

ASLI TUNCAY-CELIKEL



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Main Areas of Research:

Innovation Management (nation-wide & automotive industry applications), Research and Development, Multinational Enterprises (MNEs).

Educational Background:

February 2003-still (All but Dissertation)

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

Working Title: *"R&D Collaboration of MNEs and Local Partner Firms in Product Development: A Case Study of Auto Industry in Turkey"*.

Thesis Advisor: Prof. Hacer Ansal
Thesis Monitoring Committee: Prof. Toker Dereli
Prof. Mehmet Kaytaz

Ph.D. research has been conducted at **WZB (Wissenschaftszentrum Berlin für Sozialforschung: Social Science Research Center Berlin)** with Prof. Ulrich Juergens for four months.

2001-2002

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 Papers and Presentations:

Asli Tuncay-Celikel, "*Current Dynamics in the Turkish Auto Industry*", WZB (Social Science Research Center Berlin) Workshop, January 24 2007, Berlin/Germany.

Asli Tuncay-Celikel, "*R&D Collaboration of MNEs and Local Partner Firms in Product Development: A Case Study of Auto Industry in Turkey*", WZB (Social Science Research Center Berlin) Workshop, October 1 2006, Berlin/Germany.

Asli Tuncay, "*IV. Sanayii Kongresinde Sürdürülebilir Rekabetçi Güç ve Avrupa Birliği'ne Üyelik Sürecinde Türk Sanayii Tartışıldı*" , Notes published at [Anahtar](#), The Monthly Journal of the Turkish National Productivity Center, January 2006, Year: 18, Number: 205, page.11. ISSN: 1300 2414

Asli Tuncay, R. Nejat Tuncay, "*Innovativeness of Automobile Industry in Turkey: An Application of Porter's National Competitiveness Model*", Paper presented at the 16th Annual International Society for Professional Innovation Management Conference, June 19-22 2005, Porto/Portugal. ISBN: 952 214 059 7

Murat Ferman, Gaye Özçelik, Bilge Uyan, Asli Tuncay, "*National Competitiveness: A Conceptual Framework and Its Application to Turkey*", Paper presented at the 32nd International Conference on Academy of International Business: Innovation, Change, Competition in International Business, April 8-9 2005, Bath University, Bath/UK. ISBN: 0 86197 133 7

Asli Tuncay, "*Critical Evaluation of Innovativeness of European Union Candidate Countries: A Case Study of Turkey*", The European Institute for Advanced Studies in Management 13th European Doctoral Summer School in Technology Management, August 23-31 2003, Vallendar/Germany.

Asli Tuncay, "*Innovation is welcome in a borderless world: Crea-World!*", Isik Aktüel Online Magazine, May-June 2002.

Sedef Akgüngör, Hatice Camgöz Akdağ, Asli Tuncay, "*Innovative Culture and Total Quality Management as a Tool for Sustainable Competitiveness: A Case Study of Turkish Fruit and Vegetable Processing Industry*" Paper presented at the 1st Annual SME 2002 Conference, January 3-4 2002, Eastern Mediterranean University, North Cyprus/Turkey.

Asli Tuncay, "*The effects of Internet Negotiations in Management*" Paper presented at the 2nd Conference on Management Sciences, 16-19 May 2001, Istanbul Technical University, Istanbul/Turkey.

Work Experience:

Wissenschaftszentrum Berlin für Sozialforschung (WZB) Reichpietschufer 50 D-10785 Berlin Germany - Research Group: Knowledge, Production Systems, and Work (Prof. Ulrich Juergens) - Guest Researcher - (Oct.2006- Feb.2007)

Işık University - Management Department - Research Assistant- (Sep.2001-still)
Responsible for conducting academic research, writing papers and lecturing case study discussions related to business field.

<i>Courses Assisted</i>	<i>Lecturer</i>	<i>Time</i>
Organizational Behaviour	Prof. Toker Dereli	Fall 2005
Public Relations and Publicity	Prof. Sedef Akgüngör	Fall 2001-2004
Principles of Marketing	Prof. Sedef Akgüngör	Fall 2002-2004
Marketing Research	Prof. Sedef Akgüngör	Spring 2002-2003
International Marketing	Prof. Sedef Akgüngör	Spring 2003-2004
Consumer Behaviour	Prof. Sedef Akgüngör	Spring 2004
Labor Law for Business	Prof. Sait Dilik	Fall 2003-2004

Turkcell Company- Data Entry & Quality Department - Agent - (Sep.2000-Oct.2000)

Beymen Company- Home Department - Assistant of Casa Club Manager - (Aug.1999-Sep.1999)

Attended Conferences and Seminars:

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, Istanbul/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 Opening Conference, Istanbul/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.

Istanbul Technical University (ITU) Conference on Management Sciences, Istanbul/Turkey, 16-19 May 2001.

Winpeace Workshops, "Human Diplomacy and Conflict Resolution in the Northeast Mediterranean Sea for a Sustainable Development in 2020", Istanbul/Turkey, 18-25 August 2000.

Rewards:

ITU CMS (Conference on Management Sciences) Project Competition, First Runner Up Reward, Istanbul/Turkey, 16-19 May 2001.

Scholarships:

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.

Isik University Social Sciences Institute, Master and Ph.D. full scholarship.

Memberships:

Academy of International Business (since 2003)

WINPEACE (Women Initiatives for Peace)

Foreign Language Knowledge:

Advanced level of English

Pre-intermediate level of German (Isik High School, Goethe Institute Istanbul and Hartnackschule Berlin)

Personal Information:

Date and Place of Birth: 01.01.1979, Istanbul

Marital Status: Married