

Ahmet Kirca

Associate Professor of International Business and Marketing at Michigan State University

East Lansing, MI, US

Kirca is an expert on stock markets and global finance.

Description

Ahmet H. Kirca is an Associate Professor of International Business and Marketing. He holds a Ph.D. degree from the University of South Carolina, Columbia. Prior to joining MSU in 2006, he worked at the George Washington University, Washington, DC.

Dr. Kirca's research focuses on international business and marketing strategy with a special emphasis on firm internationalization, innovation and organizational culture. He has several published or forthcoming articles in top academic journals including the Academy of Management Journal, Journal of Marketing, Journal of the Academy of Marketing Science, Journal of World Business and Journal of Management, among others. Kirca teaches international business, marketing research and marketing strategy courses in various undergraduate and graduate programs at MSU.

Ahmet also had extensive managerial experience in textile and tourism industries in Istanbul before joining the academia. A native of Turkey, Kirca fluently speaks English, French, and Italian languages. He also has working knowledge of Spanish and Japanese.

Industry Expertise

Market Research, Business Services, Education/Learning

Topics

Applied Meta-Analysis, Tourism Industry, Organizational Culture, Firm Strategic Orientations, Firm Internationalization, Business Innovation, Market Research, Textile Industry

Affiliations

Education

University of South Carolina

PhD Business Administration – International Business/Marketing

Marmar University

MBA Marketing

Bogazici University
BA Marketing

Accomplishments

Haring Symposium Faculty Fellow
MSU

Best Reviewer Award
Journal of the Academy of Marketing Science

Best Conference Paper Award
4th Biennial Conference of Indian Academy of Management

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