

# *Altay Dikeç, Ph.D.*

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## **Ph.D. in Marketing**

**Department of Marketing • Mays Business School • Texas A&M University**

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## **Societal Impact Statement**

Every marketing course I teach includes a semester-long client project that students need to solve the marketing problems of non-profit/for-profit companies and provide written and oral consulting. These consulting projects have a positive impact on the society in multiple ways. These projects are the closest experience to real business world for the students in a safe environment before they graduate. Throughout the projects companies work closely with the students, find the opportunity to observe the ones that are good fit to their culture, and make a job offer before they graduate. This makes the students' job search journey smoother. These projects also bring so much economic value to local businesses since they can't afford consulting otherwise.

## **Educational Background:**

- Ph.D.** August, 2012 **Marketing** - Miller Graduate School of Business (AACSB Accredited)  
Konkuk University, Seoul / South Korea
- M.Sc.** August, 2002 **Mechatronics** - Department of Mechatronics  
G.I.S.T. (Gwangju Institute of Science & Technology), Gwangju / South Korea
- B.Sc.** August, 2000 **Mechanical Engineering** (ABET Accredited)  
M.E.T.U. (Middle East Technical University), Ankara / Turkey

## **Academic Appointments:**

- 2023 Aug. - Present **Mays Business School - Texas A&M University** - College Station, TX / United States  
Department of Marketing - **Clinical Associate Professor**
- 2022 Oct. - 2023 May **Mays Business School - Texas A&M University** - College Station, TX / United States  
Department of Marketing - **Assistant Department Head**
- 2018 Aug. – 2023 July **Mays Business School - Texas A&M University** - College Station, TX / United States  
Department of Marketing - **Clinical Assistant Professor**
- 2017 Aug. - 2018 July **Mays Business School - Texas A&M University** - College Station, TX / United States  
Department of Marketing - **Visiting Lecturer**
- 2012 Sept. - 2016 July **Melikşah University** - Kayseri / Turkey  
Department of Business Administration - **Assistant Professor of Marketing**

## **Work Experience:**

- 2015 Sept. - 2016 July **PsyMar** Consumer Behavior Research Center - **Founder**  
TTM Building - Melikşah University - Kayseri / Turkey  
*A non-profit teaching and research oriented academic project center focused on applied and basic research with graduate and undergraduate students by solving marketing problems of companies through sponsored projects.*
- 2006 Aug. - 2012 July **Rainbow International School** - Seoul / South Korea

## **Teaching Experience:**

### **Teaching Evaluation average between Fall 2017 and Spring 2022:**

MKTG 325 – Services Marketing & Retailing Concepts

Total # of sections: 4      Instructor: 4.76      Course: 4.59      Overall: 4.60 (PICA)

MKTG 335 – Professional Selling

Total # of sections: 1      Instructor: 5.00      Course: 4.92      Overall: 4.91 (PICA)

MKTG 404 – Advanced Excel for Marketing Managers

Total # of sections: 9      Instructor: 4.79      Course: 4.77      Overall: 4.64 (PICA)

MKTG 440 – Services Marketing

Total # of sections: 6      Instructor: 4.87      Course: 4.83      Overall: 4.74 (PICA)

MKTG 448 – Marketing Strategy

Total # of sections: 5      Instructor: 4.86      Course: 4.74      Overall: 4.74 (PICA)

Total # of sections: 10      Instructor: 4.77      Course: 4.72      Overall: N/A (AEFIS)

MKTG 444 – Healthtech for Improving Customer Care

Total # of sections: 2      Instructor: 5.00      Course: 5.00      Overall: N/A (AEFIS)

MKTG 489 – Healthcare Marketing Analytics

Total # of sections: 1      Instructor: 4.78      Course: 4.33      Overall: N/A (AEFIS)

MKTG 673 – Services Marketing

Total # of sections: 2      Instructor: 4.83 / Course: 4.50 / Overall: 4.65 (PICA)

Total # of sections: 2      Instructor: 4.05 / Course: 3.77 / Overall: N/A (AEFIS)

\* Student evaluations at Texas A&M University are done via online PICA (Personalized Instructor/Course Appraisal) System.

## **Areas of Research Interest:**

Concept of Emotional Momentum, Services Marketing, Consumer Behavior.

## **Published Academic Work:**

### **SCI & SSCI Journal Articles:**

- Berry, L.L., Parish, J.T., and Dikec, A., 2019; "Creating Value Through Quality Service", *Organizational Dynamics*, Vol. 49-3, P:1-9.
- Lee, J., Wang, S., and Dikec, A., 2004; "Topology Optimization for the Radiation and Scattering of Sound from Thin-Body Using Genetic Algorithms", *Journal of Sound & Vibration*, Vol. 276, P: 899-918.

### **Peer Reviewed Journal Articles:**

- Kane, V., Dikec, A., and Park, J.Y., 2017; "Cross-National CSR Web Reporting: A Comparative Analysis of Multinational Corporations in the U.S. and South Korea", *Review of Pacific Basin Financial Markets and Policies*, DOI: 10.1142/S0219091517500011.
- Capar, N., Chinta, R., and Dikec, A., 2015; "The Relationship between Internationalization and Performance: The Case of Turkish Firms", *Southern Business & Economic Journal*, Vol. 38-2, P: 1-17.

### **Book Chapters:**

- Dikec, A., Kane, V., and Capar, N., 2016. Chapter 4: Cross-country and cross-sector CSR variations, In: Dima Jamali (eds.), *Comparative Perspectives on Global Corporate Social Responsibility*, IGI Global, P: 69-95.

### **Peer - Reviewed Conference Papers:**

- Dikec, A., Loring, A., Parish, J.T., 2018; Frontline Employee Emotional Momentum, *2018 Frontiers of Service Conference*,

Austin, TX, United States.

- Dikec, A., Park, J.Y., and Capar, N., 2015. "Corporate Social Performance, Corporate Financial Performance, and Corporate Reputation Relationship: A web-content analysis of companies from different cultures", 28<sup>th</sup> EBEN (European Business Ethics Network) Annual Conference, Istanbul, Turkey.
- Dikec, A., Kane, V., and Capar, N., 2015. "Cross-Country and Cross-Sector CSR Variations: A Comparative Analysis of CSR Reporting in the U.S., South Korea, and Turkey", 28<sup>th</sup> EBEN (European Business Ethics Network) Annual Conference, Istanbul, Turkey.
- Dikec, A., June 2014. "CSR Practices of Controversial Industries: Web-content Analysis of Forbes Global 2000 Firms", 13<sup>th</sup> Eurasia Business and Economics Society Conference, Bilgi University, Istanbul, Turkey.
- Kane, V., and Dikec, A., October 2012. "Cross-National CSR Web Reporting: A comparative analysis of multinational firms", Paper presented at the doctoral workshop of 5<sup>th</sup> International Conference on Corporate Social Responsibility: The Future of CSR, Humboldt University of Berlin, Berlin, Germany.
- Dikec, A., Wang, S., Lee, J., Kwon, B., and Hwang, I., 2003. "Topology optimization of rotary compressor muffler hole location through Genetic Algorithm method", The Korean Society for Noise & Vibration Engineering, Spring Conference.
- Lee, J., Dikec, A., Wang, S., Kwon, B., and Hwang, I., 2003. "Topology optimization of rotary compressor muffler hole location through Genetic Algorithm method", 1st CAE Conference.

#### **Ph.D. Dissertation:**

- "The effect of Corporate Social Performance (CSP) on Corporate Financial Performance (CFP) and Corporate Image (CI): A Web-content Analysis of Companies from Different Cultures"

#### **Master Thesis:**

- "Topology Optimization for Thin-body Acoustics using Genetic Algorithm"

#### **Participated Academic Activities:**

2014 August                      74<sup>th</sup> **Academy of Management** Annual Meeting, Philadelphia, United States  
2012 October                      5<sup>th</sup> Humboldt University biannual CSR Conference

#### **Academic Reviews:**

2014 January                      AMS (*Academy of Marketing Science*) Conference Reviewer

#### **Academic Memberships:**

2016 Sept – Present              *American Marketing Association*              Special Interest Groups (Consumer Behavior, Teaching)  
2014 July – 2015 July              *Academy of Management*                      Special Interest Groups (Social Issues, Teaching)

#### **Company Sponsored Projects**

##### **Marketing Project**

Project : "Customer focused and innovative new product development in home textile industry"

Period : Sept. 28<sup>th</sup>, 2015 – Sept 27<sup>th</sup>, 2016

Sponsor : İstikbal Furniture Industry and Trade Co.

Budget : 330,000 USD

Team : Altay Dikeç, Ph.D. (*Assistant Professor of Marketing*),

Meryem Yılmaz Soylu, Ph.D. (*Assistant Professor of Psychology*)

3 sponsored graduate school students, 16 volunteer undergraduate students

##### **Engineering Project**

Project : "Acoustic Optimization of Rotary Compressor"

Period : August, 2001 – July, 2002

Sponsor : Carrier Korea (CLK Corporation)  
Team : Semyung Wang, Ph.D. (Project Supervisor)  
Jaewon Park (Ph.D. candidate)  
Altay Dikeç (M.Sc. candidate)

### **Industry Seminars with Specialized Topics for Companies**

- Company: Istikbal Furniture Industry and Trade Co.      Period: October, 2015 – January, 2016
- Company: Almila Furniture Industry and Trade Co.      Period: April, 2016 – August, 2016

### **Language Knowledge:**

**English**            (Fluent)  
**Korean**            (Fluent)  
**Turkish**            (Native)

### **Awards:**

2022 May                            Herb Thompson Teaching Award - Department of Marketing, Texas A&M University  
2015 Sept.                            *“Excellence in Teaching Award”* by the board of trustees of Melikşah University  
2007 Aug. – 2012 Aug.            Ph.D. scholarship of tuition exemption for 5 years  
2000 Aug. – 2002 Aug.            M.Sc. Full Scholarship  
2000 Aug. – 2002 Aug.            NIIE scholarship of outstanding graduate school students for 2 years  
1996 Aug. – 2000 Aug.            TEV scholarship  
1996 Aug. – 2000 Aug.            Scholarship of The Prime Minister of Turkey

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