



# Ergun Onoz

Assistant Professor of International Business & Strategy

Research interests center on competitive dynamics and patent strategies of multinational firms in heterogeneous institutional environments

## EDUCATION

### Ph.D. in Management

08/2015 - 02/2019

Ca' Foscari University of Venice, Italy

*Distinction Honors (cum laude)*

Title of the Ph.D. Thesis: "Three Essays on Competition in the Global Mobile Phone Industry"

Abstract: This thesis that includes three quantitative essays on competition in the global mobile phone industry contributes to the field of competitive dynamics by examining strategic decisions and performance outcomes of 85 mobile phone vendors that operate in 46 countries from 2003 to 2015. In the first essay, we made an attempt to shed light on how institutional quality of an MNE's host country affect the observability of actions of the MNE's rivals in that country, that in turn affects the ability of the MNE to conduct an MMC strategy. The second essay contributes to the literature on patent enforcement strategies and antecedents of market entry decisions by highlighting the crucial role that escalating patent wars in a country play in deterring potential entrants. Third essay makes the first attempt to empirically show how escalating patent wars and IPR protection in a firm's host country influence its performance in that country.

Supervisor: Professor Claudio Giachetti (Ca' Foscari University of Venice)

Final Defense Commissioners: Prof. Geert Braam (Radboud University), Prof. Tazeeb Rajwani (University of Essex) and Prof. Salvatore Torrisi (Università degli Studi di Milano - Bicocca)

### Visiting Ph.D. Scholar

02/2017 - 03/2017

The University of Manchester, Alliance Manchester Business School, United Kingdom

Host Supervisor: Prof. Joseph Lampel (Alliance Manchester Business School)

### M.Phil. in Management

08/2015 - 09/2016

Ca' Foscari University of Venice, Italy

*Grade: 29/30*

Courses Taken: •Statistics for Management Studies •Statistical Models for Management Studies •Mathematics for Management Studies •Technology and Innovation Management •Strategic Management •Qualitative Research Methods •Organization Theory •Game Theory •Financial Management •Accounting •Philosophy of Social Sciences •Critical Management Studies

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## TECHNICAL SKILLS

### Microsoft Products

Excel / VBA, Word, PowerPoint, MS Project, SQL

### Document Preparation

LaTeX

### Statistical Software Packages

STATA, SPSS, R-project

### Qualitative Analysis

#### Software

NVivo, ATLAS.ti

### Business Information and Research Tools

Factiva, LexisNexis, Euromonitor (Passport), Compustat

### Financial Analysis Databases

Orbis, Bloomberg Terminal

### Patent Databases

Orbit Intelligence, PatSeer, Espacenet

### Litigation Databases

Darts-ip, MaxVal, LexisNexis

## OTHER SKILLS

Project management training:  
Projects IN Controlled  
Environments (PRINCE2)

Turkish Republic citizenship

Cypriot (European Union)  
citizenship

Completed mandatory  
military service

**M.Sc. in Management of Projects** 09/2009 - 11/2010  
The University of Manchester, United Kingdom  
**Grade: Honors**

**B.Sc. in Civil Engineering** 09/2006 - 07/2009  
The University of Wolverhampton, United Kingdom  
**Grade: 2:1 (Upper Second Class Honors)**

## TEACHING EXPERIENCE

**Özyeğin University, Faculty of Business** 02/2020 - Present  
**Department of Management**

### **Teaching Tasks:**

- Global Strategy (IBUS-402)
- International Business (MGMT-302)
- International Management (MGMT-402)

### **Other Tasks:**

- Participate in Curriculum Committee of the International Business and Trade programme
- Participate in Disciplinary Committee
- Participate in Sectoral Committee (Assessment of Learning)
- Participate in Promotion Committee
- Participate in faculty recruitment coordination

**Near East University, Faculty of Engineering** 08/2012 - 09/2014  
**Department of Civil Engineering**

### **Teaching Tasks:**

- Advanced Calculus I (MAT-101)
- Advanced Calculus II (MAT-102)
- Transportation Engineering (CE-351)
- Water Resources Engineering (CE-471)

### **Other Tasks:**

- Participated in Summer Internship Committee

## PUBLICATIONS

- Onoz, E., & Giachetti, C. (2021). Will Rivals Enter or Wait Outside when Faced with Litigation Risk? Patent Litigation in Complex Product Industries and International Market Entry. **Strategic Organization**, 1476127021998258.

## PAPERS UNDER REVIEW

- Giachetti C., Lampel J., & Onoz E. (2021). Do You See What I See? Institutional Quality, Action Observability and Multimarket Contact in the Global Mobile Phone Industry. February 2021.

## OTHER SKILLS

Project management training:  
Projects IN Controlled  
Environments (PRINCE2)

Turkish Republic citizenship

Cypriot (European Union)  
citizenship

Completed mandatory  
military service

## LANGUAGES

Turkish (Mother Tongue)



English (Fluent)



Italian (Intermediate)



German (Pre-Intermediate)



- Gardberg, N. A., Genc, M. E., Yin, X., & Onoz, E. (2021). Waves of foreign direct investment and divestment: Mimetic behavior and exit.

## PAPERS PRESENTED AT CONFERENCES

- Giachetti C., Lampel J., & Onoz E. (2020). The Influence of National Institutions on Multimarket Contact in the Global Mobile Phone Industry. **Academy of Management (AOM)** conference, Virtual, 07-11 August 2020.
- Giachetti C., Lampel J., Onoz E. (2017). Market Supporting Institutions and International Multimarket Strategy: An Analysis of the Global Mobile Phone Industry. **European International Business Academy (EIBA)** conference, Milan (Italy), 14-16 December 2017.
- Giachetti C., Lampel J., Onoz E. (2017). Market Supporting Institutions and International Multimarket Strategy: An Analysis of the Global Mobile Phone Industry. **Strategic Management Society (SMS)** conference, Houston (US), 28-31 October 2017.

## PAPERS PRESENTED AT DOCTORAL WORKSHOPS & SEMINARS

- Onoz E., Giachetti C. (2018). How Do Patent Wars Affect Firms' Decision to Enter New International Markets? An Analysis of Patent Infringement Lawsuits in the Global Mobile Phone Industry. **University of Milano-Bicocca, Milan (Italy)**, October 2018.
- Onoz E., Giachetti C. (2018). How Do Patent Wars Affect Firms' Decision to Enter New International Markets? An Analysis of Patent Infringement Lawsuits in the Global Mobile Phone Industry. **Academy of Management (AOM)** conference, Technology and Innovation Management (TIM) division doctoral workshop, Chicago (US), August 2018.
- Onoz E., Giachetti C. (2018). How Do Patent Wars Affect Firms' Decision to Enter New International Markets? An Analysis of Patent Infringement Lawsuits in the Global Mobile Phone Industry. **Academy of Management (AOM)** conference, International Management (IM) division doctoral workshop, Chicago (US), August 2018.
- Giachetti C., Lampel J., Onoz E. (2017). Market Supporting Institutions and International Multimarket Strategy: An Analysis of the Global Mobile Phone Industry. **Ca' Foscari University of Venice (Italy)**, Joint PhD Workshop Economics and Management, Venice (Italy), June 2017.

## HONOR AWARDS

### Research Doctorate Scholarship

2015 - 2019

Ca' Foscari University of Venice, Department of Management

Based on an evaluation of my academic qualifications and an oral interview with the examination committee, I was awarded a full scholarship for the whole duration of my PhD programme.

## VOLUNTEER EXPERIENCE

### Ad Hoc Reviewer

2019 - 2020

*Business Research Quarterly (BRQ)* edited by Elsevier

### Volunteer Reviewer

09/2016 - 12/2018

I worked as a volunteer reviewer for leading international conferences such as the Academy of Management (AOM), the Strategic Management Society (SMS) and the European International Business Academy (EIBA)

## WORK EXPERIENCE

### Temporary Civil Engineer

09/2011 - 08/2012

The Security Forces Command (Güvenlik Kuvvetleri Komutanlığı),  
Bogazkoy, Cyprus

### Trainee Civil Engineer & Assistant Manager

06/2008 - 09/2008

Emek Construction Ltd., Nicosia, Cyprus