

Alptegin Albayraktaroglu

Faculty of Business, Ozyegin University
Nisantepi, Istanbul, Türkiye

Email: alptegin.albayraktaroglu@ozyegin.edu.tr or alptegin.albayr@gmail.com

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Education	Bogazici University Istanbul, TR <i>PhD in Management</i> Specialization: Strategic Management Dissertation: Strategic Agility-Enabled Business Model Innovation: A Multi-Method Study Committee: Özlem Öz (Advisor), Hayat Kabasakal, Deniz Kantur	2016 - 2022
	University of St. Gallen St. Gallen, CH <i>MA in Strategy and International Management</i> Thesis: An Analysis of Resource and Institution-Based Factors Affecting the Stock Market Reaction to African Firms' Cross-Border Acquisitions Advisor: Tomi Laamanen	2011 - 2014
	Istanbul Technical University Istanbul, TR <i>BS in Management Engineering</i>	2005 - 2011
Research Interests	Business Models Business Model Innovation Circular Economy Process Research Design Science System Dynamics Digital Twins fsQCA (fuzzy-set Qualitative Comparative Analysis)	
Manuscripts Published in ABS 3/4/4*	Albayraktaroglu, A., Mergen, A., & Güven, Ç. Generative AI Models as Wicked Resources: A Dynamic Perspective on Resource Governance. <i>Journal of Management</i> , 2026, doi: 10.1177/01492063261434193.	
Journals	Albayraktaroglu, A. Strategic Agility, Exaptation, and Business Model Innovation: The Case of an SME. <i>IEEE Transactions on Engineering Management</i> , 71, 2024, doi: 10.1109/TEM.2023.3271444.	
Manuscripts Published in Other Journals	Albayraktaroglu, A. Foreign Market Entry Mode Choice in Service Firms: A Business Model Perspective. <i>AURUM Journal of Social Sciences</i> , 5(1) 45-56, 2020.	
Manuscripts In Progress	When Artisans Go Digital: Cognitive Drivers of Business Model Innovation. <i>With M. Miozza.</i> Generative AI at the sales-marketing interface: a design science study. <i>With E. Çınar and T. Akçura.</i> Controlling the means and predicting the ends: foundations of consistency in business models. Processed hydrocarbons as wicked resources. <i>With A. Mergen.</i> Business model innovation in service firms: a configurational view.	
Conference Presentations	GenAI Models as Wicked Resources: Integrating PRT and Stakeholder Dynamics. <i>Academy of Management Proceedings, 2025. With A. Mergen and Ç. Güven.</i> The role of business model templates in enabling business model innovation in established firms. <i>Business Model Conference 2025, Oulu, Finland.</i>	

Business Model Innovation and Firm Performance: A Comparative Analysis.
Business Model Conference 2023, Forli, Italy.

Embracing Entrepreneurship in Extreme Uncertainty: Startup Orientation as an Emerging Strategic Posture.

World Open Innovation Conference 2018, California, USA. With O. Aygoren.

University Teaching Experience	<p>Ozyegin University 2022 – Present <i>Assistant Professor</i> Faculty of Business (Founded in 2007, accredited by AACSB as of 2023) <i>Courses:</i></p> <ul style="list-style-type: none"> • Strategy – Undergraduate Core • Business Integration (Strategy Simulation) – Undergraduate Core
	<p>Bogazici University 2017 – 2022 <i>Research & Teaching Assistant</i> Scientific Research Project (BAP – 2017-2019), Dept. of Management (2019-2022) Courses: Management Science (BA) Strategic Management (Executive MBA) Administrative tasks: EMBA Program Committee Member</p>
Industry Experience	<p>Aegvion 2025 – Present <i>Founding partner</i></p> <p>Aegvion is a business engineering and innovation firm dedicated to clearing the path toward identifying and implementing new business models in established firms.</p>
	<p>Freelance Management Consultant 2020 – 2022 <i>Selected projects:</i></p> <ul style="list-style-type: none"> • Business analysis and restructuring/remodeling for B2B media distribution co. (project manager, with PKF Istanbul Management Consulting Ltd.) • B2B marketing & sales capability development, operating model design, and organizational development for Chemicals Distribution Co. (project manager, with PKF Istanbul Management Consulting Ltd.) • Operating model design and organizational transformation for Plastic Packaging Co. (project manager, with PKF Istanbul Management Consulting Ltd.) • Organization design and process development for Fashion Design Co. (project specialist, with PKF Istanbul Management Consulting Ltd.) • Organization design and process development for Insurance Co. (project specialist, with PKF Istanbul Management Consulting Ltd.) • Service model design for Corporate Banking Co. (analyst, with Redesign Business Services Ltd.) • Service blueprint design for Fashion Retail Co. (analyst, with Redesign Business Services Ltd.)
	<p>Primus Business Services and KKDPlatformu.com 2015 – 2020 <i>Co-founder and Executive</i></p> <ul style="list-style-type: none"> • Established and operated a family business on business process outsourcing services in occupational health and safety for clients in manufacturing industries. • Started and executed all activities for a B2B e-commerce platform for personal protective equipment (PPE – respirators, safety gloves, etc.), which targeted small-scale manufacturers that need expert advice when making purchase decisions for this product category.
	<p>Metro Cash and Carry Sep 2014 – Aug 2015 <i>Commercial controller</i></p>
	<p>Education Togo Switzerland Jan 2012 – Aug 2012 St. Gallen, Switzerland; Sokode, Togo</p> <ul style="list-style-type: none"> • Planned and implemented a social project in a team of students from University of St. Gallen for improving the conditions at a local primary school in Sokode, Togo.