

## **Ash Tuncay Çelikel, Ph.D.**

Işık University, Department of Management  
34980, Şile – İstanbul/Turkey  
Office: AMF 120  
Tel: +90 216 528 72 19  
E-Mail: asli.tuncay@isikun.edu.tr

### **Personal Information:**

Date & Place of Birth: 01.01.1979, İstanbul  
Nationality: Turkish

### **Employment:**

Associate Professor, Işık University, Department of Management (Şile Campus)

### **Research Interests:**

- Innovation and Technology Management
- Research and Development (R&D) Management
- Internationalisation of R&D
- Automotive Industry

### **Publications:**

#### **International Journal (Social Science Citation Index)**

- Athreye, S., Tuncay-Celikel, A. and Ujjual, V. (2014) *Internationalisation of R&D into Emerging Markets: Fiat's R&D in Brazil, Turkey and India, Long Range Planning- International Journal of Strategic Management* (Special Issue on Competence Creating Subsidiaries), Vol. 47, Issues: 1-2, pp. 100-114, Elsevier.
- Karabag, S. F., Tuncay-Celikel, A., and Berggren, C. (2011) *The Limits of R&D Internationalisation and the Importance of Local Initiatives: Turkey as a Critical Case, World Development*, Vol. 39, No. 8, pp. 1347–1357, Elsevier.

#### **International Book or Book Chapters**

- Uyan-Atay, B. And Tuncay-Celikel, A. (2015) *CSR Practices in Turkey: Examining CSR Reports*, D. Jamali, C. Karam and M. Blowfield (editors), Development-Oriented Corporate Social Responsibility, Book Chapter, Greenleaf Publishing, ISBN-13: 9781783534760, July 2015.

- Tuncay-Celikel, A. (2013), *Emerging Patterns of Work and Turkish Labour market Challenges under Globalization*, book chapter, European Multinationals' Offshore R&D Strategies towards Turkey with Regard to Labour Capabilities, Skills and Labour Costs, edited by Roger Blanpain, Toker Dereli, Pinar Soykut-Sarica & Asli Sen-Tasbasi, Kluwer Law, ISBN: 9789041149831, November 2013.
- Tuncay-Celikel, A. (2013), *Encyclopedia of Emerging Markets*, entry in the encyclopedia: Turkey-Industry Profile: Automotive and Automotive Parts Manufacturing, edited by Donna Craft, Gale Publications, ISBN 13: 9781414499239, June 2013, US.
- Tuncay-Celikel, A. (2012), *Encyclopedia of New Venture Management*, entries in the encyclopedia: customer orientation, distribution, retailing, wholesale markets, edited by Matthew R. Marvel, Sage Publications, ISBN: 1412990815, May 2012, US.
- Tuncay-Celikel, A. (2010) *Research and Development Collaborations: Turkish Automotive Industry*, ISBN: 9783639230963, VDM Verlag Berlin/Germany.

### **International Conference Proceedings**

- Uyan-Atay, B., Tuncay-Celikel, A, and Özçelik G. (2016) *Business Ethics and Exploring its Alignment with Corporate Social Responsibility (CSR) Practices: A Case Study*, 12th Corporate Research Responsibility Conference 12-14 October 2016, Istanbul, Turkey. (supported by Işık University)
- Tuncay-Celikel, A. and Mehrdana, M. (2016) *Integrated R&D Networks: Case Study of Nestle Company*, 43rd Academy of International Business (UK and Ireland Chapter Conference), April 7-9 2016, Birbeck University of London, London/UK. (supported by Işık University)
- Liu, R., Wu, W., and Tuncay-Celikel, A. (2015) *Corporate Social Capital: The Bright Side and the Dark Side*, British Academy of Management (BAM) Conference, University of Portsmouth, 08 - 10 September 2015, Portsmouth/UK.
- Tuncay-Celikel, A. and Tunzelmann, N. v. (2015) *Emergence of Global Innovation Networks: Evidence From European Multinationals*, Proceedings of Global Business Research Congress, May 2015, Işık Üniversitesi, İstanbul/Turkey.
- Ujjual, V., Tuncay-Celikel, A. and Tunzelmann, N. v. (2012) *How R&D Affiliates Undertakes Capability Building and Competence Creation in Host Locations*, 10th Globelics International Conference, Zheijang University, 9-11 November 2012, Hangzhou/China. (supported by Işık University)
- Ujjual, V., Tuncay-Celikel, A. and Tunzelmann, N. v. (2012) *Dynamic Capabilities in Emerging Markets*, LRP Special Issue Workshop: Exploring the Strategic Role of Subsidiaries in Competence-Creation, University of Reading, Henley Business School, 24-25 May 2012, Reading/UK. (supported by Işık University)

- Tuncay-Celikel, A. and Tunzelmann, N. v. (2011) *The Electric Car Revolution: Capabilities of the Multinational Car Manufacturers and the Important Role of the Governments*, R&D Management Conference 2011: R&D Sustainability and Innovation, need for new ideas, initiatives and alliances, Linköping University, 28-30 June 2011, Norrköping/Sweden. (supported by University of Sussex)
- Tuncay-Celikel, A. (2010) *Recent Developments of R&D Activities on Green Automotive Technologies in Turkey and the Role of Turkish Government*, 18th International Gerpisa Colloquium: The Greening of the global auto Industry in a period of crisis, WZB, 6-9 June 2010, Berlin/Germany. (supported by Işık University)
- Tuncay-Celikel, A. (2010) *Internationalization of R&D in Multinational Enterprises: Evidence from the Turkish Automobile Industry*, International Workshop on the Internationalization of R&D, Middle East Technical University, May 25-26 2010 Ankara/Turkey. (funded by EU)
- Tuncay-Celikel, A. and Ansal, H. (2009) *Factors Affecting R&D Collaboration of MNEs with their Local Partner Firms: Case Study of Ford Motor Company and Otosan*. Proceedings of the 20<sup>th</sup> International ISPIM Conference: The Future of Innovation, 21-24 June 2009, Vienna/Austria. (supported by TUBITAK and Işık University)
- Tuncay, A. and Tuncay, R. N. (2005) *Innovativeness of Automobile Industry in Turkey: An Application of Porter's National Competitiveness Model*. Proceedings of the 16<sup>th</sup> ISPIM Conference: The Role of Knowledge in Innovation Management, 19-22 June 2005, Porto/Portugal. (supported by Işık University)
- Ferman, M. Özçelik, G. Uyan, B. and Tuncay, A. (2004) *National Competitiveness: A Conceptual Framework and its Application to Turkey*. Proceedings of the 32<sup>nd</sup> International Conference on Academy of International Business (AIB): Innovation, Change, Competition in International Business, April 8-9 2004, Bath University, Bath/UK. (supported by Işık University)
- Tuncay, A. (2003) *Critical Evaluation of Innovativeness of European Union Candidate Countries: A Case Study of Turkey*. Proceedings of the 13<sup>th</sup> European Doctoral Summer School in Technology Management, August 23-31 2003, EIASM, Vallendar/Germany. (supported by Işık University and RADMA)
- Akgüngör, S. Camgöz-Akdağ, H., Tuncay, A. (2002) *Innovative Culture and Total Quality Management as a Tool for Sustainable Competitiveness: A Case Study of Turkish Fruit and Vegetable Processing Industry*. Proceedings of the 1<sup>st</sup> Annual SME 2002 Conference, January 3-4 2002, Eastern Mediterranean University, North Cyprus/Turkey.
- Tuncay, A. (2001) *The effects of Internet Negotiations in Management*. Proceedings of the 2<sup>nd</sup> International Conference on Management Sciences, 16-19 May 2001, İstanbul Technical University, İstanbul/Turkey (First Runner-up Paper Award).

## **National Journal**

- Tuncay, A. (2006) *Sustainable Competitive Power and Turkish Industry within the European Union Accession Period*. Monthly Journal of the Turkish National Productivity Centre, Year: 18, Number: 205, pp.11-13, ISSN: 1300 2414.

## **Presentations/Departmental Seminars:**

- Tuncay-Celikel, A. (2012) *Innovation and Success Factors for Education*, Şile Municipality Executive Seminars, April 2012, İstanbul/Turkey (in Turkish).
- Tuncay-Celikel, A. (2012) *Turkish Culture and Management*, Şile Municipality Executive Seminars, June 2012, İstanbul/Turkey. (in Turkish).
- Tuncay-Celikel, A. (2012) *Global Innovation Networks (GINs): Do GINs exist or not?*, Işık University, Wednesday Seminars, 2 May 2012, İstanbul/Turkey.
- Tuncay-Celikel, A. (2011) *The Automotive Sector in Turkey*, EU Commission FP7 INGINEUS Research Workshop, 2-3 May 2011, Belo Horizonte/Brazil. (funded by EU)
- Tuncay-Celikel, A. (2010) *R&D Collaboration Activities in the Turkish Automotive Industry*. University of Sussex, Controversy Seminar (Discussant: Martin Bell), 20.10.2010, Brighton/UK.
- Tuncay-Celikel, A. (2009) *Factors Affecting R&D Collaboration of MNEs with their Local Partner Firms: Case Study of Ford Motor Company and Otosan*. Işık University, Wednesday Seminars, İstanbul/Turkey.
- Tuncay-Celikel, A. (2007) *Current Dynamics in the Turkish Automotive Industry*. WZB (Social Science Research Center Berlin) Departmental Seminar, Berlin/Germany.
- Tuncay-Celikel, A. (2006) *R&D Collaboration of MNEs and Local Partner Firms in Product Development: A Case Study of Automotive Industry in Turkey*. WZB (Social Science Research Center Berlin) Departmental Seminar, Berlin/Germany.

## **EU Projects:**

- European Union 7th Framework Programme (FP7) *Impact of Networks, Globalisation, and their Interaction with EU Strategies (INGINEUS)*, Prof. Nick von Tunzelmann, Sussex University, SPRU, Sept. 2010-Dec.2011.
- European Union 7th Framework Programme (FP7) *The Changing Nature of Internationalization of Innovation in Europe: Impact on Firms and the Implications for Innovation Policy in the EU (Globinn)*, Parimal Patel, Sussex University, SPRU, Jan. 2011-April 2011.

## **Other Projects:**

- **Monterrey Tech (Mexico) Business Summer Programme**, held at Işık University Şile Campus for Monterrey Tech Global Business Undergraduate Students, working with Asst. Prof. Gamze Karayaz, (2013-2017).
- In collaboration with University of Warwick, Warwick Manufacturing Group (WMG) visits to WMG Engineering Hall, production facilities of Jaguar, Prodrive and Morgan Motors in UK with Işık University engineering and management students- the winners of **Entrepreneurship & Innovation Competition “Işıklı Fikirler”**, 18-23 November 2012.
- **International Cool City Hunt Project**, invited lecturer: Prof. Dr. Carl Rohde, Fonty’s University of Applied Sciences (Holland), project held at Işık University Şile Campus with Management Department Undergraduate Students, 14-16 May 2012.

## **Educational Background:**

### **2010 -2011**

Post-Doctoral Research: University of Sussex, Science and Technology Policy Research (SPRU)

Research Title: **Impact of Networks, Globalisation, and their Interaction with EU Strategies (INGINEUS)**, 2009-2011 funded by 7<sup>th</sup> Framework European Union

Project Coordinator: Prof. Nick von Tunzelmann

### **2003 - 2009**

Ph.D.: Işık University Institute of Social Sciences, Doctoral Program in Contemporary Management

Dissertation Title: **“Factors Affecting Research and Development (R&D) Collaboration of Multinational Enterprises (MNEs) and their Local Partner Firms: A Case Study of Turkish Automotive Industry”**

Thesis Advisor: Prof. Hacer Ansal

Thesis Committee: Prof. Toker Dereli, Prof. Mehmet Kaytaz

### **2006 - 2007**

Ph.D. thesis research: WZB (Wissenschaftszentrum Berlin für Sozialforschung: Social Science Research Center Berlin) DAAD Scholarship

Thesis Co-advisor: Prof. Ulrich Juergens

### **2001 - 2003**

Master of Business Administration: Işık University Institute of Social Sciences

MBA Thesis Title: **“Critical Evaluation of Innovativeness of Turkey with respect to European Union Integration”**.

Thesis Advisor: Prof. Murat Ferman

### **1997 - 2001**

Bachelor of Science: Işık University Management Department

### **1990 - 1997**

F.M.V. Işık High School Nişantaşı

## **Academic and Administrative Work Experience:**

### **2018-still**

Işık University - Management Department - Assoc. Professor

- Principles of Management
- R&D Management
- Production Management
- R&D Management (MBA and Technology & Innovation Management Graduate Programs)
- Contemporary Management (MBA and e-MBA programs)
- Leadership (e-MBA)
- Strategic Management (e-MBA)
- Communication and Customer Relations (e-Marketing program)

Işık University - Erasmus ve International Exchange Programs - Departmental Coordinator

### **2016- 2018**

Işık University - Graduate School of Social Sciences - Deputy Director

### **2011 - 2018**

Işık University - Management Department - Assistant Professor

- Principles of Management
- R&D Management
- Entrepreneurship and Small Business Management
- R&D Management (MBA and Technology & Innovation Management Graduate Programs)
- Contemporary Management (MBA and e-MBA programs)
- Production Management (e-MBA program)

### **2009 - 2011**

Işık University - Management Department - Ph.D., Lecturer

- Principles of Management
- Production Management
- Total Quality Management
- Production Management (e-MBA)

### **2001 - 2009**

Işık University - Management Department - Research Assistant

- Introduction to Business
- New Product Development
- Organizational Behaviour
- Public Relations and Publicity
- Principles of Marketing
- Marketing Research
- International Marketing
- Consumer Behaviour

### **Reviewer of Academic Work/Projects:**

- Peer Reviewer for a Special Issue of International Journal of Information Systems in the Service Sector (IJISSS), March 2015.
- The Scientific and Technological Research Council of Turkey, Peer Reviewer and Panelist, March 2014.
- Double blind peer review for the Academy of International Business Conference, 3-6 July 2013, İstanbul.
- Double blind peer review for the 71<sup>st</sup> Academy of Management Annual Conference, 12-16 August 2011.
- Double blind peer review for the 37<sup>th</sup> AIB-UKI Conference, 8-10 April 2010.

### **Non Academic Work Experience:**

#### **1999- 2000**

Beymen Company- Home Department (Headquarter) - Trainee

Turkcell Company- Quality Department - Trainee

### **Attended Conferences and Seminars:**

- Columbia Global Centers (Turkey) and Ashoka, Roundtable meeting on Social Innovation in Higher Education, 1st Social Innovation & Entrepreneurship Summit, Salt Galata, 24 October 2013, İstanbul/Turkey.
- OECD and Turkish Ministry of Science, Industry and Technology, 3<sup>rd</sup> Global Forum on Knowledge Economy, Haliç Congress Centre, 22-23 October 2013, İstanbul/Turkey.
- Özyeğin University, Research Launch, Invited speaker: Thomas Friedman, 15 June 2010, İstanbul/Turkey.
- 18th International Gerpisa Colloquium, WZB, 6-9 June 2010, Berlin/Germany.
- Middle East Technical University, International Workshop on the Internationalization of R&D, May 25-26 2010, Ankara/Turkey.
- DAAD Alumni Workshop, “Secularity and Religiosity”: Two clichés in the critical discussion of DAAD Alumni from the Middles East and Germany, 4-5 December 2009, Berlin/Germany.
- 20<sup>th</sup> International ISPIM (International Society for Professional Innovation Management) Conference: The Future of Innovation, 21-24 June 2009, Vienna/Austria.
- European Union 7th Framework Programme (FP7) INGENIUS Meeting 1-5 March 2009, Johannesburg/South Africa.
- Humboldt University, Institute of Management Forum Business and Society, 2nd International Conference on Corporate Social Responsibility, Berlin/Germany, Oct. 12-13 2006.
- Istanbul Chamber of Industry IV. Industry Congress, Sustainable Competitive Power and Turkish Industry in the Period of Turkey's EU Integration, İstanbul/Turkey, 25-26 November 2005.
- 16th Annual International Society for Professional Innovation Management Conference, Porto/Portugal, 19-22 June 2005.
- 32nd Academy of International Business: Innovation, Change, Competition in International Business, Bath/UK, 8-9 April 2005.
- 8th National Marketing Congress, Kayseri/Turkey, 16-19 October 2003.

- 13th European Doctoral Summer School in Technology Management, Vallender/Germany, 23-31 August 2003.
- 11th National Management and Organization Congress, Afyon/Turkey, 22-24 May 2003.
- EU 6th Framework Programme Turkey Kick-off Conference, İstanbul/Turkey, 24-25 April 2003.
- Middle East Technical University (METU) Conference in Economics, Ankara/Turkey, 11-14 September 2002.
- 6th National Marketing Congress, Afyon/Turkey, 30 May-2 June 2002.
- 1st Middle Anatolia Congress “Financial and Marketing Problems of SMEs”, Kapadokya/Turkey, 18-21 October 2001.
- İstanbul Technical University (İTÜ) Conference on Management Sciences, İstanbul/Turkey, 16-19 May 2001.
- Winpeace Workshops, “Human Diplomacy and Conflict Resolution in the Northeast Mediterranean Sea for a Sustainable Development in 2020”, İstanbul/Turkey, 18-25 August 2000.

### **Foreign Languages:**

- Advanced level of English
- Pre-intermediate level of German (Goethe Institute Istanbul, Hartnackschule Berlin)

### **Rewards:**

- İstanbul Technical University CMS (Conference on Management Sciences) Project Competition, **First Runner-up Reward**, 16-19 May 2001, İstanbul/Turkey.

### **Scholarships:**

- **EU Commission** financial support for International Workshop on the Internationalization of R&D, Middle East Technical University, May 25-26 2010 Ankara/Turkey.
- **TÜBİTAK** (The Scientific and Technological Research Council of Turkey) scholarship for 20<sup>th</sup> International ISPIM Conference: The Future of Innovation, 21-24 June 2009, Vienna/Austria.
- **DAAD** (German Academic Exchange Service) Scholarship for dissertation research in Berlin 1.10.2006-31.01.2007.
- **RADMA** (Research and Development Management) Manchester Business School, partial scholarship for 13th European Doctoral Summer School in Technology Management, Vallendar/Germany, August 23-31 2003.
- **Işık University** Social Sciences Institute, Master and Ph.D. scholarship.



### **Incentives:**

- TÜBİTAK Incentive Program for International Scientific Publications (August 2014)
- Işık University International Scientific Publications Incentive (March 2013)
- Işık University International Scientific Publications Incentive (February 2012)
- TÜBİTAK Incentive Program for International Scientific Publications (December 2011)

### **Memberships:**

- Academy of International Business (AIB)
- International Society for Professional Innovation Management (ISPIM)
- DAAD Alumni