

Pınar BÜYÜKBALCI

Curriculum Vitae

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Associate Professor · International Business · International Entrepreneurship

Areas of Specialization:

My research focuses on how digital technologies enable international expansion strategies and reshape entrepreneurial ecosystems in emerging markets. Accordingly, my areas of specialization include:

- International Business (MNE investment, structuring, and collaboration strategies)
- International Entrepreneurship (International New Ventures, International strategies of tech ventures)
- Entrepreneurial Ecosystem Dynamics (Emerging Market EEs vs Developed Market EEs)
- Multinational Enterprise-Startup Collaborations

Courses Taught & Teaching Interests:

- **Undergraduate Courses:** International Business, Strategic Management, International Entrepreneurship
- **Graduate Courses:** Entrepreneurship, Evolution of Management Thought (PhD)
- **Teaching Interests:** International Business, International Entrepreneurship, Global Competitive Strategies. Digitalization and Strategy.

Teaching Materials Development:

International Business Pedagogy Content Development:

- Workshop Leader & Panelist, *International Business Pedagogy Workshop*, Georgia State University – CIBER, Atlanta, USA - 2023 & 2024. (Sponsored by the U.S. Department of Education's CIBER MSI Consortium.) Served as a workshop leader and panelist at GSU-CIBER's flagship faculty development event, engaging international business educators from leading institutions worldwide.
 - 2023: Contributed to the "Student Engagement" panel and delivered a session on "Students as Case Writers", sharing experiential approaches to enhance active learning.
 - 2024: Presented in the "Teaching Innovations Showcase", facilitating discussion on innovative pedagogical practices in international business education.

Cases and Teaching Notes Development:

- GPM Holding: Powering up Growth - Teaching Case & Teaching Note - published by "Case Centre", 2020. (with Güven Alpay & Meral Dülger)
- TAV Holding Company – "International Business Case Studies", 2014, published by TAV Academy, 2014.

Academic Appointments and Work Experience:

2026 – present

Associate Professor, Faculty of Business – Özyeğin University Istanbul, Turkey

2014 – 2026

Associate Professor, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University, Istanbul, Turkey

Jan 2022 – Jul 2022 / Jan 2023 – Mar 2023

Visiting Scholar, J. Mack Robinson College of Business, Georgia State University, Atlanta, USA

Sept 2018 – Aug 2019

Visiting Researcher & Project Partner, Henley Business School, University of Reading, Reading, UK

2012 – 2014

Assistant Professor, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University, Istanbul, Turkey

2010 – 2012

Senior Research Assistant, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University, Istanbul, Turkey

2006 – 2010

Research Assistant, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University, Istanbul, Turkey

Education:

Institution / Date from date to	Degree(s) / Diploma(s)
Istanbul University, <i>Faculty of Business Administration</i> , Business Administration (English Programme), Turkey (1999 - 2003)	BSc in Business Administration
Istanbul Technical University, <i>Faculty of Business Administration</i> – Management Engineering (2003 – 2005)	MSc in Business Administration
Bogazici University, Department of Management (2005-2010) Thesis Title: “Analyzing Activities of Multinational Enterprises through Foreign Direct Investment Patterns: A Value Chain Based Perspective” Supervisor(s): Prof. Dr. Güven Alpay / Prof. Dr. Muzaffer Bodur (Co-Supervisor)	Doctor of Philosophy

Publications:

I. Journals

Merve Çelik Kurtuluş ve Pınar Büyükbacı. “Türkiye Girişimcilik Ekosistemi ve Kurumsal İşletme - Start-up İşbirlikleri: Tematik bir inceleme”, *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 2025, 119-150.

Pınar Büyükbacı, Francesca Sanguineti, and Federica Sacco. “Rejuvenating Business Models via Startup Collaborations: Evidence from the Turkish Context”, *Journal of Business Research*, 2024, 174, 114521. (SSCI)

Pınar Büyükbacı, Ayse Merve Urfa, and Esin Can. “A Review on the Internationalization of Emerging Market SMEs”, *Management Review Quarterly*, 2024, (early cite). (ESCI)

Pınar Büyükbacı, and Meral Dülger. “Fast and Ambidextrous: The Use of Dynamic Capabilities for International Market Expansion”, *Journal of Entrepreneurship in Emerging Economies*, 2023, Vol. 15 No. 6, pp. 1459-1489 (ESCI)

- Maksim Belitski and Pinar Büyükbacı, "Uncharted Waters of the Entrepreneurial Ecosystems Research: Comparing Greater Istanbul and Reading Ecosystems". *Growth and Change: A Journal of Urban and Regional Policy*, 2021, Special Issue, pp.1-24. (SSCI)
- Pinar Büyükbacı, Esin Ertemsir and Zayneb Boukari, "Embracing Product Innovativeness in Technology Firms: The Impact of Management Model Principles". *Technology Innovation & Management Review*, 2020, December Issue, pp. 31-45. (ESCI)
- Merve Çelik and Pinar Büyükbacı, "Resource Dependence Reduction Strategies for International New Ventures", *International Journal of Commerce and Finance*, 2020, Vol.6, No.2, pp. 207-217.
- Güven Alpay, Muzaffer Bodur, Cengiz Yılmaz and Pinar Büyükbacı, "How Does Innovativeness Yield Superior Firm Performance? The Role of Marketing Effectiveness", *Innovation: Management, Policy&Practice*, 2012, Vol. 14, Issue:1. (SSCI)
- Pinar Büyükbacı, "Analyzing Foreign Direct Investment Decisions of MNEs Within the Competitive Framework: A Value Chain Based Perspective", *Istanbul Management Journal*, Issue: 67, October 2010, pp. 67-83.
- Yonca Gürol, Pinar Büyükbacı, Yasemin Bal and Esin Ertemsir Berkin, "Corporate Social Responsibility Concept: A Perspective on Emerging Countries", *Journal of Political Sciences*, No:43, 2010, ss. 135-162. (ESCI)

II. Book Chapters:

- Pinar Büyükbacı, and Elif Karaosmanoğlu, "A Taxonomy of Technology Venture – Incumbent Collaborations During Crisis". *Managing and Strategizing Global Business in Crisis*, Eds. Ashish Gupta, Suraksha Gupta, and Jitender Kumar, *Routledge - Taylor and Francis Group*, 2022.
- Pinar Büyükbacı, "Digitalization: The Norm of the New Normal. Impact of Digital Economy Ventures on the National Competitiveness of an Emerging Economy", *National Competitiveness Research – World Scientific Publication*, 2022.
- Pinar Büyükbacı, "Sustaining Multinational Strategic Performance through Value Chain Based Competitive Advantage", *Business Strategy and Sustainability*, Eds. Güler Aras and David Crowther, *Emerald Publishing*, 2012, pp. 45-66.
- Güven Alpay and Pinar Büyükbacı, "Leveraging Multinational Firm Performance Through the Use of Diversified Top Management Teams", *Handbook of Research on Workforce Diversity in a Global Society: Technologies and Concepts*, Eds. Chaunda Scott and Marilyn Bird, *IGI Global Publishing*, 2012, pp. 185-202.
- Yonca Gürol, Pinar Büyükbacı, Yasemin Bal and Esin Ertemsir Berkin, "Importance of Organizational Values in Business Management: A Content Analysis Approach", *International Developments in Management Research*, Ed. Gregory T. Papanikos, *ATINER Publishing*, 2011, pp. 103 -112.
- Esin Can Mutlu, Yasemin Bal and Pinar Büyükbacı, "Leading the Organizational Dynamics of E-Business Firms", *Encyclopedia of E-Business Development and Management in the Global Economy*, Ed. In Lee, *IGI Global Publishing*, 2010, pp. 296-304.
- Esin Can Mutlu and Pinar Büyükbacı, "The Concept of Organizational Crisis and an Analysis of Organizational Variables and Crisis / Örgütsel Kriz Kavramı ve Örgütsel Değişkenler İle Kriz Arasındaki İlişkilerin İrdelenmesi", *Crisis Management / Kriz Yönetimi*. Eds. Haluk Sümer and Helmut Pernsteiner, *Bilgi University Press*, Istanbul, 2009, pp. 115-142.

III. Proceedings:

- Deniz Tuncalp and Pinar Büyükbacı, "Resolving the Immobility Paradox: Adaptive Regional Corridor Strategy in Geopolitically Fragmented B2B Markets", *Academy of International Business Annual Meeting – Manchester*, UK, July 2026.

Pınar Büyükbacı and Ayşe Merve Urfa, "Events Matter: Understanding the Impact of Entrepreneurial Ecosystem on New Venture Internationalization". Pınar Büyükbacı ve Ayşe Merve Urfa, McGill International Entrepreneurship Conference, Lappeenranta – Finland, August 2024.

Pınar Büyükbacı and Francesca Sanguineti, "Rejuvenating Business Models via Startup Collaborations", Academy of International Business Annual Meeting – Warsaw, July 2023.

Pınar Büyükbacı, "Value Chain Investments and Firm Specific Advantages: MNE Network as a Contextual Determinant", Academy of International Business Annual Meeting, July 2021.

Güven Alpay, Pınar Büyükbacı, and Meral Dülger, "Fast and ambidextrous: Internationalization process of technology ventures". 23rd McGill International Entrepreneurship Conference, Denmark-Odense, August 2019.

Maksim Belitski and Pınar Büyükbacı, "The Complementarity perspective of Entrepreneurial Ecosystem Taxonomy: The Cases of Istanbul and Reading". The 7th Reading - UNCTAD International Business Conference, Reading: April 2019.

Pınar Büyükbacı, "Entrepreneurship Ecosystem Evolution Path: Impact of Network Ties", 3rd Annual International Conference on Social Sciences (AICSS), Istanbul: October 2017.

Pınar Büyükbacı, "The Relationship Between Management Models and Organizational Innovativeness", 12th European Conference on Innovation and Entrepreneurship, Paris: September 2017.

Güven Alpay, Pınar Büyükbacı, and Meral Dülger, "How are Strategy and Organizational Culture Related? A Conceptual Discussion", EBES Conference, Budapest: January 2017.

Pınar Büyükbacı, "Network Structure as a Determinant of Foreign Direct Investment Based Competitive Advantage", International Business and Management Conference, Prague: November 2016.

Pınar Büyükbacı, "Designing an Ambidextrous Business Model: Facts and Acts", EURAM Conference, Warsaw: June 2015.

Esin Can and Pınar Büyükbacı, "A Modern Perspective on Organization Structure: Organigraph and its Relationship with Firm Business Model", 1st Annual International Conference on Social Sciences (AICSS), Istanbul: May 2015.

Tugba Kalafatoglu and Pınar Büyükbacı, "It's Not What You Know, it is Who You Know: The Role of Entrepreneurial Networks in Turkey", AIB Meeting: Local Contexts in Global Business, Vancouver: 2014.

Pınar Büyükbacı, "Subsidiary Entrepreneurship as a Function of Networking Capability, Embeddedness and Managerial Interaction", EURAM Conference, Valencia: 2014.

Yasemin Bal, Serdar Bozkurt and Pınar Büyükbacı, "Improving Social Responsibility Through Ethical Leadership: A Perceptions Based View", 12th International Academic Conference – IISES, 2014, pp.124-136.

Esin Ertemsir and Pınar Büyükbacı, "Teaching Methods: A Framework on Change in Organizational Dynamics and Generations' Needs", IISES International Academic Conference, Lisbon: September 2012.

Güven Alpay and Pınar Büyükbacı, "Role of Knowledge Transfer as a Coordinative Tool in Interorganizational Relationships", IMDA - 21st Annual World Business Congress, Helsinki: July 2012.

Pınar Büyükbacı, "Sustaining Firm Performance Through Innovation Oriented Value Investments", International Conference on Leadership, Technology and Innovation Management, Istanbul, December 2011.

Pınar Büyükbacı, "A Competitive Framework for Direct Investments in Multinational Enterprise Value Chain", 6th Annual London Business Research Conference, London: July 2011.

Pınar Büyükbacı, “Role of Organizational Learning and Change Agents in Management Innovation Process”, *Eurasia Business and Economics Society (EBES)*, İstanbul: 1-3 June 2011.

Work in Progress:

Under Review:

Deniz Tuncalp, and Pınar Büyükbacı, “Resolving the Immobility Paradox: Adaptive Regional Corridor Strategy in Geopolitically Fragmented B2B Markets” – *Journal of International Business Studies*.

Pınar Büyükbacı, Ayşe Merve Urfa, and Tamer Cavusgil, “Do Events Shape Entrepreneurial Ecosystems? Exploring the Institutional Logics Shift in an Emerging Market Ecosystem” - *Journal of International Entrepreneurship*.

In progress:

Pınar Büyükbacı and Arun Rai, “Generative Mechanisms of Entrepreneurial Ecosystem Evolution: Conjoined Human–AI Agency in Entrepreneurship Practices” - Target Journal: *Journal of Business Venturing*.

Pınar Büyükbacı, Ayşe Merve Urfa, and Tamer Cavusgil, “Mixed Effects of Global Exits on the Internationalization Trajectories of Emerging Market New Ventures” - Target Journal: *International Business Review*.

Ad-hoc Reviewing & Editorial Service

Actively contribute to the academic community as an ad-hoc reviewer for leading international journals and conferences, including *Thunderbird International Business Review*, *Management Decision*, *Euromed Journal of Business*, *Journal of Knowledge Economy*, *Management Review Quarterly*, and the *Academy of International Business Annual Conference*.

Academic Awards, Research Projects & Scholarships

“Kurumsal İşletme – Teknoloji Startup İş Birliklerinin Kurumsal İnovasyon Performansı Üzerindeki Etkisi”, Merve Çelik ve Pınar Büyükbacı, Bilimsel Araştırma Projesi – completed in 2025.

Fulbright Senior Scholar Grant Awardee – 2022.

British Academy Newton Fund Awardee – 2018- 2019 / Project Coordinator - Entrepreneurial Ecosystem Research – “From Greater Reading to Greater Istanbul”, in cooperation with University of Reading - Henley Business School.

Advisor – “Emerging Leaders of Turkey – High Growth Companies” - London Stock Exchange Elite Program & TURKONFED Research Project - completed in 2017.

Executive Team Member and Researcher – “Improving International Competitiveness of Technology Ventures”, in cooperation with Yıldız Technical University Science Park, supported by Turkish Ministry of Trade - completed in 2015.

Researcher – “Intellectual Capital Development Platform” Project, in cooperation with Istanbul Chamber of Certified Public Accountants, supported by Istanbul Development Agency - completed in 2012.

Professional Services and Memberships

- Academy of International Business – *Digitalization Special Interest Group EMEA Region Vice Chair*
- International Entrepreneurship Scholars Community – *Member*
- İTÜ Çekirdek Incubation Center – *Academic Advisor*

Administrative Roles & Consulting Projects

Academic Administrative Roles:

- Chair of Faculty International Relations Committee, Faculty of Economics and Administrative Sciences, Yıldız Technical University (2025 - 2026)
- Member of the Faculty Administrative Board, Faculty of Economics and Administrative Sciences, Yıldız Technical University (2016–2022)
- Erasmus Coordinator, Department of Business Administration, Yıldız Technical University (2021–2022)
- Member of the Erasmus Coordination Committee, Department of Business Administration, Yıldız Technical University (2015–2021)
- Coordinator for International Relations, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University (2012–present)
- Vice Chair, Department of Business Administration, Faculty of Economics and Administrative Sciences, Yıldız Technical University (2012–2013)

University–Industry Collaboration & Consulting:

- **Academic Advisor-Mentor**, İTÜ Çekirdek Incubation Center (2020 – present)
Delivers entrepreneurship training programs, provides mentorship to startups, and participates in investor sessions.
- **Academic Advisor – Mentor**, Endeavor Turkey – “CONNECT” Project (2026 – present)
- **Short-Term National Expert**, ENHANCER Project w/ ICMPD – *International Centre for Migration Policy Development* (2021 – 2022)
Designed and delivered entrepreneurship training content to support migrant and local entrepreneurs.
- **Academic Advisor**, Endeavor Turkey – *Case Campus Program* (2017 – 2020)
Led case development workshops and advised on curriculum design for high-growth entrepreneurship programs.
- **Trainer & Mentor**, Yıldız Technical University Science Park (2017 – 2020)
Designed and delivered modules on Business Model Design and Investor Negotiation Strategies; mentored startups in international expansion acceleration programs.
- **Coordinator**, System Air Group – *Mini MBA Program* (2018 – 2019)
Developed and managed a customized executive education program for mid-level managers.
- **Trainer & Mentor**, Istanbul Chamber of Industry – *ISO KOZA Entrepreneurship Program* (2018)
Delivered entrepreneurship training sessions and provided one-on-one mentoring.
- **Project Coordinator**, TAV Airports / TAV Holding Company – *Case Study Series Project* (2013 – 2014)
Led the development of case studies for corporate training at TAV Academy.