

AYSE OZTURK

Darla Moore School of Business
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ACADEMIC EMPLOYMENT

- 2024 - Present **Clinical Associate Professor of Marketing**
Darla Moore School of Business, University of South Carolina
- 2020 - 2024 **Clinical Assistant Professor of Marketing**
Darla Moore School of Business, University of South Carolina
- 2018 - 2020 **Assistant Professor of Marketing**
Gary W. Rollins College of Business, University of Tennessee - Chattanooga
- 2016 - 2018 **Post-Doctoral Research Associate**
Robinson College of Business, Georgia State University

EDUCATION

- 2016 **Ph.D. in Marketing**
J. Mack Robinson College of Business, Georgia State University
- 2012 **M.S. in Managerial Sciences**
J. Mack Robinson College of Business, Georgia State University
- 2009 **M.S. in Marketing**
J. Mack Robinson College of Business, Georgia State University
- 2006 **Bachelor of Business Administration**
Galatasaray University, Istanbul, Turkey

RESEARCH

Research Interests

Artificial Intelligence, Strategy, Digital Marketing, Sustainability, International Marketing

Publications

- Ozturk, Ayse**, S. Tamer Cavusgil, and O. Cem Ozturk (2021). "Consumption Convergence Across Countries: Measurement, Antecedents, and Consequences," *Journal of International Business Studies*, 52 (1), 105-120. (* UT Dallas and FT 50 Journal)
- Ozturk, Ayse**, and S. Tamer Cavusgil (2019). "Global Convergence of Consumer Spending: Conceptualization and Propositions," *International Business Review*, 28 (2), 294-304.
- Ozturk, Ayse** (2016). "Examining the Economic Growth and the Middle-Income Trap from the Perspective of the Middle Class," *International Business Review*, 25 (3), 726-738.
- Ozturk, Ayse**, Eric Joiner, and S. Tamer Cavusgil (2015). "Delineating Foreign Market Potential: A Tool for International Market Selection," *Thunderbird International Business Review*, 57 (2), 119-141.
- Kardes, Ilke, **Ayse Ozturk**, S. Tamer Cavusgil, and Erin Cavusgil (2013). "Managing Global Megaprojects: Complexity and Risk Management," *International Business Review*, 22 (6), 905-917.

Under Review and Working Papers

- “Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations,” with Steven Liu, *Journal of Business Research*, under review.
- “FDI Cancellation and Adverse Halo in Online Chatter,” with O. Cem Ozturk and Chris Gu, finalizing for submission.
- “Combatting Racial Discrimination Against Businesses through Online Reviews,” with O. Cem Ozturk and Sungsik Park, finalizing for submission.
- “AI-Exposed Greenwashing Claims in Recycling and The Impacts on Consumers,” data collection stage.
- “Effects of the Global Convergence of Consumer Spending on Market Concentration and Firms’ Market Shares,” with S. Tamer Cavusgil, dissertation essay, working paper.

BOOK CHAPTERS, CASE STUDIES AND OTHER CREATIVE PUBLICATIONS

- Media Feature:** Featured in the OpenAI Academy article “The Global Faculty AI Project: Professors Reshaping Pedagogy” by Andrew Glenn (Sep 8, 2025), via the link: <https://academy.openai.com/home/videos/ayse-ozturk-marketing-strategy-2025-08-19>
- Media Feature:** Highlighted in *The Wall Street Journal* article “How WSJ Readers Use AI at Work” by Demetria Gallegos (Feb. 15, 2025), discussing my use of AI tools in teaching. <https://www.wsj.com/tech/ai/ai-at-work-readers-59e23819>
- Lewis, Julia, Jung-Hwan Kim, and **Ayse Ozturk (2025)**. “Luxury Conglomerate Strategy: A Comparative Case Analysis of LVMH and Kering,” *Luxury* 1-21.
- Ozturk, Ayse**, *Towards a More Comprehensive CSR Scorecard Development for MNEs*. In L.C. Leonidou, C.S. Katsikeas, S. Samiee, & C.N. Leonidou (Eds.), *Socially Responsible International Business: Critical issues and the way forward*: Edward Elgar Publishing, 2019.
- Cavusgil, S. Tamer, and **Ayse Ozturk** (2014). *Lessons from Global Megaprojects: How Can Atlanta Prepare for New Stadiums?* Global Atlanta, June 5, 2014.
- Ozturk, Ayse** (2013). *DaimlerChrysler: A Failed Global Merger*. Case Study in: Cavusgil, S. Tamer, Gary A. Knight, and John R. Riesenberger, *International business: The New Realities*. 3rd Edition. Upper Saddle River: Pearson Prentice Hall, 2013.

CONFERENCE PRESENTATIONS AND INVITED TALKS

- “Practical AI Tips for Educators,” Invited Guest Speaker for Georgia State University-CIBER Webinar, Atlanta, GA, October 2025.
- “How Do I Integrate AI Tools Into My Teaching?” Invited Guest Speaker for University of South Carolina CTE Webinar, Columbia, SC, September 2025.
- “Teaching with AI: Practical Applications for Classroom Use,” Invited Guest Speaker in the Faculty Development Workshop at Georgia State University, Atlanta, GA, May 2025.
- “The Use of AI Tools in Academia and Professional Life,” Invited Guest Speaker by the ACM-W University of Ottawa, May 2025.
- “Practical AI Applications for Teaching and Professional Growth,” Workshop Leader in the AI Lunch & Learn Series by AI Initiative Committee, Darla Moore School of Business, University of South Carolina, Columbia, SC, March 2025.
- “Coffee and AI” session in the IDEA Entrepreneurship Event, a faculty-led Living Learning Community (LLC), University of South Carolina, February 2025.

- "Integrating AI Tools for Enhanced Teaching and Learning," Center for Teaching Excellence, University of South Carolina, January 2025.
- "Harnessing AI to Revolutionize International Business Education," Invited Guest Speaker, Eli Broad College of Business, Michigan State University International Business Center / CIBER, East Lansing, MI, November 2024.
- "Using AI for Teaching: Practical Tips," Invited Guest Speaker at the Lazaridis School of Business and Economics, Wilfrid Laurier University, ON, Canada, July 2024.
- "The Use of Artificial Intelligence (AI) in Higher Education," Invited Guest Speaker in the Faculty Development Workshop at Georgia State University, Atlanta, GA, May 2024.
- "The Implications of FDI Disinvestment Decisions in Emerging Markets," *AMA Summer Academic Conference*, San Francisco, CA, August 2023.
- "The Rise of Political Risk and Firm Pressure Abroad," *AMA Winter Marketing Educators Conference*, San Diego, CA, February 2020.
- "International Marketing: A Look Back, A Look Forward," Panel Presentation with Tamer Cavusgil, Pervez Ghauri, Costas Katsikeas, V. Kumar (VK), Tage Koed Madsen, Emmanuella Plakoyiannaki, and Saeed Samiee, *AIB (Academy of International Business) Conference*, Copenhagen, Denmark, June 2019.
- "The Rise of Political Risk and Firm Performance Abroad," *AIB (Academy of International Business) Conference*, Copenhagen, Denmark, June 2019.
- "Effects of the Global Convergence of Consumer Spending on Market Concentration and Firms' Market Shares," *CIMaR (Consortium for International Marketing Research) Conference*, Atlanta, September 2018.
- "Global Convergence of Consumer Spending Behavior," Invited speaker, Gary W. Rollins College of Business, University of Tennessee at Chattanooga, Chattanooga, Tennessee, September 2017
- "Global Convergence of Consumer Spending Behavior: An Empirical Examination," *AMA Winter Marketing Educators Conference*, Las Vegas, NV, February 2016.
- "Global Convergence of Consumer Spending Behavior," Invited speaker, Wilbur O. and Ann Powers College of Business, Clemson University, Clemson, South Carolina, October 2015
- "Global Convergence of Consumer Spending Behavior," Invited speaker, Frank G. Zarb School of Business, Hofstra University, Hempstead, New York, October 2015
- "Global Convergence of Consumer Spending Behavior: An Empirical Examination," *Academy of International Business Southeast USA*, Savannah, GA, November 2015.
- "Foreign Market Opportunity Assessment and Market Selection: An Industry Perspective," *AMA 2014 Winter Academic Conference*, Orlando, FL, February 2014.
- "Market Growth Strategies of Family-Controlled Emerging Market Multinational Corporations," *Academy of International Business Southeast USA Chapter*, Georgia Institute of Technology, Atlanta, GA, October 2013.
- "How Can Nations Break out of the Middle-Income Trap?" *Middle-Class Phenomenon in Emerging Markets*, Georgia State University, Atlanta, GA, September 2013.

TEACHING

Levels taught: Undergraduate, Honors College, MBA, M.S., Executive Education, and Ph.D.

Courses taught: International Marketing, International Business/Globalization, Marketing Research/Analytics, Marketing Strategy, Principles of Marketing, Marketing Management

Modes taught: Online, Face-to-Face, Hybrid, Flipped Learning

Teaching Experience

1. **AI in Marketing**, Professional MBA, University of South Carolina – Spring 2026
2. **Marketing Strategy & Planning**, Undergraduate, University of South Carolina
Course Evaluations (**out of 5**): Fall 2024: **4.87** | Fall 2023: **4.63** | Fall 2022: **4.72** | Spring 2022: **4.80** | Fall 2021: **4.73** | Fall 2020: **4.49**
3. **Principles of Marketing**, Honors College & Undergraduate, University of South Carolina
Course Evaluations (**out of 5**): Spring 2025: **4.75** | Fall 2024: **4.77** | Spring 2024: **4.71** | Fall 2023: **4.90** | Spring 2023: **4.59** | Fall 2022: **4.86** | Spring 2022: **4.54** | Fall 2021: **4.64** | Fall 2020: **4.56**
4. **Marketing Research & Analytics**, MBA, University of Tennessee-Chattanooga
Course Evaluations (**out of 7**): Spring 2020: **6.94**
5. **International Marketing**, Undergraduate, University of Tennessee-Chattanooga
Course Evaluations (**out of 7**): Spring 2020: **6.82** | Fall 2019: **6.72** | Spring 2019: **6.76** | Fall 2018: **6.87**
6. **Marketing Management**, MBA, University of Tennessee-Chattanooga
Course Evaluations (**out of 7**): Summer 2020: **6.97** | Fall 2019: **6.83** | Summer 2019: **6.61** | Spring 2019: **6.69** | Fall 2018: **7.00**
7. **Marketing Management**, Instructor, Undergraduate, Georgia State University, Atlanta
Course Evaluations (**out of 5**): Fall 2017: **4.5**
8. **21st Century Marketing**, Instructor, Executive Education program at Georgia Institute of Technology in partnership with the University of Tsinghua MBA Marketing Program and Coca-Cola, Atlanta, June 2017
9. **Ph.D. Seminar in International Business Theory**, Ph.D. Seminar, by S. Tamer Cavusgil, Seminar Moderator, Georgia State University, Atlanta, Fall 2016
10. **Globalization and Business Practices**, Instructor, Undergraduate, Georgia State University, Atlanta. Course Evaluations (**out of 5**): Summer 2014: **4.6**
11. **International Business Environment**, Master's, by S. Tamer Cavusgil, Teaching Assistant, Georgia State University, Atlanta, Spring 2013

Teaching/Professional Development Workshops

- Generative Artificial Intelligence Showcase, University of South Carolina, 2025-2026
- Exploring the Intersection of AI and Teaching Forum, University of South Carolina, 2023
- International Business FDIB Workshop, Georgia State University, 2015-2025

PROFESSIONAL SERVICE

Editorial Review Board

- Editorial Review Board Member of *International Business Review* (IBR), 2021-present

Service

- Faculty Fellow for the Center for Sustainable Growth, Darla Moore School of Business, University of South Carolina, 2024-present
- Strategic Planning-Artificial Intelligence (AI) Initiative Committee, Darla Moore School of Business, University of South Carolina, 2023-present
- Marketing Department AI Subcommittee Co-Chair, University of South Carolina, 2025-present
- South Carolina Honors College Thesis Director, University of South Carolina, 2020-present
- South Carolina Honors College Thesis Reader, University of South Carolina, 2021-present
- Search committee member for the Associate Dean of Undergraduate Programs, Darla Moore School of Business, University of South Carolina, 2025
- Marketing Teaching Subcommittee Member, University of South Carolina, 2023-2024
- Strategic Planning-Undergraduate Programs Task Force Member, Darla Moore School of Business, University of South Carolina, 2023-2024
- Graduate Curriculum Committee, University of Tennessee Chattanooga, 2018-2020
- Track Chair for International Marketing and Organizing Committee Member, Academy of International Business (AIB) Conference, Copenhagen, Denmark, 2019
- Judge for the GSU-CIBER International Business Case Competition, March 2017
- Faculty Development International Business Pedagogy Workshops Organizing Member, GSU-CIBER, June 2015-2018
- Coordinator of the Georgia State University Study Abroad Program, Turkey, 2012

Scholarly Reviews

- Reviewer for International Business Review (IBR)
- Reviewer for the Research Grants Council (RGC) of Hong Kong
- Reviewer for AMA Marketing Educators' Conference
- Reviewer for Journal of Business Research (JBR)
- Reviewer for Thunderbird International Business Review (TIBR)
- Reviewer for the Academy of International Business Conference, Copenhagen 2019
- Reviewer for Academy of International Business (AIB) SE Conference, Savannah, 2015
- Reviewer for Academy of International Business (AIB) Conference, Vancouver, 2014

HONORS AND AWARDS

- Alfred G. Smith, Jr. Award for Excellence in Teaching, Darla Moore School of Business, University of South Carolina, 2025
- Propel AI Top Three Wild Ideas Challenge, \$15,000 ASPIRE AI Seed Grant, University of South Carolina, 2025
- Provost's AI Teaching Fellowship, University of South Carolina, 2025
- Propel AI Fellowship, University of South Carolina, 2024
- Career Influencer Faculty Recognition, University of South Carolina Career Center, 2024
- Darla Moore School of Business, Professional Track Research Award (\$2,000), 2024
- The Moore School Research Grant, University of South Carolina (\$1,915), 2022

- Gary W. Rollins College of Business Summer Research Grant (\$5,000), 2019
- Summerfield Johnston Centennial Scholarship (\$3,000), 2019
- Dean's Merit Award, University of Tennessee at Chattanooga (\$1,000), 2018-2019
- Recipient of the 2018 CIMaR Conference Best Paper Award, Atlanta, September 2018
- Finalist for the 2017 IM Division D'Amore-McKim School of Business, Northeastern University Best Dissertation Award
- Robinson College of Business, Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Fellowship Award (\$3,100), 2015
- Robinson College of Business, Michael H. Mescon Scholarship Award (\$3,100), 2014
- Duke University, Fuqua School of Business, CIBER, IB Ph.D. Consortium, July 2014
- Robinson College of Business, Merit GRA Award and Full Scholarship, 2008 – 2016
- AIB SE Doctoral Consortium, October 2013
- Galatasaray University, Suna-Inan Kirac Merit-Based Scholarship, 2000 – 2006
- National Merit-Based High School Scholarship, 1993 – 2000

INDUSTRY EXPERIENCE

Dornbracht Americas - Marketing Research Analyst, 2010-2012

PricewaterhouseCoopers – Associate, Audit and Assurance Services, 2006-2007

Deloitte Touche Tohmatsu – Intern, Audit and Assurance Services, 200

PSA Peugeot Citroën – Intern, Network Development Department, 2004

Club Méditerranée – Associate, Organization Committee, 2003

SKILLS AND CERTIFICATIONS

- [AI certificates](#): USC Propel AI, Auburn University Teaching with AI, Data Camp AI Track
- Quality Matters Certificate for designing and developing online courses
- Fluent in Turkish and English; Intermediate in French
- AI Tools (see [my website](#) for details), Microsoft Office, Statistical Software (SAS, SPSS, STATA, R, XLStat, Palisade Suite, SmartPLS, Mplus), and Graphical Software (Tableau)
- Certificate of Specialization in Brand and Customer Management, the Center for Excellence in Brand and Customer Management, Georgia State University, 2009
- DALF Certificate of Superiority in French, Galatasaray University, 2002

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Academy of International Business (AIB)