

# Department of Management Activity Report

Academic Year 2012/13



## Report Headlines

- Updates on international standing and departmental strategy
- Teaching and student empowerment
- Academic contributions and knowledge creation
- International and industry relations
- Faculty news and promotions

***This report is intended to keep all our stakeholders both within and outside of the university, including industry and our vast array network of alumni as well industry, updated on our latest achievements and major new developments.***

## A Note from Our Department Chairperson

As the Department of Management, we are happy to publish for the first time a report detailing the activities and events of the past academic year. This report is intended to keep all our stakeholders both within and outside of the University, including our alumni and business community, updated on our latest achievements and major new developments.

In keeping with our commitment to sustainable management and

green marketing, we have made this report exclusively available on electronic and social platforms rather than distributing it on paper.

We hope you enjoy reading this report and find the information provided useful - or maybe even surprising. For any questions or for further information, do not hesitate to contact us through any faculty member, our website, or with a direct e-mail to me, Stefan Koch ([stefan.koch@boun.edu.tr](mailto:stefan.koch@boun.edu.tr)).





## International Rankings and Departmental Strategy

- Times Higher Education announced the [THE 2013 World University Rankings](#), based on all core missions of universities - teaching, research, knowledge transfer and international outlook. On this year's list, topped by California Institute of Technology for the third time in a row, Boğaziçi University is the only Turkish university in the top 200, sharing the 199th place with Tel Aviv University.
- Bogaziçi University is Turkey's greatest climber on the [QS \(Quacquarelli Symonds\) World University Rankings](#), ranking in the 461-470 grouping after having been ranked in the 551-600 group last year.
- As the Department of Management, we are actively working towards accreditation by AACSB. We have been a member since August 2009 and our Eligibility Application was accepted in July 2010. The Standards Alignment Plan was submitted to the AACSB PreAccreditation Committee in June 2012 and was accepted in July 2012. The first Standards Alignment Plan Implementation Report was submitted to the Initial Accreditation Committee on June 1, 2013 and was accepted in July 2013.
- During the 2012/13 academic year, we revisited our mission statement and strategy. A new process has been designed in order to include major stakeholders in the review and revision process. A series of workshops, interviews and surveys have been conducted with stakeholders. The mission statement and department strategy are to be updated periodically through this process, which is to continue on a regular basis.

## Teaching and Student Empowerment

- As always, our department was the top choice for management education on the 2012 University Entrance Examinations. All 110 admitted students were among the top 1200 qualifiers, 64 of whom were in the top 1000. 22 students were in the top 500 and two of our new students qualified in the top 100 nationwide.
- The curriculum for the Bachelor's degree program in Management was updated effective Fall 2012. The new curriculum is geared towards becoming more modern, flexible, and in line with international standards. The number of credits has been slightly reduced and some required courses have been eliminated. In addition, many courses were changed in title or content to reflect the latest trends in research and practice.
- Muzaffer Bodur won the 2012 Excellence in Teaching Award at the Faculty of Economics and Administrative Sciences.
- During the 2012/2013 academic year, many courses were updated and several new courses were added, including:
  - Applied Data Mining – Managerial Decision Modeling (AD559, Mustafa Tongarlak)
  - Brand Management – Special Topics in Marketing (AD484, Özlem Hesapçı)
  - Competitive Intelligence – Special Topics in Quantitative Management (AD590, Christoph Bisson)
  - Competitive Models in Supply Chain Management (AD659, Yavuz Acar)
  - Creativity and Leadership – Special Topics in Management (AD480, Behice Ertenü)
  - Digital Goods and the Network Economy (AD662, Stefan Koch)
  - Entrepreneurship (AD432, Joachim Behrendt)
  - Fixed Income Securities (AD465, Cenk Karahan – initially opened as Special Topics)
  - Forecasting Methods (AD656, Şevket Günter)
  - Introduction to Financial Derivatives (AD466, Cenk Karahan – initially opened as Special Topics)

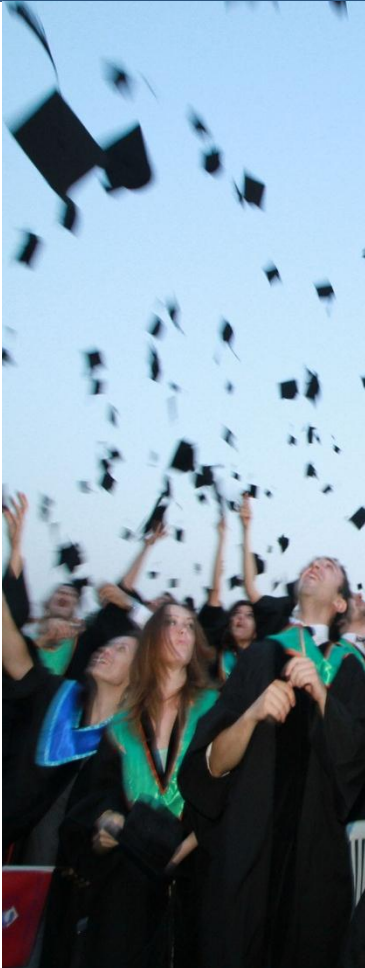




### Number of Graduates in 2013:

• Undergraduate	84
• MBA	21
• Executive MBA	41
• PhD	5

*We celebrated our  
students' graduation at  
our Graduation Cocktail  
Reception  
on June 27, 2013*



### *We congratulate the graduates of our PhD program for the defence of their theses!*

- Oğuzhan Aygören "Choice Behavior of Individuals in Political Marketing Context: Understanding and Modeling Voting Behavior", Advisor Muzaffer Bodur and Cengiz Yilmaz.
- Seçil Bayraktar Kazozcu "Investigating the Factors behind Positive Reactions to Change", Advisor Hayat Kabasakal.
- Onuralp Armağan "Factors Affecting Audit Quality in an Emerging Market-Turkey: A Focus on Auditor Characteristics in Istanbul Stock Exchange", Advisor İrem Nuhoğlu.
- Melih Astarlıoğlu "Evaluating the Dynamics of Export Performance: Moderating Effects of Proximate Environment on Firm Strategies and Export Performance", Advisor Özlem Öz.
- Aslı Elif Aydın "The Influence of Thinking Style and Mental Construal on Consistency of Consumer Preferences", Advisor Muzaffer Bodur.

### *We had many reasons to celebrate with our students*

- Freshman students were welcomed to the Department with a **welcome cocktail party**. The event was held on April 17<sup>th</sup> on the fourth floor of Washburn Hall where students had the opportunity to meet the faculty. Freshman students met faculty members in this informal environment and had the chance to get information on courses and the overall program. Students as well as faculty members enjoyed **Magnum** ice cream bars and **Lipton Tea** at the event sponsored by **Unilever**.
- On June 27, 2013, the Department of Management welcomed close to 100 new graduates from all programs to a **graduation cocktail reception**. To celebrate their achievements, students and faculty gathered to toast the new graduates; to reunite with friends and colleagues; and enjoy music, delicious food, and great conversation. The event was held at Kennedy Lodge and was sponsored by **Henkel** and the **Hay Group**. One of our Ph.D. students, Ahter Sönmez, entertained us with his wonderful music.

### *We developed our students' interview techniques through a series of workshops*

- On Saturday, May 11<sup>th</sup>, we hosted Ms. Kathryn Wainwright, CEO of The Talent Consultancy, on the North Campus for a full-day workshop on how top talent can be identified and recruited, and how candidates can demonstrate their "A Player" game during interviews and upon recruitment. Attendance was high with over 70 participants. Each participant was awarded with a certificate at the end of the workshop.
- Mock interviews were organized to prepare our students for real life interview situations. The first mock interviews were held in May 2013, with more to be conducted at least once a year from now on. Each interview was administered by two interviewers with prior industry experience as recruiters in the fields to which the students were applying. The duration of each interview was 20-25 minutes followed by a 10 minute feedback session. Students found this process very helpful and were enthusiastic about having these sessions every year. In the future we plan to collaborate with a professional recruitment partner and to recruit our alumni as interviewers in order to maximize the benefit for our students.



## Academic Impact

- Congratulations to all our faculty who received awards and recognition in the 2012/13 academic year!
- 17 international peer reviewed journal publications were produced
- Five ongoing research projects are currently being supported by the Boğaziçi Research Fund (BAP)

## Academic Contributions and Creation of Knowledge

### Awards and Recognitions

- Dean **Aysegul Toker**, was awarded the 2013 Award for Excellence, which is organized by Emerald Literati Network. Dr. Toker was awarded for her academic work on "The Effect of Customer Relationship Management Adoption in Business-to-Business Markets", for which Zeynep Ata was the co-author, published in the Journal of Business and Industrial Marketing.
- Our faculty member **Yavuz Acar** was awarded for his academic work entitled "Central and Distributed Decision Making in a Supply Chain" by the European Decision Sciences Institute (EDSI) at their 2013 annual meeting.
- Our Ph.D. graduate **Seçil Bayraktar Kazozcu** was awarded the Best Dissertation Award granted by the Commission of Scientific Research Projects for her work "Investigating the Factors behind Positive Reactions to Change".
- Our Ph.D. student **Zeynep Özçelik** is studying capital inflows and their impact on financial markets under the advisorship of Mine Uğurlu. Her thesis proposal was chosen by the Financial Management Association as one of the papers to be discussed at FMA Doctoral Consortium 2013. She was also awarded a scholarship from the Fulbright Commission (one of three business-related researchers and 50 Fulbrighters in all fields in Turkey in 2013), and is currently a Chazen Scholar at Columbia University.
- Our faculty member **Hayri Tongarlak** received recognition for his *Harvard Business Review* publication entitled "Harvest: Organic Waste Recycling with Energy Recovery" by the Aspen Institute Business and Society Program. The case was featured on Caseplace.org (<http://caseplace.org/d.asp?d=5839>) and in Aspen's Business Education Newsletter, which has over 35,000 subscribers including faculty, corporate supporters, and the Aspen community. The case was also advertised through Aspen's Twitter account:

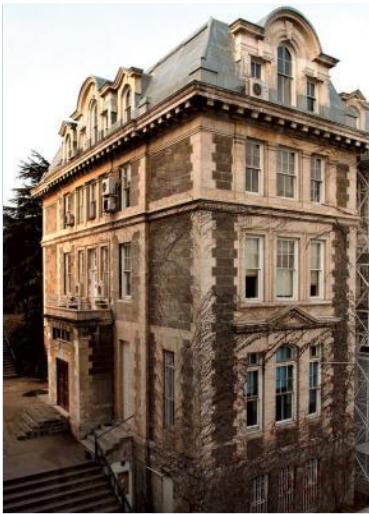
<https://twitter.com/AspenBizSociety/status/395628925101285376>

**We in the Department of Management believe that management education has an important impact on the way businesses are led and managed in this competitive and ever-changing world.**



**We thrive as the competition grows!**





*As the Department of Management, we maintain a strong academic impact through highly cited publications...*



## Ongoing Research Projects Supported by Boğaziçi Research Fund

- Participants in Open Innovation: Conflicts between Business Organization and Open Source Project Roles (Stefan Koch)
- Materialism and Cultural Factors in the Effects of Experiences on Happiness (Özlem Hesapçı)
- Psychological Empowerment: Antecedents, Correlates, And Consequences (Hayat Kabasakal)
- Investigating The Factors Behind Commitment To Change: The Role Of Affect Versus Cognition (Hayat Kabasakal)
- Financial Literacy and Awareness of Capital Markets in Turkey: Status Quo and Proposed Strategies (Ali Coşkun)
- From Traditional Marketing to Social Media Marketing: Consumers, Companies, and Online Social Networks (Ayşegül Toker)

## International Impact through Peer-Reviewed Journal Publications

**Acar, Y., & Gardner, E. S. Jr.** Forecasting method selection in a global supply chain. *International Journal of Forecasting*, 28(4), 842-848, 2012.

**Alpay, G., Bodur, M., Yılmaz, C., & Pinar, B.** How does innovativeness yield superior firm performance. *Innovation: Management, Policy - Practice*, 14(1), 107-128, 2012.

**Artemel, M.** Retrospective entitlement to exploitation rights of joint owners in cinematographic works unconstitutional. *Journal of Intellectual Property Law & Practice*, 7(10), 711-713, 2012.

**Asugman, G., & Kabasakal, H.** E-commerce adoption in financial services and textile manufacturing sectors. *İktisat, İşletme ve Finans*, 28(325), 61-84, 2013.

**Sakarya, A., Bodur, M., Yildirim-Öktem, Ö., & Selekler-Göksen, N.** Social alliances: Business and social enterprise collaboration for social transformation. *Journal of Business Research*, 65(12), 1710-1720, 2012.

**Gurun, U., & Coskun, A.** Do hedge funds follow post-earnings announcement drift? Evidence from Quarterly Holdings. *Journal of Derivatives and Hedge Funds*, 18(3), 236-253, 2012.

**Hesapçı, Ö., Aslanbay, Y., & Gorgulu, V.** The effects of religiosity on internet consumption. *Information, Communication and Society*, 16(10), 1553-1573, 2012.

**Ursavas, B., & Hesapçı, Ö.** What happens when you're lost between happiness and sadness? Effects on consumers' cognitive responses. *Journal of Business Research*, 66(7), 933-940, 2012.

**Kantur, D., & Iseri-Say, A.** Organizational resilience: A conceptual integrative framework. *Journal of Management & Organization*, 18(6), 762-773, 2012.

**Kantur, D., & Iseri-Say, A.** Organizational context and firm-level entrepreneurship: a multiple-case analysis. *Journal of Organizational Change Management*, 26(2), 305-325, 2013.

**Kabasakal, H., Dastmalchian, A., Karacay, G., & Bayraktar, S.** Leadership and culture in the MENA region: An analysis of the GLOBE project. *Journal of World Business*, 47(4), 519-529, 2012.

**Bernroder, E., Koch, S., & Stix, V.** A comprehensive framework approach using content, context, process views to combine methods from operations research for IT assessments. *Information Systems Management*, 30(1), 75-88, 2013.

**Gergin, D., & Koch, S.** Patterns of user innovation: Using pattern language for managerial knowledge management. *International Journal of Technology, Knowledge and Society*, 8(3), 121-134, 2013.

**Koch, S., & Özgür, M.O.** Interest of venture capital companies in open source-based new ventures: The case of Turkey. *International Journal of E-Entrepreneurship and Innovation*, 3(4), 1-16, 2012.

**Nuhoglu, I., Gramling, A. A., & Wood, D.A.** A descriptive study of factors associated with the internal audit function having an impact: Comparisons between organizations in a developed and an emerging economy. *Turkish Studies*, 14(3), 1-26, 2013.

**Öz, Ö., & Eder, M.** Rendering Istanbul's periodic bazaars invisible: Reflections on urban transformation and contested space. *International Journal of Urban and Regional Research*, 36(2), 297-314, 2012.

**Ata Z., & Toker, A.** The effect of customer relationship management adoption in business-to-business markets. *Journal of Business and Industrial Marketing*, 27(6), 497-507, 2012.

**Varnali, K., Yılmaz, C., & Toker, A.** Predictors of attitudinal and behavioral outcomes in mobile advertising: A field experiment. *Electronic Commerce Research & Applications*, 11(6), 570-581, 2012.

**Yazicioglu, E. T., & Borak, E.** "A Coke is a Coke?" Interpreting social media anti-brand rhetoric and resolution. *Advances in Consumer Research*, 40, 561-566, 2012.



## Faculty News and Promotions

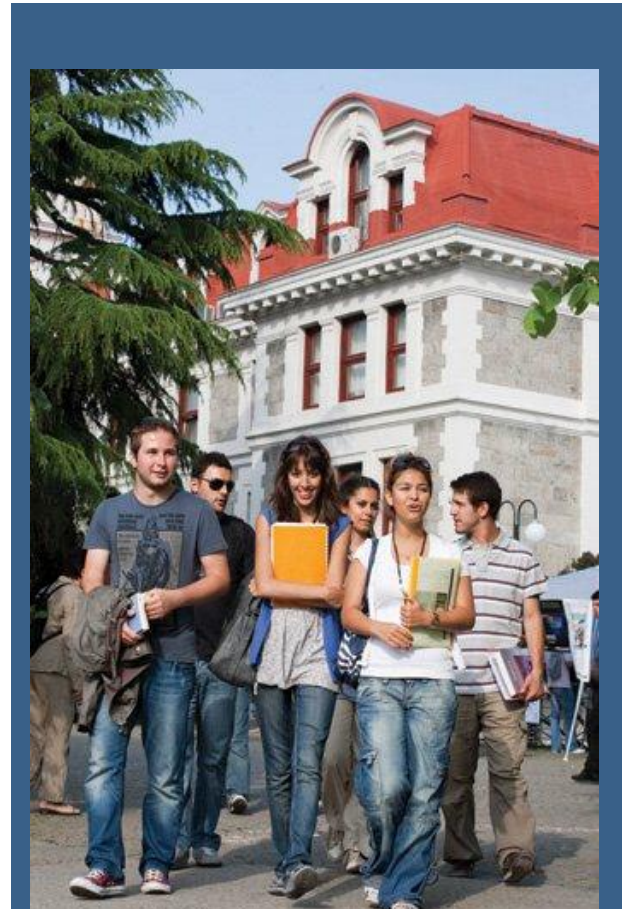
- We welcome Huseyin Karaca and Mustafa Hayri Tongarlak, who joined our faculty this past academic year.

**Huseyin Karaca** holds a Ph.D. from Northwestern University and his teaching areas are Advertising Strategy, Social Media Strategy, Pricing Strategy, Marketing Strategy, Strategic Brand Management, Marketing Research, Marketing Management, and Research Methods.

**Mustafa Hayri Tongarlak** also holds a Ph.D. from Northwestern University and is interested in Sustainable Operations. Dr. Tongarlak joined our faculty to teach Managerial Decision Modeling, Management Science, and Sustainable Operations.

- **Vedat Akgiray** rejoined our faculty and will be lecturing in finance. Ahmet Vedat Akgiray, former chairman of the Capital Markets Board (SPK), holds a Ph.D. from Syracuse University. He joined the Bogazici University faculty in 1991, working as Chair of the Management Department and the Financial Engineering program until he was promoted to Chairman of the Capital Markets Board in 2009. Dr. Akgiray held this position until the end of 2012 and has now rejoined our faculty to teach Derivatives, Portfolio Management, and Probability.

- **Arzu İşeri Say and Özlem Öz** were promoted to full Professorship.
- **Özlem Hesapçı and Ulaş Akküçük** were promoted to Associate Professorship.
- **Asli Basoglu** joined our department for Fall 2012/13 as a visiting professor. She holds a Ph.D. from Washington State University with a dual concentration in Information Systems and Accounting and is currently an assistant professor at the University of Delaware, Department of Accounting and MIS.
- **Hakan Ozelik** joined our department in Summer 2013 as a visiting professor, teaching a graduate course on theory development. Hakan Ozelik is an Associate Professor at the College of Business Administration of California State University, Sacramento. He received his Ph.D. in Organizational Behavior from the University of British Columbia, Canada.
- **Ali Dastmalchian**, former Dean of the Gustavson School of Business at the University of Victoria, Canada, visited our department between July to August 2013 to carry out joint research and provide consultancy on our accreditation process.
- **Deniz Erden** retired due to the government age limit, but will fortunately continue to teach courses and actively support the department and its students.







## International Visits and Exchange Programs

- New **exchange agreements** were signed with WU – Vienna University of Economics and Business, University of Vienna, Solvay Brussels School of Economics and Management, University of St. Gallen, California State Sacramento, and INSEEC.
- This year we sent out 43 exchange students and received 80 in exchange.
- The Bogazici University Department of Management hosted a group of over 35 MBA students enrolled at the **NYU Stern School of Business** for the **Doing Business in Istanbul (DBI) program** in May 2013.

This was Stern's second DBI program in Istanbul. Their first visit took place in 2012 with 15 students. This year, the number of students rose to 36.

The course gave Stern students an overview of doing business in Turkey, allowing them to explore the unique opportunities and challenges associated with the business landscape in the region. The program included lectures, case studies, guest lecturers, company visits, and cultural visits. It also included a buffet lunch that brought Bogazici and NYU Stern MBA students together to network and socialize.

- **University of Virginia Darden School of Business** MBA students visited our department during the week of March 18, 2013.

The program included lectures from our faculty and various company visits. These companies were comprised of various industries such as FMCG (fast-moving consumer goods), banking and finance, construction management, textile manufacturing, information and communication technologies, and e-commerce. The aim was to give the MBA students a well-rounded perspective on conducting business in Turkey, the characteristics of the Turkish market, and the similarities / differences between Turkey and the U.S. The discussions in the lectures and company meetings were highly stimulating, creating a rewarding experience for both universities.

Our collaboration with the UVA Darden School of Business will continue in the coming years in terms of both business education and research.

- Our faculty member **İrem Nuhoğlu** spent July - September 2013 as visiting scholar at McCombs School of Business at University of Texas at Austin, also visiting Harvard Business School and Stanford Graduate School of Business for academic collaboration.



Please do not hesitate to contact us for any feedback, comments or inquiries.

Department of Management  
Boğaziçi University

Bebek 34342 İstanbul

Phone:

(212) 359 6503

Fax:

(212) 287 78 51

[www.mgmt.boun.edu.tr](http://www.mgmt.boun.edu.tr)

Departmental Contacts:

Stefan Koch

Department Chair

[stefan.koch@boun.edu.tr](mailto:stefan.koch@boun.edu.tr)

Boğaziçi University  
Department of  
Management

A Tradition of  
Excellence...

## Industry Relations

### Industry Advisory Board

- We established an **Industry Advisory Board** involving experts from a diverse background of organizations to help the Department by providing guidance and feedback.

Members of our Industry Advisory Board are Joachim Behrendt, Founding Partner at BIC Angel Investments; Ertan Ercan, Consultant at Bluewin; Naci Başerdem, President of Doğuş Holding Tourism Group; Serdar Sunay, Executive Vice President of Boyner Holding; Selçuk Erden, former President of the Southern Eurasia Business Unit of the Coca Cola Company; Meral İnci Zaim, Board Member of İnci Holding; Neslihan Tözge, Blue Ocean Consulting; Engin Oytaç, General Manager at Tanı/Paro; Onur Genç, Executive Vice President of Retail Banking and CEO of Garanti Payment Systems; and Piraye Antika, Founder of Enkuba Technologies.

- An Industry Advisory Board meeting and dinner was organized on May 23rd, 2013 at BÜMED to inform its members of the department's strategic plan, give update on the international accreditation processes, and provide a detailed overview of the department's current and past initiatives. Following this event, the board members gave their feedback on the information that was shared with them, which in turn will be taken into consideration during the vision and strategy development process.

### Acknowledgements

We would like to take this opportunity to thank all companies who supported our activities throughout the year.

These include (in alphabetical order):

- Akbank
- AVEA
- BP Turkey
- Citibank
- Deloitte
- Hay Group
- Henkel
- KPMG
- Markafoni
- Özak GYO
- PWC
- Turkcell
- Unilever

... and many others ...

### Follow us on social media!



- Linkedin Group for Alumni:**  
[Bogazici University Department of Management - Alumni Network](#)  
210 Members
- Facebook Page:**  
[Boğaziçi Üniversitesi İşletme Bölümü](#)  
2.050 Likes
- Twitter:** (very recently active)  
[@bounisletme](#)  
216 followers