

Name : Mısra Çağla Gül

Date of Birth : 14.09.1973

Title : Doctor of Philosophy

Education :

Derece	Alan	Üniversite	Yıl
Undergraduate	Bs. in Industrial Engineering	Boğaziçi University	1995
Masters	MBA	Georgia State University	1997
Phd	Phd in Marketing,	Boğaziçi University	2008

Phd Dissertation:

CULTURAL ORIENTATIONS, ENVIRONMENTAL DIMENSIONS AND FIRM PERFORMANCE
An Integrated Framework and Empirical Investigation

Administrative Positions:

Assistant Editor, Journal of Business and Industrial Marketing, 1995-1997

Memberships to Academic Organizations:

American Marketing Association

Awards:

AFS Scholarship, 1990-91

Graduate Research Assitanship, Georgia State University

Recent Courses Taught:

Academic Year	Semester	Course Name	Hours per Week		Number of Students
			Theory	Application	
2009	Spring	MAN 522 Strategic Brand Management	3		11
		MAN 441 International Marketing	3		25