217,434 for 2022-2026).

Michigan Economic Development Corporation Grant Title: International Trade Services 2022-2027 5-year Proposal with Annual Extensions (Budget \$183,744 for 2023)

Collaborator, Office of the Provost Michigan State University, Grant Title: Transdisciplinary Hubs: A Working Model of Transdisciplinary, Global Hub bringing together Academia & Industry effectively, as seen through the A-CAPP Center, (Budget \$1,000,000 for 2022-2023)

Co-Principal Investigator for Sales Foundation Grant, Grant Title: The Role of Senior Executives and Organizational Culture in Management of Conflict Between Sales and Marketing with Victor Chernetsky (Ph.D. Student – MSU) (Budget \$ 5,000).

Principal Investigator (Fall 2019-2022), U.S. Department of Education (MSU-CIBER Grant), Grant Title: Strategic and Sustainable Value Chains for Increased International Competitiveness, (Budget \$1,216,000 for 2018-2022).

Principal Investigator, Michigan Economic Development Corporation Trade Services Program – Central Regional Export Network (REN) Contract, (Budget \$104,000 for 2021)

Principal Investigator, Michigan Economic Development Corporation International Trade Program – Small Business Services Contract, (Budget \$59,175 for 2021)

Principal Investigator, Michigan Economic Development Corporation International Internship Program (Budget \$36,015 for April 01, 2021- September 30, 2021)

Principal Investigator, Michigan Economic Development Corporation International Internship Program (Budget \$36,601 for Jan 1, 2022-Oct. 31, 2022 period)

Co-Principal Investigator for NSF Grant (#2044364), Grant Title: Designing Robust and Resilient Supply Chains for Anti-Counterfeiting with Professors Sri Talluri, Vedat Verter, Kalyanmoy Deb, Jeff Rojek and Kari Kammel, (Proposed budget \$ 667,428) (Not Funded).

Member of the Executive Committee, US Department of State, University Research Program Grant (University Capacity Building Program, UCBP) (DOS-GEO-21-007-052521) (Budget \$ 199,830 for 09/01/2021 – 08/31/2022 period) (Not Funded)

NSF Grant Pre-Proposal Application (#1918624) (Collaborator or Other Affiliation – COA), “NSF Engineering Research Center for Advanced Anti-Counterfeiting Technologies to Restrain Unlawful Enterprises (A-TRUE)” (Proposal Budget: \$14,000,000) (Not Funded)

Summer Research Grants, Excellence Research Grant/Awards (Broad College), CIBER Research and Faculty Development Grants/Awards until 2019. Approx. Total: \$250,000.

## Publications in Refereed Journals

- Good, Valerie, Doug Hughes, Ahmet H. Kirca, and Sean McGrath (2022) “Exploring the Relationship Between Intrinsic Motivation, Extrinsic Incentives, and Salesperson Performance: A Meta-Analysis,” *Journal of the Academy of Marketing Science*, 50 (3), 586-614.
- Nath, Pravin, Ahmet H. Kirca, and Saejoon Kim (2021) “A Study of the Internationalization–Performance Relationship in Global Retailing: The Moderating Role of Brand Standardization and Cultural Diversity,” *Journal of International Marketing*, 29 (1), 57-76.
- Kirca, Ahmet H., Praneet Randava, Berk M. Talay, and Billur M. Akdeniz (2020), “The Interactive Effects of Product and Brand Portfolio Strategies on Brand Performance: Longitudinal Evidence from the U.S. Automotive Industry,” *International Journal of Research in Marketing*, 37 (2), 421-439.
- Nath, Pravin, Ahmet H. Kirca, Saejoon Kim, and Trina L. Andras (2019), “The Effects of Retail Banner Standardization on the Performance of Global Retailers,” *Journal of Retailing*, 95 (3), 30-46.
- Rubera, Gaia and Ahmet H. Kirca (2017), “You Gotta Serve Somebody: The Effects of Firm Innovation on Customer Satisfaction and Firm Value,” *Journal of the Academy of Marketing Science*, 45 (5): 741-761.
- Talay, Berk M., Billur M. Akdeniz, and Ahmet H. Kirca (2017), “When Do the Stock Market Returns to New Product Preannouncements Predict Product Performance? Empirical Evidence from the U.S. Automotive Industry,” *Journal of the Academy of Marketing Science*, 45 (4), 513-533.
- 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 the Academy of Marketing Science*, 39 (5), 683-699.

- Kirca, Ahmet H., Tomas Hult, Kendall Roth, et al. (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. (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., MSI Relevant Knowledge Series 2<sup>nd</sup> 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., MSI Relevant Knowledge Series, 2nd edition, Cambridge, MA, pp. 26-27.
- 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 was 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, Tamer Cavusgil, Tomas Hult, and David A. Griffith eds., Palgrave MacMillan, New York: NY.

**Refereed Conference Proceedings and Presentations:**

- Victor Chernetsky and Ahmet H. Kirca (2022) “Customer Centricity: A Cross-Cultural, Meta-Analytic Assessment,” AIB Meeting, Miami, FL.
- Brandon Holle, Ahmet H. Kirca, and Jamal Shamsie (2022) “Rejuvenating Brands: The Role of Brand Consistency in Box Office Performance,” AMA Winter Educator’s Conference, Las Vegas, NV.
- Victor Chernetsky and Ahmet H. Kirca (2022) “Drivers of Firm Customer Centricity: A Meta-Analytic Review of the Role of National Culture,” AMA Winter Educator’s Conference, Las Vegas, NV.
- Victor Chernetsky and Ahmet H. Kirca (2021) “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” AMA Winter Educator’s Conference, Virtual.
- Udit Sharma, Xiaxu Wu, Micahel Wu and Ahmet H. Kirca (2021) “Product Portfolio Characteristics and Firm Performance: The Moderating Role of Internationalization,” AMA Winter Educator’s Conference, Virtual.
- Xiaoyun Zheng and Ahmet H. Kirca (2021) “Brand Protection Actions: A Systematic Literature Review,” AMA Winter Educator’s Conference, Virtual.
- Nath, Pravin, Saejoon Kim, and Ahmet H. Kirca (2020) “The Role of Brand Standardization in Retail Internationalization,” AIB Meeting, Virtual.
- Kirca, Ahmet H., Billur Akdeniz, and Berk M. Talay (2019) “Taking Stock of Globalization: The Role of Marketing Assets in the Internationalization of Multinational Companies from Emerging Markets,” AIB Meeting, Copenhagen, Denmark.
- Xiaoyun, Zhang and Ahmet H. Kirca (2019) “Brand Communities: A Literature Review and Future Research Agenda,” AMA Winter Educator’s Conference, Austin, TX.
- Akdeniz, Billur, Berk M. Talay and Ahmet H. Kirca (2018) “The Contingency Factors on the Relationship between New Product Preannouncements and Firm Value,” AMS Conference, New Orleans, LA.
- Talay, M. Berk, Billur Akdeniz Ahmet H. Kirca (2018) “Prophecy or Myopia: Do Stock Market Returns Predict the Performance of Marketing Actions?” AMA Winter Educator’s Conference, New Orleans, LA.
- Praneet, Randhawa, Ahmet H. Kirca, M. Berk Talay, Billur Akdeniz (2016) “Interactive Effects of Product and Brand Portfolios on Firm Value,” AMA 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,” AMS 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,” AIB Meeting, Bengaluru, India.
- Kirca, Ahmet H. (2015), “The Role of Cultural Context in the Implementation of Market Orientation: Insights from Cumulative Evidence,” AMA 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," AMA 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," AIB Meeting, Washington, DC.
- Kirca, Ahmet H. and Gaia Rubera (2012), "The Moderating Effects of National Innovation Systems on the Firm Innovativeness-Performance Relationship," AMA Winter Educator's Conference, St. Petersburg, FL.
- Kirca, Ahmet H. and Gaia Rubera (2011), "The Role of National Innovation Systems in the Firm Innovativeness-Performance Relationship," AIB Meeting, Nagoya, Japan.
- Kirca, Ahmet H. (2011), "The Role of Cultural Context in the Implementation of Market Orientation: Insights from Cumulative Evidence," AMS 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," AIB Meeting, Rio de Janeiro, Brazil.
- Kirca, Ahmet H. (2009), "The Effects of Market Orientation on Performance in the Subsidiaries of MNCs in Emerging Markets," AIB Meeting, San Diego, CA.
- Kirca, Ahmet H. and William O. Bearden (2009), "The Adoption of Market Orientation from An Institutional Theory Perspective," AMA Summer Educator's Conference, Chicago, IL.
- Kirca, Ahmet H. (2009), "An Empirical Investigation of the Market Orientation-Performance Relationship in Emerging Markets," AMA Winter Educator's Conference, Tampa, FL.
- Kirca, Ahmet H., Attila Yaprak, and Tamer Cavusgil (2007), "Meta-Analysis: A Necessary Ingredient for Knowledge Development in IB?" AIB Meeting, Indianapolis, IN.
- Kirca, Ahmet H. (2007), "Cultural and Behavioral Adoption of Market Orientation: Towards a Typology of Market Orientation Forms," AMS Conference, Miami, FL.
- Kirca, Ahmet H. (2007), "Implementation and Internalization of Market Orientation: Towards a Typology of Market Orientation Forms," AMA Summer Educators' Conference, Washington, DC.
- Kirca, Ahmet H. (2006), "The Effects of National Culture on the Implementation and Internalization of Market Orientation," CIMaR Conference, Istanbul, Turkey.
- Kirca, Ahmet H. (2006), "The Moderating Effects of National Cultural Values on Intra-Organizational Factors-Market Orientation Relationship: A Cross-Cultural Model," AMA Winter Educators' Conference, St. Petersburg, FL
- Kirca, Ahmet H. (2005), *The Effects of National Culture on Market Orientation: A Conceptual Framework*, " AIB Meeting, Quebec, Canada.
- Kirca, Ahmet H. (2003), "Control of Marketing Activities and Performance in International

Services Marketing," AMA Winter Educators' Conference, Orlando, FL.

Kirca, Ahmet H. (2003), "Multinationality of the Firm: Conceptualization and Measurement," AIB Meeting, Monterey, CA.

Kirca, Ahmet H. and William O. Bearden (2002), "Implementation of Market Orientation in the Subsidiaries of MNCs: An Institutional Perspective," AMA Summer Educators' Conference, San Francisco, CA.

### **Non-Refereed Publications**

Jeffery Elsworth, Keith Ferguson, Ahmet Kirca, Jason Miller, and Hakan Yildiz (2020), "The Home Depot: A Digital Transformation for Customer Experience" Case, Ivey Publishing.

Zheng, Xiaoyun and Ahmet H. Kirca (2019), "Fighting Counterfeit Drugs in Africa through a Business Lens," The Brand Protection Professional Special Edition on Africa, 4 (4), 18-19.

### **Research Awards & Recognitions**

Best Conference Paper Award, 4<sup>th</sup> Conference of Indian Academy of Management, 2015.

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

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.

### **ACADEMIC SERVICE & OUTREACH**

#### **Editorial and Professional Activities**

Editorial Review Board Member – *Journal of International Business Studies*

Editorial Review Board Member – *Journal of International Marketing*.

Associate Editor – *Rutgers Business Review*, since 2015.

Ex Officio Member of the AIB-Finance & Investment Committee, 2020 – Present

Editorial Review Board Member - *Journal of International Marketing Strategy*, since 2014.

Faculty Fellow at 2022 PDMA Doctoral Consortium – 27-29 July, 2022, University of Tennessee at Knoxville, Tennessee

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 – *Journal of Product and Innovation Management*, Advancing Broad and Deep Understanding in Innovation Management: Meta-analyses and Literature Reviews Special Issue (Forthcoming).

Co-editor – *Industrial Marketing Management*, Systematic Reviews and Empirical Generalizations in Industrial Marketing Special Issue (2020-2023).



**March 2023**

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).

Conference Co-Chair – 2020 JPIM Annual Research Forum of Product Development and Management Association (PDMA), Virtual.

Track Chair – AMA Global Marketing SIG Conference - Global Marketing Strategy Track, Crete, Greece, May 2022.

Track Chair – AMA Global Marketing SIG Conference - Global Marketing Strategy Track, Sicily, Italy, October 2021.

Track Chair – AMA Global Marketing SIG Conference - Global Marketing Strategy Track, Sicily, Italy, May 2020 (Canceled).

Track Co-Chair – International Marketing and Consumer Behavior Track, Academy of International Business Annual Meeting, Online, June 2021.

Track Chair - Decision Sciences Institute Annual Meeting, Seattle, Washington, International Business and Marketing Track, November 2015.

Track Co-Chair – Global Marketing Track, American Marketing Association Winter Educators' Conference, Austin, Texas, February 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.

Senior Faculty Mentor – AIB Doctoral Consortium, Academy of International Business Meeting (Virtual), July 2020.

Guest Editor, AIB-JIBS Paper Development Workshops, 2011, 2012, 2013.

Editorial Book Review, *International Marketing*, 18e by Cateora, et. al., Textbook – McGraw Hills, June 2021.

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 Cavusgil, Gary Knight, and John Riesenberger, Textbook – Prentice-Hall, April 2008.

#### **Ad-Hoc Reviewer (Select journals)**

*Academy of Management Journal, Journal of Marketing, Journal of Marketing Research, Strategic Management Journal, Journal of International Business Studies, Journal of Management, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Journal of World Business, Journal of Management Studies, Journal of International Marketing*

External Reviewer for the Research Grants Council (RGC) of Hong Kong, 2017, 2018, 2019, 2020, 2021.

Reviewer for Howard/AMA Doctoral Dissertation Award, 2015

External Assessor for Social Sciences and Humanities Research Council of Canada Grant Applications, 2013

Regular Reviewer for AIB, AMA, AMS Conferences

**Conference Activities:**

*Recent Developments in International Marketing and Recommendations for Future Research* - Panel Moderator with Kelly Hewett, Panelist: Hans Baumgartner, David Griffith, JB Steenkamp, Gerry Tellis. International Marketing Strategy and Consumer Behavior Track, Academy of International Business Meeting (Virtual), July 2021.

*Meet the Editors Shark Tank Session* – Session Chair, JPIM Annual Research Forum of Product Development and Management Association (PDMA) (Virtual), September 2020.

*Research Workshop Introduction to Meta-Analysis* – Pre-Conference Program by Research Methods SIG of AIB and Advancement of Research Methods and Analysis (CARMA), Academy of International Business Meeting (Virtual), July 2020.

*Research Methods Clinic on Meta-Analysis* –Academy of International Business Meetings, 2019 and 2022.

*Get Rid of Silo-Thinking and Position Your Team for a Total Business Solution for Brand Protection Panel* – The A-CAPP Center at Michigan State University, Brand Protection Strategy Summit, October 2018.

*The Relative Effects of Firm-Specific Assets on the Internationalization of MNEs from Emerging Markets: A Meta-Analysis*, Panel with Sumit Kundu, Peter Buckley, Faruk Contractor, Liena Kano, and Surender Munjal at the *Academy of International Business Meeting*, Minneapolis, USA, June 2018.

*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.

*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, N. Kim, Robert Leone, *American Marketing Association Conference*, San Francisco, CA, August 2011.

*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..

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

Session Chair, Academy of International Business Annual Meetings, 2007, 2009, 2010, 2011, 2013, 2022.

March 2023

Session Chair, American Marketing Association Global Marketing SIG Conference - Global Marketing Strategy Track, Crete, Greece, 2022.

Session Chair, Meet the Editors Shark Tank Session, Virtual JPIM Annual Research Forum of Product Development and Management Association (PDMA) - September, 2020

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.

### **Organized Talks/Presentations/Panels/Workshops:**

#### **Research Spotlights (MSU-CIBER Virtual Events):**

*The Use of Meta-Analysis in International Business Research: Its Current Status and Suggestions for Better Practice* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on February 24, 2023.

*Tips and Trends: Opportunities in Global Supply Chain Research* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on September 23, 2022.

*Tips and Opportunities for Exporting Research* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on April 29, 2022.

*The Need for Survey Research in International Business/Marketing* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on February 25, 2022.

*How Will Cryptocurrency Transform The Future of International Business and Trade?* Webinar Host. Virtual Panel on January 25, 2022.

*Opportunities in International Sales Research: Tips and Trends* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on November 8, 2021.

*Globalization, Islam and Marketing* in Collaboration with Muslim Studies Program, Co-Hosted with Mohammad H. Khalil (Michigan State University), Virtual Panel on October 14, 2021.

*Using Cultural Distance in International Business Research: Tips and Trends* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on September 7, 2021.

*Publishing in International Business Research* in Collaboration with Texas A&M CIBER, Co-Hosted with David Griffith (Texas A&M University). Virtual Panel on May 11, 2021.

#### **Community Colleges Go Global Webinar Series (MSU-CIBER Virtual Events):**

*Developing an International Business Course: Strategies, Topics, Texts, Formats*, International Educational Biennial, the Lone Star Community College, Houston TX, November 11, 2022.

*Developing a Global Mindset at Community Colleges: How to Design Your Education Abroad Program*, International Business Institute – Community Colleges Go Global Webinar Series, MSU-CIBER Virtual Event Host, February 11, 2022.

*Community Colleges Go Global: How to Design Your International Business Course*, International Business Institute – Community Colleges Go Global Webinar Series, MSU-CIBER Virtual Event, November 12, 2021.

*Creating a Global Mindset at Community Colleges*, International Business Institute – Community Colleges Go Global Webinar Series, MSU-CIBER Virtual Event, October 15, 2021.

*Globalization at Community Colleges & Developing a Global Mindset*, International Business Institute Professional Development Webinar, MSU-CIBER Event Hosted by Bridge Valley Community College, March 19, 2021.

*Globalization at Community Colleges & Developing Global Mindset*, International Business Institute Workshop Presentation, MSU-CIBER Virtual Conference organized with Lone Star Community College, TX, February 26, 2021.

### **Invited Talks/Presentations/Panels/Workshops:**

*Globalization in the Age of Uncertainty*, FIU – CIBER Speaker Series, April 2022.

*Globalization in the Post-Pandemic World*, Speaker in Managing Through Crisis Summer Series Webinar by Broad College Executive Development Programs, September 2020.

*Meta-Analysis in IB Research*, Guest Speaker at GSU-CIBER International Business Webinar Series, June 2020.

*Glocalization, Lack of Talent* Session Discussant during Supply Chain Management Practitioner Conference, East Lansing, Michigan, February 2020.

*Brand Protection Actions and Their Impact on Various Stakeholders* – Poster Presentation during The A-CAPP Center at Michigan State University, Brand Protection Strategy Summit, October 2018.

Discussant at the Mitsui Symposium on Comparative Corporate Governance and Globalization – University of Michigan, Ann Arbor, October 26-27, 2018.

*Return on Investment Panel: Metrics and Brand Protection Valuation* – The A-CAPP Center at Michigan State University, Brand Protection Strategy Summit, October 2017.

*CK Prahalad Emerging Markets Conference* – University of Michigan, Ann Arbor. June 2017.

*Introduction to Meta-Analysis Workshop*. College of Administrative Sciences and Economics, Koc University, Istanbul, Turkey. March 2017.

*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.

March 2023

*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.

*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*, 7<sup>th</sup> Biennial International Business Institute for Community  
College Faculty, Michigan State University, East Lansing, MI, June 2007.

#### **Service – Department, College and University**

Director of International Business Center and MSU-CIBER	2019 – Present
MSU-CIBER Principal Investigator and Project Director	2019 – Present
University Committee on International Studies and Programs	2019 – Present
Broad College International Advisory Board (Ex-Officio Member)	2020 – Present
Junior Faculty Mentor	2018 – Present
Humphrey Fellow Mentor for MSU International Studies and Programs	2020 – Present
Reappointment, Tenure and Promotion Committee Member	2022 – 2023
Business School - Strategic Planning Committee Member	2022 – 2023
Fixed Term Faculty Hiring Committee Member	Spring 2022
College Research and Scholarship Strategic Planning Committee Member	2021 – 2022
Ph.D. Program Co-Director in Marketing	2021 – 2022
Ph.D. Program Director in Marketing	2018 – 2021
College Doctoral Program Committee Member	2018 – 2022
College Advisory Committee Member	2019 – 2021
Business School - Strategic Planning Committee Member	2018 – 2020
Chaired Professor Hiring Committee Member	2019 – 2020
Department Advisory Committee Member	2018 – 2020
Assistant Professor Hiring Committee Chair	2019 – 2020
Broad Integrative Fellow	2017 – 2018
Faculty Hiring Committee Member	2017 – 2018
Department Doctoral Programs Committee Member	2017 – 2018
Haring Symposium Faculty Fellow	2010 and 2016
Faculty Mentor for Broad Scholar Program	2006 – 2017

	<b>March 2023</b>
Marketing Leadership Advisory Board Member	2014 – 2017
Core Faculty Member in MSU Japan Council	2015 – 2016
University Committee on International Studies & Programs	2013 – 2016
Department of Marketing - Undergraduate Programs Committee Chair	2014 – 2016
School of Business - Undergraduate Programs Committee Member	2014 – 2016
Department Faculty Hiring Committee Member	2015 – 2016
Department of Marketing - Strategic Planning Committee Member	2013 – 2014
School of Business - Masters Programs Committee Member	2012 – 2014
Departmental Hearing Board Member	2012 – 2013
School of Business - Faculty Advisor for IB Specialization	2007 – 2012
Department Doctoral Programs Committee Member	2011 – 2012
Department of Marketing - Undergraduate Programs Committee Member	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 Member – GWU	2004 – 2006
Master of Science in International Business Task Force Member – GWU	2005 – 2006
Study Abroad Committee Member – GWU	2005 – 2006

### **Doctoral Dissertation Committees & Placements**

Dissertation Chair – Victor Chernetsky (Marketing) In Progress at MSU  
 Committee Member – Brandon Holle (Marketing) In Progress at MSU  
 Committee Member – Erkan Kocas (Education) Michigan State University – MSU-CIBER  
 Guidance Committee Member – Sanzhar Baizhanov (Education) In Progress at MSU  
 Dissertation Chair – Xiaoyun Zheng (Marketing) – Dongbei University, China  
 Committee Member - Valerie D. Good (Marketing) – Grand Valley State University  
 Committee Member - Anthony Sparkling (Construction Management) – Purdue University  
 External Examiner - Weiqiang Tang (Global Strategy) – University of Technology Sydney  
 Committee Member - Jeannette Mena (Marketing) – Central Florida University  
 Committee Member - Steven Seggie (Marketing) – Ozyegin University, Turkey  
 Committee Member - Shichun (Alex) Xi (Marketing) – University of Tennessee  
 Committee Member - Sang Park (International Business) – Sungkyunkwan University, S. Korea

### **TEACHING**

#### **Graduate Courses**

Average for Graduate Courses: **4.4/5.0** – Teaching evaluations are available upon request  
 Ph.D. Seminar in International Business Theory – MSU Ph.D. Program  
 Ph.D. Seminar in Marketing Theory – MSU Ph.D. Program  
 International Business/Global Business Environment – MSU MBA Program

Global Supply Chain Management – MSU MSSCM Program

Global Strategy – MSU MBA Program

Global Marketing – MSU and GWU MBA Programs

International Marketing Research – MSU MS in Marketing Research Program

Marketing Research – MSU MBA Program

Market Analysis and Planning – MSU MS in Healthcare Program

### **Undergraduate Courses**

Average for Undergraduate Courses: **4.1/5.0** – Teaching evaluations are available upon request

International Marketing – MSU, GWU, and USC Undergraduate Programs

International Business – MSU Undergraduate Programs (large sessions of 600+ students)

International Business – George Washington University (small sections of 20-25 students)

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

Marketing Strategy – MSU Undergraduate Programs (Capstone course for 30-35 students)

**References are available upon request.**