

TUBA KOC, Ph.D.

<https://www.linkedin.com/in/tubakoc>

CURRENT POSITION

Instructor, University of Colorado Boulder

August 2016 to present

Teaching Marketing Research & Analytics, International Marketing, Pricing & Channels of Distribution, and Statistical Analysis in Business classes to undergraduate students

EDUCATION

Ph.D., Georgia State University, Major in Marketing with a concentration in International Business

2012-2016

M.B.A, Middle East Technical University

2009-2012

B.A. Marmara University, Major in Econometrics

2004-2008

ACADEMIC EMPLOYMENT

Graduate Research Assistant, Georgia State University

August 2012 to May 2016

Graduate Research Assistant, Middle East Technical University

January 2011 – July 2012

Researcher, Bilkent University

October 2009 – May 2010

Research and Teaching Assistant, Koc University

August 2008-August 2009

PRIMARY TEACHING INTERESTS

Marketing Research & Analytics

International Marketing

Retail Management

Marketing Strategy

TEACHING EXPERIENCE

Courses Taught

Fall 2019 - Marketing Research & Analytics and International Marketing

Spring 2019 - Pricing and Channels of Distribution & Statistical Analysis in Business

Fall 2018 - Marketing Research & Analytics and International Marketing

Spring 2018 - International Marketing & Statistical Analysis in Business

Fall 2017 - Marketing Research & Analytics

Spring 2017 - International Marketing & Pricing and Channels of Distribution

Fall 2016 - Marketing Research & Analytics

Summer 2014- Globalization and Business Practices

Courses Assisted

Summer 2016 – International Marketing (MBA)
Fall 2015 – Retail Management
Spring 2014 – Global Business and Media Study Abroad Program
Fall 2013 – International Business Environment (MIB)
Fall 2009 – Marketing Strategy (EMBA)
Fall 2008 – Marketing Management

RESEARCH INTERESTS

Internationalization Performance
Multichannel Retailing
Service Failure
Marketing Analytics
Emerging Markets

PUBLICATIONS

Koc, O.T. & Liu, J. (2014). Evolution of the Export Marketing Literature Through Cavusgil's Seminal Writings. in Julian, C. (Ed.), Research Handbook on Export Marketing (pp. 334-353). Cheltenham, UK: Edward Elgar Publishing.

Gencturk, E. Kandemir, D. & **Koc, O.T.** (2011). The Effect of Market Knowledge Management on Innovativeness. The Journal of Economics, Management, and Finance, 26(303), 32-61.
(Awarded by The Turkish Academic Network and Information Center)

Gencturk E., Kandemir, D., **Koc, O.T.** & Demirci, I.C. (2010). Conceptualization and Measurement of the Competitive Advantage. Oneri, 34(9), 13-25.

SERVICE

Faculty mentor in Excel Scholars Program (Spring & Fall 2019)
Women in Business Case Competition (Summer 2019)
Co-organizer of Summer Teaching Workshops (2017- 2019)
Investigation of marketing enrollment trends (Fall 2019)
Marketing Teaching Mentor (Fall 2019)
Business at a Glance presentation for Office of Diversity Affairs (Fall 2019)
Partnership with Career Services to encourage MKTG 3350 students for their internship search (Fall 2019)
Active member of Leeds Marketing Career Community (LMCC)

AWARDS

Robinson College of Business, Full Scholarship, 2012 – 2016
Robinson College of Business, Doctoral Fellowship Award, 2015
Robinson College of Business, Michael H. Mescon Scholarship Award, 2014
AIB SE Doctoral Consortium, October 2013
Marmara University, Alumni Association Scholarship, 2007-2008

REFERENCES

Available upon request.