

BILGEHAN UZUNCA

updated: October 2017

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ACADEMIC APPOINTMENTS

2014 - Present **THE UTRECHT UNIVERSITY SCHOOL OF ECONOMICS** **UTRECHT, THE NETHERLANDS**
Assistant Professor (UD1) in Economics - Organization and Innovation (Tenure Track)

EDUCATION

2011 - 2014 **IESE BUSINESS SCHOOL – UNIVERSITY OF NAVARRA** **BARCELONA, SPAIN**
PhD in Management degree (Strategic Management)
▪ *Dissertation*: ‘Unraveling the Within Industry Heterogeneity: Submarkets, Ecosystem Niches and Their Impact on Firm Survival, Entry and Value Capturing’ – Defense date: December 15th, 2014
▪ Supervisor: Prof. Bruno Cassiman (<http://blog.iese.edu/bcassiman>)
▪ Dissertation Committee: Profs. Rahul Kapoor (Wharton), Lourdes Sosa (LSE), Xavier Castañer (HEC Lausanne), Govert Vroom (IESE), Christoph Zott (IESE)

2009 - 2011 **IESE BUSINESS SCHOOL – UNIVERSITY OF NAVARRA** **BARCELONA, SPAIN**
MRM-Master of Research in Management degree
▪ PhD coursework and Comprehensive Exam. Focus on Strategic Management.

2006 - 2009 **MIDDLE EAST TECHNICAL UNIVERSITY** **ANKARA, TURKEY**
Master of Business Administration (MBA) degree (Focus on Strategic and Operations Management)
▪ Thesis Title “Comparative Advantages of Spinoff Suppliers: A Case Study of a Turkish Automotive Manufacturer”.
▪ Supervisor: Prof. S. Nazli Wasti Pamuksuz (<http://users.metu.edu.tr/nazli/>)

2001 - 2005 **GAZI UNIVERSITY** **ANKARA, TURKEY**
Bachelor of Science degree in Industrial Engineering (BSIE)

1998 - 2001 **KULELI MILITARY HIGH SCHOOL** **ISTANBUL, TURKEY**
High School Diploma

RESEARCH AND TEACHING INTERESTS

Strategic Management, Technology and Innovation, and Entrepreneurship with a particular focus on Industry Evolution, Submarkets, Entry deterrence, and Sharing Economy.

PUBLICATIONS

Uzunca B. 2017. A Competence-Based View of Industry Evolution: The Impact of Submarket Convergence on Incumbent-Entrant Dynamics *Academy of Management Journal* (forthcoming)

Uzunca B. 2017. Biological Children versus Stepchildren: Interorganizational Learning Processes of Spinoff and NonSpinoff Suppliers. *Journal of Management* (forthcoming)

Uzunca B, Li SC. 2018. How Sustainable Innovations Win in the Fish Industry: Theorizing Incumbent-Entrant Dynamics across Aquaculture and Fisheries – *Handbook of Knowledge Management for Sustainable Water Systems* (Wiley)

Uzunca B. 2011. Comparative Advantages of Spin-off Firms: An Evolutionary Perspective. *Journal of Technology Management and Innovation* 6(4): 80-92

RESEARCH IN-PROGRESS

Uzunca B, Rigtering C, Ozcan P. 2017. Sharing and Shaping: A cross-country comparison of how sharing economy firms shape their institutional environment to gain legitimacy – *Target Journal: Academy of Management Discoveries*. Stage: 1st Round Revise and Resubmitted

Uzunca B, Sharapov D, Tee R. 2017. Incorporating History into Ecosystems: How Governance Inseparability and Industry Evolution Shape Value Capture over Time – *Target Journal: Organization Science*. Stage: Under Review

Uzunca B, Cassiman B. 2017. Entry Diversion: Entry Barriers to Divert Submarket Entry – *Target: Strategic Management Journal*. Stage: Ready for submission (Job Market Paper)

Borlenghi A, Uzunca B. 2017. Does Regulation Stimulate Participation in the Sharing Economy? Less So When Money is Involved: The Case of Airbnb and Couchsurfing – *Target Journal: Industry & Innovation*. Stage: Under Review

Blom L, **Uzunca B**. 2017. The Ethics of Nudging in the Sharing Economy: Is Uber Exploiting Drivers? – *Target Journal: Journal of Business Ethics*. Stage: Manuscript being finalized for submission

Uzunca B, Palali A, Fumagalli E. 2017. ‘How?’ and ‘Why?’ of Cannabis Consumption: A Qualitative Study of the Motives of Cannabis Use – *Target Journal: Social Science & Medicine*. Stage: Under Review

Uzunca B, Beccarini I. 2017. The Effectiveness of Anti-Uber Social Movements: Protest Tactics and Issue Framing – *Target Journal: Strategic Management Journal*. Stage: Manuscript being finalized for submission

Mulhuijzen M, **Uzunca B**. 2017. Influences of Tie Strength on Organizational Performance: A qualitative analysis – *Target Journal: Research Policy*. Stage: Manuscript being finalized for submission

Uzunca B, Danneels E. 2017. Inter- and Intra-industry Boundaries: A Synthesis of Market Definitions Used in Management Research – Stage: Manuscript in development

Uzunca B, Tarakci M. 2017. The employment effects of Airbnb in Cuba: A field experiment – Stage: Manuscript in development

PEER-REVIEWED CONFERENCE PANELS & SYMPOSIA

1. Seamans R, **Uzunca B**. 2017. Emergence of the Sharing Economy: Definitions, Institutions, Regulation, and Implications for Management Research. *Chair of competitively accepted panel symposium* sponsored by BPS, ENT, and TIM divisions at the Academy of Management Annual Meeting, August 4 – 8 in Atlanta, Georgia, USA, with the participation of Rahul Kapoor, Aija Leiponen, Marvin Lieberman, Fernando Suarez, Arun Sundararajan (panelists). Recognized by AOM as “Showcase Symposium”
2. **Uzunca B**, Ozalp H. 2015. Categories or Submarkets: Different Perspectives on Within-Industry Heterogeneity. *Chair of competitively accepted panel symposium* sponsored by BPS, TIM, and OMT divisions at the Academy of Management Annual Meeting, August 7 – 11 in Vancouver, British Columbia, Canada, with the participation of Fernando Suarez, Peter Thompson, Giacomo Negro, Mark Thomas Kennedy (panelists)
3. **Uzunca B**, Sharapov D, Tee R. 2015. ‘From Decanter to Bottleneck? How Industry Evolution and Governance Inseparability Shape Value Migration in Ecosystems’ presented at the *competitively accepted paper symposium* ‘Unpacking the Dynamics of Platforms and Ecosystems: Collective Insights from Empirical Research’ sponsored by TIM, OMT, and BPS divisions at the Academy of Management Annual Meeting, August 1 – 5, 2014 in Philadelphia, Pennsylvania, with the participation of Elizabeth J. Altman, Carliss Baldwin, David Lopez-Berzosa, Annabelle Gawer, Arvind Karunakaran, C. Jason Woodard, and (panelists). Recognized by AOM as “Showcase Symposium”
4. Tee R, **Uzunca B**, 2014. A Multilevel Perspective on Technological Discontinuities: What Do We Know & Where Do We Go From Here? *Chair of competitively accepted panel symposium* sponsored by BPS, ENT, and TIM divisions at the Academy of Management Annual Meeting, August 1 – 5 in Philadelphia, Pennsylvania, with the participation of Ron Adner, J.P. Eggers, Andrew A. King, Lourdes Sosa, and Christopher L. Tucci (panelists). Recognized by AOM as “Showcase Symposium”
5. **Uzunca B**, 2013. Industry Evolution Ir(regularities): Do We Need A More General/Unified Theory? *Chair of competitively accepted panel symposium* sponsored by BPS, ENT, and TIM divisions at the Academy of Management Annual Meeting, August 09 – 13, in Orlando, Florida, with the participation of Michael Lenox (moderator), Rajshree Agarwal, Javier Gimeno, Rahul Kapoor, and Marvin Lieberman (panelists). Recognized by AOM as “Showcase Symposium”

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS

1. **Uzunca B**, Gouda A, Ozcan P, Rigtering C. 2017. Is sharing shaping? How sharing firms shape their institutional environment to gain legitimacy in the U.K., the Netherlands, and Egypt. presented at
 - a) Academy of Management Annual Meeting, August 4 – 8 in Atlanta, Georgia, USA
 - b) 37th Strategic Management Society (SMS) Annual Meeting, October 28 – 31, in Houston, TX, USA
2. **Uzunca B**, Jansen S. 2016. ‘How do Ecosystem Dynamics work in Serious Gaming Ecosystems? Challenges and Opportunities’ presented at 36th Strategic Management Society (SMS) Annual Meeting, September 16 – 20, in Berlin, Germany
3. **Uzunca B**, Sharapov D, Tee R. 2015. ‘From Decanter to Bottleneck? How Industry Evolution and Governance Inseparability Shape Value Migration in Ecosystems’ presented at
 - a) 2015 Academy of Management Annual Meeting, 7 – 11 in Vancouver, British Columbia, Canada
 - b) the DRUID2015 Conference, June 15 – 17, Rome, Italy
 - c) 34th Strategic Management Society (SMS) Annual Meeting, September 20 – 23, 2014, in Madrid, Spain - *finalist for the Best PhD Paper Award*
4. **Uzunca B**, Cassiman B. 2013. ‘Submarket Industry Evolution: Dominance of Incumbents, Disruption, or Isolation?’ presented at

- a) 33rd Strategic Management Society (SMS) Annual Meeting, September 28 – October 01, in Atlanta, GA, USA - *nominated for the Best Conference Paper Award and Best Conference Paper Prize for Practice Implications*
- b) Academy of Management Annual Meeting, August 09 – 13, in Orlando, FL, USA
5. **Uzunca B**, Cassiman B. 2013. 'Entry Diversion: A Reconceptualization of Entry Barriers from Industry to Submarket Level' presented at
- a) 29th European Group for Organizational Studies (EGOS) Colloquium, July 4 – 6, Montréal, Canada 2013
- b) 35th DRUID Conference, Barcelona, Spain, June 17-19 – *selected for presentation in one of the two Semi-Plenary paper sessions (among the strongest sessions of unsolicited papers)*
6. **Uzunca B**, Tee R, Sharapov D. 2013. 'Value Appropriation Antecedents and Value Creation Consequences of Lead Firm Entry into Ecosystem Niches' presented at 35th DRUID Conference, June 17 – 19, Barcelona, Spain
7. **Uzunca B**, Cassiman B. 2012. 'Entry Diversion and Submarket Industry Evolution: Dominance of Incumbents, Disruption, or Isolation?' presented at 32nd Strategic Management Society (SMS) Annual Meeting, October 07 – 09, in Prague, Czech Republic
8. **Uzunca B**, Järvi K, Tscherning H. 2012. 'Sources of Architectural Advantage: Platform Competition in Multi-sided Markets' presented at 32nd Strategic Management Society (SMS) Annual Meeting, October 07 – 09, in Prague, Czech Republic
9. **Uzunca B**. 2012. 'Biological Children vs. Step Children: The Impact of Parent Support on Spinoff Success Mechanisms' presented at Academy of Management Annual Meeting, August 03 – 07, in Boston, Massachusetts, USA
10. **Uzunca B**. 2011. 'Why of the Whys: What Really Triggers the Distinctive Performance and Innovativeness of Entrepreneurial Spinoffs?' presented at 31st Strategic Management Society (SMS) Annual Meeting, November 06 – 09, in Miami, USA
11. Tari B, **Uzunca B**, Wasti SN. 2010. 'The Effects of Micro and Macro Transitions in Supplier Development and Learning: A Study in the Automotive Sector' Proceedings of the 18th National Management and Organization Congress, May 20 – 22, Adana, Turkey (in Turkish)
12. **Uzunca B**, Wasti SN. 2009. 'The Effect of Social Capital in Supplier Development and Organizational Learning: Spinoff Suppliers of a Turkish Automotive Manufacturer' presented at the 25th EGOS Colloquium, July 2 – 4, Barcelona, Spain

ACADEMIC HONORS, AWARDS, & GRANTS

August 2017	Utrecht School of Economics Master's Thesis Award (Supervisor)
August 2017	Outstanding reviewer award for the Business Policy and Strategy (BPS) Division of the Academy of Management (50 out of 1217 reviewers received)
November 2016	Best teacher of Utrecht School of Economics (awarded for introducing BSG Strategy Simulation and PeerWise)
October 2016	Utrecht University: Basic qualification in teaching (BKO) as demanded by Dutch Universities
October 2015	Seed money grant for Game Research, Utrecht University Research Focus Area (8,000 €)
August 2015	Outstanding reviewer award for the Business Policy and Strategy (BPS) Division of the Academy of Management (50 out of 1043 reviewers received)
April 2015	ISPIM Innovation Management Dissertation Award Finalist (ranked in the top 15% of submissions)
September 2014	Strategic Management Society 2014 Meetings Best PhD Paper Finalist
August 2013	Outstanding reviewer award for the Business Policy and Strategy (BPS) Division of the Academy of Management (50 out of 967 reviewers received)
August 2013	Best reviewer award for the Technology and Innovation Management (TIM) Division of the Academy of Management (21 out of 674 reviewers received)
April 2013	Strategic Management Society 2013 Meetings Nomination for the Best Conference Paper and Best Conference Paper Prize for Practice Implications
October 2012	Strategic Management Society Meeting conference registration sponsored by the Doctoral Workshop
2009 - 2014	Doctoral Fellowship, IESE Business School
2007 - 2009	Scientific Research Projects grant from Middle East Technical University, Ankara/Turkey (\$3,000)
June 2009	Recipient of International Conference Attending Support from The Scientific and Technological Research Council of Turkey (TÜBİTAK) [cash]

INVITED CONSORTIA & WORKSHOPS

June 2017	Imperial Innovation & Entrepreneurship Conversation annual workshop on "Ecosystems for Entrepreneurship and Innovation" (i.a. Profs., Annabelle Gawer, Michael Jacobides, Riitta Katila), Imperial College Business School, London, UK, June 22-23
March 2017	"Advancing Research into the Sharing Economy" symposium (i.a. Profs., Paolo Parigi, Koen Frenken, Rense Corten), Utrecht University, Utrecht, the Netherlands, March 15

- October 2016 Sharing Economy Mini Workshop (i.a. Profs., Andrew Van de Ven, Koen Frenken, Rense Corten), Utrecht School of Economics, Utrecht, the Netherlands, October 7
- September 2013 Third Annual European Strategy, Entrepreneurship and Innovation (SEI) Doctoral Consortium (i.a. Profs., Tom Astebro, Stefano Brusoni, Gary Dushnitsky, Corey Phelps, Chris Tucci), Imperial College Business School, London, UK, September 20-22
- August 2013 The Ratio Colloquium for Young Social Scientists on ‘Technological Discontinuities and Industrial Transformation’ (keynote lectures by Profs., Richard Langlois and Mary Tripsas), Stockholm, Sweden, August 22-24
- August 2013 BPS Dissertation Consortium (i.a. Profs., Mary Benner, Hart Posen, Robert Salomon, Jordan Siegel, Lourdes Sosa, and Todd Zenger), Academy of Management Meetings, Orlando, FL, USA, August 09
- July 2013 EGOS PhD Workshop (i.a. Profs. Ann Langley, Roy Suddaby), Montreal, Canada, July 01-02
- March 2013 Consortium for Cooperation and Competition (CCC) Twentieth Annual Colloquium for Doctoral Student Research (i.a. Profs., Rajshree Agarwal, Steven Klepper, Anita McGahan, Will Mitchell, Mary Tripsas), Kansas City, USA, March 22-24
- October 2012 Strategic Management Society (SMS) Doctoral Workshop (i.a. Profs., Gautam Ahuja, Joanne Oxley, Edward Zajac), Prague, Czech Republic, October 06
- August 2012 BPS Doctoral Consortium (i.a. Profs., Rajshree Agarwal, Xavier Castañer, Samina Karim, Gerry McNamara, Violina Rindova, Gabriel Szulanski, Libby Webber, Ed Zajac), Academy of Management Meetings, Boston, MA, USA, August 02-04
- June 2012 KTO paper development for doctoral students and young researchers, (i.a. Profs., Gautam Ahuja, Stefano Brusoni, Ludovic Dibiaggio, Giovanni Valentini) SKEMA Business School in Sophia Antipolis (French Riviera), June 25-28
- March 2012 EDEN seminar on Strategic Management (Profs. David J. Collis, Esteban García-Canal, Javier Gimeno, Niels Noorderhaven), IESE Business School, University of Navarra, March 05-09
- January 2012 Open Research Seminar: Open Innovation & Open Business Models (Profs. Henry Chesbrough, Wim Vanhaverbeke), ESADE Business School, January 09-11
- May 2011 EDEN seminar on Economics and Management of Innovation (Profs. Massimo G. Colombo, Dirk Czarnitzky, Bart Van Looy), Politecnico di Milano, May 02-06

INVITED JOB TALKS AND SEMINAR PRESENTATIONS

- May 2017 Vrije Universiteit (VU), Amsterdam/the Netherlands
- February 2017 Koc University, Istanbul/Turkey
- April 2016 Tilburg University, Tilburg/the Netherlands
- April 2016 Rotterdam School of Management, Rotterdam/the Netherlands
- January 2015 Utrecht University Faculty of Geosciences, Innovation Studies, Utrecht/Netherlands
- October 2014 Sabanci University, Istanbul/Turkey
- October 2014 Koc University, Istanbul/Turkey
- October 2014 Ozyegin University, Istanbul/Turkey
- October 2014 Bogazici University, Istanbul/Turkey
- July 2014 Utrecht University School of Economics (U.S.E.), Utrecht/Netherlands
- June 2014 Kuehne Logistics University (KLU), Hamburg/Germany
- April 2014 Munich Center for Innovation and Entrepreneurship Research (MCIER), Max Planck Institute for Innovation and Competition, Munich/Germany
- January 2014 Copenhagen Business School, Copenhagen/Denmark
- December 2013 IE Business School, Madrid/Spain
- December 2013 Center for Advanced Studies National Research University Higher School of Economics Moscow/Russia

TEACHING AND COURSE DEVELOPMENT

- 2015-present Utrecht University School of Economics, Utrecht/the Netherlands. **Course Developer and Main Instructor** for the Undergraduate courses ‘Qualitative Research Methods’, ‘Market Dynamics and Corporate Innovation’, and ‘Strategy and Management’ and Master course ‘Strategy and Innovation’.
- 2016 Istanbul Bilgi University, Executive Development Center, Istanbul/Turkey, **Guest Lecturer** – Taught Business Strategy Game (BSG) to Turk Telekom’s mid-level managers (~200 in total).
- 2013-2014 IESE Business School, Barcelona/Spain. **Teaching Assistant and Coordinator** (Prof. Bruno Cassiman) for the MBA core course ‘Competitive Strategy’ – Supported preparation of teaching material, assisted and applied the HBS ‘Wintel’ simulation of competition-cooperation between Microsoft Windows and Intel
- 2012-2013 Universidad de Rosario, School of Management Summer School, Bogotá/Colombia. **Guest Lecturer** – Developed and taught the entire Undergraduate core course ‘Strategic Management’ (Teacher Rating: 4.62/5.00 - 5 very satisfied)
- Spring 2012 University of Pompeu Fabra (UPF), Department of Economics and Business, Barcelona/Spain. **Adjunct Faculty** – Developed and taught the entire Undergraduate core course ‘Strategic Management II’ (57 hours) (Teacher Rating: 8.00/10.00 - 10 very satisfied)

- 2011 - 2012 UPF, Escola Superior de Comerç Internacional (ESCI), Barcelona/Spain. **Adjunct Faculty** – Developed and taught the entire Undergraduate core course ‘Management Control’ (45 hours) (Teacher Rating (Spring 2011): 9.3/10.0 - 10 very satisfied)
- 2011 - 2012 Universitat Ramon Llull, BES La Salle, Barcelona/Spain. **Guest Lecturer** –Designed and gave the PhD Seminar ‘State of the art of research in strategic management’
- Fall 2010 International University of Southern Europe, United International Business Schools, Barcelona/Spain. **Adjunct Faculty** – Developed and taught the entire Undergraduate core course ‘Entrepreneurship’ (45 hours) (Teacher Rating: 3.98/5.0 - 5 very satisfied)
- Fall 2010 European University, Barcelona/Spain. **Adjunct Faculty** – Entirely designed and taught the entire Undergraduate core course ‘Environmental Sustainability’ (52 hours) (Teacher Rating: 2.96/5.0 - 5 very satisfied)

ACADEMIC SERVICES AND AFFILIATIONS

- 2017 *Journal of Management Studies* (nominated reviewer by Prof. Christopher Tucci for the Special Issue: The Who, Where, What, How and When of Market Entry.)
- 2016 *Organization Science* (nominated reviewer by Prof. Rajshree Agarwal)
- 2013 *Journal of International Management* (nominated reviewer by Prof. Richard L. Priem for the Special Issue: Demand-Side Perspectives in International Business)
- 2012- Present Academy of Management Annual Meeting (Reviewer for BPS-TIM-ENT Divisions)
- 2011- Present Strategic Management Society (SMS) Annual Meeting (Reviewer for Track K: Entrepreneurship and Strategy)

Membership to Professional Societies

- 2013 Druid Society
- 2011- Present Academy of Management (AoM) BPS and TIM Divisions
- 2011- Present Strategic Management Society (SMS) Track B: Exploiting Networks to Promote Creativity and Innovation, Track E: Competitive Strategy, Track K: Entrepreneurship and Strategy, Theme D - Sharing Economy and Digitalization
- 2009 - 2013 European Group for Organizational Studies (EGOS)

PROFESSIONAL EXPERIENCE

- 2005 - 2009 **TURKISH ARMED FORCES – Land Forces Command** **ANKARA, TURKEY**
 - Base Maintenance Center Command for communication devices
Chief of Production Planning and Control Department – Rank: Industrial Engineer Lieutenant
- 2004 **EVYAP SOAP, OIL, GLYCERIN INDUSTRY AND TRADE INC.** **ISTANBUL, TURKEY**
 - One of the leading soap and personal care products manufacturers of the world (www.evyap.com.tr)
Production Planning and Control Intern

SKILLS

Language Skills: Turkish (Native), English (Fluent), Spanish (Fluent), Italian (Intermediate), German (Beginner), Russian (Beginner), Catalan (Beginner).

Computer Skills: STATA, R, Statistical Package for Social Sciences (SPSS), Arena, C++, Nvivo.

Standardized Test Scores

TOEFL (iBT): 112 (out of 120) - Reading: 29, Listening: 30, Speaking: 24, Writing: 29, Test Date: November 08, 2008

PERSONAL

Travelling, cinema, team sports (particularly soccer), swimming, classical guitar, and cooking

REFERENCES

Bruno Cassiman	Christoph Zott	Richard L. Priem
Professor of Strategic Management	Professor of Entrepreneurship	Professor of Management
IESE Business School	IESE Business School	Neeley School of Business
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