

Alptegin Albayraktaroglu

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Click [here](#) to visit my personal website and [here](#) to view my LinkedIn bio.

Education	Bogazici University Istanbul, TR 2016 - 2022 <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
	University of St. Gallen St. Gallen, CH 2011 - 2014 <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
	Istanbul Technical University Istanbul, TR 2005 - 2011 <i>BS in Management Engineering</i>
Research Interests	Business Models Business Model Innovation Generative AI Design Science System Dynamics Circular Economy Process Research fsQCA (fuzzy-set Qualitative Comparative Analysis)
Manuscripts Published in ABS 3/4/4* Journals	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. 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</i> , 2025. <i>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

Ozyegin University

2022 – Present

Assistant Professor

Faculty of Business (Founded in 2007, accredited by AACSB as of 2023)

Courses:

- Strategy – Undergraduate Core (2022 onwards)
- Business Integration (Strategy Simulation) – Undergraduate Core (2022 onwards)
- Strategic Management Lab. – MBA Core (2026 onwards)

Bogazici University

2017 – 2022

Research & Teaching Assistant

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

Industry Experience

Aegvion

2020 – Present

Founding partner

Aegvion is a business engineering and innovation firm dedicated to clearing the path toward identifying and implementing new business models in established firms.

Selected projects:

- Business analysis and restructuring/remodeling for B2B media distribution co.
- B2B marketing & sales capability development, operating model design, and organizational development for Chemicals Distribution Co.
- Operating model design and organizational transformation for Plastic Packaging Co.
- Organization design and process development for Fashion Design Co.
- Organization design and process development for Insurance Co.
- Service model design for Corporate Banking Co.
- Service blueprint design for Fashion Retail Co.

Primus Business Services and KKDPlatformu.com

2015 – 2020

Co-founder

- Co-founded 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 purchasing decisions for this product category.

Metro Cash and Carry

Sep 2014 – Aug 2015

Commercial controller

Education Togo Switzerland

Jan 2012 – Aug 2012

St. Gallen, Switzerland; Sokode, Togo

- 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.