

AYSE OZTURK

October 2020

Darla Moore School of Business
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ACADEMIC EMPLOYMENT

- 2020 - Present **Clinical Assistant Professor of Marketing**
Darla Moore School of Business, University of South Carolina
- 2018 - 2020 **Assistant Professor of Marketing**
Gary W. Rollins College of Business, University of Tennessee - Chattanooga
- 2016 - 2018 **Post-Doctoral Research Associate**
Robinson College of Business, Georgia State University

EDUCATION

- 2012 - 2016 **Ph.D. in Marketing, minor in International Business**
J. Mack Robinson College of Business, Georgia State University
- 2010 - 2012 **M.S. in Managerial Sciences, concentration in Business Analytics**
J. Mack Robinson College of Business, Georgia State University
- 2008 - 2009 **M.S. in Marketing**
J. Mack Robinson College of Business, Georgia State University
- 2000 - 2006 **Bachelor of Business Administration**
Galatasaray University, Istanbul, Turkey

RESEARCH

Research Interests

Substantive: Marketing Strategy, International Marketing, Social Media, Sustainability
Methodological: Econometric Data Analysis, Multivariate Data Analysis

Publications

Ozturk, Ayse, S. Tamer Cavusgil, and O. Cem Ozturk (2020). "Consumption Convergence Across Countries: Measurement, Antecedents, and Consequences," *Journal of International Business Studies*, forthcoming.

Ozturk, Ayse, and S. Tamer Cavusgil (2019). “Global Convergence of Consumer Spending - Myth or Reality? Conceptualization and Propositions,” *International Business Review*, 28 (2), 294-304.

Ozturk, Ayse (2016). “Examining the Economic Growth and the Middle-Income Trap from the Perspective of the Middle Class,” *International Business Review*, 25 (3), 726-738.

Ozturk, Ayse, Eric Joiner, and S. Tamer Cavusgil (2015). “Delineating Foreign Market Potential: A Tool for International Market Selection,” *Thunderbird International Business Review*, 57 (2), 119-141.

Kardes, Ilke, **Ayşe Ozturk**, S. Tamer Cavusgil, and Erin Cavusgil (2013). “Managing Global Megaprojects: Complexity and Risk Management,” *International Business Review*, 22 (6), 905-917.

Working Papers

“Effects of the Global Convergence of Consumer Spending on Market Concentration and Firms’ Market Shares,” with S. Tamer Cavusgil, dissertation essay, working paper.

“Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations,” working paper.

BOOK CHAPTERS, CASE STUDIES AND CREATIVE PRODUCTS

Ozturk, Ayse, *Towards a More Comprehensive CSR Scorecard Development for MNEs*. In L.C. Leonidou, C.S. Katsikeas, S. Samiee, & C.N. Leonidou (Eds.), *Socially-responsible international business: Critical issues and the way forward*: Edward Elgar Publishing, 2019.

Cavusgil, S. Tamer, and **Ayşe Ozturk** (2014). *Lessons from Global Megaprojects: How Can Atlanta Prepare for New Stadiums?* Global Atlanta, June 5, 2014.

<http://www.globalatlanta.com/article/26950/lessons-from-global-megaprojects-how-can-atlanta-prepare-for-new-stadiums/>

Ozturk, Ayşe (2013). *DaimlerChrysler: A Failed Global Merger*. Case Study in: Cavusgil, S. Tamer, Gary A. Knight, and John R. Riesenberger, *International business: The New Realities*. 3rd Edition. Upper Saddle River: Pearson Prentice Hall, 2013.

CONFERENCE PRESENTATIONS

“The Rise of Political Risk and Firm Pressure Abroad,” *AMA Winter Marketing Educators Conference*, San Diego, CA, February 2020.

- “International Marketing: A Look Back, A Look Forward,” Panel Presentation with Tamer Cavusgil, Pervez Ghauri, Costas Katsikeas, V. Kumar (VK), Tage Koed Madsen, Emmanuella Plakoyiannaki, and Saeed Samiee, *AIB (Academy of International Business) Conference*, Copenhagen, Denmark, June 2019.
- “The Rise of Political Risk and Firm Performance Abroad,” *AIB (Academy of International Business) Conference*, Copenhagen, Denmark, June 2019.
- “Effects of the Global Convergence of Consumer Spending on Market Concentration and Firms’ Market Shares,” *CIMaR (Consortium for International Marketing Research) Conference*, Atlanta, September 2018.
- “Global Convergence of Consumer Spending Behavior: An Empirical Examination,” *AMA 2016 Winter Academic Conference*, Las Vegas, NV, February 2016.
- “Global Convergence of Consumer Spending Behavior: An Empirical Examination,” *Academy of International Business Southeast USA Chapter*, Savannah, GA, November 2015.
- “Foreign Market Opportunity Assessment and Market Selection: An Industry Perspective,” *AMA 2014 Winter Academic Conference*, Orlando, FL, February 2014.
- “Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations,” *Academy of International Business Southeast USA Chapter*, Georgia Institute of Technology, Atlanta, GA, October 2013.
- “How Can Nations Break out of the Middle-Income Trap?” *Middle Class Phenomenon in Emerging Markets*, Georgia State University, Atlanta, GA, September 2013.

TEACHING

Teaching Interests

Marketing Analytics, Marketing Management, International Marketing, International Business

Teaching Experience

Marketing Strategy & Planning, Instructor (Undergraduate), University of South Carolina

- Fall 2020

Principles of Marketing, Instructor (Undergraduate), University of South Carolina

- Fall 2020

Marketing Analytics, Instructor (MBA), University of Tennessee at Chattanooga

<u>Term</u>	<u>Student Evaluation Scores</u>	
• Spring 2020	6.94/7.00	6.50/7.00

Marketing Management, Instructor (MBA - Online), University of Tennessee at Chattanooga

<u>Term</u>	<u>Student Evaluation Scores</u>	
• Summer 2020	6.97/7.00	6.79/7.00
• Fall 2019	6.83/7.00	
• Summer 2019	6.38/7.00	6.61/7.00
• Spring 2019	6.67/7.00	6.69/7.00
• Fall 2018	7.00/7.00	
• Summer 2018	6.87/7.00	6.91/7.00

International Marketing, Instructor (Undergraduate - Face-to-Face, Hybrid, Online), University of Tennessee at Chattanooga

<u>Term</u>	<u>Student Evaluation Scores</u>	
• Spring 2020	6.48/7.00	6.82/7.00
• Fall 2019	6.58/7.00	6.72/7.00
• Spring 2019	6.76/7.00	
• Fall 2018	6.69/7.00	6.87/7.00

Marketing Management, Instructor (Undergraduate), Georgia State University, Atlanta, Fall 2017, Student evaluation score: 4.5/5.0

21st Century Marketing, Instructor (Executive Education), Executive Education program at Georgia Institute of Technology in partnership with the University of Tsinghua MBA Marketing Program and Coca-Cola, Atlanta, June 2017

Ph.D. Seminar in International Business Theory by S. Tamer Cavusgil, Seminar Moderator (Ph.D. Seminar), Georgia State University, Atlanta, Fall 2016

Globalization and Business Practices, Instructor (Undergraduate), Georgia State University, Atlanta, Summer 2014, Student evaluation score: 4.6/5.0

International Business Environment by S. Tamer Cavusgil, Teaching Assistant (Master's), Georgia State University, Atlanta, Spring 2013

Teaching Workshops

International Business Pedagogy Workshop, Georgia State University, Atlanta, GA, 2015-2019

PROFESSIONAL SERVICE

Scholarly Reviews

- Reviewer for AMA Winter Marketing Educators' Conference, 2016-2020
- Reviewer for the Research Grants Council (RGC) of Hong Kong, Hong Kong, 2014-2020
- Reviewer for the Academy of International Business Conference, Copenhagen 2019
- Reviewer for International Business Review (IBR), 2014-2019

- Reviewer for Journal of Business Research (JBR), 2016-2017
- Reviewer for Thunderbird International Business Review (TIBR), 2014-2016
- Reviewer for Academy of International Business (AIB) SE Conference, Savannah, 2015
- Reviewer for Academy of International Business (AIB) Conference, Vancouver, 2014

Service

- Track Chair for International Marketing and Organizing Committee Member, Academy of International Business (AIB) Conference, Copenhagen, Denmark, 2019
- Graduate Curriculum Committee Member, University of Tennessee at Chattanooga
- Judge for the GSU-CIBER International Business Case Competition, March 2017
- Faculty Development International Business Pedagogy Workshops Organizing Member, June 2015-2018
- Coordinator of the Georgia State University Study Abroad Istanbul Program, Turkey, 2012

HONORS AND AWARDS

- Gary W. Rollins College of Business Summer Research Grant Recipient (\$5,000), 2019
- Summerfield Johnston Centennial Scholarship Recipient (\$3,000), 2019
- Dean's Merit Award, University of Tennessee at Chattanooga (\$1,000), 2018-2019
- Winner of the 2018 CIMaR Conference Best Paper Award, Atlanta, September 2018
- Finalist for the 2017 IM Division D'Amore-McKim School of Business, Northeastern University Best Dissertation Award
- Robinson College of Business, Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Fellowship Award (\$3,100), 2015
- Robinson College of Business, Michael H. Mescon Scholarship Award (\$3,100), 2014
- Duke University, Fuqua School of Business, CIBER, IB Ph.D. Consortium, July 2014
- Royal Flame Award, Georgia State University, 2013 – 2016
- Robinson College of Business, Merit GRA Award and Full Scholarship, 2008 – 2016
- AIB SE Doctoral Consortium, October 2013
- Galatasaray University, Suna-Inan Kirac Merit-Based Scholarship, 2000 - 2006
- National Merit-Based High School Scholarship, 1993 – 2000

INDUSTRY EXPERIENCE

Dornbracht Americas

Marketing Research Analyst - Atlanta, GA, USA, 2010 – 2012

PricewaterhouseCoopers

Associate at the Audit and Assurance Services - Istanbul, Turkey, 2006 – 2007

Deloitte Touche Tohmatsu

Intern at the Audit and Assurance Services - Istanbul, Turkey, 2005

PSA Peugeot Citroën

Intern at the Network Development Department - Istanbul, Turkey, 2004

Club Méditerranée

Associate at the Organization Committee - Izmir, Turkey, 2003

SKILLS AND CERTIFICATIONS

- Quality Matters Certificate (for designing online courses)
- Fluent in Turkish and English; Intermediate in French
- Proficient in Microsoft Office, Statistical Software (SAS, SPSS, STATA, R, XLStat, Palisade Suite, SmartPLS, Mplus), and Graphical Software (Tableau)
- Certificate of Specialization in Brand and Customer Management, the Center for Excellence in Brand and Customer Management, Georgia State University, 2009
- DALF Certificate of Superiority in French, Galatasaray University, 2002

PROFESSIONAL AFFILIATIONS

- American Marketing Association (AMA)
- Academy of International Business (AIB)