

BULENT MENGUC
February, 2019

Kadir Has University
Faculty of Management
Kadir Has Caddesi, Cibali
Istanbul 34083, Turkey
Tel +90-(0)212-5336532
Email: bulent.menguc@khas.edu.tr

EDUCATION

1994 *PhD in Marketing*, Marmara University
1990 *Master of Science* in Management Engineering, Istanbul Technical University
1987 *Bachelor of Science* in Management Engineering, Istanbul Technical University

ACADEMIC APPOINTMENTS AND WORK EXPERIENCE

Dean and Professor of Marketing
Kadir Has University, Faculty of Management
May 2017 – present

International Research Fellow
Leeds University Business School
April 2017 – present

Professor of Marketing
University of Leeds, Leeds University Business School, Marketing Division
September 2016 – April 2017

Professor of Marketing
Kadir Has University, Department of Business Administration
September 2014 – September 2016

Professor of Marketing
King's College London, Department of Management (Marketing Group)
September 2012 – August 2014

Chancellor's Chair for Research Excellence & Professor of Marketing
Department of Marketing, Int'l Business, and Strategy, Brock University, Canada
July 2008 – August 2012

Visiting Erskine Fellow
University of Canterbury, New Zealand
February 2010 – April 2010

Chancellor's Chair for Research Excellence & Associate Professor of Marketing
Department of Marketing, Int'l Business, and Strategy, Brock University, Canada
July 2005 – June 2008

Visiting Scholar

Judge Business School, University of Cambridge
February 2006 – May 2006

Associate Professor of Marketing

Department of Marketing, Int'l Business, and Strategy, Brock University, Canada
January 2004 – June 2008

Senior Lecturer of Marketing (Associate Professor)

Department of Management, University of Melbourne, Australia
January 2000 – December 2003

Lecturer of Marketing (Assistant Professor)

Commerce Division, Lincoln University, New Zealand
January 1997 – December 1999

Lecturer

Department of Business Administration, Marmara University, Turkey
July 1994 - December 1996

Visiting Doctoral Student

College of Business Administration, Department of Marketing, Texas Tech University
June 1992 - June 1993

Research & Teaching Assistant

Department of Business Administration, Marmara University, Turkey
June 1990 - June 1994

MAJOR SCHOLARLY AWARDS, HONORS, AND RECOGNITIONS

- 2017 *Member*, The Science Academy, Turkey
- 2016 *Academic Achievement Award*, Kadir Has University
- 2015 One of the Top 25 Sales Scholars, Based on the Recent Author Roster for Five Leading Journals (*JM, JAMS, JPSSM, IMM, and JME*) conducted by Baylor University, Center for Professional Selling
- 2015 *Best Paper in the Sales and Customer Relationship Management Track*, The 2015 American Marketing Association (AMA) Winter Educators' Conference, San Antonio, February 12-15, 2015 (with Seigyoung Auh, Constantine S. Katsikeas, Yeon Sung Jung)
- 2014 *Excellence in Peer Review*, Journal of Business Research
- 2012, 2013,
2014, 2016,
2018 *Best Reviewer Award*, Journal of the Academy of Marketing Science

- 2011 *Runner up*, Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice
- 2011 *Best Paper in the Sales Management Track*, The 2011 American Marketing Association (AMA) Summer Educators' Conference, San Francisco, August 5-7, 2011 (with Jeffrey P. Boichuk)
- 2010 *Best Conference Paper Award*, Administrative Sciences Association of Canada (ASAC), May 22-25, 2010 (with David Bouckennooghe)
- 2008 - 2010 *Member*, Board of Directors, Korean Academy of Marketing Science
- 2007 *Best Conference Paper Award*, Korean Academy of Marketing Science, Spring International Conference, April 21, 2007 (with Seigyoung Auh)
- 2005 - 2012 *Chancellor's Chair for Research Excellence*, Brock University
- 2004 *The 50 Most-Frequently-Read Articles in Journal of the Academy of Marketing Science during October 2004 -- updated monthly (#12)* (Article: Bell, Simon J., Bulent Menguc, and Sara L. Stefani (2004), "When Customers Disappoint: A Model of Relational Internal Marketing and Customer Complaints," Journal of the Academy of Marketing Science, 32 (2), 112-126)
- 2003 *Top 10 Authors of Asia-Pacific Universities Based on Weighted JM-pages in 20 Major Marketing Journals, 1991-2000* (Source: Louis T. W. Cheng, Kam C. Chan, and Ricky Y. K. Chan (2003), "Publications in Major Marketing Journals: An Analysis of Research Productivity of Asia-Pacific Universities," Journal of Marketing Education, 25 (2), 163-176)

RESEARCH AND PUBLICATIONS

Research Interests

Sales and Sales Force Management
Frontline Service Employee-Customer Interface
Strategy and Market-Focused Management
Multilevel Research Methods and Modeling

Total Citations (as of January 28, 2019)

Social Science Citation Index (excluding self-citations): 2580 (h-index: 24)
Google Scholar: 8013 (h-index: 39)

Refereed Journal Articles

Auh, Seigyoung, Bulent Menguc, Pinar Imer, and Aypar Uslu (2019), "Frontline Employee Feedback-Seeking Behavior: How Is It Formed and When Does It Matter?" *Journal of Service Research*, 22 (1), 44-59.

Bouckennooghe, Dave and Bulent Menguc (2018), "Understanding the Dynamics between Supervisor-Follower Social Capital, Work Engagement, and Employees Creative Work Involvement," *Canadian Journal of Administrative Sciences*, 35 (2), 238-251.

Katsikeas, Constantine S., Seigyoung Auh, Stavroula Spyropoulou, Bulent Menguc (2018), "Unpacking the Relationship Between Sales Control and Salesperson Performance: A Regulatory Fit Perspective," *Journal of Marketing*, 82 (3), 45-69.

Rehman, Abdul Ashraf, Narongsak Thongpapanl, Bulent Menguc, and G. Northey (2017), "The Role of M-Commerce Readiness in Emerging and Developed Markets," *Journal of International Marketing*, 25 (2), 25-51.

Menguc, Bulent, Seigyoung Auh, Volkan Yenziaras, and Constantine S. Katsikeas (2017), "The Role of Climate: Implications for Service Employee Engagement and Customer Service Performance," *Journal of the Academy of Marketing Science*, 45 (3), 428-451.

Auh, Seigyoung, Bulent Menguc, Stavroula Spyropoulou, and Fatima Wang (2016), "Service Employee Burnout and Engagement: The Moderating Role of Power Distance Orientation," *Journal of the Academy of Marketing Science*, 44 (6), 726-745.

Auh, Seigyoung, David Bowen, Ceyda Aysuna, and Bulent Menguc (2016), "A Search for Missing Links: Specifying the Relationship Between Leader-Member Exchange Differentiation and Service Climate," *Journal of Service Research*, 19 (3), 260-275.

Menguc, Bulent, Seigyoung Auh, Constantine S. Katsikeas, and Yeon Sung Jung (2016), "When Does (Mis) Fit in Customer Orientation Matter for Frontline Employees' Job Satisfaction and Performance?" *Journal of Marketing*, 80 (January), 65-83.

Auh, Seigyoung, Stavroula Spyropoulou, Bulent Menguc, and Aypar Uslu (2014), "When and How Does Sales Team Conflict Affect Sales Team Performance?" *Journal of the Academy of Marketing Science*, 42 (6), 658-679.

Auh, Seigyoung, Bulent Menguc, and Yeon Sung Jung (2014), "Unpacking the Relationship Between Empowering Leadership and Service-Directed Extra-Role Behaviors: A Multi-Level Approach," *Journal of the Academy of Marketing Science*, 42 (5), 558-579.

Menguc, Bulent, Seigyoung Auh, and Peter Yannopoulos (2014), "Customer and Supplier Involvement in Design: The Moderating Role of Incremental and Radical Innovation Capability," *Journal of Product Innovation Management*, 31 (2), 313-328.

Menguc, Bulent, Seigyoung Auh, Michele Fisher, and Abeer Haddad (2013), "To be Engaged or Not to be Engaged: The Antecedents and Consequences of Service Employee Engagement," *Journal of Business Research*, 66 (11), 2163-2170.

Auh, Seigyoung and Bulent Menguc (2013), "Knowledge Sharing Behaviors of Industrial Salespeople: An Integration of Economic, Social Psychological, and Sociological Perspectives," *European Journal of Marketing*, 47 (8), 1333-1355.

Boichuk, Jeffrey P. and Bulent Menguc (2013), "Engaging Dissatisfied Retail Employees to Voice Promotive Ideas: The Role of Continuance Commitment," *Journal of Retailing*, 89 (2), 207-218.

Menguc, Bulent, Seigyoung Auh, and Aypar Uslu (2013), "Customer Knowledge Creation Capability and Performance in Sales Teams," *Journal of the Academy of Marketing Science*, 41 (1), 19-39.

Menguc, Bulent and Jeffrey P. Boichuk (2012), "Customer Orientation Dissimilarity, Sales Unit Identification, and Customer-Directed Extra-Role Behaviors: Understanding the Contingency Role of Coworker Support," *Journal of Business Research*, 65 (9), 1357-1363.

Yannopoulos, Peter, Seigyoung Auh, and Bulent Menguc (2012), "Achieving Fit between Learning and Market Orientation: Implications for Firm Performance", *Journal of Product Innovation Management*, 29 (4), 531-545.

Jiang, Marshall and Bulent Menguc (2012), "Brand as Credible Commitment in Embedded Licensing: A Transaction Cost Perspective," *International Marketing Review*, 29 (2), 134-150.

Auh, Seigyoung, Bulent Menguc, Michele Fisher, and Abeer Haddad (2011), "The Contingency Effect of Service Employee Personalities on Service Climate: Getting Employee Perceptions Aligned Can Reduce Personality Effect," *Journal of Service Research*, 14 (4), 426-441.

Auh, Seigyoung, Bulent Menguc, Michele Fisher, and Abeer Haddad (2011), "The Perceived Autonomy-Perceived Service Climate Relationship: The Contingency Effect of Store-Level Tenure Diversity," *Journal of Retailing and Consumer Services*, 18 (6), 509-520.

Menguc, Bulent, Seigyoung Auh, and Young Chan Kim (2011), "Salespeople's Knowledge-Sharing Behaviors with Coworkers Outside the Sales Unit," *Journal of Personal Selling and Sales Management*, 31 (2), 103-122.

Bell, Simon J., Bulent Menguc, and Robert E. Widing II (2010), "Salesperson Learning, Organizational Learning, and Retail Store Performance," *Journal of the Academy of Marketing Science*, 38 (2), 187-201.

Menguc, Bulent and Seigyoung Auh (2010), "Development and Return on Execution of Product Innovation Capabilities: The Role of Organizational Structure," *Industrial Marketing Management*, 39 (5), 820-831.

Menguc, Bulent, Seigyoung Auh, and Lucie K. Ozanne (2010), "The Interactive Effect of Internal and External Factors on a Proactive Environmental Strategy and Its Influence on Firm Performance," *Journal of Business Ethics*, 94 (2), 279-298.

Auh, Seigyoung and Bulent Menguc (2009), "Broadening the Scope of the Resource-Based View in Marketing: The Contingency Role of Institutional Factors," *Industrial Marketing Management*, 38 (7), 757-768.

De Clercq, Dirk, Bulent Menguc, and Seigyoung Auh (2009), "Unpacking the Relationship between an Innovation Strategy and Firm Performance: The Role of Task Conflict and Political Activity," *Journal of Business Research*, 62 (11), 1046-1053.

Menguc, Bulent and Seigyoung Auh (2008), "The Asymmetric Moderating Role of Market Orientation on the Ambidexterity-Firm Performance Relationship for Prospectors and Defenders," *Industrial Marketing Management*, 37 (June), 455-470.

Menguc, Bulent and Seigyoung Auh (2008), "Conflict, Leadership, and Market Orientation," *International Journal of Research in Marketing*, 25 (1), 34-45.

Johnston, Stewart and Bulent Menguc (2007), "Subsidiary Size and the Level of Subsidiary Autonomy in Multinational Corporations: A Quadratic Model Investigation of Australian Subsidiaries," *Journal of International Business Studies*, 38 (5), 787-801.

Auh, Seigyoung and Bulent Menguc (2007), "Performance Implications of the Direct and Moderating Effects of Centralization and Formalization on Customer Orientation," *Industrial Marketing Management*, 36 (November), 1022-1034.

Menguc, Bulent, Seigyoung Auh, and Eric Shih (2007), "Transformational Leadership and Market Orientation: Implications for the Implementation of Competitive Strategies and Business Unit Performance," *Journal of Business Research*, 60 (4), 314-321.

Menguc, Bulent, Seigyoung Auh and Sang-Lin Han (2007), "A Test of a Model of New Salespeople's Socialization and Adjustment in a Collectivist Culture," *Journal of Personal Selling and Sales Management*, 27 (2), 149-168.

Merlo, Omar, Simon Bell, Bulent Menguc, and Gregory J. Whitwell (2006), "Social Capital, Customer Service Orientation and Creativity in Retail Stores," *Journal of Business Research*, 59 (12), 1214-1221.

Cousins, Paul D. and Bulent Menguc (2006), "The Implications of Socialization and Integration in Supply Chain Management," *Journal of Operations Management*, 24 (5), 604-620.

Auh, Seigyoung and Bulent Menguc (2006), "Diversity at the Executive Suite: A Resource-Based Approach to the Customer Orientation-Organizational Performance Relationship," *Journal of Business Research*, 59 (5), 564-572.

Neville, Benjamin A and Bulent Menguc (2006), "Stakeholder Multiplicity: Toward an Understanding of the Interactions Between Stakeholders," *Journal of Business Ethics*, 66 (4), 377-391.

Menguc, Bulent and Seigyoung Auh (2006), "Creating a Firm-Level Dynamic Capability through Capitalizing on Market Orientation and Innovativeness," *Journal of the Academy of Marketing Science*, 34 (1), 63-73.

Auh, Seigyoung and Bulent Menguc (2005), "Balancing Exploration and Exploitation: The Moderating Role of Environmental Uncertainty," *Journal of Business Research*, 58 (December), 1652-1661.

Neville, Benjamin A., Simon J. Bell, and Bulent Menguc (2005), "Corporate Reputation, Stakeholders and the Social Performance-Financial Performance Relationship," *European Journal of Marketing*, 39 (9/10), 1184-1198.

Menguc, Bulent and A. Tansu Barker (2005), "Re-examining Field Sales Unit Performance: Insights from the Resource-Based View and Dynamic Capabilities Perspective," *European Journal of Marketing*, 39 (7/8), 885-909.

Auh, Seigyoung and Bulent Menguc (2005), "Top Management Team Diversity and Innovativeness: The Moderating Role of Inter-Functional Coordination," *Industrial Marketing Management*, 34 (3), 249-261.

Menguc, Bulent and Lucie K. Ozanne (2005), "Challenges of the 'Green Imperative': A Natural Resources Based Approach to the Environmental Orientation-Financial Performance Relationship," *Journal of Business Research*, 58 (4), 430-438.

Auh, Seigyoung and Bulent Menguc (2005), "The Influence of Top Management Team Functional Diversity on Strategic Orientations: The Moderating Role of Environmental Turbulence and Interfunctional Coordination," *International Journal of Research in Marketing*, 22 (3), 333-350.

Menguc, Bulent and Seigyoung Auh (2005), "A Test of Strategic Orientation Formation versus Strategic Orientation Implementation: The Influence of TMT Functional Diversity and Inter-functional Coordination," *Journal of Marketing Theory and Practice*, 13 (2), 4-19.

Bhuiyan, Shahid N., Bulent Menguc, and Rene Borsboom (2005), "Stressors and Job Outcomes in Sales: A Triphasic Model versus a Linear-Quadratic-Interactive Model," *Journal of Business Research*, 58 (2), 141-150.

Bhuiyan, Shahid N., Bulent Menguc, and Simon J. Bell (2005), "Just Entrepreneurial Enough: The Moderating Effect of Entrepreneurship on the Relationship between Market Orientation and Performance," *Journal of Business Research*, 58 (1), 9-17.

Menguc, Bulent and Shahid N Bhuiyan (2004), "Career Stage Effects on Job Characteristics-Job Satisfaction Relationships among Guest Worker Salespersons," *Journal of Personal Selling and Sales Management*, 24 (3), 215-227.

Bell, Simon J., Bulent Menguc, and Sara L. Stefani (2004), "When Customers Disappoint: A Model of Relational Internal Marketing and Customer Complaints," *Journal of the Academy of Marketing Science*, 32 (2), 112-126.

Menguc, Bulent and A. Tansu Barker (2003), "The Performance Effects of Outcome-Based Incentive Plans in Sales Organizations: A Contextual Analysis," *Journal of Personal Selling and Sales Management*, 23 (4), 341-358.

Deng, Jianshu, Bulent Menguc, and John Benson (2003), "The Impact of Human Resource Management on Export Performance: Chinese Enterprises in Four Special Economic Zones," *Thunderbird International Business Review*, 45 (4), 409-429.

Glenane-Antoniadis, Alicia, Gregory Whitwell, Simon J Bell, and Bulent Menguc (2003), "Extending the Vision of Social Marketing through Social Capital Theory: Marketing in the Context of Intricate Exchange and Market Failure," *Marketing Theory*, 3 (3), 323-343.

Bell, Simon J. and Bulent Menguc (2002), "The Employee-Organization Relationship, Organizational Citizenship Behavior, and Superior Service Quality," *Journal of Retailing*, 78 (Summer), 131-146.

Bhuiyan, Shahid N. and Bulent Menguc (2002), "An Extension and Evaluation of Job Characteristics, Organizational Commitment and Job Satisfaction in an Expatriate, Guest Worker, Sales Setting," *Journal of Personal Selling and Sales Management*, 22 (Winter), 1-12.

Dean, David L., Bulent Menguc, and Christopher P. Myers (2000), "Revisiting Firm Characteristics, Strategy, and Export Performance Relationship: A Survey of the Literature and an Investigation of New Zealand Small Manufacturing Firms," *Industrial Marketing Management*, 29 (5), 461-477.

Menguc, Bulent (2000), "An Empirical Investigation of a Social Exchange Model of Organizational Citizenship Behavior across Two Sales Situations: A Turkish Case," *Journal of Personal Selling and Sales Management*, 20 (4), 205-216.

Kandampully, Jay and Bulent Menguc (2000), "Managerial Practices to Sustain Service Quality: An Empirical Investigation of New Zealand Service Firms," *Marketing Intelligence and Planning*, 18 (4), 175-184.

Menguc, Bulent (1998), "The Earnings Gap Between Male and Female Sales Managers," *Industrial Marketing Management*, 27 (5), 385-400.

Menguc, Bulent (1998), "Organizational Consequences, Marketing Ethics and Salesforce Supervision: Further Empirical Evidence," *Journal of Business Ethics*, 17 (4), 333-352.

Erem, Tunc and Bulent Menguc (1997), "Export Market Segmentation Practices in Turkish Firms," *Journal of Euro-Marketing*, 6 (3), 103-135.

Menguc, Bulent (1997), "Product Adaptation Practices in the Context of Export Activity: An Empirical Study of Turkish Manufacturing Firms," *Journal of Euro-Marketing*, 6 (2), 25-56.

Menguc, Bulent (1996), "The Influence of the Market Orientation of the Firm on Sales Force Behavior and Attitudes: Further Empirical Results," *International Journal of Research in Marketing*, 13 (3), 277-291.

*Translated and reprinted in *Recherché et Applications en Marketing*, 1997, 12 (3), 47-64.

Uray, Nimet and Bulent Menguc (1996), "Testing the Cross-cultural Generalizability of the Scale of Consumer Attitudes toward Marketing and Consumerism," *Journal of International Consumer Marketing*, 9 (2), 65-92.

Menguc, Bulent (1996), "Testing the Applicability of a Conceptual Model for the Effect of Effort on Sales Performance and Job Satisfaction: Evidence for Turkish Industrial Salespeople," *European Journal of Marketing*, 30 (1), 33-51.

Menguc, Bulent (1995), "A Comparative Study of the Relationships between Cultural Orientations, Shared Ethical Values, Job Characteristics, and Organizational Commitment for Turkish Industrial Sales and Retail Managers," *Journal of Transnational Management Development*, 1 (3), 3-47.

Menguc, Bulent (1994), "An Empirical Study of the Relationship between Cultural Orientations, Job Characteristics, and Organizational Commitment for Turkish Retail Managers," *The Finnish Journal of Business Economics*, 43 (3), 295-318.

Menguc, Bulent (1994), "Major Travel Agency and Trip Attributes Effective When Purchasing a Domestic Tour from a Travel Agency: Some Insights from Istanbul, Turkey," *Journal of Travel and Tourism Marketing*, 3 (2), 1-18.

Refereed Book Chapter

Jeffrey P. Boichuk, Bulent Menguc, and Seigyoung Auh (2015), *Orientations in Marketing*, Wiley Encyclopedia of Management, Volume 3 (Marketing), 1-3.

Menguc, Bulent (1998), *Search Processes*, Elgar Companion to Consumer Research and Economic Psychology, Peter E. Earl and Simon Kemp (eds.), Edward Elgar Publishing, Cheltenham, 524-531.

Refereed Conference Papers

More than 40 conference papers (solo and co-authored) presented and published in the proceedings of the Academy of Marketing Science (Annual Conference; World Marketing Congress; Multicultural Marketing Conference), American Marketing Association (Winter Conference), European Marketing Academy (EMAC), Academy of International Business, Australian and New Zealand Marketing Academy Conference (ANZMAC), Administrative Sciences Association of Canada (ASAC) Conference, among others.

Published Reports

Menguc, Bulent (1995), *Strategy and Performance in Export*, A Publication of the Young Businessmen Association of Turkey, January, Istanbul.

Topkara, Aypar and Bulent Menguc (1992), *Business Ethics and Turkish Managers' Attitudes toward Business Ethics*, A Publication of the Young Businessmen Association of Turkey, August, Istanbul.

Discussion Papers

Bell, Simon J. and Bulent Menguc (2001), *Raising the Bar of Service Quality: The Role of the Salesperson-Organization Relationship and Organizational Citizenship Behaviors*, No. 15, Department of Marketing, Copenhagen Business School, Denmark.

Dean, David L., Bulent Menguc, and Christopher P. Myers (1998), *The Ongoing Debate Over Export Performance: An Investigation of New Zealand Small Industrial Firms*, No. 57, Commerce Division, Lincoln University, New Zealand.

INVITED PRESENTATIONS

“Multi-level Modeling and Endogeneity in Marketing,” NEOMA Business School, Paris, France, October 15-18, 2018.

“When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation–Satisfaction Link,” Brock University, Goodman School of Business, St. Catharines, Ontario, Canada, February 26, 2018.

“When Resources Do Not Lead to More Engagement and When Engagement Does Not Result in Improved Performance: The Moderating Role of Supportive and Inhibitive Service Climate,” Thought Leaders in Service Marketing Strategy Conference, Paris, France, May 30-31, 2016.

“Frontline Service Employee Engagement”, Athens University of Economics and Business, March 28, 2016.

“Frontline Service Employee Engagement”, Bilkent University, March 16, 2016.

“A Methodological Review of Survey-Based Research in the Field of Global and Cross-Cultural Fashion Marketing”, 2015 Global Fashion Management Conference, 25-28 June 2015, University of Florence, Florence, Italy.

“An Interactive Session with Top Reviewers”, 2014 Academy of Marketing Science Annual Conference, May 21-23, 2014, Indianapolis, US.

“Conducting Scholarly Research-PhD Students’ Research Seminar Series,” Leeds University Business School, February 2014.

“The Voluntary Turnover-Performance Relationship in Sales Units: An Approach of Alternative Hypotheses,” American Association of Behavioral and Social Sciences, Eight Annual Meeting, Las Vegas, Nevada, February 16-18, 2005.

“A Social Exchange Model of Organizational Citizenship Behaviors: An Empirical Investigation across Two Sales Situations,” Presentation to the participants of the 6th International Colloquium on Relationship Marketing, The University of Auckland, New Zealand, January 1999.

“Pros and Cons of Doing Research on Marketing Practices in Developing Countries: A Case of Turkey,” Presentation to the participants of the 6th International Colloquium on Relationship Marketing, The University of Auckland, New Zealand, January 1999.

“An Effective Implementation of the Internal Marketing Principles,” Seminar for the Center for Organizational Research and Public Relations, Istanbul, 1996.

“Business Ethics in Turkey and Perceived Ethical Values of Turkish Managers,” Presentation to the participants of the 3rd National Management Congress, Istanbul Technical University, May 1995.

“The Influence of Market Orientation on Salespeople Attitudes and Behaviors,” Seminar for the Center for Organizational Research and Public Relations, Istanbul, 1995.

“Becoming a Market-Oriented Company,” Seminar for the Center for Organizational Research and Public Relations, Istanbul, 1994.

PROFESSIONAL SERVICES

Book Reviews

Marketing Strategy: Building on First Principles and Data Analytics, (by Robert W. Palmatier and Shrihari Sridhar), Palgrave, 2016.

Handbook of Computational Statistics PLS (Partial Least Squares) and Marketing, (by Wynne Chin, Huiwen Wang, Vincenzo Esposito Vinzi, Jorg Henseler), Volume II, 2006.

Retail Pricing Strategies and Market Power (by Gordon Mills), Melbourne University Press, 2000.

International Marketing-An Asia-Pacific Perspective, 2nd Edition, (by Richard Fletcher and Linden Brown), Pearson Education, 2002.

Associate Editor

2013 - present Journal of International Marketing
2010 - 2013 European Journal of Marketing
 (Sales, Strategy, and Relationship Marketing Track)

Editorial Board Member

2017 - present Journal of Service Research
2016 - present Journal of International Business Studies
2014 - present Journal of Product Innovation Management
2011 - present Journal of the Academy of Marketing Science
2011 - present Journal of Personal Selling and Sales Management
2008 - present International Marketing Review
2007 - present Journal of Operations Management
2006 - present Journal of Marketing Theory and Practice
1999 - present Industrial Marketing Management
2004 - 2015 Journal of Business Research (Marketing Section)
1999 - 2008 Academy of Marketing Science Review (electronic journal)

Ad-hoc Reviewer (Journals)

| | |
|--|--|
| Journal of Marketing | Journal of Marketing Research |
| International Journal of Research in Marketing | Organization Studies |
| Journal of Retailing | Journal of Service Research |
| Journal of Business Ethics | Journal of Management |
| Journal of Management Studies | Human Relations |
| Journal of Business Research | Journal of Advertising Research |
| European Journal of Marketing | The Service Industries Journal |
| Innovation: Organization & Management | European Journal of Work and Org. Psychology |
| British Journal of Management | Long Range Planning |
| Transportation Research-Part E | |

Ad-hoc Reviewer (Conference Proceedings)

AMA Global Marketing Special Interest Group Conference, Havana, Cuba, 2017
AMA Winter Marketing Educators' Conference, 2015, 2016
Global Sales Science Institute Conference, Aalen, Germany, 2013
ANZAM (Australia-New Zealand Academy of Management) Conference, 2011, 2012, 2013
Global Marketing Conference, Korean Marketing Academy, 2010
Australian and New Zealand Marketing Academy Annual Conference, 2009
Academy of Marketing Science, World Marketing Congress, 2003, 2009, 2014, 2016
Academy of Marketing Science, Annual Conference and Faculty Consortium, 2002, 2006, 2008
Academy of Marketing Science, Multicultural Marketing Conference, 2000
Academy of Management Meeting, 2008
Academy of Marketing Science/Korean Academy of Marketing Science, 2006
European Marketing Academy (EMAC) Conference, 2006, 2014, 2016

Research/Dissertation Competition Assessor

John A. Howard / AMA Doctoral Dissertation Award Competition, 2015
Doctoral Researcher Award Competition-Association of British Turkish Academics (ABTA)-2014, 2015, 2016
Academy of the Social Sciences in Australia-2013
Social Sciences and Humanities Research Council of Canada (SSHRC)-2009
Athens University of Economic and Business-2010
Emerald/EFMD Outstanding Doctoral Research Awards-2011

External Examiner (Theses & Dissertations)

Athina Zeriti, “Sustainable Export Marketing Strategy Fit and Performance Outcomes”, Doctor of Philosophy, 2014, Leeds University Business School, UK.

Melanie Dischinger, “The Impact of Sales Management Control on Salesperson Behavior and Performance”, Doctor of Philosophy, 2013, The University of Warwick, Warwick Business School, UK.

Dwi Suhartanto, “An Examination of Brand Loyalty in the Indonesian Hotel Industry”, Doctor of Philosophy, 2010, Lincoln University, New Zealand.

Dongmei Zhang, “Customer Switching Behavior in the Chinese Retail Banking Industry”, Master of Commerce and Management, 2009, Lincoln University, New Zealand.

H. Y. Mei, “An Empirical Investigation of Consumers’ Purchasing Behavior toward Green Products in New Zealand”, Master of Commerce and Management, 2007, Lincoln University, New Zealand.

External Examiner (Research Projects, Academic Performance Review, Promotion & Tenure)

2018 External Reviewer, Henry W. Bloch School of Management, University of Missouri-Kansas City
2018 External Reviewer, Scientific Research Project, Çanakkale 18 Mart University
2017 External Reviewer, Leeds University Business School, Marketing Division
2016 External Reviewer, College of Business, Ohio University
2016 External Referee, Istanbul University Academic Research Grants
2016 Associate Professorship Academic Screening Committee, Inter-Universities Board of Turkey
2015 Faruk Sarac Vocational School of Fashion and Design, Fashion Management Section, Hiring Committee Member
2014 External Reviewer, Sabanci School of Management, Sabanci University, Turkey
2014 External Reviewer, McCoy College of Business Administration, Texas State University, USA
2010 External Reviewer, Haskayne School of Business, University of Calgary, Canada

Various Organizing Committees

1995 3rd National Management Congress, Istanbul Technical University, Turkey
1993 6th Bi-annual World Marketing Congress, Academy of Marketing Science, Istanbul, Turkey
1990 Symposium on New Strategies in International Marketing, Turkish Industrialists' and Businessmen's Association, Istanbul, Turkey

Track Chair

- 2017 *Personal Selling and Sales Management*, World Marketing Congress, Academy of Marketing Science, Christchurch, New Zealand.
- 2016 *Customer Relationship Management and Sales*, AMA Summer Marketing Educators' Conference, Atlanta, US
- 2015 *Sales Management and Personal Selling*, AMA Summer Marketing Educators' Conference, Chicago, US
- 2014 *Sales Management and Personal Selling*, The 43rd European Marketing Academy Conference, Valencia, Spain.
- 2013 *Sales and Sales Management*, Academy of Marketing Science Conference, Monterrey, USA.
- 2013 *Sales Management and Personal Selling*, The 42nd European Marketing Academy Conference, Istanbul, Turkey.
- 2013 *Personal Selling and Sales Management*, The 16th Biannual World Marketing Congress, Academy of Marketing Science, Melbourne, Australia.
- 2012 *Personal Selling and Sales Management*, Global Marketing Conference, Korean Marketing Academy, Seoul, South Korea.
- 2011 *Market-Based Learning and Competitive Advantage*, The 15th Biannual World Marketing Conference, Academy of Marketing Science, Reims, France.
- 2010 *Strategic Marketing*, Australia-New Zealand Marketing Academy Conference, Christchurch, New Zealand.
- 2010 *Sales Management*, Global Marketing Conference, Korean Marketing Academy, Tokyo, Japan.
- 2008 *Sales Management*, Global Marketing Conference, Korean Marketing Academy, Shanghai, China.
- 2006 *Sales Management*, Academy of Marketing Science/Korean Academy of Marketing Science, Cultural Perspectives on Marketing Conference, Seoul, Korea.
- 2005 *Relationship Marketing*, Academy of Marketing Science, World Marketing Congress, Muenster, Germany.
- 2000 *Marketing Across Cultures*, AMS Annual Conference and Faculty Consortium, Montreal, Canada.

Session Chair

- 2006 *Selling and Sales Management, CRM*, Academy of Marketing Science Annual Conference, San Antonio, Texas, USA.
- 2005 *Customer Relationship Management and Loyalty*, Academy of Marketing Science, World Marketing Congress, Muenster, Germany.
- 2003 *Selling, Sales Management and CRM*, Academy of Marketing Science Annual Conference, Washington, DC., US.
- 1997 *Consumer Behavior and Consumer Marketing*, The 8th Biannual World Marketing Congress, Academy of Marketing Science, Kuala Lumpur, Malaysia.

Special Session/Panel Speaker

- 2013 *How to Become More Involved in AMS- The Role of Track Chair*, Academy of Marketing Science Annual Conference, Monterey, California, USA.
- 2006 *International-Multinational Marketing Track*, Academy of Marketing Science Annual Conference, San Antonio, Texas, USA.

Other

- 2019 Member, Consortium for Section and Program Names Negotiation, Sub-committee for Business and Management Disciplines, Higher Educational Council, Turkey
- 2018 Round Table Discussant, Research Frontiers (Personal Selling and Sales Management), American Marketing Association Sheth Foundation Doctoral Consortium, June 27-30, 2018, Leeds, United Kingdom
- 2018 Round Table Discussant, American Marketing Association AMA Global Marketing SIG Doctoral Consortium, May 21, 2018, Santorini, Greece
- 2017 Faculty Team Member, American Marketing Association Global SIG's Conference on Global Marketing in an Era of Change, April 6-9, 2017, Havana, Cuba
- 2011 Faculty Team Member, Second Biennial Academy of Marketing Science Doctoral Consortium, July 19-21, 2011, Reims, France
- 2009 Faculty Team Member, First Biennial Academy of Marketing Science Doctoral Consortium, July 19-21, 2009, Oslo, Norway

SCHOLARSHIPS AND GRANTS

- 2014 Kadir Has University, Internal Research Grant (US\$ 11000)
- 2011 Brock University, Faculty of Business, Internal Research Seed Grant (CDN \$ 2500)
- 2007 Faculty Support (CDN \$ 3000), Social Sciences and Humanities Research Council of Canada
- 2003 Faculty Research Grant (AU\$ 10000), University of Melbourne (with Gregory J. Whitwell)
- 2003 Faculty Research Grant (AU\$ 15000), University of Melbourne (with Graham Sewell)
- 2002 Faculty Research Grant (AU\$ 10000), University of Melbourne
- 2000 Faculty Research Grant (AU\$ 4500), University of Melbourne
- 2000 Faculty Research Grant (AU\$ 5000), University of Melbourne (with Gregory J. Whitwell)
- 1999 Summer Research Grant (NZ\$ 2500), Lincoln University, New Zealand (with Lucie K. Ozanne)
- 1998 Prestigious Conference Award, Lincoln University, New Zealand
- 1997 Prestigious Conference Award, Lincoln University, New Zealand
- 1996 Summer Research Grant (NZ\$ 3500), Lincoln University, New Zealand (with Jay Kandampully)
- 1994 Research Scholarship, Department of Marketing, National University of Singapore

SUPERVISIONS

| | Completed | | In-Progress | |
|--------------------------|-----------|------------------|-------------|------------------|
| | Chair | Committee Member | Chair | Committee Member |
| Doctoral Dissertation | 2 | - | - | 3 |
| Master's Thesis/Project | 19 | - | - | - |
| Honors Research Projects | 6 | - | - | - |
| Independent Studies | 4 | - | - | - |

UNIVERSITY SERVICES***Kadir Has University***

| | |
|--------------------------|--|
| 2018 (Nov) - present | Chairman, International Faculty Screening Committee |
| 2017 (May) - present | Dean, Faculty of Management |
| 2017 (June) - present | Member, Council of the Institute of Social Sciences |
| 2017 (October) - present | Member, Committee for the Scientific Research Projects |

Leeds University Business School

| | |
|--------------------|--------------------------------|
| 2017 (January-May) | Head of the Marketing Division |
|--------------------|--------------------------------|

Kadir Has University

| | |
|-------------|---|
| 2015 - 2016 | Head of the Department of Business Administration |
|-------------|---|

King's College London

| | |
|-------------|--|
| 2013 - 2014 | Dissertation Coordinator, Master of Science, International Marketing Program |
| 2013 - 2014 | Admission Tutor, Master of Science, International Marketing Program |
| 2013 - 2014 | Deputy Coordinator, Master of Science, International Marketing Program |
| 2012 - 2014 | Marketing Group Research Director |
| 2012 - 2014 | Dept. of Management Research Committee, Marketing Group Representative |

Brock University

| | |
|-------------|--|
| 2010 - 2012 | The PhD Feasibility Committee |
| 2010 | The Advisory Search Committee (Associate Dean, Faculty of Business) |
| 2009 | The Advisory Search Committee (Dean, Faculty of Business) |
| 2009 | The Advisory Search Committee (Dean, Graduate Studies) |
| 2009 | SSHRC Adjudication Committee |
| 2007 | The Advisory Search Committee (Vice President-Research) |
| 2007 - 2008 | University Distinguished Research and Creative Activity Adjudication Committee |
| 2006 - 2010 | Faculty of Business, Master of Science Program, Marketing Dept. Coordinator |
| 2006 - 2010 | Faculty of Business, Master of Science Advisory Committee |
| 2006 - 2009 | University Senate Research and Scholarship Committee, Faculty Member |
| 2006 - 2007 | Faculty of Business, Beta Gamma Sigma Committee |
| 2005 - 2007 | Representative of the Marketing Department, Faculty of Business, Bachelor of Business Administration Curriculum Revision Committee |
| 2005 - 2012 | Marketing Recruitment, Dept. of Marketing, Int'l Business, and Strategy |
| 2004 - 2007 | Faculty of Business, Program Committee Member |

University of Melbourne

| | |
|-------------|--|
| 2002 - 2003 | Department Representative, University Arts & Education Human Ethics Subcommittee |
| 2000 | Department Representative, Library Users' Committee |
| 2001 - 2003 | Faculty Representative, Undergraduate Studies Committee |
| 2001 | Member, Faculty Special Consideration Committee |
| 2002 | Member, New Staff Selection Committee |

2000 - 2002 Member, Departmental Committee
2000 Department Liaison Committee

Lincoln University

1998 - 1999 Research Committee, Marketing Group Representative
1999 Course Director, International Business Program, Singapore Polytechnic-Lincoln
University Collaboration
1999 Marketing Group Final Exam Moderator
1997 - 1999 Marketing Course Advisor

CONSULTANCY

Lincoln International Ltd., New Zealand, 1998-1999
Kurtsan Pharmaceuticals Inc., Turkey, 1994-1995

TEACHING (Courses Developed and Taught)

Kadir Has University

Public Lecture Successful Branding and Marketing in Business and Personal Life
Undergraduate Fantasy, Reality, Science, Society, and Law (Team-Teaching, a 2-week teaching on
“Successful Branding and Marketing in Business and Personal Life”)

Leeds University Business School

MSc (IMM) Global Marketing (Team-Teaching)

Kadir Has University

Undergraduate Business-to-Business Marketing, Marketing Strategy,
MBA Brand Management, Marketing Management, Organizational Dynamics

King’s College London

Master of Science Business-to-Business Marketing, International Marketing,
Research Methods (Team Teaching)

Brock University

Master of Science Current Issues in Marketing Theory
MBA Introduction to Marketing, Marketing Management; Business-to-Business Marketing;
Marketing Research; Marketing Applications (Team Teaching)
Undergraduate Introduction to Marketing; Marketing Strategy; Business-to-Business Marketing; New
Product Management; International Business

University of Melbourne

Master of Int’l Bus. International Marketing; Advanced Marketing

Undergraduate Business-to-Business Marketing ; Global Marketing, Strategic Marketing

Lincoln University

Honors and PhD Marketing Theory and Thought; Research Methods
Undergraduate Marketing Management; New Product Development

Marmara University

Undergraduate Marketing Research; Macro-marketing

PROFESSIONAL AND HONOR SOCIETY MEMBERSHIP

American Marketing Association
Academy of Marketing Science

European Marketing Academy
Beta Gamma Sigma

PERSONAL INFORMATION

Date of Birth: September 28, 1966
Citizenship: Turkish and Australian
Marital Status: Single
Languages: Turkish and English