

# Ahmet H. Kirca

**Associate Professor of International Business and Marketing at Michigan State University**

East Lansing, MI, US

Kirca is an expert in international marketing and marketing strategy

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## Biography

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.

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## Industry Expertise

Market Research, Business Services, Education/Learning

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## Areas of Expertise

International Marketing, Marketing Strategy, Organizational Culture, Tourism Industry, Applied Meta-Analysis, International Business

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## Education

**University of South Carolina**

PhD Business Administration ? International Business/Marketing

**Marmar University**

MBA Marketing

**Bogazici University**

BA Marketing

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## 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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