

# SERDAR S. DURMUSOGLU

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University of Dayton  
Department of Management and Marketing  
Office Phone: (937)229-3540  
703 Miriam Hall, 300 College Park  
Dayton, OH 45469-2271  
durmuser@udayton.edu

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## ACADEMIC EXPERIENCE

Associate Professor of Marketing, University of Dayton **2013-Present**  
Assistant Professor of Marketing, University of Dayton **2007-2013**

## OTHER ACADEMIC APPOINTMENTS

Foreign Expert and Visiting Scholar, China Jiliang University, Hangzhou, Zhejiang, PRC **Fall 2015**

## EDUCATION

**Michigan State University**- East Lansing, Michigan: **Ph.D. in Business** **2007**  
**Major:** Marketing, **Minor:** Information Technology Management  
**Dissertation Title:** Two Essays on Top- and Bottom-Line Effects of Team Use in New Product Development

**Purdue University**- West Lafayette, Indiana: **Master of Business Administration (MBA)** **2001**

**Boğaziçi University**- Istanbul, Turkey: **Bachelor of Science in Mathematics** **1997**

## RESEARCH AND TEACHING INTERESTS

### Primary Research Interests

New product development teams, innovation strategies under market uncertainty, the role of information technology in innovation

### Primary Teaching Interests

New product/product management, marketing strategy, retailing, and Internet marketing (e-commerce), business to business marketing, marketing research methods

## PUBLICATIONS: PEER-REVIEWED JOURNAL ARTICLES

**Durmusoglu, Serdar S.**, Tanawat Hirunyawipada, and Regina C. McNally, "New Product Development Process Implementation in a B-to-B Firm: The Driving and Moderating Factors for Improved Program Performance and Time-to-Market," forthcoming in *Journal of Business-to-Business Marketing*.

Dubiel, Anna, **Serdar S. Durmusoglu**, and Sebastian Gloeckner (2016), "Firm Characteristics and NPD Program Success: The Significant Influence of Global Discovery Management" *Journal of Product Innovation Management*, 33(S1), 86-100.

Kawakami, Tomoko, Gloria Barczak, and **Serdar S. Durmusoglu** (2015), "Information Technology Tools in NPD: The Moderating Role of Organizational Innovativeness," *Journal of Product Innovation Management*, 32(4), 622–635.

**Durmusoglu, Serdar S.**, Mark Jacobs, Dilek Zamantili Nayir, Shaista E. Khilji, and Xiaoyun Wang (2014), "The Quasi-Moderating Role of Organizational Culture in the Relationship between Rewards and Knowledge Transfer: Evidence from a European Multinational Firm," *Journal of Knowledge Management*, 18(1), 19-37.

**Lead article** Nayir, Dilek Zamantili, Ulrich Tamm, and **Serdar S. Durmusoglu** (2014), "How Formalization Hinders Different Firm Innovativeness Types: Opening the Black Box with Evidence from a Service Industry," 11(5), 1-22. *International Journal of Innovation and Technology Management*.

**Durmusoglu, Serdar S.** (2013), "Merits of Task Advice for New Product Development Teams: Network Centrality Antecedents and New Product Outcomes of Knowledge Richness and Knowledge Quality," *Journal of Product Innovation Management*, 30(3), 487-499.

**Durmusoglu, Serdar S.**, Roger J. Calantone, and Regina C. McNally (2013), "Ordered to Innovate: A Longitudinal Examination of the Early Periods of a New Product Development Process Implementation in a Manufacturing Firm," *Journal of Product Innovation Management*, 30(4), 712-731.

McNally, Regina C., **Serdar S. Durmusoglu**, and Roger J. Calantone (2013), "New Product Portfolio Management Decisions: Antecedents and Consequences," *Journal of Product Innovation Management*, 30(2), 245-261.

**Durmusoglu, Serdar S.**, Dilek Zamantili Nayir, Gerhard Apfelthaler, Roberto Alvarez, and Terry Mughan (2012), "The Effect of Government-Designed Export Promotion Service Use on Small and Medium-Sized Enterprise Goal Achievement: A Multidimensional View of Export Performance," *Industrial Marketing Management*, 41(4), 680-691.

Kawakami, Tomoko, **Serdar S. Durmusoglu**, and Gloria Barczak (2011), "Factors Influencing Information Technology Usage for New Product Development: The Case of Japanese Companies," *Journal of Product Innovation Management*, 28(6), 833-847.

**Durmusoglu, Serdar S.** and Gloria Barczak (2011), "The Use of Information Technology Tools in New Product Development Phases: Analysis of Effects on New Product Innovativeness, Quality, and Market Performance," *Industrial Marketing Management*, 40(2), 321-330.

**Durmusoglu, Serdar S.** (2009), "The Role of Top Management Team's Information Technology (IT) Infrastructure View on New Product Development: Conceptualizing IT Infrastructure Capability as a Mediator," *European Journal of Innovation Management*, 12(3), 364-385.

McNally, Regina C., **Serdar S. Durmusoglu**, Roger J. Calantone, and Nukhet Harmancioglu (2009), "Exploring New Product Portfolio Management Decisions: The Role of Managers' Dispositional Traits," *Industrial Marketing Management*, 38(1), 127-143.

**Durmusoglu, Serdar S.**, Regina C. McNally, Roger J. Calantone, and Nukhet Harmancioglu (2008), "How Elephants Learn the New Dance When Headquarters Changes the Music: Three Case Studies on Innovation Strategy Change," *Journal of Product Innovation Management*, 25(4):386-403.

Nayir, Dilek Zamantili and **Serdar S. Durmusoglu** (2008), "Country Image in the Context of European Union Membership: The Turkish Case," *Journal of Management Development*, 27(7), 791-808.

Harmancioglu, Nukhet, Roger J. Calantone, Regina McNally, and **Serdar S. Durmusoglu** (2007), "Your NPD is Only as Good as Your Process: A Multi-Case Analysis of NPD Process Design," *R&D Management*, 37(5), 399-424.

**Durmusoglu, Serdar S.**, Roger J. Calantone, and V. Sambamurthy (2006), “Is More Information Technology Better for New Product Development?” *Journal of Product & Brand Management*, 15(7), 435-441.

## **PUBLICATIONS: SCHOLARY BOOKS**

Charlie N. Noble, **Serdar S. Durmusoglu**, and Abbie Griffin (2014), “Product Development Management Association - New Product Development Essentials: Tools for Open Innovation,” *Wiley*. ISBN-13: 978-1118770771

## **PUBLICATIONS: PROFESSIONALLY-REVIEWED ARTICLES**

**Durmusoglu, Serdar S.** and Matt Larrick (2012), “Expert Assessment: Hitting Two Birds With One Stone: How McDonald’s Scares the Competition Away While Facilitating the Evolution of a Retro Product,” *Marketing News Exclusives*, January 4.

**Durmusoglu, Serdar S.** (2004), “Book Review: Open Innovation: The New Imperative for Creating and Profiting from Technology by Henry W. Chesbrough,” *European Journal of Innovation Management*, 7(4), 325-326.

## **RESEARCH UNDER REVIEW OR IN REVISION**

Felekoglu, Burcu, **Serdar S. Durmusoglu**, James Moultrie, and Anja M. Maier, “Top Management Involvement in New Product Development Projects: A Socio-Technical Perspective on Its Antecedents, Operationalization, and Consequences,” under second review: *Journal of Engineering and Technology Management*.

**Durmusoglu, Serdar S.**, Malika Chaudhuri, Dilek Zamantili Nayir, Ingela Joens, Stephanie Schweiss "Internal and External Barriers to Firm Service Innovativeness in Emerging Economies: The Moderating Role of Transformational Leadership," under first review: *Journal of Services Marketing*.

**Durmusoglu, Serdar S.**, Roger J. Calantone, and Kwaku Atuahene-Gima, “Strategic Decision Making Processes and Marketing Strategy Outcomes in New Product Development: Moderation by Market Information Time Sensitivity and Analyzability” revising for second review: *Journal of Product Innovation Management*.

## **RESEARCH IN PROGRESS**

Chengli Shu and **Serdar S. Durmusoglu**, “International Venturing and Innovation: The Roles of Green Management and Political Influence,” target journal: *Journal of Business Ethics*.

Chaudhuri, Malika, Tanawat Hirunyawipada, **Serdar S. Durmusoglu**, “Product Recalls and Firm Performance,” target journal: *Journal of Product Innovation Management*.

**Durmusoglu, Serdar S.** and Roger J. Calantone, “Antecedents of New Product Development Team Performance: A Meta-Analytic Review and a Path Analysis,” target journal: *Marketing Science*.

**Durmusoglu, Serdar S.** and Dilek Zamantili Nayir, “Anticipated Rivalry: Antecedents and New Product Consequences,” target journal: *Journal of the Academy of Marketing Science*.

Pan, Yue and **Serdar S. Durmusoglu**, “An Exploratory Study of the Use of Recommendation Agents in Online Purchase Decisions,” target journal: *Journal of Retailing*.

**Durmusoglu, Serdar S.** and Regina C. McNally, “The Moderating Roles of Political Behavior, Procedural Rationality, and Conflict Avoidance Behavior in New Product Portfolio Management,” target journal: *Journal of the Academy of Marketing Science*.

**Durmusoglu, Serdar S.**, Carsten Baumgarth, and Dilek Zamantili Nayir, “The Role of Entrepreneur’s Personality in New Venture Success: Mediation by the Business Plan’s Market and Innovation Orientation,” target journal: *Entrepreneurship Theory and Practice*.

## **ACADEMIC CONFERENCE PROCEEDINGS: REFEREED; IN FULL OR EXTENDED ABSTRACT FORM**

Shu, Chengli, Jinxin Liu, and **Serdar S. Durmusoglu** (2016), “International Venturing and Innovation: The Roles of Green Management and Political Influence,” Consortium for International Marketing Research (CIMaR) 2016 Annual Meeting, Xi’an, Shanxi, China.

**Durmusoglu, Serdar S.**, Dilek Zamantili Nayir, and Karen Wang (2015), “Knowledge Conversion Processes as Enablers of Firm Creativity and Firm Performance: Mediation through Organizational Social Capital,” 22<sup>nd</sup> International Product Development Management Conference, Copenhagen, Denmark.

**Durmusoglu, Serdar S.**, Tomoko Kawakami, and Gloria Barczak (2014), "Organizational Factors for Enhancing IT Tool Usage in New Product Development Phases: Top Management View," Product Development Management Association Annual Research Forum, Denver, CO.

Dubiel, Anna, Sebastian Gloekner, and **Serdar S. Durmusoglu** (2014), "Global New Product Development Management: Antecedents and Product Innovation Outcomes," Product Development Management Association Annual Research Forum, Denver, CO.

Felekoglu, Burcu, James Moultrie, Anja M. Maier, and **Serdar S. Durmusoglu** (2013), “Top Management Involvement in New Product Development Projects: A Socio-Technical Perspective on Its Antecedents, Operationalization, and Consequences,” Product Development Management Association Annual Research Forum, Phoenix, AZ.

Kawakami, Tomoko, **Serdar S. Durmuşoğlu**, and Gloria Barczak (2012), “The Effect of Information Technology Tool Use Frequency on NPD Task Proficiency: An NPD Phase-based Empirical Test,” 19<sup>th</sup> International Product Development Management Conference, Manchester, UK.

McNally, Regina C., **Serdar S. Durmuşoğlu**, and Stephen J. Carson (2011), “New Product Portfolio Management Decisions: Time Varying Impact on Firm Performance,” 18<sup>th</sup> International Product Development Management Conference, Delft, The Netherlands.

Kawakami, Tomoko, **Serdar S. Durmuşoğlu**, and Gloria Barczak (2011), “An Empirical Examination of Factors Influencing IT Usage for New Product Development in Japanese Companies,” 18<sup>th</sup> International Product Development Management Conference, Delft, The Netherlands.

Kawakami, Tomoko, Gloria Barczak, and **Serdar S. Durmuşoğlu** (2010), “A Contingency Model of Information Technology Usage for Enhancing New Product Development Performance,” Product Development Management Association 2010 Research Forum, Orlando, FL.

**Durmusoglu, Serdar S.** (2010), “New Product Development Decisions: Making Sense of the Smörgåsbord,” 2010 American Marketing Association Summer Educators’ Conference, Boston, MA.

**Durmusoglu, Serdar S.** and Regina C. McNally (2010), “The Moderating Roles of Political Behavior, Procedural Rationality, and Conflict Avoidance Behavior in New Product Portfolio Management,” 17<sup>th</sup> International Product Development Management Conference, Murcia, Spain.

Kawakami, Tomoko, **Serdar S. Durmuşođlu**, and Gloria Barczak (2010), “Factors Influencing Information Technology Usage for New Product Development: The Case of Japanese Companies,” 17<sup>th</sup> International Product Development Management Conference, Murcia, Spain.

**Durmusoglu, Serdar S.** (2009), “Merits of Task Advice for New Product Development Teams: Network Antecedents and New Product Outcomes of Knowledge Richness and Quality,” 2009 American Marketing Association Summer Educators’ Conference, Chicago, IL.

**Durmusoglu, Serdar S.**, Gloria Barczak, and Fareena Sultan (2009), “Decomposing the Effect of Information Technology Tools on New Product Quality and New Product Market Performance: A Phase-Based Analysis,” Academy of Marketing Science Annual Conference, Baltimore, MD.

Carsten Baumgarth, Dilek Zamantili Nayir, and **Serdar S. Durmusoglu** (2009), “Does Need for Autonomy Undermine or Promote Market and Innovation Orientation?” Market, Marketing, and Entrepreneurship Conference, Ankara, Turkey.

McNally, Regina C., **Serdar S. Durmusoglu**, and Roger J. Calantone (2008), “New Product Portfolio Management Decisions: Antecedents and Consequences,” Product Development Management Association 2008 Research Forum, Orlando, FL. *Received the Best Paper Award*

**Durmusoglu, Serdar S.**, Gloria Barczak, and Fareena Sultan (2008), “Do Information Technology Tools Foster New Product Performance? A New Product Development Phase-Based Analysis of Effects,” Product Development Management Association 2008 Research Forum, Orlando, FL.

**Durmusoglu, Serdar S.** and Roger J. Calantone (2008), “Antecedents of New Product Development Team Performance: A Meta-Analytic Review and a Path Analysis,” 2008 American Marketing Association Summer Educators’ Conference, San Diego, CA.

**Durmusoglu, Serdar S.** (2008), “The Substitute Moderator Effect of Industrial Network Identity in the International Joint Venture Commitment and Cooperation Relationship,” Academy of International Business 2008 Annual Meeting, Milan, Italy.

**Durmusoglu, Serdar S.** and Regina C. McNally (2008), “The Effect of New Product Portfolio Management on Firm Performance: The Moderating Role of Managers’ Ambiguity Intolerance and Cognitive Style,” 2008 American Marketing Association Winter Educators’ Conference, Austin, TX.

McNally, Regina C. and **Serdar S. Durmusoglu** (2007), “A Measure and Initial Test of a Scale for New Product Portfolio Management Decision Criteria,” Product Development Management Association 2007 Research Forum, Orlando, FL.

**Durmusoglu, Serdar S.** and Roger J. Calantone (2007), “Diffusion of Multiple Generations of an Innovation in Segmented and Non-Segmented Markets: An Agent-Based Model of the Semiconductor Industry,” 2007 American Marketing Association Winter Educators’ Conference, San Diego, CA.

McNally, Regina C., **Serdar S. Durmusoglu**, Roger J. Calantone, and Nukhet Harmancioglu (2007), “Exploring the Role of Managers’ Dispositions in New Product Portfolio Management,” 2007 American Marketing Association Winter Educators’ Conference, San Diego, CA.

Calantone, Roger J., **Serdar S. Durmusoglu**, and Severin Grabski (2006), "Selecting Information Systems Security Projects: Portfolios and Options," Seventh International Research Symposium on Accounting Information Systems, Milwaukee, WI.

**Durmusoglu, Serdar S.** (2006), "Software Development Project Performance: A Meta Analysis," Decision Sciences Institute 2006 Conference, San Antonio, TX.

**Durmusoglu, Serdar S.**, Regina C. McNally, and Roger J. Calantone (2006), "New Product Development Process Change for Product-Driven Growth: A Longitudinal Study in a Manufacturing Firm," Product Development Management Association 2006 Research Forum, Atlanta, GA.

**Durmusoglu, Serdar S.** (2006), "Information Technology Infrastructure and New Product Development Process Effectiveness: The Mediating Role of Organizational Learning," 2006 American Marketing Association Summer Educators' Conference, Chicago, IL.

**Durmusoglu, Serdar S.** (2006), "The Role of Network Identity in International Joint Venture Commitment and Cooperation," Consortium for International Marketing Research (CIMaR) 2006 Annual Meeting, Istanbul, Turkey.

**Durmusoglu, Serdar S.**, Nick Ashill, and Roger J. Calantone (2005), "Factors Affecting Perceived Usefulness of Marketing Information Systems Characteristics," 2005 American Marketing Association Summer Educators' Conference, San Francisco, CA.

**Durmusoglu, Serdar S.** (2004), "Information Technology Infrastructure Capability and New Product Development Process Effectiveness: A Nomological Model," 2004 American Marketing Association Summer Educators' Conference, Boston, MA.

## **ACADEMIC CONFERENCE PRESENTATIONS: REFEREED**

McNally, Regina C. and **Serdar S. Durmusoglu** (2011), "New Product Portfolio Management Decisions: Time Varying Impact on Firm Performance," INFORMS Marketing Science Conference, Austin, TX.

McNally, Regina C. and **Serdar S. Durmusoglu** (2010), "New Product Portfolio Management Decisions: Time Varying Impact on Firm Performance," INFORMS Marketing Science Conference, Cologne, Germany.

Carsten Baumgarth, Dilek Zamantili Nayir, and **Serdar S. Durmusoglu** (2009), "Management and Network Skills of Turkish IT Founders: Impacts on Market Orientation," RENT XXIII - Research In Entrepreneurship and Small Business Conference, Budapest, Hungary.

Atuahene-Gima, Kwaku, Roger J. Calantone, and **Serdar S. Durmusoglu** (2007), "Strategic Decision Making Process and Meaningful Marketing Strategy in New Product Development: The Role of Time-Sensitivity and Analyzability of Market Information," 2007 American Marketing Association Winter Educators' Conference, San Diego, CA.

**Durmusoglu, Serdar S.**, Erin Cavusgil, and Goksel Yalcinkaya (2006), "Diffusion of Multiple Generations of Innovation in Segmented and Non-Segmented Markets: An Agent-Based Model," 2006 INFORMS Marketing Science Conference, Pittsburgh, PA.

Calantone, Roger J., Severin Grabski, and **Serdar S. Durmusoglu** (2004), "Directions for Selecting Information Systems Security Projects," Decision Sciences Institute 2004 Conference, Boston, MA.

## **ACADEMIC PRESENTATIONS: INVITED**

“New Product Launch,” University of Chile, Santiago, June 2016.

“Open Innovation: Chile & B2B,” University of Chile, Santiago, Chile, June 2016.

“New Service Screening Committee Performance: The Roles of Transformational Leadership and Absorptive Capacity,” at the University of Diego Portales, Santiago, Chile, May 2016.

“Global New Product Development Management: Its Drivers and Effect on Success,” at Radboud University, Nijmegen, The Netherlands, June 2015.

“Global New Product Development Management: Its Drivers and Effect on Success,” Technical University, Eindhoven, The Netherlands, June 2015.

## **TEACHING EXPERIENCE**

### **International Teaching Experience**

#### **Teaching Experience in China**

- Xi'an Jiaotong University (西安交通大学) (Fall 2015): Marketing Management: A China Focus (Master Level Course)
- Shanghai Normal University (上海师范大学商学院) (Fall 2015): Marketing
- China Jiliang University (中国计量学院) (Fall 2015): Product Management
- University of Dayton China Institute (Summer 2013, Summer 2014)
  - Innovative Design and Entrepreneurship
  - Principles of Marketing

#### **Teaching Experience in Turkey**

- Sabanci University: Retail Marketing (Summer 2012, Summer 2014)

#### **Teaching Experience at the University of Dayton, Dayton, Ohio**

- Principles of Marketing
- Retail Marketing (Both offline and online versions)
- Product Planning and Development (MBA Course)
- New Product Development
- Advanced New Product Development
- Innovative Design and Entrepreneurship
- Business Plans for Emerging Firms

#### **Teaching Experience at Michigan State University**

- Retail Management
- Consumer and Buyer Behavior
- Retail Management
- Quantitative Business Research Methods

#### **Other Teaching Experience at Michigan State University**

- **Marketing Management**, Summer 2006  
Substituted for four sessions of the course offered by the Department of Marketing and Supply Chain Management at Michigan State University
- **An Introduction to Structural Equations Modeling**, January 20<sup>th</sup>, 2006  
Teaching assistant to Dr. Roger J. Calantone for the workshop at the Center for Statistical Training and Consulting (CSTAT), Michigan State University

- **Quantitative Business Research Methods**, Fall 2003  
Teaching assistant to the course instructor Dr. Thomas Page  
Full responsibility for quiz and exam preparation, grading, and lecturing of four recitation sections

## SERVICE

### EDITORIAL AND REVIEWING EXPERIENCE

- Sage Open - Article Editor **2013**
- **Editorial Review Board Member in Academic Journals**
- Industrial Marketing Management - *Editorial Review Board Member since 2011* **2008-Present**
- Journal of Product Innovation Management - *Editorial Review Board Member since 2013* **2006-Present**
- **Ad-hoc and Special Issue Reviewing in Academic Journals**
- Journal of the Academy of Marketing Science - Ad-hoc Reviewer **2009-Present**
- Decision Sciences Journal - Ad-hoc Reviewer **2005-2013**
- International Marketing Review - Ad-hoc Reviewer **2010-Present**
- International Business Review, Special Issue: International Ethnic Entrepreneurship: Approaches & Strategies of Successful Immigrant Entrepreneurs Crossing National Boundaries **01/2010**
- International Marketing Review, Special Issue: International Perspectives on Nation Branding-Current Trends and Likely Future Directions **01/2009 and 08/2009**
- International Marketing Review, Special Issue: Marketing Strategies of Multinational Corporations from Emerging Markets **09/2008**
- European Journal of International Management, Special Issue: Exports, Export Performance and Export Promotion **10/2007**
- International Marketing Review, Special Issue: B2B and International Business **06/2007**
- **Reviewing for Academic Conferences**
- PDMA 2015 Research Forum **07/2015**
- 2014 Academy of Marketing Science World Marketing Congress **12/2014**
- PDMA 2013 Research Forum **06/2013**
- 2012 American Marketing Association Summer Educators' Conference
- Product Development and Management Association (PDMA) 2011 Research Forum **06/2011**
- PDMA 2010 Research Forum **06/2010**
- 2010 American Marketing Association Summer Educators' Conference **02/2010**
- Academy of International Business Annual Meeting, 2009 **02/2009**
- Academy of Marketing Science Annual Meeting, 2009 **01/2009**
- PDMA 2008 Research Forum **06/2008**
- 2008 American Marketing Association Summer Educators' Conference **02/2008**
- Academy of International Business Annual Meeting, 2008 **02/2008**
- Decision Sciences Institute 2007 Conference **06/2007**
- 2007 American Marketing Association Summer Educators' Conference **02/2007**
- Academy of Marketing Science Annual Meeting, 2007 **01/2007**
- PDMA 2006 Research Forum **06/2006**
- Consortium for International Marketing Research (CIMaR) 2006 Annual Meeting **03/2006**
- Academy of International Business Annual Meeting, 2006 **02/2006**
- 2006 American Marketing Association Summer Educators' Conference **01/2006**



- Academy of International Business Annual Meeting, 2005 02/2005
- Academy of International Business Annual Meeting, 2004 02/2004
- Other Reviewing Experience (Books, Competitions, etc.)**
- Reviewer for PDMA Research Competition 2007, 2013
- Reviewer for PDMA Dissertation Proposal Competition 2009, 2013, 2016
- Review of Business Statistics textbook by Erol Pekoz, Boston University, W. H. Freeman and Co. 11/2004

### **COMPETITON AND CONFERENCE CHAIR, SESSION CHAIR, OR DISCUSSANT**

- **Session Chair:** 2014 PDMA Research Forum, Denver, CO 10/2014  
Session: Front End Management
- **Conference Co-chair:** 2012 PDMA Research Forum, Orlando, FL 2012
- **Session Chair:** 2011 PDMA Research Forum, Phoenix, AZ 10/2011  
Session: Influences on Firm Performance
- PDMA Research Competition Co-chaiR 2011
- **Session Chair:** 2010 PDMA Research Forum, Orlando, FL 10/2010  
Session: Technology and Innovation
- **Session Chair:** 2009 AMA Summer Educators' Conference, Chicago, IL 08/2009  
Track: New Product Development, Product Management and Entrepreneurship  
Session: Managing New Product Development
- **Session Chair:** 2008 AMA Summer Educators' Conference, San Diego, CA 08/2008  
Track: New Product Development, Product Management and Entrepreneurship  
Session: Managing Innovation across Borders
- **Discussant:** 2007 AMA Winter Educators' Conference, San Diego, CA 02/2007  
Track: Value Creation and Appropriation through Products and Services  
Session: Value Creation through Customer Service and Satisfaction
- **Session Chair:** 2006 AMA Summer Educators' Conference, Chicago, IL 08/2006  
Track: New Product Development, Product Management and Entrepreneurship  
Session: Lead Users and Idea Generation
- **Session Chair:** Academy of International Business 2005 Annual Meeting, Québec City, Canada 07/2005  
Track: Innovation and Marketing  
Session: Franchising and the International Supply Chain

### **SERVICE AT THE UNIVERSITY OF DAYTON**

- **Faculty Development Committee** Fall 2016-Present
- **Academic Senate** Spring 2016
- **Academic Policy Committee** Spring 2016
- **Common Academic Program (CAP) Committee** Spring 2016-Present
- **Reviewer - Hanley Sustainability Institute Research Grant Applications** 12/2015

- **Committee Member:** School of Business Administration Promotion and Tenure Committee **2013-2015**
- **Committee Member:** School of Business Administration Diversity Task Force **Spring 2010**
- **Committee Member:** Graduate Student Hiring Committee **Spring 2009 & Spring 2011**
- **Presenter and Facilitator:** University of Dayton-School of Business Administration Learning/Teaching Forum session titled “Clickers Technology in the Classroom” presented with Dr. Jay Janney **02/11/2009**

## STUDENT MENTORING

### Ph.D. Level

- Burcu Felekoglu at University of Cambridge, UK **06/2010-12/2011**
- Mentored Chi-Lin Yang at National Cheng Kung University, Taiwan (Academy of Marketing Science Mentoring Program) **10/2008-12/2009**

### MBA Level

- Matt Larrick at University of Dayton **2011-2012**

## OTHER SERVICE

- **Competition co-chair:** Product Development Management Association 2011 Research Competition and the David L. Wilemon Research Award **Fall 2011**
- **Committee Member:** Product Development Management Association Academic Committee **06/2010-Present**
- **Competition Judge:** Fourth Annual American Collegiate Retailing Association (ACRA) Undergraduate Student Retail Analysis Competition: Location Analysis **March 2009**
- **Michigan State University-Committee Member:** The Eli Broad College of Business Strategic Plan 2004 Committee **Spring 2004**

## PROFESSIONAL ASSOCIATION MEMBERSHIPS

- American Marketing Association (AMA)
- Product Development Management Association (PDMA)
- Academy of Marketing Science (AMS)
- Academy of International Business (AIB)

## CERTIFICATES

- Certificate in Actuarial Mathematics by the Department of Mathematics at Boğaziçi University, Istanbul, Turkey **1997**

## RESEARCH METHOD SKILLS DEVELOPMENT

### Research Workshops attended

- **LINKS Center Summer Social Network Analysis Workshop at the University of Kentucky**  
June 1-5<sup>th</sup>, 2009

**Instructor(s), Affiliation(s)**  
Dr. Steve Borgatti and Dr. Dan Halgin,  
University of Kentucky; Rich DeJordy,  
Boston College

### Webinars by the Center for the Advancement of Research Methods (CARMA) at Wayne State University, attended at the University of Dayton

- **Developments and Resources for Relative Importance Analysis**  
October 25<sup>th</sup>, 2013

### Instructor(s), Affiliation(s)

Dr. Scott Tonidandel,  
Davidson College

- **Developments and Resources for Relative Importance Analysis**  
October 25<sup>th</sup>, 2013  
Dr. Scott Tonidandel,  
Davidson College
  - **Multi-Level Organizational Research: Challenges and Future Opportunities**  
October 25<sup>th</sup>, 2013  
Dr. Gilad Chen,  
University of Maryland
  - **Qualitative Rigor in Inductive Organizational Research**  
September 27<sup>th</sup>, 2013  
Dr. Kevin G. Corley,  
Arizona State University
  - **Theoretical Specification and Methodological Rigor: Matching Theory and Methods**  
January 27<sup>th</sup>, 2012  
Dr. Michael Hitt,  
Texas A & M University
  - **Debunking Myths and Urban Legends about Meta-Analysis**  
September 23<sup>rd</sup>, 2011  
Dr. Herman Aquinis,  
Indiana University
  - **Tools for Testing Contingency Models**  
April 22<sup>nd</sup>, 2011  
Dr. Drew Boyd,  
Arizona State University
  - **Lies My Statistics/Methods Teacher Taught Me**  
April 8<sup>th</sup>, 2011  
Dr. Charles Reichardt,  
University of Denver
  - **Cross Cultural Research Methods**  
April 8<sup>th</sup>, 2011  
Dr. Mark Peterson,  
Florida Atlantic University
  - **Assessing the Validity of Higher-Order Multidimensional Constructs**  
April 8<sup>th</sup>, 2011  
Dr. Russell Johnson,  
Michigan State University
- Webinars by the Center for the Advancement of Research Methods (CARMA) at Virginia Commonwealth University, attended at the University of Dayton**
- **Dynamic Approaches to Analyzing Group Processes**  
April 17<sup>th</sup>, 2009  
Dr. Laurie Weingart,  
Carnegie Mellon University
  - **Exploring Interdependencies among Strategic Choices Using Multivariate Probit Analysis**  
April 17<sup>th</sup>, 2009  
Dr. Jeffrey Reuer,  
University of North Carolina
  - **Using Spatial Analysis in Strategy Research**  
February 27<sup>th</sup>, 2009  
Dr. Jonathan Doh,  
Villanova University
  - **The Grounded Theory Approach to Qualitative Data Analysis**  
January 30<sup>th</sup>, 2009  
Dr. Karen Locke,  
The College of William and Mary

**Instructor(s), Affiliation(s)**

- **Review Methods in Organizational Studies**  
September 26<sup>th</sup>, 2008  
Dr. Herman Aguinis,  
University of Colorado-Denver
  - **Discontinuous Growth Models**  
March 21<sup>st</sup>, 2008  
Dr. Paul Bliese,  
Walter Reed Army Institute of Research
  - **Restriction of Range**  
March 21<sup>st</sup>, 2008  
Dr. Paul Sackett,  
University of Minnesota
  - **Measurement Invariance and Applied Research**  
February 29<sup>th</sup>, 2008  
Dr. Roger Millsap,  
Arizona State University
  - **Advanced Panel Methods for Strategy Research**  
November 16<sup>th</sup>, 2007  
Dr. Peter Hom,  
Arizona State University
  - **Nonlinear Dynamic Models**  
November 16<sup>th</sup>, 2007  
Dr. Paul Hanges,  
University of Maryland
  - **Relative Importance of Predictors with Regression Models**  
October 26<sup>th</sup>, 2007  
Dr. James LeBreton,  
Purdue University
- Workshops at the Center for Statistical Training and Consulting (CSTAT), attended at Michigan State University (MSU)**
- **Basic Data Analysis Using STATA**  
June 22<sup>nd</sup>, 2007  
**Instructor(s), Affiliation(s)**  
Dr. Freda Lynn,  
College of Education, Department of  
Sociology, MSU
  - **An Introduction to Using MATLAB as a Research Tool**  
March 30<sup>th</sup>, 2007  
Dr. Dirk Colbry,  
Department of Computer Science &  
Engineering, MSU
  - **Intermediate Data Analysis Using SPSS**  
March 23<sup>rd</sup>, 2007  
Dr. Sandra E. Herman,  
Associate Director of CSTAT, MSU
  - **Weights and Complex Surveys**  
November 17<sup>th</sup>, 2006  
Dr. Larry Hembroff,  
Senior Survey Methodologist and Survey  
Director, Office for Survey Research,  
Institute for Public Policy and Social  
Research, MSU
  - **Principal Component Analysis/Factor Analysis**  
February 17<sup>th</sup>, 2006  
Dr. Bruce Pigozzi,  
Department of Geography, MSU
  - **Markov Chain and Monte Carlo Simulation Techniques**  
November 18<sup>th</sup>, 2005  
Dr. Sarat Dass,  
Department of Statistics, MSU

- **Introduction to Hierarchical Linear Models**  
August 10<sup>th</sup>, 2005
- **Designing Research Studies: Sample Size Decisions for Simple Models**  
April 8<sup>th</sup>, 2005

Dr. Kimberly Maier,  
Department of Education, MSU

Dr. Dennis Gilliland and Dr. Connie Page,  
Department of Statistics, MSU

**Short Courses offered by the Center for Statistical Training and Consulting (CSTAT), attended at MSU**

- **Introduction to Log Linear Models for Indirect Population Estimation (Capture/Recapture)**  
July 12<sup>th</sup>, 2006

Dr. Lori Post,  
Department of Telecommunication and  
Dr. Tom Conner,  
Department of Sociology, MSU

- **Statistical Models for Social Network Analysis**  
April 21<sup>st</sup>, 2006

Dr. Marijtje van Duijn  
and Dr. Mark Huisman, University of  
Groningen/University of Washington

## TEACHING SKILLS DEVELOPMENT

### Seminars attended at the University of Dayton

- **Branding in a World of Global Marketing: Has the Lanham Act Kept Pace?**  
The Scholarly Symposia Series at the School of Law:  
Current Issues in Intellectual Property Law, September  
28<sup>th</sup>, 2010
- **Value Proposition**  
Innovation and Entrepreneurship in Engineering  
Luncheons, May 6<sup>th</sup>, 2010
- **Instilling the Engineering Entrepreneurial Mindset in College Undergrads**  
Innovation and Entrepreneurship in Engineering  
Luncheons, April 8<sup>th</sup>, 2010
- **Innovation in Engineering**  
Innovation and Entrepreneurship in Engineering  
Luncheons, March 9<sup>th</sup>, 2010
- **Integrating Innovation and Entrepreneurship in the Engineering Curriculum**  
Innovation and Entrepreneurship in Engineering  
Luncheons, February 23<sup>rd</sup>, 2010

### Instructor(s)/Facilitator(s), Affiliation(s)

Dr. John Cross, Grosscurth  
Professor of Intellectual Property Law,  
University of Louisville

Dr. Patrick Hood, President, Cornerstone  
Research Group

Dr. Tim Kriewall,  
Program Director at the Kern Family  
Foundation

Dr. Ken Bloemer, Executive Director,  
Planet Eureka!

Tim McCormick, President,  
Global Gauge Corporation

### Center for Leadership and Executive Development (CLED) Seminars attended at the University of Dayton

- **The Other Side of Innovation: Solving the Execution Challenge**  
June 15<sup>th</sup>, 2011
- **Why Loyalty Matters: Maximizing Customer and Employee Loyalty**

### Instructor(s)/Facilitator(s), Affiliation(s)

Chris Timble,  
Tuck School of Business at Dartmouth  
College

Tim Keiningham, Ipsos Loyalty and Dr.  
Lerzan Aksoy, Fordham University

February 11<sup>th</sup>, 2010

- **Toyota Culture: The Heart and Soul of the Toyota Way**

June 15<sup>th</sup>, 2009

- **Building Your Leadership Brand**

March 4<sup>th</sup>, 2009

- **Welcome to the Experience Economy: New Ways for Creating More Value for Your Customers**

February 5<sup>th</sup>, 2009

- **Breakfast with Ken Blanchard**

May 7<sup>th</sup>, 2008

- **Leading Innovation: Creating a Culture of Growth**

April 17<sup>th</sup>, 2008

#### **Learning Teaching Center (LTC) Workshops attended at the University of Dayton (UD)**

- **Accessible Learning by Design**

Faculty Exchange Series Workshop; Nov. 4<sup>th</sup>, 2008

- **The Use and Misuse of Student Evaluations (and Complaints) in Assessing Teaching Performance**

Faculty Exchange Series Workshop; October 15<sup>th</sup>, 2008

- **Improving and Evaluating Classroom Learning with Student Response Systems**

March 11<sup>th</sup>, 2008

- **Up and Running with WebCT**

September 21<sup>st</sup>, 2007

- **Introduction to WebCT**

September 14<sup>th</sup>, 2007

#### **Other Workshops Attended**

- **Innovative Ideas in Teaching Retailing**

Online Conference/Webinar; October 13<sup>th</sup>, 2008.

- **The Colloquium of Innovation**

University of Dayton Research Institute, September 3<sup>rd</sup>, 2008

- **Techno Fair**

University of Dayton May 7-8<sup>th</sup>, 2008

Michael Hoseus, Co-author of the Bestseller  
"Toyota Culture:  
The Heart and Soul of the Toyota Way"

David Ulrich,  
University of Michigan

B. Joseph Pine II,  
Strategic Horizons LLP

Ken Blanchard,  
writer of "One Minute Manager" and "One  
Minute Entrepreneur" and other books

Jeff DeGraff, University of Michigan  
and John DeGraff, Competing Values

Dr. Elizabeth Harrison,  
Student Learning Support, LTC, UD

Dr. Vernellia R. Randall,  
Professor of Law, UD

Ryan Allen, MBA,  
E-Learning Specialist, E-Learning Lab, UD

Ryan Allen, MBA,  
E-Learning Specialist, E-Learning Lab, UD

Fernando A. Smith, MBA,  
UDit Senior E-Learning Specialist, UD

Dr.s Barton Weitz and Michael Levy,  
authors of Retailing Management by  
McGraw-Hill/Irwin

Dr. John Kao,  
Kao & Company

Series of seminars sponsored by the  
Learning Teaching Center

- **Innovative Ideas in Teaching Retailing** Dr. Barton Weitz, University of Florida,  
Online Conference/Webinar; April 3<sup>rd</sup>, 2008. author of Retailing Management by  
McGraw-Hill/Irwin

#### **Workshops attended at Michigan State University**

- **Technology in the Classroom**; September 15<sup>th</sup>, 2006 Frank Tate, Instructional Media Center at  
Michigan State University
- **Teaching Principles and Teaching Biases: What  
Fundamentally Underlies Our Approaches to  
Teaching?;** April 28<sup>th</sup>, 2006 Dr. Dan Pratt,  
University of British Columbia
- **Graduate Workshop Series- Teaching Portfolio**;  
March 29<sup>th</sup>, 2006 Kevin M. Johnston, Director of Teaching  
Assistant Programs at MSU
- **Michigan State University Teaching Assistant  
Seminar on College Teaching**; August 18, 19, and  
20<sup>th</sup>, 2003 Kevin M. Johnston, Director of Teaching  
Assistant Programs at MSU and several  
other presenters

### **COMPETITIVE GRANTS**

- Hanley Sustainability Institute Scholarship Grant (\$14,400) **2015**
- Summer Research Fellowship by the University of Dayton Research Council **2011**
- Grant-In-Aid by the University of Dayton Research Council **2011**
- Summer Research Fellowship by the University of Dayton Research Council **2010**
- Grant-In-Aid by the University of Dayton Research Council **2010**
- Summer Research Grant, School of Business Administration, University of Dayton **2010**
- MEXT KAKENHI #21653032, Grant-in-aid for Challenging Exploratory Research of Japan  
Ministry of Education, Culture, Sports, Science, and Technology (with Dr. Tomoko  
Kawakami and Dr. Gloria Barczak (Term: April 2009-March 2011) **2009**
- Summer Research Fellowship by the University of Dayton Research Council **2009**
- Grant-In-Aid by the University of Dayton Research Council **2009**
- Summer Research Grant, School of Business Administration, University of Dayton **2009**
- Michigan State University (MSU) Council of Graduate Students (COGS) Degree Completion  
Grant **2007**
- MSU COGS Conference Grant for presentation at AMA Winter 2007 Conference **2007**
- MSU-CIBER Professional Development Grant for presentation at AMA Summer 2006  
Conference **2006**
- MSU-CIBER Professional Development Grant for presentation at CIMaR 2006 **2006**
- Center for Leadership of the Digital Enterprise (CLODE) Summer Research Fellowship **2005**
- MSU-CIBER Professional Development Grant for serving as session chair at the AIB 2005  
Annual Meeting **2005**
- MSU-CIBER Professional Development Grant for presentation at AMA Summer 2004  
Conference **2004**

### **AWARDS AND HONORS**

- Nominated for Palgrave Promising Young Scholar Award **2008**
- Product Development and Management Association Research Forum Best Paper Award **2008**
- Product Development and Management Association Fellowship Scholar **2006**

- Doctoral Consortium Participant, INFORMS Marketing Science Conference

2006

## PROFESSIONAL (CORPORATE) EXPERIENCE

- Holcim (US) Inc.- Financial Analyst 2000-2003
- Bank Ekspres- Credit Analyst/Account Officer *AND* Assistant to a Portfolio Manager 1997-1999

## RECENT MEDIA APPEARANCES

For a complete list of my TV, radio, and newspaper appearances, please go to:

[https://www.diigo.com/profile/udnews?query=Serdar\\_Durmusoglu](https://www.diigo.com/profile/udnews?query=Serdar_Durmusoglu)

- WHIO, local CBS affiliate: Commentary on why women's products sometimes cost more than men's. 08/2016
- Dayton Daily News: news story about housing and retail growth in south Dayton 09/2015  
<http://www.daytondailynews.com/news/news/housing-could-spark-mall-area-jobs-retail-growth/nnc6G/>
- Dayton Daily News: news story about shopping mall developments in Springfield area 03/2015  
<http://www.daytondailynews.com/news/business/economy/reinvesting-key-to-survival-of-malls/nkZyk/>
- Dayton Daily News: news story about retail investments in Austin Landing 02/2015  
<http://www.daytondailynews.com/news/news/new-retail-developments-to-change-the-regions-shop/nj9hg/>
- Dayton Daily News: news story about retailing in Springfield, Ohio 01/2015  
<http://www.daytondailynews.com/news/business/economy/bechtle-avenue-booms-as-upper-valley-struggles/njtzh/>
- Dayton Daily News: news story about Holiday Season Shopping 12/2014  
<http://www.daytondailynews.com/news/business/mixed-start-to-holiday-sales-but-retailers-optimis/njJnQ/>
- Dayton Daily News: news story about Thanksgiving shopping 11/2014  
<http://www.daytondailynews.com/news/business/retailers-expand-thanksgiving-day-hours/nh54r/>
- Dayton Daily News: news story about Field & Stream opening in Austin Landing 10/2014  
<http://www.daytondailynews.com/news/news/store-openings-boostaustin-as-regional-draw/nhdct/>
- Dayton Daily News: news story about consumer perceptions and retail spending 07/2014  
<http://www.daytondailynews.com/news/business/retail-sales-reveal-consumers-still-cautious-about/nggPc/>
- Dayton Daily News: new story about local brewpubs 12/2013  
<http://www.daytondailynews.com/news/business/economy/will-the-local-brewpub-bubble-burst/ncSdh/>
- Dayton Daily News: news story about Holiday Season Shopping 11/2013  
<http://www.daytondailynews.com/news/news/stores-get-early-jump-on-holiday-shopping-season/nb59g/>
- ABC22/FOX45: news story about online reviews 11/2013  
<http://www.abc22now.com/template/cgi-bin/archived.pl?type=basic&file=/shared/news/top-stories/stories/archive/2013/12/6WabegAX.xml>
- Dayton Daily News: new story about Costco, Whole Foods to 'intensify' retail competition 10/2013  
<http://www.daytondailynews.com/news/news/costco-whole-foods-to-intensify-retail-competition/nbXBT/>
- Dayton Daily News: news story about proposed Cornerstone of Centerville project 05/2013  
<http://www.daytondailynews.com/news/news/center-to-bring-more-retail-to-area/nX5Mt/>