

## AYSE OZTURK

October 2020

Darla Moore School of Business  
1014 Greene St, Columbia, SC 29208

E-mail: [ayse.ozturk@moore.sc.edu](mailto:ayse.ozturk@moore.sc.edu)

### ACADEMIC EMPLOYMENT

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- 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

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- 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

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#### 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**

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**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*. 3<sup>rd</sup> Edition. Upper Saddle River: Pearson Prentice Hall, 2013.

### **CONFERENCE PRESENTATIONS**

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“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

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### 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

**21<sup>st</sup> 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**

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### 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**

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- 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**

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#### **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**

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- 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**

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