

## **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

Marketing Strategy

Digital Marketing

Retailing

### **TEACHING EXPERIENCE**

#### **Courses Taught**

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

### **PUBLICATION**

**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.

### **WORKING PAPERS**

**Koc, O.T. "Longevity of Multinational Retail Enterprises in Foreign Markets: An Empirical Examination"**  
First revision under review - Journal of International Marketing

Koc, O.T. "Missing Part of the Internationalization Story: Anatomy of Foreign Market Exits by Multinational Retail Enterprises"  
Targeted for Journal of Retailing

Koc, O.T. "Internationalization Patterns of Multinational Retail Enterprises Over the Last 25 years: A Multi-format and Multi-country Study"  
Targeted for Journal of International Business Studies

### **RESEARCH IN PROGRESS**

Koc, O.T. "Do Multinationals Always Prevail?: Foreign versus Indigenous Retailer Competition in Emerging Markets"  
Targeted for Journal of Retailing

Koc, O.T. "Giving It a Second Chance: Re-entry to Foreign Markets"  
Targeted for Journal of International Business Studies

Koc, O.T. "The Price of Silence: Top Management Team Turnover in Market Exits"  
Targeted for Journal of the Academy of Marketing Science

**SERVICE**

Co-organizer of Summer Teaching Workshops (2017 & 2018)  
Faculty mentor in Excel Scholars Program  
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.