

## Mehmet Erdem Genç

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### ABOUT

Scholar, teacher and administrator with over twenty years of experience in Higher Education. Has served as program chair at the undergraduate level for eight years and as acting chair for MBA and Executive MBA programs for one year; served on the Assurance of Learning and Curriculum committee among others and led the program-level curriculum revision process. Have taught various courses at the Undergraduate, MBA, Executive MBA and PhD level, as well as in executive education programs, and has consulted with several large for-profit and non-profit organizations in Turkey.

### RESEARCH AND TEACHING INTERESTS

#### Research interests

The impact of institutional environments on firm capabilities, decisions and competitive outcomes; competition between developing and developed-country firms; impact of foreign direct investment on local firms and the host country; foreign market entry and exit dynamics; multi-market competition; behavioral theory of the firm; innovation-internationalization relationship.

#### Teaching interests

Strategic Management; Global Strategy; International Business; Competitive Strategy

### EDUCATION

Assoc. Prof.	Higher Education Council of Turkey (YÖK)	April 2017
Ph.D.	Carlson School of Management, University of Minnesota Department of Strategic Management and Organization Dissertation Title: <i>Regulations, Foreign Presence and Efficiency of Local Firms: A Multiple Country Study in Commercial Banking</i> Committee: Srilata Zaheer (Co-Advisor), Alvaro Cuervo-Cazurra (Co-Advisor), Myles Shaver (Chair), Ross Levine, and Robert Kuedrle	April 2005
MBA	Middle East Technical University, Turkey Department of Management, Faculty of Economics and Adm. Sciences	June 1997
B.Sc.	Middle East Technical University, Turkey Department of Civil Engineering, Faculty of Engineering	June 1994

### WORK EXPERIENCE

#### Özyeğin University

Faculty of Business

Instructor

September 2023 – Present

Assistant Professor

September 2013 – August 2023

#### Montclair State University

Department of Management, School of Business

Assistant Professor

September 2011 – August 2013

**Baruch College, City University of New York**

Department of Management, Zicklin School of Business

Assistant Professor

Instructor

Part-time faculty

September 2005 – August 2011

September 2003 – August 2005

August 2011 – August 2013

**PUBLICATIONS**

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***Journal Articles***

Cuervo-Cazurra A., Genç M. 2011. “Obligating, Pressuring, and Supporting Dimensions of the Environment and the Non-Market Advantages of Developing-Country Multinational Companies.” *Journal of Management Studies*, 48(2): 441-455. [146 Web of Science / 263 Google Scholar citations](#).

Genç M. 2009. “How to get the most out of Foreign Direct Investment in commercial banking.” *Journal of Globalization, Competitiveness and Governability*, 3(1): 76-87.

Cuervo-Cazurra A., Genç M. 2008. “Transforming disadvantages into advantages: Developing-country MNEs in the Least Developed Countries.” *Journal of International Business Studies*, 39: 957-979. [636 Web of Science citations](#).

Zaheer S., Schomaker M., and Genç M. 2003. “Identity versus culture in mergers of equals.” *European Management Journal*, 21(2): 185-191. [53 Scopus citations](#).

***Book Chapters***

Cuervo-Cazurra A., Genç M. 2012. “Categories of Distance and International Business”. In G. Wood and M. Demirbag (Eds.) *Handbook of Institutional Approaches to International Business*, pp.219-235. Edward Elgar: Northampton, MA. [2 Web of Science / 18 Google Scholar citations](#).

Castañer X., Genç M. 2011. “Expanding into institutionally different countries: Firm experience and entry mode choice.” In T.K. Das (Ed.) *Strategic Alliances in a Globalizing World*, pp 1-25. Information Age Publishing: Charlotte, NC. [2 Web of Science citations](#).

***Non-Academic Publications***

Genç, M. 2018. “Otomotiv İçin Gerçek Tehdit” (The Real Threat for Automotive Companies) Forbes Türkiye, January 2018.

**PAPERS UNDER REVIEW**

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Alipour A., Goudarzi, K., Gözübüyük R., Ateş N.Y., Genç M. “Performance feedback, performance prospects, and firm search behavior: institutional and firm-level contingencies”. *2<sup>nd</sup> revise and resubmit at the Journal of Business Research*.

**WORKING PAPERS**

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Genç, M., Gözübüyük, R. “Home country institutional environment, firm capabilities, and advantages of emerging market multinational corporations abroad.”

Gökçay, N., den Hartigh, E., Genç M. “Innovations by Emerging Country Multinationals as a Means of Adaptation: Evidence from the Turkish Business Context.”

**TEACHING EXPERIENCE**

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**Özyeğin University, Istanbul, Turkey**

Summer 2011 – Present

2024-2025

BUS 100 Introduction to Business (BBA Core Course for freshmen, Spring/Summer 2025)

IBUS 402 Global Strategy (4<sup>th</sup> Year BAIBUS Core Course, Fall 2024/Spring 2025, ~120 students)

IBUS 404 Global Business Integration (4<sup>th</sup> Year BAIBUS Core Course, Fall 2024/Spring 2025, ~60 students)  
MGMT 701 Strategy (MBA Core Course, Spring 2025 Module 3)  
MGMT 823 Strategy and the Business Landscape (EMBA Core Course, Spring 2025, Module 3)

#### 2023-2024

BUS 100 Introduction to Business (BBA Core Course for freshmen, 172 students)  
MGMT 202 Organizations (2<sup>nd</sup> year BBA Core Course, Fall 2023/Summer 2024, ~100 students)  
IBUS 402 Global Strategy (4<sup>th</sup> Year BAIBUS Core Course, Fall 2023/Spring 2024, ~110 students)  
IBUS 404 Global Business Integration (4<sup>th</sup> Year BAIBUS Core Course, Fall 2023/Spring 2024, ~30 students)  
MGMT 823 Strategy and the Business Landscape (EMBA Core Course, Spring 2024, 26 students)

#### Prior to 2023

Strategic Management (BBA capstone core course)  
Strategy and the Business Landscape\* (Executive MBA core course)  
Strategic Management (MBA core course)  
Global Strategy\* (B.A. in International Business capstone core course)  
International Business (B.A. in International Business core course)  
Business Integration (BBA core course)  
Global Business Integration\* (B.A. in International Business core course)  
International Management\* (B.A. in International Business core course)  
Organizational Behavior (BBA core course)  
Introduction to Business (BBA core course for freshmen)  
Seminar in Strategy\* (PhD seminar)  
(\* ) *Developed and taught*

#### **Montclair State University, School of Business**

Sep 2011 – August 2013

Strategic Management (BBA capstone course)  
International Management (BBA elective course)  
Managing the Global Workforce (MBA elective course)  
International Strategic Management (MBA elective course)  
Transnational Management (MBA elective course)

#### **Baruch College, City University of New York**

Sep 2003 – August 2013

Business Policy (BBA, MBA, Executive MBA capstone course)  
Management and Society (BBA, required of Management majors)

#### **Carlson School of Management, University of Minnesota**

Feb 2001 – June 2003

Strategic Management (BBA capstone course)  
International Business (Undergraduate)

#### **RESEARCH GRANTS**

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Recipient, TÜBİTAK 2232 Research Scholarship for Returning Scholars, April 2014 – April 2016 (Competitive, \$40,000)  
Recipient, PSC-CUNY Research Award, Baruch College, 2004-2005 (Competitive, \$4,500)  
Recipient, CSOM Dissertation Fellowship, University of Minnesota, 2001-2002 (Competitive; \$18,000)

## CONFERENCE PRESENTATIONS

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### *Refereed Conference Presentations*

- Alipour A., Goudarzi K., Ates Y.N., Gözübüyük, R., Genç M. Institutional Drivers of Attention to Forward-vs.- Backward Looking Determinants in Strategic Decision Making. Academy of Management Annual Meeting, August 3 2021, Online. *Published in AOM Proceedings, Volume 2021, Issue 1 (Abstract)*
- Alipour A., Goudarzi K., Ates Y.N., Gözübüyük, R. Genç M. Institutional Drivers of Attention to Forward-vs.- Backward Looking Determinants in Strategic Decision Making. Strategic Management Society 40<sup>th</sup> Annual Conference, November 2020, London, UK.
- Alipour A., Goudarzi K., Ateş Y.N., Genç M. Institutional Drivers of Attention to Forward-vs.- Backward Looking Determinants in Strategic Decision Making. Administrative Sciences Association of Canada Annual Meeting, June 2020, Saint Johns, Newfoundland, Canada.
- Genç M., Gözübüyük R. Country Institutional Environment, Firm Capabilities and Performance of Emerging Market Multinational Corporations Abroad. Strategic Management Society 39<sup>th</sup> Annual Conference, October 19-22, 2019, Minneapolis, MN, USA.
- Genç, M., Castañer, X. International Expansion and Long-Run Performance of Multinational Enterprises: Combining and Sequencing Exploitation and Exploration. Academy of International Business, June 25-29, 2018, Minneapolis, MN, USA.
- Gardberg, N., Genç, M., Lin, X. Entry timing in a fragmented industry: Bandwagon effects, mutual forbearance and strategic groups. Academy of Management Annual Meeting, August 4-8, 2017, Atlanta, GA, USA. *Published in the Academy of Management Proceedings, Vol. 2017, Issue 1 (Abstract)*
- Genç M., Gözübüyük R. Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings. Academy of Management Annual Meeting, August 2016, Anaheim, USA. *Published in Academy of Management Proceedings, Volume 2016, Issue 1 (Abstract)*
- Genç M., Gardberg N., Newberry W. Advanced Economy MNEs (AMNEs) In Emerging Markets: An Empirical Study of Survival. Global Strategy and Emerging Markets Conference, Miami, USA, January 2016.
- Genç M., Gözübüyük R. Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings. Global Strategy and Emerging Markets Conference, Miami, USA, January 2016.
- Genç M., Castañer X. Country Institutional Diversity and Multinational Enterprise Profitability: An Empirical Analysis in Banking. Strategic Management Society Special Conference, Sydney, Australia, December 2014.
- Gardberg N., Genç M., Newberry W. Foreign Direct Divestment: Strategic Groups, Firm Capabilities and Market Exit. Academy of International Business Annual Meeting, İstanbul, Turkey, July 2013. *Published in AIB Annual Meeting Proceedings (Abstract)*
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Southern Management Association Annual Conference, Fort Lauderdale, FL, USA, November 2012.
- Gardberg N., Genç M., Newberry W. Knowing When to Leave the Party: What Factors Contribute to Market Exit. Strategic Management Society Annual Meeting, Prague, Czech Republic, October 2012.
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Strategic Management Society Annual Meeting, Rome, Italy, September 2010.
- Gardberg N., Newberry W., Genç M. Strategic group membership and foreign direct investment:

- Location choice and timing in fragmented industries. Strategic Management Society Annual Meeting, Rome, Italy, September 2010.
- Cuervo-Cazurra A., Genç M. Advantages of developing-country multinational enterprises. Showcase Symposium paper. Academy of Management Annual Meeting, Chicago, August 2009. *Published in Academy of Management Proceedings, Volume 2009, Issue 1 (Abstract)*
- Genç M., Castañer X. Country institutional environments and multinationality advantage. Academy of Management Annual Meeting, Chicago, August 2009. *Published in Academy of Management Proceedings, Volume 2009, Issue 1 (Abstract)*
- Cuervo-Cazurra A., Genç M. How context matters: Advantages of Developing country multinational enterprises. Academy of International Business Annual Meeting, San Diego, June 2009. *Published in AIB Annual Meeting Proceedings (Abstract)*
- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Academy of International Business Annual Meeting, San Diego, June 2009. *Published in AIB Annual Meeting Proceedings (Abstract)*
- Genç M., Castañer X. Institutional environment similarity and multinationality advantage: Evidence from the banking industry (with Xavier Castañer). Academy of Management Annual Meeting, New Orleans, August 2004. *Published in Academy of Management Proceedings, Volume 2004, Issue 1 (Abstract)*
- Genç M., Castañer X. Country Institutional Differences and Multinationality Advantage in Banking. Academy of International Business Annual Meeting, Stockholm, July 2004. *Published in IB Annual Meeting Proceedings (Abstract)*
- Castañer X., Genç M., Zaheer A. The embeddedness of the acquisition process. Academy of Management Annual Meeting, Seattle, August 2003. *Published in Academy of Management Proceedings, Volume 2003, Issue 1 (Abstract)*
- Zaheer S., Schomaker M., Genç M. Separate but Equal: Organizational Identity and Culture in International Mergers of Equals. Academy of Management Annual Meeting, Seattle, August 2003. *Published in Academy of Management Proceedings, Volume 2003, Issue 1 (Abstract)*
- Cuervo-Cazurra A., Genç M. Institutional environment and firm resources: From neutral to advantageous resources. Academy of International Business Annual Meeting, Monterrey, July 2003. *Published in AIB Annual Meeting Proceedings (Abstract)*
- Castañer X., Genç M. Mapping the M&A process: A test of two strategic process models. Strategic Management Society Mini-conference: M&A Summit, University of Calgary, Calgary, June 2002.
- Castañer X., Genç M. Managerial and theoretical insights on the M&A process: Evidence from eight case studies. Strategic Management Society Annual Meeting, San Francisco, October 2001.
- Genç M., Castañer X. Where do synergies come from in Mergers and Acquisitions? The role of similarity and complementarity. Academy of Management Annual Meeting, Washington, D.C., August 2001. *Published in Academy of Management Proceedings, Volume 2001, Issue 1 (Abstract)*
- Other Conference Presentations**
- Discussant, 7<sup>th</sup> Organization Theory Workshop, Marmara University Sultanahmet Campus, Istanbul, Turkey, February 2-4, 2016.

## **NON-REFEREED ACADEMIC PRESENTATIONS**

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- Gardberg, N., Genç, M., Lin, X. Competitive interaction in a fragmented industry. Presented at the Weisman International Business Center, Baruch College, New York, USA. November, 2019.
- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Presented at Özyeğin University, Istanbul, Turkey, December 2010.
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Strategic Management and Organization PhD Alumni Reunion Conference, Carlson School of Management, Minneapolis, October 2010.

Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Presented at the Moore School of Business, University of South Carolina, February 2009.

Genç M. How do institutions and regulations affect productivity spillovers from FDI? A study in global commercial banking. International Business Research Seminar, Baruch College, October 2005.

Genç M. Impact of home and host country institutional environments on competition between foreign and domestic firms. Conference on International Strategy, University of Michigan, Ann Arbor, October 2002.

Zaheer S., Schomaker M., Genç M. Cultural issues in mergers of equals and large acquisitions. Presented at Conference on Mergers & Acquisitions. Università Bocconi, Milan, Italy, June 2002.

## **EXECUTIVE EDUCATION, CONSULTING AND CERTIFICATE PROGRAMS**

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### *Executive Education & Certificate Programs*

Foreign Market Entry and Exit in the Retail Industry. Alp Alkaş Retail and Real Estate Center (AARREC) Retail and Real Estate Management Certificate Program, Özyeğin University, Istanbul, Turkey, 2016 – Present.

ING Bank Executive Development Program, Istanbul, Turkey, April 8–June 7–June 16, 2016.

Orhan Holding Global Advanced Management Program, İstanbul, Turkey, March 7 & May 4, 2016.

Strategy Module, Aydınli Holding Executive Development Program. Istanbul, Turkey, December 2015 – January 2016.

Strategic Management Module, Eczacıbaşı Executive Training Program. Istanbul, Turkey, March 2015.

Strategic Management course, Vestel MBA Program. Manisa, Turkey, November 2014.

Strategic Management course, Vestel MT-MBA Program. Manisa, Turkey, February 2014

Blue Ocean Strategy seminar to KAUST Seed Fund recipients. Istanbul, Turkey, January 2014.

Credit Europe Bank, 2-day Seminar in Strategic Management, Moscow, Russia, March 2013.

### *Consulting*

ICA Holding Strategy Workshop (worked with Divisions and the Head of Strategy to formulate strategies for divisions and business units), Summer 2023.

Akbank Private Banking Strategy Workshop (1-Day online workshop on formulating a strategy statement), Istanbul, November 2020.

Akbank Private Banking Strategy Statement Workshop (Designed and moderated a 1-day workshop on formulating a strategy statement), November 2019, Istanbul.

CFA Society Istanbul Strategy Development Workshop (Designed and Moderated a 1-Day workshop and prepared a report on findings), Istanbul, February 23, 2019.

Turkish Insurers Association, Insurance and Retirement Sector Strategy Development Workshop (Designed and moderated the workshop and wrote a findings/conclusions report), Istanbul, February 7, 2019.

Türkiye Capital Markets Association / Türkiye Institutional Investor Foundation 2018 Vision Development Workshop (2-Day Road Map Workshop Retreat) (designed, conducted and assessed the workshop and wrote the final report), Antalya, Turkey, October 19-20, 2018.

Schott Glass Turkey A.S., Istanbul, Turkey, August 2012. One day brainstorming session with TMT.

### *Other Activities*

Webinar (Panel Discussion) on Impact of Coronavirus Pandemic on the Global Economy, Turkish Economy and Financial Markets. (Organized and moderated an online panel) April 8, 2020.

## **INSTITUTIONAL SERVICE**

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### **Özyeğin University**

Chair, International Business and Trade Program	Sept. 2015 – August 2023
Member, Internship Committee	January 2023 – May 2023
Member, Curriculum and Assurance of Learning Committee	Sept. 2019 – Feb 2021
Member, MBA & Executive MBA Program Goals and Outcomes Committee	Nov. 2020-Dec. 2021
Acting Academic Director, MBA and EMBA Programs	December 2014 – August 2015
Member, Faculty Strategy Committee	January 2015 – June 2017
Member, Curriculum Committee	September 2015 – June 2016
Academic Advisor	September 2013 – Present
Summer School for High School Students, Ozyegin University (intermittent)	June 2015 – June 2023

### **Montclair State University**

- Member, Undergraduate learning and curriculum management committee, Sept 2011 – Sept 2013
- Member, Faculty teaching and resources committee, Sept 2011 – Sept 2013

### **Baruch College, City university of New York**

- Organizer, Research seminar series, January 2007 – January 2011
- Member, BBA Learning Assurance Committee, Zicklin School of Business, Sept 2005 – Sept 2010
- School of Business representative to School of Public Affairs meetings, Spring 2007 – Summer 2009
- Voting member, Joint Committee on Curriculum and Articulation, Sept 2008 – June 2009
- Co-Coordinator and content developer, Interactive tutorial on industry analysis, developed jointly with Newman Business Library.

## **PROFESSIONAL SERVICE**

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### **Editor Responsibilities**

- Area Editor, Management and Organization Research Journal (Turkish), May 2015 - Present

### **Referee Responsibilities (Journals)**

- Ad-hoc reviewer, Business & Society, 2021
- Ad-hoc reviewer, Business & Society, 2019
- Ad-hoc reviewer, Journal of Multinational Financial Management, 2017
- Ad-hoc reviewer, METU Studies in Development, 2015-2016
- Ad-hoc reviewer, Journal of World Business, Special Issue, 2014
- Ad-hoc reviewer, Global Strategy Journal, Special Issue, 2011
- Ad-hoc reviewer, Journal of Management Studies, 2010

### **Referee Responsibilities (Conferences)**

- Ad-hoc reviewer, 24<sup>th</sup> National Management and Organization Congress, May 28-31, 2016.
- Ad-hoc reviewer, Academy of International Business
- Ad hoc reviewer, Academy of Management, BPS and IM divisions

### **Referee Responsibilities (Other)**

- Referee, TUBITAK (Turkish Scientific and Technological Research Foundation) Project Proposal Evaluation Panel (Social Sciences Research Group), 2014 – Present
- External referee, TUBITAK Project Proposal Evaluation, 2016 – Present

## **PROFESSIONAL AFFILIATIONS**

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- Academy of International Business (Current)
- Academy of Management (Business Policy and Strategy; International Management) (Current)
- Strategic Management Society (Current)