

Ms. NUKHET HARMANCIOLU , Ph.D.
Assistant Professor of Marketing

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Education

2002-2006: **Michigan State University**, *Eli Broad College of Business*, East Lansing, MI
Marketing and Supply Chain Management Department (PhD)
Marketing Major and International Business Minor

2000-2002: **Bosphorus University**, *Faculty of Economics & Administrative Sciences*, Istanbul, TURKEY
Department of Management, Master of Business Administration (MBA); with *honors*

1996-2000: **Middle East Technical University**, *School of Architecture*, Ankara, TURKEY
Department of City and Regional Planning; with *honors*

1989-1996: **Izmir American Collegiate Institute**, Izmir, TURKEY; with *honors*

Fellowships, Honors and Awards

- Visiting Scholarship, University of Southern California, 2008
- WINNER of 2007-08 Product Development & Management Association Research Proposal Competition (\$5000)
- Bilkent University Prof. Dr. Orhan Karacadağ Award for Junior Faculty Scientific Achievement 2007-08 (5000YTL)
- *INTERNATIONAL COMMERCE INSTITUTE - UNILEVER RESEARCH GRANT* for “Organizing for Higher Innovation, Speed and Efficiency: The Moderating Role of Top Management Supervision” (€ 6000)
- *ISBM RESEARCH SUPPORT* for “Portfolio of Controls in Component Outsourcing Relationships for Global New Product Development” (\$3150)
- WINNER of 2005 Product Development & Management Association Dissertation Proposal Competition (\$2500)
- Academy of Marketing Science Jane Fenyo BEST STUDENT RESEARCH AWARD, 2006
- FINALIST for the 2006 Academy of Marketing Science Mary Kay Doctoral Dissertation Competition
- FINALIST for the 2005 ISBM Doctoral Dissertation Award Competition
- FINALIST for the AMA Technology and Innovation Special Interest Group 2005 Best Dissertation Award
- BEST STUDENT PAPER AWARD at MBAA International US AIB Midwest Chapter, 2006
- AMA-Sheth Doctoral Consortium Fellow, University of Connecticut, 2005
- Dissertation Completion Fellowship (\$2000): The Michigan State University Graduate School, 2005

Published or Forthcoming Research

1. Harmancioglu, Nukhet, Regina McNally, Roger Calantone, and Serdar Durmusoglu (2007), "Your NPD Is Only As Good As Your Process: An Exploratory Analysis of NPD Process Design and Implementation", *R&D Management*, **37** (5): 399-424.
2. Droge, Cornelia, Roger Calantone and Nukhet Harmancioglu (2008), "New Product Success: Is it Really Controllable by Managers in High Turbulent Environments?", *Journal of Product Innovation Management*, **25**: 272-286.
3. Hult, G. Tomas, David J. Ketchen, Jr., Carol A. Finnegan, Tracy Lee Gonzalez-Padron, Nukhet Harmancioglu, Ying Huang, M. Berk Talay, S. Tamer Cavusgil, David A. Griffith (2008), "An Assessment of Cross-Cultural Data Equivalence in International Business Research", *Journal of International Business Studies*, **39**(6): 1027 – 1044.
4. Durmusoglu Serdar, Regina McNally, Roger Calantone and Nukhet Harmancioglu (2008), "How Elephants Learn the New Dance When Headquarters Changes the Music: Three Case Studies on Innovation Strategy Change", *Journal of Product Innovation Management*, **25** (4): 386 - 403.
5. Harmancioglu, Nukhet, Cornelia Droge, and Roger Calantone, "Theoretical Lenses and Domain Definitions in Innovation Research", *European Journal of Marketing* (FORTHCOMING)
6. McNally, Regina, Roger Calantone, Serdar Durmusoglu and Nukhet Harmancioglu, "Exploring the Role of Managers' Dispositions in New Product Portfolio Management", *Industrial Marketing Management* (FORTHCOMING)
7. Harmancioglu, Nukhet "Portfolio of Controls in Outsourcing Relationships for Global New Product Development", *Industrial Marketing Management* (FORTHCOMING)
8. Griffith, David. A, Nukhet Harmancioglu and Cornelia Droge, "Governance Decisions For The Offshore Outsourcing Of New Product Development In Technology Intensive Markets", *Journal of World Business* (FORTHCOMING)
9. Harmancioglu, Nukhet, Mathew Joseph and R. Zachary Finney, "Impulse Buying Of New Products: An Empirical Analysis", *Journal of Product and Brand Management* (FORTHCOMING)
10. Harmancioglu, Nukhet, Cornelia Droge, and Roger Calantone, "Is Incrementality a Guarantee for Success: An Empirical Analysis of the Mediation Effect of NPD Implementation Proficiency", *Journal of Academy of Marketing Science* (FORTHCOMING)
11. Calantone, Roger, Nukhet Harmancioglu and Cornelia Droge, "Inconclusive Innovation 'Returns': A Meta-Analysis Of Research on Innovation in New Product Development", *Journal of Product Innovation Management* (FORTHCOMING)

Research in Progress

1. Harmancioglu, Nukhet and Cornelia Droge, "Portfolio Of Controls in Component Outsourcing Relationships For Global New Product Development" (co-authored by Prof. Cornelia Droge) (*Received ISBM Support*)
2. Harmancioglu, Nukhet and Erik Jan Hultink, "Organizing for Higher Innovation, Speed and Efficiency: The Moderating Role of Top Management Supervision" (*Received PDMA Research Competition Award and the International Commerce Institute - Unilever Research Grant*)
3. Harmancioglu, Nukhet and Gerard Tellis, "Innovation Clusters around the Globe: What is the Secret Ingredient to Their Success?"
4. DeSarbo, Wayne S., Atalay, A. Selin, Blanchard, Simon and Nukhet Harmancioglu, "A New Classification Methodology for the Analysis of Categorized Stimuli"
5. Harmancioglu, Nukhet, Cornelia Droge, Roger Calantone and Fang Wu, "Product Innovativeness in New Product Alliances: When is the Impact of Alliance Composition Higher?"
6. Sääksjärvi, Maria, Harmancioglu, Nukhet and Erik Jan Hultink, "Cannibalize and Combine? Antecedents and Outcomes of Two Key Organizational Innovation Attitudes"

Conference Proceedings and Presentations

1. Harmancioglu, Nukhet, Roger Calantone and Cornelia Droge, "Fit Dimensions and Positional Advantages: Are These Relationships Direct or Mediated by NPD Proficiency?" **2007 PDMA International Conference Research Forum Proceedings**
2. Grinstein, Amir, Nukhet Harmancioglu and Arieh Goldman, "The Impact of Strategic and Tactical Market Information", **2007 AMA Summer Educators' Conference Proceedings**
3. McNally, Regina, Serdar S. Durmusoglu, Roger Calantone and Nukhet Harmancioglu, "Exploring the Role of Managers' Dispositions in New Product Portfolio Management", **2007 AMA Winter Educators' Conference: Marketing Theory & Applications**, Eds. Andrea L. Dixon and Karen A Machleit, 18, 387-388.
4. Harmancioglu, Nukhet, "Portfolio of Controls in Global Component Outsourcing Relationships", **2006 Midwest AIB Conference Proceedings (Received Best Student Paper Award)**
5. Harmancioglu, Nukhet and Nejat Capar, "Modularity and Control in Global Component Outsourcing Relationships", **AIB Conference Proceedings, 2005**
6. Harmancioglu, Nukhet, Roger Calantone, and Cornelia Droge, "Product Innovation in New Product Alliances: When is the Impact of Alliance Composition Higher?" **2005 Informs Marketing Science Conference**
7. Harmancioglu, Nukhet, "Understanding Innovation: A Meta-Analysis of Past Research on Innovation in New Product Development", **2004 Midwest Marketing Camp**
8. Harmancioglu, Nukhet, "The Impact of Degree of Similarity in Organizational Culture on Product Innovativeness in New Product Alliances: A Resource-Based and Social Network Theory Perspective", **2003 AIB Conference Proceedings**.

Invited Colloquia

- Delft University, the Netherlands (May 2008)
- Koc University, Turkey (March 2008)
- Northeastern University, USA (December 2006)
- Bilkent University, Turkey (December 2005)
- University of Cincinnati, USA (October, 2005)
- Lehigh University, USA (October 2005)
- McMaster University, Canada (September 2005)
- Koc University, Turkey (August 2005)
- Sabanci University, Turkey (August 2005)

Dissertation

Title: "The Development of Market Effective and Efficient Technological Innovation: A 'Holistic' Study from Multiple Perspectives"

- *Winner of the PDMA Dissertation Proposal Competition & AMS Jane Fenyo Best Student Research Award*
- *Finalist for the ISBM Doctoral Dissertation Award Competition, AMA TECHSIG Best Dissertation Award & AMS Mary Kay Doctoral Dissertation Competition*
- Scholarly innovation research is synthesized & scrutinized for effect-size moderators using a theory-driven meta-analysis to provide researchers & practitioners a simplification of a complex literature;
- The determinants of internal innovation development (moderated by environment) are examined employing a partial least squares analysis based on cross-sectional data of North American firms operating in chemical, biochemical and pharmaceutical industries;
- The effect on company value of external innovation development within loosely coupled systems is analyzed using an event study methodology of global new technology outsourcing agreements

Statement of Research Philosophy

The current business environment of escalating global competition and uncertainty has increased the rate of innovation required to survive. These circumstances have led firms to invest in marketing and technological resources, and internal and external competencies for developing unique and qualified products, to speed up product development, and to improve process efficiency and market effectiveness. Thus, my research interests are new product development process design for internal innovation development, externalization through global product alliances, technology outsourcing and loosely coupled systems, and financial performance assessment of marketing decisions and activities. The development of marketing and management models, the use of various types of data (quantitative results in the literature, primary and secondary data) and analysis through diverse qualitative and quantitative methodologies (narrative analysis, meta-analysis, path analytic methods and system dynamics modeling) are characteristic of my research approach.

Professional Experience

Aug 2008 to Jan 2009: **University of Southern California**, *Marshall School of Management*, Los Angeles, CA
Visiting Scholar

Sep 2007 to Aug 2008: **Bilkent University**, *Faculty of Business Administration*, Ankara, Turkey
Assistant Professor of Marketing

- Conducting state-of-the-art scholarly research in marketing strategy, new product development and relationship management and publish papers at the top-ranking journals in the marketing and innovation disciplines
- Representing Bilkent University and the Faculty of Business Administration at national and international conferences (at least twice a year)
- Supervising PhD students and help them publish at least one journal paper before their graduation
- Developing and teaching a new product marketing focused Marketing Management course for the 2007-2008 academic year
- Advising undergraduate students on their education for Business Administration

July 2006 to June 2007: **Suffolk University**, *Sawyer School of Management*, Boston, MA
Assistant Professor of Marketing

- Conducted scholarly research in marketing strategy, new product development and relationship management
- Developed a new course for the Marketing Department: MKT 500 Marketing Tools and Analytics [Topics include marketing arithmetic and financial aspects of marketing management (i.e., contribution analysis, income statements, customer lifetime value, price determination and product demand analysis) as well as various marketing research and statistical analysis techniques (i.e., applications of difference of means tests, analysis of variance, linear regression and correlation)].

Aug 2002 to Jun 2006: **Michigan State University**, *Eli Broad College of Business*, East Lansing, MI
Graduate Assistant

- Conducted research in Marketing, New Product Development and Supply Chain Management
- Taught as a primary instructor for two courses with full responsibility for syllabus, textbook selection, lecture, assignments, exams, and grading.

Oct 2000 to Jun 2002: **Bosphorus University**, *Management & Administrative Sciences Department*, Istanbul
Research Assistant, GMAT course teacher

- Provided support for research projects in International Marketing, MIS and Corporate Social Responsibility,
- Assisted Game Theory courses and teaching GMAT courses to students of all ages.

Oct 2000 to Apr 2001: **EGS Securities**, Istanbul, TURKEY

Human Resources

- Assisted recruiting, dismissal & performance measuring activities (during crisis period)

Feb to May 1999: **TÜBİTAK, Bilten Research Center**, Ankara, TURKEY

Research Assistant

- Digitized, designed and formulized the entire project of “The Degeneration of the Forestry Area in Antalya Region” using Geographical Information Systems tools,
- Conducted agricultural efficiency analysis of Southern Anatolian Region using Remote Sensing data.

Teaching Experience

Sept 2007 to Present: **Bilkent University**, *Faculty of Business Administration*, Ankara, TURKEY

- MSC319 Marketing Research (Fall 2007)
Student Evaluations: 4.63, 4.69, 4.5, 4.25, 4.81, 5, 5, 4.56
[Student Evaluation Scale: 1.00=very poor, 3.00=average, 5.00= excellent]

July 2006 to June 2007: **Suffolk University**, *Sawyer School of Management*, Boston, MA

- MSC319 Marketing Research (Fall 2006; Spring 2007)
Student Evaluations: 4.62, 4.00, 4.15, 4.08, 4.15, 4.62, 4.85, 4.62
- MSC550 Marketing Tools and Analytics (Fall 2006; Spring 2007)
Student Evaluations: 4.18, 3.73, 3.81, 3.95, 3.64, 4.55, 4.59, 4.10
[Student Evaluation Scale: 1.00=very poor, 3.00=average, 5.00= excellent]

Aug 2002 to June 2006: **Michigan State University**, *Eli Broad College of Business*, East Lansing, MI

- MSC317 Quantitative Business Research Methods (Fall 2002, Summer 2004)
Student Evaluations: 1.72, 1.75, 1.48
- MSC302 Consumer and Organizational Buying Behavior (Summer 2003, 2004 & 2005)
Student Evaluations: 1.90, 1.19
[Student Evaluation Scale: 1.00=far above average, 3.00=average, 5.00= far below average]

Oct 2000 to June 2002: **Bosphorus University**, *Management & Administrative Sciences Department*, Istanbul

- AD590 (MBA level) Corporate Strategy Simulation course (TA; Fall 2001& Spring 2002)
- GMAT courses on Sentence Correction, Analytical Writing, & Reading Comprehension (2000-2002)

Statement of Teaching Philosophy

I am interested in teaching core marketing and marketing strategy courses as well as new product development, international marketing and research/statistics courses. My fundamental objective in teaching is to convey useful information to students related to business phenomena and their importance in developing marketing strategies. I expose students to the appropriate vocabulary and theories, as well as to numerous practical examples. Rather than merely memorizing these concepts and theories, I focus on creatively using these ideas (a) to create an understanding of their application to real world business problems, and (b) to develop and evaluate efficient and effective marketing strategies, focusing on trade-offs and contingencies. I lead class discussions, employ case studies and assign short essay projects to stimulate their interest in learning and advance their ability to recognize the appropriate techniques for various decision-making situations. Accordingly, assessment is a function of a student's motivation and capability to apply concepts to discussions, cases and marketing plan development, as well as performance on exams consisting of both multiple choice and essay questions.

Membership in Professional Associations

- American Marketing Association
- Academy of Marketing Science
- Product Development and Management Association
- Academy of International Business

(Computer) Skills

- Vensim Simulation Software, IBM Workbench, QSR NVivo
- Statistical Softwares (SPSS, EQS, PLS, MATLAB)

Service Activities

- Ad hoc reviewer for *Journal of Marketing*, *Marketing Science*, *Journal of International Business Studies*, *Journal of Product Innovation Management*, *Journal of International Marketing*, *Industrial Marketing Management*, *Advances in International Marketing*, and *International Business Review*.
- Discussant, American Marketing Association 2007 Summer Educators Conference
- Reviewer, American Marketing Association 2006 and 2007 Summer Educators Conference
- Reviewer, *International Marketing Review* Special Issue: "Conceptualizing Culture: Implications for International Marketing"
- Reviewer, 2007 *Conference on Historical Analysis and Research in Marketing* (CHARM)
- Reviewer, *Journal of Product Innovation Management* Special Issue: "Effective Global Product Innovation & Launch"
- Reviewer, *Consortium for International Marketing Research* 2006 Annual Meeting

Doctoral Coursework

- **Marketing Seminars:**
 - Proseminar in Marketing Literature and Research Critiques Dr S. Tamer Cavusgil and Dr Roger Calantone
 - Seminar in Buyer Behavior Dr Thomas Page
 - Seminar in Inter-organizational Relations in Marketing Channels Dr Joseph Bonner
 - Seminar in Marketing Theory Dr Robert Nason
- **Research Methods:**
 - Causal Modeling in Marketing Dr Roger Calantone
 - Theory Development and Research Design in Marketing Dr Cornelia Droge
 - Research Methods in Information Systems Dr Roger Calantone
 - System Dynamics Modeling Dr Ralph Levine
- **Economics:**
 - Microeconomic Analysis Dr Anthony Creane
 - Applied Econometrics Dr Richard T. Baillie
- **International Business (Minor):**
 - International Business Theory Dr S. Tamer Cavusgil
 - Research Methods in International Business Dr G. Tomas M. Hult
 - Developing Global Markets Dr G. Tomas M. Hult

References

Professor Cornelia Droge

Department of Marketing, The Eli Broad College of Business
Michigan State University
324 North Business Complex, East Lansing, MI 48824
Phone: 517-432-6405, Email: droge@bus.msu.edu

Professor Gerard Tellis

Director of the Center for Global Innovation
Neely Chair in American Enterprise and Professor of Marketing
Department of Marketing, Marshall School of Business
University of Southern California
Los Angeles, CA 40089-0443
Phone: 213-740-5031, Email: tellis@marshall.usc.edu

Professor S. Tamer Cavusgil

Department of Marketing
Mack Robinson College of Business
Georgia State University
Atlanta, Georgia 30302-3991
Email: tcavusgil@gsu.edu

Professor Roger J. Calantone

Chair, Marketing Department
Eli Broad Chaired University Professor of Business
The Eli Broad Graduate School of Business
Michigan State University
Director, Center for Entrepreneurial Strategy
N307 North Business Complex, East Lansing, MI 48824-1122
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Professor Erik Jan Hultink

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Department of New Product Development
Delft University of Technology
Jaffalaan 9, NL-2628 BX Delft, Netherlands
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Associate Professor David A. Griffith

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