

## CURRICULUM VITAE

**Dr. T. Cüneyt EVİRGEN**  
Sabancı University  
Executive Development Unit  
Orhanli, Tuzla 34956, Istanbul, TURKEY  
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### PERSONAL INFORMATION

**Date of birth** : July 10, 1964  
**Place of birth** : Nazilli  
**Nationality** : Turkish  
**Marital status** : Married  
**Military status** : Completed

### EDUCATION

**1990 – 1995** **Michigan State University, MI, USA**  
The Eli Broad Graduate School of Management  
Ph.D. Major in Marketing, Minor in International Business  
*Dissertation topic:* Performance in International Collaborative  
Ventures: Case of the Global Construction Industry

**1986 – 1990** **Bosphorous University, Istanbul**  
Graduate School of Management  
M.B.A. Marketing  
*Thesis:* Information Needs of Exporters

**1982 – 1986** **Bosphorous University, Istanbul**  
School of Engineering  
B.S. Electrical Engineering

**1982 – 1986** **Bosphorous University, Istanbul**  
School of Natural Science  
B.S. Mathematics

**1975 - 1982** **Robert College, Istanbul**  
Secondary school and high school

### WORK EXPERIENCE

**May 2005 – present** **Teknosa, Istanbul**  
**Member of the Board**  
Board Member of the billion dollar consumer electronics retailer  
with close to 250 stores making it the largest non-food retailer in  
Turkey

**Sep 2004 – present**

**Sabancı University, Istanbul**

Executive Development Unit (EDU)

Executive Director

Responsible for the management, development and coordination of the activities of EDU which include design and implementation of professional training programs for business executives and managers. These programs reflect the mission of Sabancı University to contribute to the development of businesses and are offered either as stand alone seminars or modular programs (in open enrollment or in-house format). The programs are designed based on the needs of the business market and run in cooperation with a wide network of academic and non-academic affiliates from Turkey and abroad.

**Aug 2003 – present**

**Sabancı University**

Executive Development Unit (EDU)

Professional Trainer and Consultant

Personally acting as a trainer and consultant in competitive marketing strategy, brand management, international marketing, retail management areas.

**Feb 2003 – present**

**Sabancı University, Istanbul**

Graduate School of Business

Practice faculty member

Teaching graduate level courses on marketing management, international marketing, strategic brand management and retail management

**Aug 2003 – Aug 2004**

**Sabancı University, Istanbul**

Retailing Program Director

Responsible for the development of the retailing related professional training and consultancy programs at Sabancı University targeting the Turkish retail industry. These programs carry on the mission of making Sabancı University the focal reference point in the area of retailing for the total Turkish market. Among activities carried out are people development training programs in retail sales, management and marketing consultancy services geared at retailing companies, research projects for benchmarking and advancement of retail industry knowledge purposes, workshops and seminars in functional areas of retail management. The programs include both specific services provided to retail companies and general services provided to the retail industry through cooperation with the Turkish Council of Shopping Centers and Retailers. Also personally acting as a trainer and consultant in retail sales management.

**Oct 2002 – Jun 2003**

**Koç University, Istanbul**

College of Administrative Studies & Economics

Part-time faculty member

Taught undergraduate level courses on Finite Mathematics and Global Marketing Management (capstone course in marketing)

**Dec 2002 – Dec 2003**

**Marketing Research Consultant**

Freelance

Provided consultancy services in the area of marketing research and strategy

**July 1994 – Dec 2002**

**Bilesim International Research & Consultancy Inc., Istanbul**

General Manager and Board Member

Fully responsible for daily operations, marketing and sales and financial management of the company as well as new business and corporate image development areas. The company grew four times, established international links, was restructured, founded companies in Azerbaijan, Kazakhstan, Uzbekistan and Romania and received the first ISO 9001:2000 Quality Certification in Turkey in its industry. Worked closely with marketing and research departments of mostly multinational companies in FMCG, durables and services sectors providing them research and consultancy services in Turkey, Caucasus and Central Asia. Coordinated and supervised hundreds of marketing research projects and provided consultancy services to over 100 companies.

**Sep 1990 – June 1994**

**International Business Centers (MSU, MI, USA)**

Expert Systems Development Researcher & Consultant

Leader of the Expert Systems Development Project for International Business Research and Consultancy Team. This project was aimed at developing expert systems applications in various managerial decision areas within the domain of international business and marketing and providing consultancy to multinational corporations.

**Dec 1991 – June 1994**

**University Apartments Residence Life (MSU, MI, USA)**

Intercultural Programming Aide

Fully responsible for conceptualizing, planning, organizing and coordinating social programs for 6,000 university housing residents representing over 100 countries to facilitate inter-cultural understanding and international perspectives.

**Summer 1993**

**Michigan State University , MI, USA**

Instructor for the course MTA 460 - Marketing Strategy

**Summer 1991**

**Michigan State University , MI, USA**

Instructor for the course MTA 300 - Marketing Management

**Sep 1986 – Aug 1990**

**Bosphorous University, Istanbul**

School of Natural Sciences, Mathematics Department

Teaching Assistant (full time)

## JOURNAL ARTICLES

Cavusgil, S. Tamer and Cüneyt Evirgen (1997), "Use of Expert Systems in International Marketing: An Application for Co-operative Venture Partner Selection," *European Journal of Marketing*, 31: 1&2, 73-86.

Bhargava, Vivek, Cüneyt Evirgen, Michael Mitri and S. Tamer Cavusgil (1993), "Using an Intelligent Database in the Classroom: The Case of the Country Consultant," *Journal of Teaching in International Business*, 4 (3/4), 17-37.

Evirgen, Cüneyt, Muzaffer Bodur and S. Tamer Cavusgil (1993), "Information Needs of Exporters: An Empirical Study of Turkish Exporters," *Marketing Intelligence and Planning*, 11: 2, 28-36.

Cavusgil, S. Tamer, Michel Mitri and Cüneyt Evirgen (1992), "A Decision Support System for Doing Business in East Block Countries: The Country Consultant," *European Business Review*, 92: 4, 24-34.

Özsomer, Aysegül, Cüneyt Evirgen, Michael Mitri and S. Tamer Cavusgil (1992), "A Framework for Validating Expert Systems in International Marketing," *Marketing Intelligence and Planning*, 10 (9), 25-34.

## BOOK CHAPTERS

Evirgen, Cüneyt (2009), "Contributions of Doctoral Training at MSU: Reflections and a Tribute to Professor Cavusgil", in S. Tamer Cavusgil (ed), *Michigan State Contributions to International Business and Innovation, Advances in International Marketing*, Volume 10, Emerald Group Publishing Limited, 31-39.

Sarkar, Mitrabarun, S. Tamer Cavusgil and Cüneyt Evirgen (1997), "A Commitment-Trust Mediated Framework of International Collaborative Venture Performance," in P. W. Beamish and J. P. Killing (eds.), *Cooperative Strategies: North American Perspectives*, San Fransisco, CA: The New Lexington Press, 255-285.

Evirgen, Cüneyt and S. Tamer Cavusgil (1994), "Promise of Decision Support Systems for International Marketing Executives," in P. C. Deans and K. R. Karwan (eds.), *Global Information Systems and Technology: Focus on the Organization and its Functional Areas*, Harrisburg, PA: Idea Group Publishing, 60-84.

Evirgen, Cüneyt, Michael Mitri and S. Tamer Cavusgil (1993), "Using Expert Systems in International Business: The Case of an Intelligent Knowledge Base - The Country Consultant©," Chapter in *Utilizing New Information Technology in International Business*,

## REFEREED PROCEEDING PAPERS

Finnegan, Carol, S. Tamer Cavusgil, Cüneyt Evirgen (2010), "Examining Country Effects on Average Foreign Affiliate Performance and the Chain Size-Performance Relationship", *Proceedings of the 2010 AMA Winter Marketing Educators' Conference* (forthcoming)

Evirgen, Cüneyt and Gordon E. Miracle (1993), "An Algorithm to Assess the Potential for Standardizing International Advertising Messages," in M.J. Sirgy, K.D. Bahn and T. Erem (eds.), *Proceedings of the Sixth Bi-Annual World Marketing Congress*, 244-248.

Evirgen, Cüneyt (1992), "A Causal Model for Foreign Market Attractiveness: Use of a Decision Support Tool as the Knowledge Base," *Proceedings of the 1992 AMA Summer Educators' Conference*, Leone *et al.* (eds), 208.

Evirgen, Cüneyt, Michael Mitri, Vivek Bhargava and S. Tamer Cavusgil (1992), "A Sequential and Dynamic Testing Methodology for Validating an Intelligent Database System," *Proceedings of the 1992 AMA Summer Educators' Conference*, Leone *et al.* (eds), 481-487.

Özsoyer, Aysegül, Cüneyt Evirgen and Michael Mitri (1992), "The Ceval Validation Methodology: A Framework for Validating Expert Systems," *Proceedings of the 1992 AMA Summer Educators' Conference*, Leone *et al.* (eds), 207.

Mitri, Michael, Cüneyt Evirgen, and S. Tamer Cavusgil (1991), "The Country Consultant: An Expert System for the International Marketing Executive," *Proceedings of the 1991 AMA Microcomputers in the Marketing Education Conference*, (August), 21-33.

## **RESEARCH IN PROGRESS**

"Alien Whales vs. Local Minnows: Can Global Retailers Compete with Local Incumbents in Emerging Markets?" accepted for The European Institute of Retailing and Service Studies (EIRASS) Conference, July 2010, Istanbul, Turkey

"Use of Expert Systems in International Marketing: An Application for Cooperative Venture Partner Selection," presented at the *23rd Albert Haring Symposium*, 1993, Indiana University.

"Social Exchange Theory As a Framework for Cooperative Ventures in International Business," (with Professor Attila Yaprak), presented at the *Academy of International Business Conference*, 1992, Brussels, Belgium.

"Manufacturer Performance in the Channel: A Proposed Classification" (with Jule Gassenheimer and Roger J. Calantone)

## **PROFESSIONAL AND PUBLIC SERVICES**

Reviewer for *Journal of International Marketing*.

Assisted Prof. S. Tamer Cavusgil and Prof. Roger J. Calantone in organizing the International/Global Marketing track at the AMA Summer Educator's Conference, Summer 1992.

Assisted Prof. S. Tamer Cavusgil and Prof. Muzaffer Bodur in organizing the International Marketing Management track at the Sixth Bi-Annual World Marketing Congress, Summer 1993.

President of the Michigan State University Turkish Student Association (1992-1993)

Treasurer of the Michigan State Turkish Alumni Association (1998-2002)

President of the Michigan State Turkish Alumni Association (2002 –ongoing)

Academic consultant for Retailing Council of the Union of Chambers and Stock Markets of Turkey (2007-08)

Advisory Council member for Association of Turkish Retailers and Shopping Centers (2005 – ongoing)

Discipline Committee Member of the Turkish Researchers' Association (2004 - ongoing)

## **HONORS AND AWARDS**

2009-2010 Broad Business Outstanding Alumni Achievement Award, Michigan State University

Selected by faculty to represent Michigan State University as a fellow to the 23rd Albert Haring Symposium, Indiana University, 1993.

Best Student Paper Award - Global/International Marketing Track, AMA Summer Educator's Conference, 1992.

High Honor Graduate of Bogazici University, Graduate School of Management, 1990.

## **MEMBERSHIPS**

American Marketing Association (AMA),  
Association of Turkish Retailers and Shopping Centers  
Turkish Researchers' Association  
MSU Alumni Association Turkey  
Bogazici University Alumni Association  
Robert College Alumni Association  
Fenerbahce Sports Club  
Bizim Tepe  
Burç

## **LANGUAGES**

English (excellent command of written and spoken English)  
German (introductory)

## **SOFTWARE**

MS Office applications  
SPSS

## **REFERENCES**

Available upon request