



Berrin Guner, Ph.D.

Rohrer College of Business
Rowan University
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SUMMARY OF QUALIFICATIONS

- 25+ years of experience in higher education with demonstrated leadership skills
- Highly passionate and student-focused educator
- Extensive experience in experiential learning from innovative curriculum development to course delivery
- Proven track record in establishing partnerships with area organizations as well as international companies and universities

EDUCATION

Ph.D. Drexel University, Marketing
Minor: International Business

MBA St. Joseph's University
Specialization: Marketing

B.S. Marmara University, Istanbul, TURKEY
Major: Marketing

Areas of Specialization: Export Marketing, Global Talent, Innovation in Undergraduate Curriculum Development, Firm Performance within the International Business Framework

Areas of Teaching: International Marketing, Marketing Consultancy (Project-Based Learning), Marketing Strategy, and Themed-Based Study Abroad courses

ACADEMIC EMPLOYMENT

2008-2002-2008 Professor of Marketing, Marketing/BIS Department, Rowan University
Associate Professor of Marketing, Marketing/BIS Department, Rowan University

1997-2002 Assistant Professor of Marketing, Marketing/BIS Department, Rowan University

1995-1997 Instructor, Drexel University

1997 Adjunct Faculty, Penn State, Great Valley

1993-1995 Teaching Assistant, Drexel University

PROFESSIONAL EXPERIENCE

2014-20 Department Chair, Marketing/BIS Department, Rowan University

Leadership and Management:

- Managed the Marketing/BIS department that houses the marketing, MIS, and supply chain & logistics programs
- Oversaw student chapter of the American Marketing Association which was placed in the “Top 5 Small Chapter” category as well as top spots in the case competition, simulation competition, and marketing strategy competition
- Hosted fundraising events resulting in scholarship money for the "Faculty-Led Study Abroad" programs
- Served on Dean's leadership team and strategic oversight committee
- Formed 3 advisory councils: Supply Chain, MIS, and Marketing Advisory Councils

Program Development and Enhancement:

- Doubled enrollment in marketing in 6 years
- Converted Supply Chain and Logistics program from a concentration within Business Administration to a stand-alone major
- Developed and implemented a 0-credit, 4-year engagement course for all incoming marketing, MIS, and supply chain students
- Initiated curriculum tracks for students (Sales track, Marketing Strategy Track, Digital Marketing Track, and International Business Track)
- Modified and strengthened the marketing program to focus more on experiential learning
- Developed and implemented an assurance of learning process for marketing program alignment with AACSB guidelines
- Worked with the MIS faculty to ensure program alignment with ABET accreditation guidelines
- Re-designed marketing and supply chain curricula to meet industry needs
- Developed various certificate programs (CUGS) including Sales, Business Consultancy, and Business Analytics within the college
- Collaborated with the faculty within the department to embed certifications such as Google, HubSpot, and Hazmat into existing curricula
- Developed a theme-based study abroad program for spring break
- Developed and implemented policies involving hiring and evaluating adjuncts

Collaboration and Outreach:

- Collaborated across university entities in developing the University's future educational model
- Involved in committees in developing the Rohrer College of Business' strategic plan

- Developed a faculty exchange program with Kongju National University in S. Korea
- Worked with the Writing Arts Department to develop "business" focused Composition I and II courses
- Collaborated across different centers within the Rohrer College of Business to enhance experiential learning opportunities for students
- Collaborated with the College of Engineering and introduced an interdisciplinary honors course
- Maintained the state requirement for professionalism for the administrative assistant
- Performed various outreach programs to enhance the visibility of the three programs

Industry Engagement and Internship Programs:

- Initiated an internship program with Koc Holding, the largest conglomerate in Turkey
- Streamlined the internship program to emphasize student oversight and business collaboration
- Worked with the Center for Professional Development to offer students site visits and engagement with professionals

2010-14 Assistant Chair, Marketing/BIS Department, Rowan University

- Responsible for maintaining the department's Middle States Accreditation and AACSB assurance of learning process
- Collaborated with external constituents to develop a robust "project-based learning" opportunities for undergraduates

RESEARCH

Referred Journal Articles:

Gulser, Meric, Berrin Guner, Shefei Chung, and Ilhan Meric, (2019) "A Comparison of business management characteristics in US, German, and Japanese manufacturing corporations," *Studies in Business and Economics* Vol. 14, No. 1, 141-153.

Guner, Berrin, Talha Tarcar, and Murat H. Altintas, (2014) "The Effectiveness of sponsoring an international sports event on consumer response in foreign markets: The case of Turkey," *International Journal of Sport Management* Vol. 15, 1-21.

Guner, Berrin, Jooh Lee, and Harold Lucius, (2010) "The Impact of Industry Characteristics on Export Performance: A Three Country Study," *International Journal of Business and Economics* Vol. 5, No. 2, 126-135.

- Guner, Berrin, (2007) “Organizational Culture as a Discriminating Variable of Export Activities: Some Preliminary Findings,” *International Journal of Commerce and Management* Vol. 17, No. 4, 270-283.
- Guner, Berrin, Jooch Lee, and Berhe Habte-Giorgis (2007) “Strategic Orientation and Export Performance of Firms: A Three-Country Study of Manufacturing Firms,” *Journal of Transnational Management* Vol. 12, No. 2, 61-77.
- Guner, Berrin, (2001) “Can Organizational Behavior Explain the Export Intention of Firms? The Effects of Organizational Culture and Ownership Type,” *International Business Review* Vol. 10, 71-89.
- Guner, Berrin, (1999) “How Do Exporters and Non-Exporters View Their Country of Origin Image Abroad?,” *The Marketing Management Journal* Vol. 10, No. 2, 21-27.
- Guner, Berrin, (1999) “An Exploratory Study of the Export Intention of Firms: The Relevance of Organizational Culture,” *Journal of Global Marketing* Vol. 12, No. 4, 45-63.
- Guner (Dosoglu) Berrin, (1997) “Culture's Impact on Product Acceptance: Key Interfaces Between Involvement and Adoption,” *Oneri*, Vol. 1 No. 6., 239-244.
- Guner (Dosoglu) Berrin, Tunc Erem, and Cagatay Unusan, (1996) “A Comparative Analysis of the Differences in Power and Conflict Issues Between Domestic and International Distribution Channels,” *Journal of Marketing Channels* Vol. 5, No. 3/4, 95-110.

Work in Progress:

Lee, Jooch, Niranjana Pati and Berrin Guner, Discovering Distinctive Strategic Impact of R&D Activity on Firm Economic Performance: A Comparative Approach to the U.S. and Japanese SMEs.

Refereed Conference Proceedings:

- Guner, Berrin, (2024) “ Effectively Leading an International Learning Experience,” *Marketing Management Association Fall Educators’ Conference*, Santa Fe, NM, September 18-21.
- Guner, Berrin and Phillip A. Lewis, (2022) “Integrating Professionalism and Professional Certifications into Existing Curricula,” *Marketing Management Association Fall Educators’ Conference*, San Antonio, TX, September 20-23.

- Guner, Berrin, (2022) “What did the Pandemic Teach me About Teaching: Innovative Approaches to Teaching International Marketing,” *World Business Congress*, International Management Development Association, Finland, June 12-16.
- Harcar, Talha and Berrin Guner, (2017) “An exploratory study of Awareness and Attitudes toward Jersey sponsorship,” *World Business Congress*, International Management Development Association, Kyrgyzstan, May 19-23.
- Guner, Berrin and Nevin Deniz, (2009) “An Examination of the Effects of Family Training on Expatriate Marketing Managers' Performance,” *World Marketing Congress*, Academy of Marketing Science, Norway, June 22-25.
- Guner, Berrin and Jooh Lee, (2009) “R&D Intensity, Export Activity, and Firm Performance: A Comparative Study of American and Chinese Firms,” *World Business Congress*, International Management Development Association, Georgia, July 1-5.
- Guner, Berrin, Nevin Deniz, and Rolph Anderson, (2007) “Cultural Training: An Analysis of the Effects of Sales Manager and Family Training on Job Performance in a Foreign Assignment,” *World Marketing Congress*, Academy of Marketing Science, Italy, July 11-14.
- Guner, Berrin and Baki Deniz, (2004) “E-marketing in Emerging Markets: A Study of Turkish Consumers,” *World Business Congress*, International Management Development Association, Netherlands, July 14-18.
- Weaver, Mark and Berrin Guner, (2002) “Developing Effective Growth Strategies by Linking Business Climate and the Formation of Strategic Alliances,” *World Business Congress*, International Management Development Association, Turkey, July 10-14.
- Guner (Dosoglu), Berrin, (2001) “The Effects of Managerial and Organizational Behavior on the Export Intention of Firms: An Integrated Approach,” *American Marketing Association, Winter Educators' Conference*,
- Guner (Dosoglu), Berrin, (2001) “The Role of Managerial Perceptions of Country of Origin Image Abroad in Export Decisions,” *World Business Congress*, International Management Development Association, Croatia, July 4-8.
- Habte-Giorgis, Berrin Guner, Harold Lucius, and Jooh Lee, (2000) “Corporate Strategy and Performance Relationships in Exporting Firms,” *International Academy of Business Disciplines*, FL

Kaynak, Erdener, Ali Kara, and Berrin Guner (Dosoglu), (1999) “Channels of Distribution in Developing Countries: Past and Emerging Issues,” *World Business Congress*, International Management Development Association, Monterey, CA, June30-July 3.

Guner (Dosoglu), Berrin, (1998) “Are Exporters and Non-exporters Different? An Organizational Cultural Perspective,” *American Marketing Association, Winter Educators’ Conference*, St. Petersburg, FL.

Guner (Dosoglu), Berrin, (1997) “Organizational Culture and Export Performance: Evidence from the Manufacturing Industry,” *Southern Marketing Association*.

Guner (Dosoglu), Berrin, (1996) “Some Research Propositions on TV Advertising and Child Socialization: An Application of Hofstede's Study,” *Academy of International Business Northeast Chapter Conference*.

Refereed Conference Panels:

Krey, Nina, Berrin Guner, and Laurie Babin, (2018) “Putting Knowledge into Action: Implementing Project-Based Learning Across Marketing Courses and University Campuses,” *World Marketing Congress*, Academy of Marketing Science, Portugal, June 27-29.

Guner, Berrin, Nevin Deniz, and Busra Ercokses, (2015) “Training and Development in Talent Management Process: A Case Study in Turkey,” *Academy of International Business*, India, June 27-30.

Conference Presentations:

Meric, Gulser, Berrin Guner, Shefei Chung, and Ilhan Meric, (2018) “A Comparison of Business Management Characteristics of US, German, and Japanese Manufacturing Corporations,” *International Association of Applied Research*, FL.

Harcar, Talha, Berrin Guner, and Bouchra Hamelin, (2016) “An Exploratory Study of Awareness and Attitudes Toward Jersey Sponsorship in La Liga,” *World Business Congress*, International Management Development Association, United Kingdom, June 15-19.

Guner, Berrin and Talha Harcar, (2014) “Socially Responsible Labeling: Are Consumers Willing to Pay for Factory Safety?,” *World Business Congress*, International Management Development Association, Turkey, June 24-28.

Harcar, Talha and Berrin Guner, (2012) “The Effects of Stadium Sponsorship on Consumer Attitudes,” *World Business Congress*, International Management Development Association, Finland, July 4-8.

Ercokses, Busra, Berrin Guner, and Nevin Deniz, (2011) “Training and Development of Employees in Talent Management Process: A Case Study in Turkey,” *World Business Congress*, International Management Development Association, Poland, July 3-7.

Guner, Berrin and Talha Harcar, (2010) “Ambush Marketing or Unofficial Sponsorship-FIFA World Cup 2010 Practices,” *World Business Congress*, International Management Development Association, Turkey, July 21-25.

Guner, Berrin, Jooh Lee, and Harold Lucius, (2007) “The Impact of Industry Characteristics on Export Performance: A Three-Country Study of Manufacturing Firms,” *World Business Congress*, International Management Development Association, Netherlands, July 4-8.

Posters:

Guner, Berrin, Talha Harcar, and Murat H. Altintas, (2011) “The Effectiveness of Sponsorship of an International Event in Consumer Response in Foreign Markets,” *Academy of International Business*, Annual Conference, Japan, June 24-28.

Guner, Berrin and Phillip A. Lewis, (2004) “Organizational and Managerial Characteristics as Antecedents of Export Performance: A Behavioral Approach,” *Academy of International Business*, Annual Conference, Sweden, July 10-13.

Invited Speeches:

“Silk Road Then and Now: 2,200 Years in the Making,” (2022) *The Geographical Society of Philadelphia*, Philadelphia, PA, March 30.

“Collaboration with Colleges and Universities to Attract, Recruit, and Retain Talent,” (2018) *LogiCam USA*, Princeton, NJ, November 6-7.

Invited Panels:

“The Path to Success,” (2016) *Chamber of Commerce, Southern New Jersey Women’s Conference*, Cherry Hill, NJ, June 1.

“An Ounce of Market Research = A Pound of Success,” (2014) *Alliance of Women Entrepreneurs*, Glassboro, NJ, April 3.

“Internet Security Technologies and Prospects of E-Commerce in the First Decade of 21st Century and Beyond,” *International Academy of Business Disciplines*, CA, April

SELECT SERVICE RECORDS

University Committees and Councils:

- Member, Senate Tenure and Re-contracting Committee
- Member, Senate Promotion Committee
- Member, University Task Force on Certificates and Degrees
- Member, Honors College Advisory Council
- Liaison, Education Abroad Committee
- Member, President's Council, University Partnerships with Turkish Universities

College Committees and Councils:

- Chair, Experiential Learning and External Engagement Committee
- Member, Dean's Strategic Oversight Committee
- Member, Search Committee, Dean of College of Business, 2014 and 2024
- Member, Search Committee, Head and Chair of School of Innovation and Entrepreneurship, 2024
- Member, Curriculum Committee
- Member, Promotion Committee
- Member, Graduate Curriculum Policy and Assurance of Learning
- Member, Leadership Team
- Lead, MBA Fellowship Partnership with JAMK University Applied Science, Finland
- Co-Coordinator, SDG Student Competition

Department Committees and Councils:

- Chair, Marketing Advisory Council, 2020-present
- Chair and Member, Tenure and Re-contracting Committee
- Chair and Member, Promotion Committee
- Chair, Hiring Committee
- Faculty Advisor, Rowan Chapter of American Marketing Association, 2004-2018
- Chair and Member, Curriculum Committee
- Member, Sabbatical Leave Committee

PROFESSIONAL SERVICE

Editorial Board:

Journal of Euromarketing 2021-present

Session Chair:

International Management Development Association
World Business Congress 2012-2016

Track Chair:

International Management Development Association

Berrin Guner, Ph.D.

World Business Congress 2012-2022

Reviewer:

International Management Development Association
World Business Congress 2012-2016

Academy of International Business 2014, 2015

Journal of Business 2012

Ph.D. Dissertation Committee:

Ronnie Gao, Drexel University 2014

PROFESSIONAL DEVELOPMENT CERTIFICATES

- Artificial Intelligence in Education, Rowan University (2024)
- LinkedIn Certificates in Innovation and Leadership (2024)
- Diversity, Equity, and Inclusion Certificate, Rowan University (2022)
- Innovation and Entrepreneurship Faculty Certificate, Rowan University (2020)
- Google Analytics (2019)
- WPI Institute of Project Based Learning, Worcester, MA (2016)
- Faculty Development in International Business and International Marketing, University of South Carolina (2011)

CURRENT PROFESSIONAL AFFILIATIONS

American Marketing Association
Academy of International Business
International Management Development Association
Global Interdependence Center
Geographical Society of Philadelphia

HONORS AND AWARDS

2024 Leo C. Beebe Leadership Award, Rohrer College of Business, Rowan University Foundation
2018 Executive Advisory Council Faculty Award for Innovation in Teaching, Rohrer College of Business
2003, 2009,
2013, 2017 Wall of Fame Award, Rowan University
2005, 2007,
2008, 2013 Professor of the Year Award, Rohrer College of Business
2012 Leo C. Beebe Leadership Award, Rohrer College of Business

Berrin Guner, Ph.D.

2006 Best Paper Award, 15th Annual World Business Congress
2002 Achievement in Scholarship Award, Alumni Council, Rohrer College of Business
1992-93 Teaching and Research Assistantship, Drexel University
1988 Full MBA and Ph.D. in Marketing scholarship recipient, Ministry of Education, Turkey (this award is provided only for 2 students in the nation)

PROFESSIONAL SERVICE

Public and Community Service:

2020-2022 Board Member, Geographical Society of Philadelphia
2021-2022 Vice President, Geographical Society of Philadelphia

Select In-Class Consulting Projects:

The Philadelphia Orchestra
Keller Williams Real Estate
ProtoColl
Davis Cosmetic Surgery
Banks Industrial Group
Jimmy John's
City of Pitman
Borough of Clayton, Economic Development

Collegiate Service:

- Judge, Marketing Strategy Competition, American Marketing Association Collegiate Conference (2016-2018, 2023)
- Judge, Website Competition (2016-2018)
- Advisor, Biodesign Clinic, College of Engineering, Rowan University (2015-2016)

Academic:

2012- Board Member, *International Management Development Association*

Language Skills:

English and Turkish-Native
French-Intermediate
Japanese-Beginner