

AHMET H. KIRCA, Ph.D.

Associate Professor of International Business and Marketing
Director of International Business Center and MSU-CIBER

Michigan State University

Broad College of Business

Department of Marketing

E-mail: kirca@msu.edu

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

ADMINISTRATIVE AND ACADEMIC EXPERIENCE

Director
International Business Center and MSU-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

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: Responsible for international marketing/exporting as a key account manager for a year in a major textile company. Professional tour guide in English, French, and Italian for more than 10 years. Two years of administrative and leadership position in a tour operator.

GRANTS AND RESEARCH FUNDING

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).

Principal Investigator, Michigan Economic Development Corporation (MEDC) Grant Title: International Trade Services 2022-2027, 5-year Proposal with Annual Extensions (Budget \$450,000)

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 (Former Ph.D. Student – MSU) (Budget \$ 5,000).

Principal Investigator, U.S. Department of Education (MSU-CIBER Grant), Grant Title: Strategic and Sustainable Value Chains for Increased International Competitiveness, October 1, 2019 - September 30, 2023 (Budget \$1,216,000 for 2018-2023).

Principal Investigator (October 1, 2019 – September 2022), Michigan Economic Development Corporation Trade Services Program – Central Regional Export Network (REN) Contract, 2017-2022 5-year Proposal with Annual Extensions (Budget \$387,000)

Principal Investigator (October 1, 2019 – September 2022), Michigan Economic Development Corporation International Trade Program – Small Business Services Contract, 2017-2022 5-year Proposal with Annual Extensions, (Budget \$236,700).

Principal Investigator, Michigan Economic Development Corporation International Internship Program, April 1, 2021 – September 30, 2021 (Budget \$36,015)

Principal Investigator, Michigan Economic Development Corporation International Internship Program, January 1, 2022 – October 31, 2022 (Budget \$36,601 period)

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

PUBLICATIONS

Research Interests

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

Total Citations in Google Scholar: 6,285 times as of February 5, 2025

Publications in Refereed Journals

Nobles, Charles, Jelena Spanjol, Ahmet H. Kirca, and Gaia Rubera, (2025) “Advancing Broad and Deep Understanding in Innovation Management: Meta-analyses and Literature Reviews,” *Journal of Innovation and Product Management*, Special Issue Guest Editorial, 42, 9-17.

Akdeniz, M. Billur, Berk M, Talay, and Ahmet H. Kirca (2023) “Looking Back to Move Forward: Reviews and Analyses of Literature in Industrial Marketing,” *Industrial Marketing Management*, Special Issue Guest Editorial, 110, A4-A6.

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 Perryy, 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 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., 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:

- Brandon Holle and Ahmet H. Kirca (2023) “To Watch or Not to Watch: The Dynamics of the Impact of Global and Local Electronic Word of Mouth and Illicit Live Streaming on Firm Performance,” Special Session AMA Winter Conference, Nashville, TN
- Brandon Holle and Ahmet H. Kirca (2023) “To Watch or Not to Watch: The Relationship Between Global and Local Electronic Word of Mouth, Illicit Streaming, and Firm Performance,” AMA Global Marketing SIG Conference. San Tiago, Chile.

- Pravin Nath and Ahmet H. Kirca (2023) “Navigating through Disruptions: Latest Insights in Global Marketing Research – Marketing Mix Agility in Emerging Markets,” AMA Global Marketing SIG Conference. San Tiago, Chile.
- Brandon Holle and Ahmet H. Kirca (2023) “Defending the Turf – Piracy and Social Media of European Football Clubs and the Impact on Revenue,” MSU Brand Protection Strategy Summit, March 21-23, 2023, East Lansing, MI.
- 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 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 Conference, Las Vegas, NV.
- Victor Chernetsky and Ahmet H. Kirca (2021) “Chief Marketing Officer Political Skill and Marketing Department’s Influence,” AMA Winter 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 Conference, Virtual.
- Xiaoyun Zheng and Ahmet H. Kirca (2021) “Brand Protection Actions: A Systematic Literature Review,” AMA Winter 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 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 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 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 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 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 Conference, Chicago, IL.
- Kirca, Ahmet H. (2009), "An Empirical Investigation of the Market Orientation-Performance Relationship in Emerging Markets," AMA Winter 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 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 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 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 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. One of the 25 winners of the Ivey Publishing Bestseller Awards 2023-2024.
- 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, 4th 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 Marketing*.
- 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 (2025).
- Co-editor – *Industrial Marketing Management*, Systematic Reviews and Empirical Generalizations in Industrial Marketing Special Issue (2020-2023).
- 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, JIBS Paper Development Workshops, AIB Conferences in 2011, 2012, 2013.
- Guest Editor, JIBS Paper Development Workshop, AMA Global Marketing SIG Conference in 2023.
- 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)

Journal of Marketing, Journal of Marketing Research, Journal of International Business Studies, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Retailing, Journal of World Business, 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:

Higher Education Policies and Projects to Support Internationalization of Business Education: Insights from the U.S. Department of Education and Grant Receiving Institutions" – Panelist, with Tamer Cavusgil, Ausrine Silenske, Hanna De Mattos, AIB Conference, Seoul, South Korea, July 2024.

Doctoral Consortium Faculty Mentor - AMA Global Marketing SIG Conference, Verona, Italy, May 2024.

Doctoral Consortium - Presentation – Introducing the AIB Doctoral Academy, AMA Global Marketing SIG Conference, Verona, Italy, May 2024.

Doctoral Education in IB: Contemporary Developments – Panel Co-Moderator with Ausrine Sylenskyte. Panelists: Maria Tereza Fleury, Andrew K. Delios, S. Tamer Cavusgil, Sumit Kundu, Helena Barnard, and Rebecca Piekkari. 2023 AIB Conference, Warsaw, Poland

AIB/Sheth Foundation Doctoral Consortium – Introducing the AIB Doctoral Academy, 2023 AIB Conference, Warsaw, Poland.

AIB/Sheth Foundation Doctoral Consortium – Roundtable Discussant, 2023 AIB Conference, Warsaw, Poland.

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

Meet the Editors Shark Tank Session – Session Chair, JPIM Annual Research Forum of Product Development and Management Association (PDMA) (Virtual), 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), 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, 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? Panelist with Sumit Kundu, Jean-Francois Hennart, Alan M. Rugman, and Alvaro Cuervo-Cazurra *Academy of International Business Meeting*, Istanbul, Turkey, 2013.

Firm Strategic Orientations in A Global Context, Panelist 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, 2013.

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

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

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, 2004.

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

Session Chair, *American Marketing Association Global Marketing SIG Conferences* 2022, 2023.

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

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

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

Moderator, *International Scholars Meetup Session*, Summer AMA Conference, 2023

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 Co-Hosted with D. Griffith from TAMU)

IB Education and Teaching in IB. Virtual Panel on December 22, 2024.

Publishing in International Business Research - Tips and Trends from Editors. Virtual Panel on September 13, 2024.

Fuzzy Set Analysis (FsQCA) as a Research Tool in International Business. Virtual Panel on February 9, 2024.

Meaning of Brands in an Increasingly Complex World. Virtual Panel on November 3, 2023.

Qualitative Research in International Business. Virtual Panel on September 15, 2023.

Global Marketing in a Digitally Connected World. Virtual Panel on April 14, 2023.

The Use of Meta-Analysis in International Business Research: Its Current Status and Suggestions for Better Practice. Virtual Panel on February 24, 2023.

Tips and Trends: Opportunities in Global Supply Chain Research. Virtual Panel on September 23, 2022.

Tips and Opportunities for Exporting Research. Virtual Panel on April 29, 2022.

The Need for Survey Research in International Business/Marketing. Virtual Panel on February 25, 2022.

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

Opportunities in International Sales Research: Tips and Trends. Virtual Panel on November 8, 2021.

Globalization, Islam and Marketing. Virtual Panel on October 14, 2021.

Using Cultural Distance in International Business Research: Tips and Trends. Virtual Panel on September 7, 2021.

Publishing in International Business Research. 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:

Adapting Your Brands and Products for Global Markets, Speaker for Global Business Club (MSU-CIBER Event), August 27, 2024.

Defending the Turf – Piracy and Ewom of European Football Clubs and the Impact on Revenue, Research Presentation – University of Michigan, Dearborn – April 5, 2024.

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.

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

INSTITUTIONAL 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
Search Committee Member for the Vice Provost and Dean of International Studies and Programs (ISP)	Summer/Fall 2024
College Advisory Committee Member	2024 – Present
Faculty Hiring Committee	2024 - Present
Associate Dean Search Committee Member – Broad College	Fall 2024
Humphrey Fellow Mentor for MSU International Studies and Programs	2020 – 2023
Junior Faculty Mentor	2018 – 2023
Broad College International Advisory Board (Ex-Officio Member)	2020 – 2023
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
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)
- Dissertation Chair – Xiaoyun Zheng (Marketing)
- Committee Member – Brandon Holle (Marketing)
- Committee Member – Erkan Kocas (Education) Michigan State University – MSU-CIBER
- Guidance Committee Member – Sanzhar Baizhanov (Education) In Progress at MSU
- 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**

Ph.D. Seminar in International Business Theory – MSU

Ph.D. Seminar in Philosophy of Science in Marketing – MSU

International Business/Global Business Environment (MBA) – MSU

Global Supply Chain Management (MS in Suppl Chain Management) – MSU

Global Strategy (MBA) – MSU

Global Marketing (MBA) – MSU and GWU

International Marketing Research (MS in Marketing Research) – MSU

Marketing Research (MBA) – MSU

Market Analysis and Planning (MS in Healthcare) – MSU

Undergraduate Courses

Average for Undergraduate Courses: **4.1/5.0**

International Marketing – MSU, GWU, and USC

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

International Business – GWU (small sections of 20-25 students)

International Business – USC (sections of 30-35 students)

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

LANGUAGES:

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