

Faculty of Business, Ozyegin University
Nisantepi, Istanbul, Türkiye

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Education	Bogazici University Istanbul, TR2016 - 2022 <i>PhD in Management</i> Specialization: Strategic Management Dissertation: Strategic Agility-Enabled Business Model Innovation: A Multi-Method Study Committee: Özlem Öz (Advisor), Hayat Kabasakal, Deniz Kantur	
	University of St. Gallen St. Gallen, CH2011 - 2014 <i>MA in Strategy and International Management</i> Thesis: An Analysis of Resource and Institution-Based Factors Affecting the Stock Market Reaction to African Firms' Cross-Border Acquisitions Advisor: Tomi Laamanen	
	Istanbul Technical University Istanbul, TR2005 - 2011 <i>BS in Management Engineering</i>	
Research Interests	Business Models Business Model Innovation Strategic Agility Circular Economy Process Research fsQCA (fuzzy-set Qualitative Comparative Analysis) System Dynamics Digital Twins	
Published Manuscripts	Albayraktaroglu, A. Strategic Agility, Exaptation, and Business Model Innovation: The Case of an SME. <i>IEEE Transactions on Engineering Management</i> , 71, 2024, doi: 10.1109/TEM.2023.3271444.	
	Albayraktaroglu, A. Foreign Market Entry Mode Choice in Service Firms: A Business Model Perspective. <i>AURUM Journal of Social Sciences</i> , 5(1) 45-56, 2020.	
Manuscripts Under Review	Mergen, A., Albayraktaroglu, A., & Güven, Ç. Generative AI Models as Wicked Resources: Integrating PRT and Stakeholder Dynamics to Govern Resource Ambiguity and Unpredictability. <i>Under review in Journal of Management Studies</i> .	
	Miozza, M., Anwar, M, Albayraktaroglu, A., & Clauss, T. Digitalization and Business Model Innovation: A Winning Combination for Small Entrepreneurial Craft Firms’ Performance. <i>Under review in Journal of Manufacturing Technology Management</i> .	
Manuscripts In Progress	Large and nimble or compact and cohesive? A multi-faceted exploration of capabilities and complementarities for business model innovation and performance.	
	The role of business model templates in enabling business model innovation in established firms.	
Conference & Workshop Presentations	Albayraktaroglu, A., Mergen, A., & Güven, Ç. Generative AI models as “wicked resources”: extending the property rights theory for business model design principles. <i>In AoM Annual Meeting workshop titled "A World Where You Own Nothing? Demystifying Property Rights Theory"</i> , 2024.	
	Albayraktaroglu, A. Business Model Innovation and Firm Performance: A Comparative Analysis. <i>Business Model Conference</i> . 2023. Forli. Italy.	

Aygoren, O. & Albayraktaroglu, A. Embracing entrepreneurship in extreme uncertainty: Startup orientation as an emerging strategic posture. *World Open Innovation Conference*, 2018, CA.

University Teaching Experience	Ozyegin University 2022 – Present <i>Assistant Professor</i> Faculty of Business (Founded in 2007, accredited by AACSB as of 2023) <i>Courses:</i> <ul style="list-style-type: none"> • Strategy – Undergraduate Core • Business Integration (Strategy Simulation) – Undergraduate Core
	Bogazici University 2017 – 2022 <i>Research & Teaching Assistant</i> Scientific Research Project (BAP – 2017-2019), Dept. of Management (2019-2022) Courses: Management Science (BA) Strategic Management (Executive MBA) Administrative tasks: EMBA Program Committee Member
	Freelance Management Consultant 2020 – 2022 <i>Selected projects:</i> <ul style="list-style-type: none"> • Business analysis and restructuring/remodeling for B2B media distribution co. (project manager, with PKF Istanbul Management Consulting Ltd.) • B2B marketing & sales capability development, operating model design, and organizational development for Chemicals Distribution Co. (project manager, with PKF Istanbul Management Consulting Ltd.) • Operating model design and organizational transformation for Plastic Packaging Co. (project manager, with PKF Istanbul Management Consulting Ltd.) • Organization design and process development for Fashion Design Co. (project specialist, with PKF Istanbul Management Consulting Ltd.) • Organization design and process development for Insurance Co. (project specialist, with PKF Istanbul Management Consulting Ltd.) • Service model design for Corporate Banking Co. (analyst, with Redesign Business Services Ltd.) • Service blueprint design for Fashion Retail Co. (analyst, with Redesign Business Services Ltd.)
Industry Experience	Aegvion 2025 – Present <i>Founding partner</i> <p>Aegvion is a business engineering and innovation firm dedicated to clearing the path toward identifying and implementing new business models in established firms.</p>
	Primus Business Services and KKDPlatformu.com 2015 – 2020 <i>Co-founder and Executive</i> <ul style="list-style-type: none"> • Established and operated a family business on business process outsourcing services in occupational health and safety for clients in manufacturing industries. • Started and executed all activities for a B2B e-commerce platform for personal protective equipment (PPE – respirators, safety gloves, etc.), which targeted small-scale manufacturers that need expert advice when making purchase decisions for this product category.
	Metro Cash and Carry Sep 2014 – Aug 2015 <i>Commercial controller</i>
	Education Togo Switzerland Jan 2012 – Aug 2012 St. Gallen, Switzerland; Sokode, Togo <ul style="list-style-type: none"> • Planned and implemented a social project in a team of students from University of St. Gallen for improving the conditions at a local primary school in Sokode, Togo.