

BULENT MENGUC
August 2026

Ozyegin University
Department of Business Administration
Faculty of Business
Istanbul 34794, Turkey
bulent4803@gmail.com

EDUCATION

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

ACADEMIC EXPERIENCE

2026-present *Professor*, Ozyegin University
2025-2026 *Professor*, Illinois State University
2021-2025 *Professor and Chair in Marketing*, Leeds University Business School, U.K.
2020-2021 *Professor*, Ozyegin University, Turkey
2017-2020 *Professor*, Kadir Has University, Turkey
2016-2017 *Professor and Chair in Marketing*, Leeds University Business School, U.K.
2014-2016 *Professor*, Kadir Has University, Turkey
2012-2014 *Professor*, King's College London, U.K.
2008-2012 *Professor and Chancellor's Chair for Research Excellence*, Brock University, Canada
2004-2008 *Associate Professor and Chancellor's Chair for Research Excellence*, Brock University, Canada
2000-2003 *Associate Professor*, University of Melbourne, Australia
1997-1999 *Assistant Professor*, Lincoln University, New Zealand
1994-1996 *Lecturer*, Marmara University, Turkey
1989-1994 *Research & Teaching Assistant*, Marmara University, Turkey

ADMINISTRATIVE POSITIONS

2026-present *Dean*, Faculty of Business, Ozyegin University
2025-2026 *Chair*, Department of Marketing, Illinois State University
2023-2024 *Interim Head*, Department of Marketing, Leeds University Business School, U.K.
2017-2020 *Founding Dean*, Faculty of Management, Kadir Has University, Turkey
2016-2017 *Head*, Department of Marketing, Leeds University Business School, U.K.
2015-2016 *Head*, Dept. of Business Admin., Kadir Has University, Turkey

VISITING POSITIONS AND AFFILIATIONS

2017-2021 *Professorial Research Fellow*, Leeds University Business School, U.K.
2015-2016 *Professorial Research Fellow*, Leeds University Business School, U.K.
2010 *Visiting Erskine Fellow*, University of Canterbury, New Zealand

2006 *Visiting Scholar*, Judge Business School, University of Cambridge
1992-1993 *Visiting Doctoral Student*, Department of Marketing, Texas Tech University

RESEARCH AND PUBLICATIONS

Research Interests

Selling and Sales Force Management, Frontline Service Employee–Customer Interface, Strategy and Market–Focused Management, and Multilevel Research Methods and Modeling.

Citations (as of August 8, 2026)

Web of Science-All Databases (without self-citations):	7960	(h-index: 42)
Scopus:	7588	(h-index: 42)
Google Scholar:	17018	(h-index: 52)

Journal Articles

Mullins, Ryan, Bulent Menguc, and Adam Rapp (Accepted), “Empowering Sales Teams for Market Sensing and Market Performance,” *Journal of Business Research*.

Yeniaras, Volkan, Fulya Acikgoz, and Bulent Menguc (2026), “When Convenience Backfires: Aligning Checkout Technologies with Shopping Motivations to Prevent Customer Revenge,” *Journal of Retailing and Consumer Services*, 93, 104957.

Menguc, Bulent, Seigyoung Auh, Aypar Uslu, and Volkan Yeniaras (2026), “From Managers to Employees to Customers: The Hidden Toll of Technology-Induced Workload,” *Journal of Service Research*, 29 (2), 207-224.

Menguc, Bulent, Seigyoung Auh, Dionysius Ang, and Nimet Uray (2024), “Don’t Give Me Just Positive Feedback: How Positive and Negative Feedback Can Increase Feedback-Based Goal Setting and Proactive Customer Service Behavior,” *Journal of the Academy of Marketing Science*, 52 (6), 1608-1626.

Vardarsuyu, Merve, Stavroula Spyropoulou, Bulent Menguc, and Constantine S. Katsikeas (2024), “Managers’ Process Thinking Skills, Dynamic Capabilities and Performance in Export Ventures,” *International Marketing Review*, 41 (1), 302-332.

Auh, Seigyoung, Bulent Menguc, Frauke Mattison Thompson, and Aypar Uslu (2024), “Conflict-Solving as a Mediator Between Customer Incivility and Service Performance,” *Service Industries Journal*, 44 (5-6), 342–377.

Panagopoulos, Nikolaos G., Bulent Menguc, and Ryan Mullins (2023), “Will You Speak Up for Me? Inducing Retail Store Managers’ Engagement with MNCs’ Brands Across Cultures,” *Journal of International Business Studies*, 54 (7), 1222-1255.

Auh, Seigyoung, Bulent Menguc, Preethika Sainam, and Yeon Sung Jung (2022), “The Missing Link Between Analytics Readiness and Service Firm Performance,” *Service Industries Journal*, 42 (3/4), 148-177.

Mullins, Ryan, Bulent Menguc, and Nikolaos G. Panagopoulos (2020), “Antecedents and Performance Outcomes of Value-Based Selling in Sales Teams: A Multilevel, Systems Theory of Motivation Perspective,” *Journal of the Academy of Marketing Science*, 48 (6), 1053-1074.

Menguc, Bulent, Seigyoung Auh, and Fatima Wang (2020), “Customer Participation Variation and Its Impact on Customer Service Performance: Underlying Process and Boundary Conditions,” *Journal of Service Research*, 23 (3), 299-320.

Auh, Seigyoung, Bulent Menguc, Constantine S. Katsikeas, and Yeon Sung Jung (2019), “When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation–Performance Link,” *Journal of Marketing Research*, 56 (6), 1012-1033.

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.

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.

Bouckenhooge, 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.

Menguc, Bulent, Seigyoung Auh, Volkan Yeniaras, 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.

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.

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 Perceived Autonomy-Perceived Service Climate Relationship: The Contingency Effect of Store-Level Tenure Diversity," *Journal of Retailing and Consumer Services*, 18 (6), 509–520.

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.

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.

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.

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, 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.

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.

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.

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.

Bhuian, 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.

Bhuian, 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 Bhuian (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.

Bhuian, 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.

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.

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 *Recherche 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.

Business Press Article

Sainam, Preethika, Seigyoung Auh, Richard Ettenson, and Bulent Menguc (2024), "The High Cost of Misaligned Business and Analytics Goals," *Harvard Business Review*.
<https://hbr.org/2024/06/the-high-cost-of-misaligned-business-and-analytics-goals>

Refereed Book Chapters

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 at 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

Ryan Mullins, Bulent Menguc, and Nikolaos G. Panagopoulos (2021), *Aligning Motivation for a Value-Based Sales Strategy*, Keller Center Research Report, Baylor University,
<https://www.baylor.edu/business/kellercenter/news.php?action=story&story=224175>

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

HONORS, AWARDS, AND RECOGNITIONS

Ranked in the Top 2% Worldwide within the Subfield, 2019, 2020, 2021, 2022, 2023, 2024, 2025
“August 2025 data-update for Updated science-wide author databases of standardized citation indicators, Elsevier Data Repository, V8, doi: 10.17632/btchxktyw.8”

Fellow, Science Academy, Turkey, 2017-present

Outstanding Area Editor Award, Journal of the Academy of Marketing Science, 2024

Best Reviewer Award, Journal of International Business Studies, 2022

Best Reviewer Award, Journal of the Academy of Marketing Science, 2012, 2013, 2014, 2016, 2018, 2021

Excellence in Peer Review, Journal of Business Research, 2014

Academic Achievement Award, Kadir Has University, 2016

Best Paper in the Sales and Customer Relationship Management Track, 2015 American Marketing Association (AMA) Winter Educators’ Conference, San Antonio, February 12–15, 2015 (with Seigyoung Auh, Constantine S. Katsikeas, Yeon Sung Jung)

Best Paper in the Sales Management Track, 2011 American Marketing Association (AMA) Summer Educators’ Conference, San Francisco, August 5–7, 2011 (with Jeffrey P. Boichuk)

Best Conference Paper Award, Administrative Sciences Association of Canada (ASAC), May 22–25, 2010 (with David Bouckennooghe)

Best Conference Paper Award, Korean Academy of Marketing Science, Spring International Conference, April 21, 2007 (with Seigyoung Auh)

Runner up, Marvin Jolson Award for Best Contribution to Selling and Sales Management Practice, 2011

Faculty Mentor, the AIM-AMA Sheth Foundation Doctoral Consortium, 2020, 2021, 2022, 2023

Faculty Mentor, Biennial Academy of Marketing Science Doctoral Consortium, 2009, 2011

One of the Top 25 Sales Scholars, based on the Author Roster for Five Leading Journals (JM, JAMS, JPSSM, IMM, and JME) conducted by Baylor University, Center for Professional Selling, 2015

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)

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)

INVITED PRESENTATIONS

“Multi–Level Modeling and Endogeneity in Marketing Research,” Burgundy Business School, France, November 14, 2023.

“The Trickle-Down Effect of Manager Techno-Insecurity on Store Employee Customer Sabotage,” Special Session on Digital Technology as A Game Changer for Marketing, Leading and Managing in the Digital Era: Shaping the Future of Work and Business Education, June 20, 2023, Athens, Greece.

“Price Negotiation Preparedness and Salesperson Performance: A Contingency Approach,” the 8th AIM-AMA Sheth Foundation Doctoral Consortium and Conference, Birla Institute of Management Technology (BIMTECH), 3-6 January 2020, Greater Noida, India.

“Advancing Your Research Excellence and Impact,” Maejo University, Chiang Mai, Thailand, 17 December 2019.

“Multi–Level Modeling and Endogeneity in Marketing Research,” 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.

“How to Conduct Cutting-Edge Research in Marketing,” Faculty of Commerce and Accountancy, Chulalongkorn University, Thailand, December 2016.

“How to Publish in Top Marketing Journals,” Faculty of Business Administration, Chiang Mai University, Thailand, December 2016.

“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.

SCHOLARSHIPS AND RESEARCH GRANTS

2014	Internal Research Grant, Kadir Has University (US\$ 11000)
2011	Internal Research Seed Grant, Brock University (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

MEDIA INTERVIEWS

“KHas Academy- Social Sciences, Welcoming Speech”, 9 May 2020 (Youtube)
 “KHas Business School”, 26 July 2019 (Facebook)
 “KHas Business School”, 15 March 2019 (Facebook)
 “KHas Business School”, 8 August 2018 (Facebook)
 “KHas Business School Research Camp”, 9 April 2018 (DHA)
 “Promoting Business School at KHas”, 28 May 2017 (Youtube)

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.

Area/Associate Editor

2026-present	Journal of Service Research
2023-present	Journal of the Academy of Marketing Science
2023- 2025	Journal of Business Research (Sales/B2B/CRM)
2013- 2019	Journal of International Marketing
2010- 2013	European Journal of Marketing (Sales, Strategy, and Relationship Marketing Track)

Special Issue Editor

2021	The Role of Relational Governance and Dynamic Capabilities for SMEs in B2B Markets in Times of Crisis, Industrial Marketing Management (with M. Dayan and V. Yeniaras)
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Editorial Board Member

2016 – present	Journal of International Business Studies
2014 – present	Journal of Product Innovation Management
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
2017 – 2025	Journal of Service Research
2011 – 2023	Journal of the Academy of Marketing Science
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, Journal of Retailing, Journal of Business Ethics, Journal of Management Studies, Organization Studies, Journal of Management, Journal of Business Research, Human Relations, European Journal of Marketing, Journal of Advertising Research, British Journal of Management, Transportation Research (Part E), International Journal of Human Resource Management, European Journal of Work and Organizational Psychology, Long Range Planning, Service Industries Journal, AIB Insights.

Ad-hoc Reviewer (Conference Proceedings)

AMA Winter Marketing Educators' Conference, 2015, 2016, 2019
 AMA Global Marketing Special Interest Group Conference, Havana, Cuba, 2017
 Global Sales Science Institute Conference, Aalen, Germany, 2013
 ANZAM (Australia-New Zealand Academy of Management) Conference, 2011, 2012, 2013
 Global Marketing Conference, The 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

External Examiner (Theses & Dissertations)

Helen Wu, “When AI Raises the Bar: AI-Related Performance Pressure, Threat Appraisal, and Impostor Feelings at Work”, Doctorate of Professional Practice, 2026, Arizona State University, U.S.

Somonnoy Ghosh, “Linking Organizational Culture to Organizational Innovativeness”, Doctor of Philosophy, 2020, International Management Institute, New Delhi, India

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 (Promotion & Tenure)

College of Administrative and Financial Sciences, Saudi Electronic University, 2023
McCoy College of Business Administration, Texas State University, 2023, 2024
Department of Marketing, University of Malaya, Malaysia, 2020, 2021, 2022, 2026
College of Business, Ohio University, 2016, 2019
Faculty of Management, Marmara University, Turkey, 2019
Henry W. Bloch School of Management, University of Missouri–Kansas City, 2018
Associate Professorship Promotion Committee, Inter–Universities Board of Turkey, 2016
Faculty of Business, Ozyegin University, Turkey, 2017
Sabanci School of Management, Sabanci University, Turkey, 2014
Haskayne School of Business, University of Calgary, 2010

External Examiner (Research/Dissertation Competition)

The Science Academy, The BAGEP (Scientific Research and Development Project) Award Assessor, 2020, 2021, 2022
Istanbul University Academic Research Grants, 2016
Doctoral Researcher Award Competition–Association of British Turkish Academics (ABTA)–2014, 2015, 2016
John A. Howard / AMA Doctoral Dissertation Award Competition, 2015
Academy of the Social Sciences in Australia-2013
Emerald/EFMD Outstanding Doctoral Research Awards-2011
Athens University of Economic and Business-2010
Social Sciences and Humanities Research Council of Canada (SSHRC)-2009

External Examiner (Hiring & Recruitment)

Faruk Sarac Vocational School of Fashion and Design, 2015

Various Organizing Committees

2018 Faculty of Management, Research Camp (V. Kumar, Constantine S. Katsikeas, Neil Morgan, and Alook Saboo as speakers), Kadir Has University, Turkey, 5-6 April, 2018
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

- 2022-present Member, Selection Board for the Responsible Research in Business and Management Honor Roll
- 2018-present Member, Alumni Advisory Committee, Istanbul Technical University, Department of Management Engineering

2019	Member, Consortium for Section and Program Titles 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

UNIVERSITY SERVICES

Leeds University Business School

2024 – 2025	Professorial Advisory Board
2022 – 2025	Departmental Director of Research
2022 – 2024	Marketing Department Representative, Diversity, Equity, and Inclusion Committee

Ozyegin University

2021	Member, University Promotion and Tenure Committee
2020 – 2021	Member, Executive Committee, Faculty of Business
2020 – 2021	Member, Academic Council, Faculty of Business

Kadir Has University

2018 – 2020	Chair, International Faculty Screening Committee
2017 – 2020	Member, Executive Board, School of Graduate Studies
2017 – 2018	Member, Committee for the Scientific Research Projects

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	Departmental Research Committee, Marketing Group Representative

Brock University

2010 – 2012	PhD Feasibility Committee
2010	Advisory Search Committee (Associate Dean, Faculty of Business)
2009	Advisory Search Committee (Dean, Faculty of Business)
2009	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, Dept. Coordinator
2006 – 2010	Faculty of Business, Master of Science Advisory Committee
2006 – 2009	University Senate Research and Scholarship Committee, Member-at-large
2006 – 2007	Faculty of Business, Beta Gamma Sigma Committee

2005 – 2007	Representative, 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 Sub-committee
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

TEACHING (Courses Developed and/or Taught)

Ph.D. Seminars

Advanced Quantitative Methods (Leeds University Business School)
Marketing Theory and Thought (Lincoln University)
Research Methods (Lincoln University)

MBA

Brand Management (Kadir Has University)
Marketing Management (Brock University, Kadir Has University)
Organizational Dynamics (Kadir Has University)
Introduction to Marketing (Brock University)
Business-to-Business Marketing (Brock University)
Marketing Research (Brock University)
Marketing Applications (Team Teaching, Brock University)

MSc

Global Marketing (Team Teaching, Leeds University Business School)
Marketing Research Consultation Project (Leeds University Business School)
Business-to-Business Marketing (King's College London)
International Marketing (King's College London)
Research Methods (Team Teaching, (King's College London)
Current Issues in Marketing Theory (Brock University)

Master of International Business

International Marketing (University of Melbourne)
Advanced Marketing (University of Melbourne)

Honors

Marketing Theory and Thought (Lincoln University)
 Research Methods (Lincoln University)

Undergraduate

Innovation and New Product Development (Lincoln University, Brock University, Ozyegin University)
 Sales Management (Ozyegin University)
 Introduction to Marketing (Brock University)
 Marketing Strategy (University of Melbourne, Brock University, Kadir Has University)
 Business-to-Business Marketing (University of Melbourne, Brock University, Kadir Has University)
 International Business (Brock University)
 Marketing Management (Lincoln University)
 Global Marketing (University of Marketing)
 Marketing Research (Marmara University)
 Macro-marketing (Marmara University)
 Fantasy, Reality, Science, Society, and Law (Team-Teaching, a 2–week teaching on “Successful Branding and Marketing in Business and Personal Life” Kadir Has University)

Open Public Lecture

Successful Branding and Marketing in Business and Personal Life (Kadir Has University)

SUPERVISION & MENTORING

	Completed		In-Progress	
	Supervisor	Co-Supervisor	Supervisor	Co-Supervisor
Post-Doc	1	-	-	-
Doctoral Dissertation	4	3	—	-
Master’s Thesis/Project	20	—	—	—
Honors Research Projects	6	—	—	—
Independent Studies	4	—	—	—

PROFESSIONAL AFFILIATIONS

2008 – 2010 Board of Directors, Korean Academy of Marketing Science
 2022 – present Member, Academy of Management
 1994 – present Member, American Marketing Association

PUBLIC AND PRIVATE SECTOR ADVISING

Lincoln International Ltd., New Zealand, 1998–1999
 Kurtisan Pharmaceuticals Inc., Turkey, 1994–1995