

AYSE OZTURK

Assistant Professor of Marketing
Darla Moore School of Business, University of South Carolina
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ACADEMIC EMPLOYMENT

Darla Moore School of Business, University of South Carolina

Assistant Professor of Marketing	2026 – Present
Clinical Associate Professor of Marketing	2024 – 2026
Clinical Assistant Professor of Marketing	2020 – 2024

Gary W. Rollins College of Business, University of Tennessee - Chattanooga

Assistant Professor of Marketing	2018 – 2020
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Robinson College of Business, Georgia State University

Postdoctoral Research Associate	2016 – 2018
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EDUCATION

Ph.D. in Marketing	2016
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J. Mack Robinson College of Business, Georgia State University

M.S. in Managerial Sciences, concentration in Business Analytics	2012
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J. Mack Robinson College of Business, Georgia State University

M.S. in Marketing, concentration in Marketing Research	2009
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J. Mack Robinson College of Business, Georgia State University

Bachelor of Business Administration	2006
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Galatasaray University, Istanbul, Turkey

RESEARCH

Research Interests: Artificial Intelligence, Strategy, Digital Marketing, Sustainability, International Marketing

Publications

Ozturk, Ayse, and Steven Liu (2026). "A Model for Building Capabilities Among Family-Controlled Multinational Corporations in Emerging Markets," *Journal of Business Research*, 205, 115892.

- Ozturk, Ayse**, S. Tamer Cavusgil, and O. Cem Ozturk (2021). "Consumption Convergence Across Countries: Measurement, Antecedents, and Consequences," *Journal of International Business Studies*, 52 (1), 105–120. (UT Dallas and FT 50 journal)
- Ozturk, Ayse**, and S. Tamer Cavusgil (2019). "Global Convergence of Consumer Spending: Conceptualization and Propositions," *International Business Review*, 28 (2), 294–304.
- Ozturk, Ayse** (2016). "Examining the Economic Growth and the Middle-Income Trap from the Perspective of the Middle Class," *International Business Review*, 25 (3), 726–738.
- Ozturk, Ayse**, Eric Joiner, and S. Tamer Cavusgil (2015). "Delineating Foreign Market Potential: A Tool for International Market Selection," *Thunderbird International Business Review*, 57 (2), 119–141.
- Kardes, Ilke, **Ayse Ozturk**, S. Tamer Cavusgil, and Erin Cavusgil (2013). "Managing Global Megaprojects: Complexity and Risk Management," *International Business Review*, 22 (6), 905–917.

Working Papers

- "Political Risk and Reputation Spillovers from FDI Disinvestment: Carmakers in Mexico," with O. Cem Ozturk and Chris Gu.
- "AI-Exposed Greenwashing Claims in Recycling and the Impacts on Consumers." Data collection stage; ASPIRE AI Seed Grant awarded proposal.
- "Combating Racial Discrimination Against Businesses Through Online Consumer Reviews," with O. Cem Ozturk and Sungsik Park.

Case Studies

- Ozturk, Ayse** (2026). *LoomTech's AI Dilemma*. Case 526-0003-1. The Case Centre. <https://casecent.re/p/211636>
- Ozturk, Ayse** (2013). *DaimlerChrysler: A Failed Global Merger*. Case study in: Cavusgil, S. Tamer, Gary A. Knight, and John R. Riesenberger, *International Business: The New Realities*, 3rd Edition. Upper Saddle River: Pearson Prentice Hall, 2013.

Book Chapter

- Ozturk, Ayse** (2019). "Towards a More Comprehensive CSR Scorecard Development for MNEs." In L. C. Leonidou, C. S. Katsikeas, S. Samiee, and C. N. Leonidou (Eds.), *Socially Responsible International Business: Critical Issues and the Way Forward*. Edward Elgar Publishing.

Research Grants and Awards

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| Propel AI Top Three Wild Ideas Challenge, ASPIRE AI Seed Grant, University of South Carolina (\$15,000) | 2025 |
| Professional Track Research Award, Darla Moore School of Business (\$2,000) | 2024 |

The Moore School Research Grant, University of South Carolina (\$1,915)	2022
Gary W. Rollins College of Business Summer Research Grant (\$5,000)	2019
CIMaR Conference Best Paper Award, Atlanta	2018
Finalist, IM Division D'Amore-McKim School of Business, Northeastern University Best Dissertation Award	2017

Invited Talks and Workshops on AI in Education

"AI for Educators Workshop"	Aug 2026
Invited Speaker, University of Alabama in Huntsville, Huntsville, AL	
"AI: Real Applications and Classroom Strategies"	May 2026
Invited Guest Speaker, Faculty Development Workshop, Georgia State University, Atlanta, GA	
"Generative Artificial Intelligence Showcase: Practical Applications Across Disciplines"	Feb 2026
Provost's AI Teaching Fellowship Program, February 27, 2026	
"Practical AI Tips for Educators"	Oct 2025
Invited Guest Speaker, Georgia State University-CIBER Webinar, Atlanta, GA	
"How Do I Integrate AI Tools Into My Teaching?"	Sep 2025
Invited Guest Speaker, University of South Carolina CTE Webinar, Columbia, SC	
"Teaching with AI: Practical Applications for Classroom Use"	May 2025
Invited Guest Speaker, Faculty Development Workshop, Georgia State University, Atlanta, GA	
"The Use of AI Tools in Academia and Professional Life"	May 2025
Invited Guest Speaker, ACM-W University of Ottawa	
"Practical AI Applications for Teaching and Professional Growth"	Mar 2025
Workshop Leader, AI Lunch & Learn Series, AI Initiative Committee, Darla Moore School of Business, University of South Carolina, Columbia, SC	
"Coffee and AI"	Feb 2025
Session, IDEA Entrepreneurship Event, a faculty-led Living Learning Community (LLC), University of South Carolina	
"Integrating AI Tools for Enhanced Teaching and Learning"	Jan 2025
Center for Teaching Excellence, University of South Carolina	
"Harnessing AI to Revolutionize International Business Education"	Nov 2024
Invited Guest Speaker, Eli Broad College of Business, Michigan State University International Business Center / CIBER, East Lansing, MI	
"Using AI for Teaching: Practical Tips"	Jul 2024
Invited Guest Speaker, Lazaridis School of Business and Economics, Wilfrid Laurier University, ON, Canada	

“The Use of Artificial Intelligence (AI) in Higher Education” May 2024
Invited Guest Speaker, Faculty Development Workshop, Georgia State University,
Atlanta, GA

Conference Presentations

“The Implications of FDI Disinvestment Decisions in Emerging Markets” Aug 2023
AMA Summer Academic Conference, San Francisco, CA

“The Rise of Political Risk and Firm Pressure Abroad” Feb 2020
AMA Winter Marketing Educators Conference, San Diego, CA

“International Marketing: A Look Back, A Look Forward” Jun 2019
Panel presentation with Tamer Cavusgil, Pervez Ghauri, Costas Katsikeas, V. Kumar
(VK), Tage Koed Madsen, Emmanuella Plakoyiannaki, and Saeed Samiee, AIB (Academy
of International Business) Conference, Copenhagen, Denmark

“The Rise of Political Risk and Firm Performance Abroad” Jun 2019
AIB (Academy of International Business) Conference, Copenhagen, Denmark

“Effects of the Global Convergence of Consumer Spending on Market
Concentration and Firms’ Market Shares” Sep 2018
CIMaR (Consortium for International Marketing Research) Conference, Atlanta, GA

“Global Convergence of Consumer Spending Behavior: An Empirical
Examination” Feb 2016
AMA Winter Marketing Educators Conference, Las Vegas, NV

“Global Convergence of Consumer Spending Behavior: An Empirical
Examination” Nov 2015
Academy of International Business Southeast USA, Savannah, GA

“Foreign Market Opportunity Assessment and Market Selection: An
Industry Perspective” Feb 2014
AMA 2014 Winter Academic Conference, Orlando, FL

“Market Growth Strategies of Family-Controlled Emerging Market
Multinational Corporations” Oct 2013
Academy of International Business Southeast USA Chapter, Georgia Institute of
Technology, Atlanta, GA

“How Can Nations Break out of the Middle-Income Trap?” Sep 2013
Middle-Class Phenomenon in Emerging Markets, Georgia State University, Atlanta, GA

Invited Research Talks

“Foreign Direct (Dis)investment Under Political Risk and Negative
Online WOM Spillover” Dec 2025
Invited Speaker, Zicklin School of Business, Baruch College, New York, NY

“Global Convergence of Consumer Spending Behavior” Sep 2017
Invited Speaker, Gary W. Rollins College of Business, University of Tennessee at
Chattanooga, Chattanooga, TN

“Global Convergence of Consumer Spending Behavior” Oct 2015
Invited Speaker, Wilbur O. and Ann Powers College of Business, Clemson University,
Clemson, SC

“Global Convergence of Consumer Spending Behavior” Oct 2015
Invited Speaker, Frank G. Zarb School of Business, Hofstra University, Hempstead, NY

TEACHING

Levels taught: Undergraduate, Honors College, MBA, PMBA, M.S., Executive Education, and Ph.D.

Courses taught: AI in Marketing, International Marketing, International Business, Marketing Research/Analytics, Marketing Strategy, Principles of Marketing, Marketing Management

Modes taught: Online, Face-to-Face, Hybrid, Flipped Learning

Course Evaluations

Course	Level, Institution	Rating
AI in Marketing	Professional MBA, University of South Carolina	4.94 / 5
Marketing Strategy & Planning	Undergraduate, University of South Carolina	avg 4.75 / 5
Principles of Marketing	Honors College & Undergraduate, University of South Carolina	avg 4.70 / 5
Marketing Research & Analytics	MBA, University of Tennessee-Chattanooga	avg 6.94 / 7
International Marketing	Undergraduate, University of Tennessee-Chattanooga	avg 6.79 / 7
Marketing Management	MBA, University of Tennessee-Chattanooga	avg 6.82 / 7
Marketing Management	Instructor, Undergraduate, Georgia State University, Atlanta	avg 4.5 / 5
Globalization and Business Practices	Instructor, Undergraduate, Georgia State University, Atlanta	avg 4.6 / 5

Other Teaching Experience

21st Century Marketing Jun 2017
Instructor, Executive Education program at Georgia Institute of Technology in partnership with the University of Tsinghua MBA Marketing Program and Coca-Cola, Atlanta

Ph.D. Seminar in International Business Theory, by S. Tamer Cavusgil Seminar Moderator, Georgia State University, Atlanta	Fall 2016
International Business Environment, Master's, by S. Tamer Cavusgil Teaching Assistant, Georgia State University, Atlanta	Spring 2013

Instructional Materials

Ozturk, Ayse (2026–present). *AI in Marketing*. Digital textbook, updated weekly.
<https://drayseozturk.org/ai-in-marketing-textbook/>

Teaching Awards and Grants

Michael J. Mungo Undergraduate Teaching Award, University of South Carolina; featured at <u>USC Today</u>	2026
Garnet Apple Award for Teaching Innovation, University of South Carolina	2026
Alfred G. Smith, Jr. Award for Excellence in Teaching, Darla Moore School of Business, University of South Carolina (\$2,000)	2025
Provost's AI Teaching Fellowship, University of South Carolina	2025
USC Center for Teaching Excellence Innovative Pedagogy Grant (\$2,500)	2025
Career Influencer Faculty Award, University of South Carolina Career Center	2024, 2025
Propel AI Scholarship Award, University of South Carolina	2024

Student Mentoring

South Carolina Honors College Thesis Director, University of South Carolina	2020 – Present
South Carolina Honors College Thesis Reader, University of South Carolina	2021 – Present

Teaching and Professional Development Workshops

Generative Artificial Intelligence Showcase, University of South Carolina	2025 – 2026
Exploring the Intersection of AI and Teaching Forum, University of South Carolina	2023
International Business FDIB Workshop, Georgia State University	2015 – 2025

MEDIA FEATURES AND PUBLIC WRITING

<u>"A Business School Professor's Lessons From Teaching AI To MBAs"</u> Op-Ed in Poets&Quants, August 25, 2026	Aug 2026
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<u>"The Global Faculty AI Project: Professors Reshaping Pedagogy"</u>	2025
Featured in the OpenAI Academy article	
<u>"How WSJ Readers Use AI at Work"</u>	Feb 2025
Highlighted in The Wall Street Journal article by Demetria Gallegos, discussing the use of AI tools in teaching, February 15, 2025	
"Lessons from Global Megaprojects: How Can Atlanta Prepare for New Stadiums?"	Jun 2014
Cavusgil, S. Tamer, and Ayse Ozturk, Global Atlanta, June 5, 2014	

PROFESSIONAL SERVICE

Editorial Review Board

Editorial Review Board Member, <i>International Business Review</i> (IBR)	2021 – Present
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Scholarly Reviews

Journals: *International Business Review* (IBR); *Journal of Business Research* (JBR); *Thunderbird International Business Review* (TIBR)

Grants: Research Grants Council (RGC) of Hong Kong

Conferences: AMA Marketing Educators' Conference; Academy of International Business (AIB) Conference, Copenhagen 2019; AIB Southeast (SE) Conference, Savannah 2015; AIB Conference, Vancouver 2014

Service to the Profession

Track Chair for International Marketing and Organizing Committee Member, Academy of International Business (AIB) Conference, Copenhagen, Denmark	2019
Faculty Development International Business Pedagogy Workshops Organizing Member, GSU-CIBER (June)	2015 – 2018
Judge, GSU-CIBER International Business Case Competition	Mar 2017
Coordinator of the Georgia State University Study Abroad Program, Turkey	2012

UNIVERSITY SERVICE

University of South Carolina

Organizing Faculty, Gamecock AI Founders Meetup, a peer network for undergraduate and graduate AI startup founders, on behalf of the AI Initiative Committee, Darla Moore School of Business	2026 – Present
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Darla Moore School of Business Dean Search Committee	2026 – 2027
Marketing Department Hiring Committee, DMSB	2026 – 2027
Marketing Department AI Subcommittee Member, DMSB	2024 – Present
Faculty Fellow for the Center for Sustainable Growth, DMSB	2024 – Present
Strategic Planning–Artificial Intelligence Initiative Committee, DMSB	2023 – Present
Marketing Teaching Subcommittee Member	2023 – 2024
Strategic Planning–Undergraduate Programs Task Force Member, Darla Moore School of Business	2023 – 2024

University of Tennessee at Chattanooga

Graduate Curriculum Committee	2018 – 2020
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OTHER HONORS, FELLOWSHIPS, AND SCHOLARSHIPS

Summerfield Johnston Centennial Scholarship (\$3,000)	2019
Dean’s Merit Award, University of Tennessee at Chattanooga (\$1,000)	2018 – 2019
Robinson College of Business, Clyde Kitchens/Thoben Elrod/Delta Sigma Pi Doctoral Fellowship Award (\$3,100)	2015
Robinson College of Business, Michael H. Mescon Scholarship Award (\$3,100)	2014
Duke University, Fuqua School of Business, CIBER, IB Ph.D. Consortium	2014
AIB SE Doctoral Consortium	2013
Royal Flame Award, Georgia State University	2013 – 2016
Robinson College of Business, Merit GRA Award and Full Scholarship	2008 – 2016
Galatasaray University, Suna-Inan Kirac Merit-Based Scholarship	2000 – 2006
National Merit-Based High School Scholarship	1993 – 2000

INDUSTRY EXPERIENCE

Dornbracht Americas , Marketing Research Analyst	2010 – 2012
PricewaterhouseCoopers , Associate, Audit and Assurance Services	2006 – 2007
Deloitte Touche Tohmatsu , Intern, Audit and Assurance Services	2005
PSA Peugeot Citroën , Intern, Network Development Department	2004
Club Méditerranée , Associate, Organization Committee	2003

SKILLS AND CERTIFICATIONS

AI certificates: USC Propel AI; Auburn University Teaching with AI; Data Camp AI Track ([details](#))

Online course design: Quality Matters Certificate for designing and developing online courses

Brand management: Certificate of Specialization in Brand and Customer Management, the Center for Excellence in Brand and Customer Management, Georgia State University, 2009

Software: AI Tools (see drayseozturk.org for details); Microsoft Office; Statistical Software (SAS, SPSS, STATA, R, XLStat, Palisade Suite, SmartPLS, Mplus); Graphical Software (Tableau)

Professional Affiliations: American Marketing Association (AMA), Academy of International Business (AIB)

Languages: Fluent in Turkish and English; Intermediate in French