

Mehmet E. Genç

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RESEARCH AND TEACHING INTERESTS

Research interests

The impact of institutional environment on firm capabilities, decisions and competitive outcomes; competition between developing and developed-country firms; international diversification-performance relationship; foreign market choice; impact of foreign direct investment on local firms and economic growth; foreign market entry and exit dynamics

Teaching interests

Strategic Management; International Strategy; International Business; International Management; Industry and Competitor Analysis; Business Integration

EDUCATION

- Ph.D. Carlson School of Management, University of Minnesota April, 2005
Department of Strategic Management and Organization
Dissertation: *Regulations, Institutions and Efficiency of Local Firms*
Committee: Srilata Zaheer (Co-Advisor), Alvaro Cuervo-Cazurra (Co-Advisor),
Myles Shaver (Chair), Ross Levine, and Robert Kuedrle
- MBA Middle East Technical University, Turkey June, 1997
Department of Management, Faculty of Economics and Administrative Sciences
- B.Sc. Middle East Technical University, Turkey June, 1994
Department of Civil Engineering, Faculty of Engineering

WORK EXPERIENCE

Özyeğin University

Faculty of Business

Assistant Professor

September 2013 – Present

Montclair State University

Department of Management, School of Business

Assistant Professor

September 2011 – August 2013

Baruch College, City University of New York

Department of Management, Zicklin School of Business

Assistant Professor

Instructor

September 2005 – August 2011

September 2003 – August 2005

PUBLICATIONS

Journal Articles

- Cuervo-Cazurra A., Genç M. 2011. “Obligating, Pressuring, and Supporting Dimensions of the Environment and the Non-Market Advantages of Developing-Country Multinational Companies.” *Journal of Management Studies*, 48(2): 441-455.
- Genç M. 2009. “How to get the most out of Foreign Direct Investment in commercial banking.” *Journal of Globalization, Competitiveness and Governability*, 3(1): 76-87.
- Cuervo-Cazurra A., Genç M. 2008. “Transforming disadvantages into advantages: Developing-country MNEs in the Least Developed Countries.” *Journal of International Business Studies*, 39: 957-979.
- Zaheer S., Schomaker M., and Genç M. 2003. “Identity versus culture in mergers of equals.” *European Management Journal*, 21(2): 185-191.

Book Chapters

- Cuervo-Cazurra A., Genç M. 2012. “Categories of Distance and International Business”. In G. Wood and M. Demirbag (Eds.) *Handbook of Institutional Approaches to International Business*, pp.219-235. Edward Elgar: Northampton, MA.
- Castañer, X., Genç M. 2011. “Expanding into institutionally different countries: Firm experience and entry mode choice.” In T.K. Das (Ed.) *Strategic Alliances in a Globalizing World*, pp 1-25. Information Age Publishing: Charlotte, NC.

Non-Academic Publications

- Genç, M. 2018. “Otomotiv İçin Gerçek Tehdit” Forbes Türkiye, Ocak 2018.

WORK IN PROGRESS

- Gardberg, N., Genç, M., Lin, X. Strategic interactions and location choice in fragmented industries.
- Genç, M., Gözübüyük, R. Home country institutional environment, firm capabilities, and emerging market multinational corporations abroad.
- Genç, M., Castañer, X. International Expansion and Long-Run Performance of Multinational Enterprises: Combining and Sequencing Exploitation and Exploration.
- Genç, M., Castañer, X. Institutional environment diversity and multinational enterprise profitability: An empirical analysis in banking.

TEACHING EXPERIENCE

Ozyegin University, Istanbul, Turkey

Summer 2011 – Present

2018-2019

- IBUS402: Global Strategy (BAIB program elective)
- MGMT402: Strategy (BBA core course) (Spring) (2 sections)
- MGMT322: Sustainability in Business (Strategy Session) (BBA Elective) (Spring)
- MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Fall)

2017-2018

- SEC402 : Business Integration (BBA core course) (Fall and Spring)
- MGMT402: Strategy (BBA core course) (Fall and Spring)
- IBUS405 : Independent Study (2 students) (BAIB Program Elective) (Fall)
- MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Fall)
- MGMT322: Sustainability in Business (Strategy Session) (BBA Elective) (Spring)

2016-2017

SEC402 : Business Integration (BBA core course) (Fall and Spring)
MGMT402: Strategy (BBA core course) (Fall and Spring)
MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Fall)
MGMT837: International Strategy and Organization (Executive MBA elective to ING) (Spring)
MGMT919: Seminar in International Business (PhD course; taught 9 out of 14 sessions) (Spring)

2015-2016

ENTR512 : Entrepreneurial Strategy (Master in Entrepreneurship core course) (Summer)
MGMT402: Strategy (BBA core course) (Spring)
MGMT701: Strategic Management (MBA core course) (Spring)
MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Spring)
MGMT906: Seminar in Strategy (PhD course) (Spring)
MGMT907: Management Theory (PhD course) (2 sessions) (Fall)

2014-2015

MGMT302: International Business (BBA core course) (Fall)
MGMT701: Strategic Management (MBA core course) (Spring)
MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Spring)
MGMT837: International Strategy and Organization (Executive MBA elective) (Fall)

2013-2014

MGMT404: International Management (BBA elective) (Spring)
MGMT701: Strategic Management (MBA core course) (Spring)
MGMT745: International Strategy and Organization (MBA elective) (Summer)
MGMT823: Strategy and the Business Landscape (Executive MBA core course) (Fall, 4 sessions)

Montclair State University, School of Business

Sep 2011 – August 2013

Strategic Management (BBA capstone course)
International Management (BBA elective course)
Managing the Global Workforce (MBA elective course)
International Strategic Management (MBA elective course)
Transnational Management (MBA elective course)

Baruch College, City University of New York

Sep 2003 – August 2013

Business Policy (BBA, MBA, EMBA capstone course)
Management and Society (BBA, required of Management majors)

Carlson School of Management, University of Minnesota

Feb 2001 – June 2003

Strategic Management (BBA capstone course; spring 2001)
International Business (Undergraduate; Summer 2001, Fall 2002)

RESEARCH GRANTS

Recipient, TÜBİTAK 2232 Research Scholarship for Returning Scholars, April 2014 – April 2016 (Competitive, \$40,000)

Recipient, PSC-CUNY Research Award, Baruch College, 2004-2005 (Competitive, \$4,500)

Recipient, CSOM Dissertation Fellowship, University of Minnesota, 2001-2002 (Competitive; \$18,000)

CONFERENCE PRESENTATIONS

Refereed Conference Presentations

- Genç, M., Castañer, X. International Expansion and Long-Run Performance of Multinational Enterprises: Combining and Sequencing Exploitation and Exploration. Academy of International Business, June 25-29, 2018, Minneapolis, MN, USA.
- Gardberg, N., Genç, M., Lin, X. Entry timing in a fragmented industry: Bandwagon effects, mutual forbearance and strategic groups. Academy of Management Annual Meeting, August 4-8, 2017, Atlanta, GA, USA.
- Genç M., Gözübüyük R. Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings. Academy of Management Annual Meeting, Anaheim, USA, August 2016.
- Genç M., Gardberg N., Newberry W. Advanced Economy MNEs (AMNEs) In Emerging Markets: An Empirical Study of Survival. Global Strategy and Emerging Markets Conference, Miami, USA, January 2016.
- Genç M., Gözübüyük R. Unpacking the Institutional Ownership Advantages: Relative Advantages of Emerging Market Multinational Corporations in Different Institutional Settings. Global Strategy and Emerging Markets Conference, Miami, USA, January 2016.
- Genç M., Castañer X. Country Institutional Diversity and Multinational Enterprise Profitability: An Empirical Analysis in Banking. Strategic Management Society Special Conference, Sydney, Australia, December 2014.
- Gardberg N., Genç M., Newberry W. Foreign Direct Divestment: Strategic Groups, Firm Capabilities and Market Exit. Academy of International Business Annual Meeting, İstanbul, Turkey, July 2013.
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Southern Management Association Annual Conference, Fort Lauderdale, FL, USA, November 2012.
- Gardberg N., Genç M., Newberry W. Knowing When to Leave the Party: What Factors Contribute to Market Exit. Strategic Management Society Annual Meeting, Prague, Czech Republic, October 2012.
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Strategic Management and Organization PhD Alumni Reunion Conference, Carlson School of Management, Minneapolis, October 2010.
- Castañer X., Genç M. International expansion and the performance of MNEs: Combining and sequencing geographic exploration and exploitation. Strategic Management Society Annual Meeting, Rome, Italy, September 2010.
- Gardberg N., Newberry W., Genç M. Strategic group membership and foreign direct investment: Location choice and timing in fragmented industries. Strategic Management Society Annual Meeting, Rome, Italy, September 2010.
- Cuervo-Cazurra A., Genç M. Advantages of developing-country multinational enterprises. Academy of Management Annual Meeting, Chicago, August 2009.
- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Academy of Management Annual Meeting, Chicago, August 2009.
- Cuervo-Cazurra A., Genç M. How context matters: Advantages of Developing country multinational enterprises. Academy of International Business Annual Meeting, San Diego, June 2009.
- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Academy of International Business Annual Meeting, San Diego, June 2009.
- Genç M., Castañer X. Institutional environment similarity and multinationality advantage: Evidence from the banking industry (with Xavier Castañer). Academy of Management Annual Meeting, New Orleans, August 2004.

- Genç M., Castañer X. Country Institutional Differences and Multinationality Advantage in Banking. Academy of International Business Annual Meeting, Stockholm, July 2004.
- Castañer X., Genç M., Zaheer A. The embeddedness of the acquisition process. Academy of Management Annual Meeting, Seattle, August 2003.
- Zaheer S., Schomaker M., Genç M. Separate but Equal: Organizational Identity and Culture in International Mergers of Equals. Academy of Management Annual Meeting, Seattle, August 2003.
- Cuervo-Cazurra A., Genç M. Institutional environment and firm resources: From neutral to advantageous resources. Academy of International Business Annual Meeting, Monterrey, July 2003.
- Castañer X., Genç M. Mapping the M&A process: A test of two strategic process models. Strategic Management Society Mini-conference: M&A Summit, University of Calgary, Calgary, June 2002.
- Castañer X., Genç M. Managerial and theoretical insights on the M&A process: Evidence from eight case studies. Strategic Management Society Annual Meeting, San Francisco, October 2001.
- Genç M., Castañer X. Where do synergies come from in Mergers and Acquisitions? The role of similarity and complementarity. Academy of Management Annual Meeting, Washington, D.C., August 2001.

Other Conference Presentations

- Discussant, 7th Organization Theory Workshop (7. Örgüt Kuramı Çalıştayı), Marmara University Sultanahmet Campus, Istanbul, Turkey, February 2-4, 2016.

INVITED ACADEMIC PRESENTATIONS

- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Presented at Özyeğin University, Istanbul, Turkey, December 2010.
- Genç M., Castañer X. Country institutional environments and multinationality advantage: An empirical analysis in banking. Presented at the Moore School of Business, University of South Carolina, February 2009.
- Genç M. How do institutions and regulations affect productivity spillovers from FDI? A study in global commercial banking. International Business Research Seminar, Baruch College, October 2005.
- Genç M. Impact of home and host country institutional environments on competition between foreign and domestic firms. Conference on International Strategy, University of Michigan, Ann Arbor, October 2002.
- Zaheer S., Schomaker M., Genç M. Cultural issues in mergers of equals and large acquisitions. Presented at Conference on Mergers & Acquisitions. Università Bocconi, Milan, Italy, June 2002.

INVITED NON-ACADEMIC PRESENTATIONS

- Invited presentation Consulta A.Ş. Consulting Company, İstanbul, Turkey, November 6, 2015.
- Opening presentation at ING Bank Retail Banking facilitation meeting, İzmit, Turkey, November 5, 2015.

EXECUTIVE EDUCATION, CONSULTING AND CERTIFICATE PROGRAMS

- Türkiye Sermaye Piyasaları Birliği/Türkiye Kurumsal Yatırımcı Derneği 2018 Vizyon Toplantısı Çalıştayı (1-Day Road Map Workshop) (designed and conducted the workshop as well as wrote its final report), Antalya, Turkey, October 19-20, 2018.
- Foreign Market Entry and Exit in Retail Industry. In AARREC Retail and Real Estate Management Certificate Program, Ozyegin University, Istanbul, Turkey, April 23, 2018.
- ING Bank Executive Development Program, Istanbul, Turkey, April 8 – June 7 – June 24, 2016.
- Foreign Market Entry and Exit in Retail Industry. In AARREC Retail and Real Estate Management

Certificate Program, Ozyegin University, Istanbul, Turkey, May 2016.
Orhan Holding Global Advanced Management Program, İstanbul, Turkey, March 7 & May 4, 2016.
Strategy Module, Aydınli Holding Executive Development Program. Istanbul, Turkey, December 2015 – January 2016.
Strategic Management Module, Eczacıbaşı Executive Training Program. Istanbul, Turkey, March 2015.
Foreign Market Entry and Exit in Retail Industry. In AARREC Retail and Real Estate Management Certificate Program, Ozyegin University, Istanbul, Turkey, March 2015.
Strategic Management course, Vestel MBA Program. Manisa, Turkey, November 2014.
Strategic Management course, Vestel MT-MBA Program. Manisa, Turkey, February 2014
Blue Ocean Strategy seminar to KAUST Seed Fund recipients. Istanbul, Turkey, January 2014.
Credit Europe Bank, 2-day Seminar in Strategic Management, Moscow, Russia, March 2013.
Schott Glass Turkey A.S., Istanbul, Turkey, August 2012. One day brainstorming session with TMT.

INSTITUTIONAL SERVICE

Özyeğin University

Chair, International Business and Trade Program	September 2015 – Present
Academic Director, MBA and EMBA Programs	December 2014 – August 2015
Member, Business School Executive Board	June 2015 – Present
Member, Business School Board	September 2016 - Present
Member, Department Heads Committee (Strategy Committee)	January 2015 – June 2017
Member, Research Excellence Committee	January 2015 – January 2016
Member, Curriculum Committee	September 2015 – June 2016
Academic Advisor, SEC401 Projects	September 2016 – Present
Summer School for High School Students, Ozyegin University	June 2015 – June 2016

Montclair State University

Member, Undergraduate learning and curriculum management committee, Sept 2011 – Sept 2013
Member, Faculty teaching and resources committee, Sept 2011 – Sept 2013

Baruch College, City university of New York

Organizer, Delta Forum research seminar series, January 2007 – January 2011
Member, BBA Learning Assurance Committee, Zicklin School of Business, Sept 2005 – Sept 2010
School of Business representative to School of Public Affairs meetings, Spring 2007 – Summer 2009
Voting member, Joint Committee on Curriculum and Articulation, Sept 2008 – June 2009
Co-Coordinator and content developer, Interactive tutorial on industry analysis, developed jointly with Newman Business Library.

PROFESSIONAL SERVICE

Editor Responsibilities

Area Editor (Strategy), Yönetim ve Organizasyon Araştırmaları Dergisi, May 2015 - Present

Referee Responsibilities (Journals)

Ad-hoc reviewer, Journal of International Business Policy, 2019
Ad-hoc reviewer, METU Studies in Development, 2015-2016
Ad-hoc reviewer, Journal of World Business, Special Issue, 2014
Ad-hoc reviewer, Global Strategy Journal, Special Issue, 2011
Ad-hoc reviewer, Journal of Management Studies, since 2010

Referee Responsibilities (Conferences)

Ad-hoc reviewer, 24. Ulusal Yönetim ve Organizasyon Kongresi, May 28-31, 2016.

Ad-hoc reviewer, Academy of International Business

Ad hoc reviewer, Academy of Management, BPS and IM divisions

Referee Responsibilities (Other)

Project Supervisor (Monitor), TUBITAK Project No. 115K204, November 2015 – (Ongoing)

Project Supervisor (Monitor), TUBITAK, March 2017 – January 2019

External referee, TUBITAK Project Proposal Evaluation (SOBAG), December 2018

Referee, TUBITAK Project Proposal Evaluation Panel, Ankara, Turkey, December 2018

Referee, TUBITAK Project Proposal Evaluation Panel, Ankara, Turkey, June 2018

External referee, TUBITAK Project Proposal Evaluation (TUBITAK-British Council, Turkey-UK Joint Cooperation Project – Program 2551), December 2017

Referee, TUBITAK Project Proposal Evaluation Panel, Ankara, Turkey, December 2017

Referee, TUBITAK Program Project Proposal Evaluation Panel, Ankara, Turkey, March 2017

Referee, TUBİTAK Project Proposal Evaluation Panel, Ankara, Turkey, January 2017

External Referee, TUBITAK Project Proposal Evaluation, December 2016

Referee, TUBITAK Project Proposal Evaluation Panel, Ankara, Turkey, June 2016

External Referee, TUBITAK Project Proposal Evaluation, June 2016

Referee, TUBİTAK Project Proposal Evaluation Panel, Ankara, Turkey, November 2015

Referee, TUBİTAK Project Proposal Evaluation Panel, Ankara, Turkey, May 2015

Referee, TUBİTAK Project Proposal Evaluation Panel, Ankara, Turkey, May 2014.

COMMUNITY SERVICE

Mentor for 2 METU undergraduate students as part of TEV METU Scholarship Program

Attends periodic panels as panelist with TEV METU Scholarship Students

PROFESSIONAL AFFILIATIONS

Member, Academy of Management (Business Policy and Strategy; International Management)

Member, Academy of International Business

OTHER

Languages: English (fluent), Turkish (native)