

IRMAK ORMAN

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EDUCATION

Ph.D: Işık University, Business Administration (100% Scholarship), (2021 – 2026)

Thesis Title: *Strategies for Turkish SMEs For Becoming Global Competitors by Digitalization of Cross-Border E-Commerce Activities*

M.Sc.: Galatasaray University, Marketing and Logistics Management, (2009 – 2011)

B.A.: Sabancı University, Management Sciences, (2003 – 2007)

High School: American Robert College, Turkish and Mathematics Diploma, (1996 – 2003)

PUBLICATIONS AND ACADEMIC WORK

Conference Proceedings & Articles

Logistics as a market-maker: Overcoming distance in the internationalization of emerging market SMEs. Logistics as a market-maker: Overcoming distance in the internationalization of emerging market SMEs. Orman, I. & Teker S. (2026). 5th *International Conference on Economics, Business and Social Sciences (ICEBUSS)*, Malang, Indonesia.

Global value chains: From multinational dominance to SME empowerment in a regionalized and digitalized world. Orman, I., Teker, S., & Teker, D. (2025). *In Proceedings of the 20th International Strategic Management Conference: Leveraging strategic management for a sustainable digital economy* (p. 530). ISMMA. (September 11-13, 2025, Belgrade, Serbia)

Impacts of Cross-Border E-Commerce on Growth of Turkish SMEs

Orman, I., & Teker, S. (2024). Impacts of cross-border e-commerce on growth of Turkish SMEs. *PressAcademia Procedia*, 20(1), 66–70.

<https://doi.org/10.17261/Pressacademia.2024.1926>

Export Potential of Turkish SMEs

Teker, S., Teker, D., & Orman, I. (2024). Export potential of Turkish SMEs.

PressAcademia Procedia, 19, 84–87. <https://doi.org/10.17261/Pressacademia.2024.1913>

Agritech As a Sustainable Solution for Agricultural Production Constraints

Teker, S., Teker, D., & Orman, I. (2023). Agritech as a sustainable solution for agricultural production constraints. In *Proceedings book of the 18th International Strategic Management Conference: Strategic management in the era of digital and green transformation* (pp. 34–43). International Strategic Management and Managers Association.

International Trade Between Turkey and China

Teker, S., Teker, D., & Orman, I. (2023). International trade between Turkey and China. *PressAcademia Procedia*, 16, 179–191.

<https://doi.org/10.17261/Pressacademia.2023.1685>

Evolution of Digital Payment Systems and a Breakthrough

Teker, S., Teker, D., & Orman, I. (2022). Evolution of digital payment systems and a breakthrough. *Journal of Economics, Management and Trade*, 28(10), 100–108.

<https://doi.org/10.9734/jemt/2022/v28i1030452>

5G Technology and Future of Banking

Teker, S., Teker, D., & Orman, I. (2021). 5G technology and future of banking. *Journal of Business & Economic Policy*, 8(4), 27–32. <https://doi.org/10.30845/jbep.v8n4p4>

Book Chapters and Books

Global Value Chains: From Multinational Dominance to SME Empowerment in a Regionalized and Digitalized World

Orman, I., Teker, S., & Teker, D. (2026). Global value chains: From multinational dominance to SME empowerment in a regionalized and digitalized world. In M. Özşahin, V. Simovic, & A. Ertürk (Eds.), *Leveraging strategic management for a sustainable digital economy* (pp. 273–302). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3373-5052-3.ch010>

Çalışan Anne [Working Mother]. Özkaşıkçı Orman, I. (2020). Butik Yayıncılık ve Kişisel Gelişim Hizmetleri. ISBN: 9786059397742

20'li Yaşlarda İş Hayatı [Career Life in Your 20s] (10th ed.). Özkaşıkçı Orman, I. (2018). Butik Yayıncılık ve Kişisel Gelişim Hizmetleri. ISBN: 9786055154752

Dijital Çağda Girişimcilik Ekosistemi [The Entrepreneurship Ecosystem in the Digital Age]. Özkaşıkçı, I. (2013). Butik Yayıncılık ve Kişisel Gelişim Hizmetleri. ISBN: 9786055154301

Sosyal Medya Pazarla(ma)? [Social Media Marketing(?)]. Özkaşıkçı, I. (2011). Levent Print City. ISBN: 9786056296505

PROFESSIONAL EXPERIENCE

- **360 Sağlık (Doğan Holding Subsidiary)** Chief Strategy Officer (CSO), (June 2024 – June 2025)
- **UPS Türkiye, Middle East and Africa (TMEA)** Cluster Marketing Manager, (March 2024 – June 2024)
- **UPS Türkiye, Middle East and Africa (TMEA)** Country Marketing Manager, (December 2021 – March 2024)
- **Öncü Girişim Sermayesi Yatırım Ortaklığı (Doğan Holding Subsidiary)** General Manager, (June 2017 – December 2021)
- **Doğan Holding Group Companies** Board Office Manager & Board Member of Group Companies, (September 2012 – June 2017)
- **Millenicom İletişim Hizmetleri A.Ş.** Product Manager (Consumer Products), (June 2011 – September 2012)
- **Avea İletişim Hizmetleri A.Ş.** Senior Specialist, Segment Management (Corporate & SME), (June 2009 – June 2011)
- **T. Garanti Bankası A.Ş.** Assistant Manager, Project & Acquisition Finance (M&A), (June 2007 – June 2009)

MEMBERSHIPS AND OTHER ACTIVITIES

ITU Çekirdek Incubation System – Alumni Entrepreneur

Arya Investment Platform Member

KAGİDER (Women Entrepreneurs Association of Türkiye) Member

TurkishWIN Member

Yenibirlider Association – LEAD15 Fellow