**NÜKHET HARMANCIOĞLU GÜR**

Email: [nharmancioglu@ku.edu.tr](mailto:nharmancioglu@ku.edu.tr)

**EDUCATION**

2006 Ph.D in Marketing Major and International Business Minor **Michigan State University, Eli Broad College of Business, East Lansing, MI**

2002 M.B.A in Business Administration (MBA); with honors **Boğaziçi University**

2000 B.A in Regional Planning; with honors **Middle East Technical University,** School of Architecture**,** Ankara

**FIELDS OF INTERESTS**

* Innovation, clusters and emerging markets,
* Intermediate marketing metrics and social media marketing,
* Financial outcomes of marketing and innovation-related decisions.

**HONORS & AWARDS**

* Visiting Scholarship, UC Berkeley Haas Business School Marketing Department, 2014 (*sponsor:* Professor Miguel Villas-Boas)
* University Associate Professorship Title, Turkish National Inter-University Council
* Koc University President’s Recognition for Teaching, Spring 2014
* Visiting Scholarship, University of Southern California, Marshall School of Business, 2008 (*sponsor:* Professor Gerard Tellis)
* 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 ($4345)
* 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 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

**PROFESSIONAL EXPERIENCE**

Aug 2014 - Feb 2015: **University of California Berkeley,** Haas Business School, Berkeley, CA

*Visiting Scholar*

July 2008 - now: **Koç University**, *College of Administrative Sciences & Economics,* Istanbul

*Assistant Professor of Marketing*

Aug 2008 - Jan 2009: **University of Southern California,** *Marshall School of Management*, CA

*Visiting Scholar*

Sep 2007 - Aug 2008: **Bilkent University**, *Faculty of Business Administration,* Ankara, Turkey

*Assistant Professor of Marketing*

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

*Assistant Professor of Marketing*

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

*Graduate Assistant*

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

*Human Resources* (during the crisis period)

Oct 2000 - Jun 2002: **Bosphorus University,** *Management & Administrative Sciences Dept***,** Istanbul

*Research Assistant, GMAT course teacher*

Feb 1999- May 1999: **The Scientific & Technological Research Council of Turkey (TÜBITAK)**

*Research Assistant*

**BIBLIOGRAPHY**

1. Baker, William, Amir Grinstein and Nukhet Harmancioglu (2015), “Whose Innovation Performance Benefits More from External Networks: Entrepreneurial or Conservative Firms?” ***Journal of Product Innovation Management*** *(forthcoming)*
2. Stanko, Michael A., Francisco-Jose Molina-Castillo and Nukhet Harmancioglu (2015), “It Won’t Fit! For Innovative Products, Sometimes that’s for the Best”, ***Journal of Product Innovation Management,*** 32 (1): 122–137.
3. Blanchard, Simon, Wayne S. DeSarbo, Wayne S., Selin Atalay and Nukhet Harmancioglu (2012), “Identifying consumer heterogeneity in unobserved categories”, ***Marketing Letters,*** 23 (1): 177-194. **[1 ISI, 6 GS citations]**
4. Calantone, Roger, Nukhet Harmancioglu and Cornelia Droge (2010), “Inconclusive innovation ‘returns’: A meta-analysis of research on innovation in new product development”, ***Journal of Product Innovation Management,*** 27(7): 1065-1081. **[27 ISI, 95 GS citations]**
5. Harmancioglu, Nukhet, Amir Grinstein, Amir and Arieh Goldman (2010), “Innovation and performance outcomes of market information collection efforts: The role of top management team involvement”, ***International Journal of Research in Marketing***, 27 (1): 33-43. **[12 ISI, 38 GS citations]**

***\*\*\* Also published in*** Harmancioglu Nukhet, Grinstein Amir, and Goldman Arieh (2011), “Should Top Management Get Involved in Market Information Collection Efforts?” GfK Marketing Intelligence Review, November issue.

1. Harmancioglu, Nukhet, Cornelia Droge, and Roger Calantone (2009), “Strategic fit to resources versus NPD execution proficiencies: What are their roles in determining success?”, ***Journal of Academy of Marketing Science,*** 37 (3): 266-282. **[18 ISI, 34 GS citations]**
2. Harmancioglu, Nukhet, R. Zachary Finney and Mathew Joseph (2009), “Impulse buying of new products: An empirical analysis”, ***Journal of Product and Brand Management***, 18(1): 27-37. **[5 ABI, 41 GS citations]**
3. Griffith, David. A, Nukhet Harmancioglu and Cornelia Droge (2009), “Governance decisions for the offshore outsourcing of new product development in technology intensive markets”, ***Journal of World Business,*** 44(3):217-224. **[14 ISI, 49 GS citations]**
4. Harmancioglu, Nukhet (2009), “Portfolio of controls in outsourcing relationships for global new product development”, ***Industrial Marketing Management,*** 38(4): 394–403. **[10 ISI, 25 GS citations]**
5. McNally, Regina, Roger Calantone, Serdar Durmusoglu, and Nukhet Harmancioglu (2009), “Exploring new product portfolio management decisions: The role of managers' dispositional traits”*,* ***Industrial Marketing Management*,** 38(1): 127-143. **[16 ISI, 47 GS citations]**
6. Harmancioglu, Nukhet, Cornelia Droge, and Roger Calantone (2009), “Theoretical lenses and domain definitions in innovation research”, ***European Journal of Marketing***, 43 (1/2): 229-263. **[14 ISI, 45 GS citations]**
7. 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 ISI, 11 GS citations]**
8. Hult, G. Tomas, David J. Ketchen, Jr., David A. Griffith, Carol A. Finnegan, Tracy Lee Gonzalez-Padron, Nukhet Harmancioglu, Ying Huang, M. Berk Talay, S. Tamer Cavusgil (2008), “Data equivalence in cross-cultural international business research: Assessment and guidelines”, ***Journal of International Business Studies,*** 39(6): 1027 – 1044. **[54 ISI, 142 GS citations]**
9. 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(3): 272-286. **[51 ISI, 138 GS citations]**
10. 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. **[13 ISI, 53 GS citations]**
11. Harmancioglu, Nukhet (2012), “İnovasyon Süreci: Yeni Ürün Geliştirmede İnovasyon Literatürünün Teorik Meta Analizi”, ***Girişimcilik ve Inovasyon Yönetimi Dergisi***, 1(1): 1-32.
12. Harmancioglu, Nukhet & Sibel Demirel (2011), “Tüketicilerin Ürün İnovasyonlarını Değerlendirme Süreçleri: Tipoloji ve Önermeler”, ***Tüketici ve Tüketim Araştırmaları Dergisi***, 3(1): 65-102

**GRANTS AND PROJECTS**

* Marie Curie Program International Reintegration Grant (€100000), 2010
* INTERNATIONAL COMMERCE INSTITUTE - UNILEVER Research Grant (€ 6000)
* Institute for the Study of Business Markets (ISBM) Research Support ($3150*)*
* AMA-Sheth Doctoral Consortium Fellow, University of Connecticut, 2005
* Dissertation Completion Fellowship ($2000): Michigan State University Graduate School, 2005

**GRADUATE STUDENT SUPERVISION**

PHD:

* *Peren Ozturan* (now Assistant Professor at VU Amsterdam), **Thesis Committee Member**
* *Selin Erguncu* (now post-doc Researcher at the University of Southern California sponsored by Professor Gerard Tellis), **Thesis Committee Member**
* *İsmail Erzurumlu* (currently 3rd Year PhD Student), **PhD Supervisor and Thesis Chair**
* *Tuba Yilmaz* (currently 4th Year PhD Student), **Thesis Committee Member**