

# OĞUZHAN AYGÖREN

Boğaziçi University  
Faculty of Managerial Sciences  
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## ACADEMIC POSITIONS

### Boğaziçi University, Istanbul

2015-present

Assistant Professor of Marketing, Entrepreneurship and Innovation, Department of International Trade

Director, Bright Center for Entrepreneurship Research and Practice

Board Member, BUYEM (Life Long Learning Center)

Board Member, BUN Technopark

Board Member, Innovation Research Center

Program Director, Innovation and Entrepreneurship Certificate Program

Program Director, Social Entrepreneurship Certificate Program

Program Director, Executive MA program in International Competition and Trade

Faculty in International Competition and Trade and Executive MBA programs

Courses: Principles of Marketing, International Marketing, Research Methods, Digital Marketing Strategies and Community

Management, Entrepreneurship, Strategic Thinking and Innovation, E-commerce, Startup Orientation, Lean Startup

### New York University, New York, NY

2022-present

Visiting Professor, Stern Business School

### Stanford University, Palo Alto, CA

Faculty Innovation Fellow at d.school

2017-present

Visiting Researcher, Center for Design Research

2016

### University of California at Berkeley, CA

2014-2015

Visiting Research Scholar, Political Science Department and Haas Business School

Open Innovation Research Group at Garwood Center for Corporate Innovation (ongoing)

### Istanbul Technical University

2013-2015

Assistant Professor, Management Engineering Department

Courses: Marketing Management, New Product Design and Innovation, E-Marketing and Entrepreneurship

### Bilgi University, Istanbul

2015-2017

Adjunct Assistant Professor, Branding School

Courses: Strategic Thinking and Innovation

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## EDUCATION

### Boğaziçi University, Istanbul

2007 - 2013

Ph.D., Marketing

### London Business School, United Kingdom

2003 - 2004

MBA, International Exchange Program, Class Representative

### Koç University, Istanbul

2002 - 2004

MBA, Full-time Program with High Honors, Awarded with Full Scholarship

### Middle East Technical University, Ankara

1998 - 2002

B.S., Electrical and Electronics Engineering

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## RESEARCH INTERESTS

- Entrepreneurship and Innovation
- Digital marketing and social media
- Consumer choice behavior and consumer decision-making
- Political marketing and voting behavior

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## PUBLICATIONS

### Journal Articles

- (SSCI) Aygören, O., & Koch, S. (2021) "Community Support or Funding Amount: Actual Contribution of Reward-Based Crowdfunding to Market Success of Video Game Projects on Kickstarter." *Sustainability*, 13, 9195.
- Aygören, O., & Kadakal, c. Arsen (2018) "A Novel Measurement of Speed In Early Internationalization of New Ventures," *International Journal of Marketing Studies*, 10 (3), 1-16.

- (SSCI) Yılmaz, C., Aygören, O., & Özdemir Ö. (2012) “Factors Driving the Political Polarization Process in Turkey: Relative Effects of a Number of Determinants Ranging From Economic Voting Behavior to Collective Trauma Effects,” *İktisat İşletme Finans Dergisi*, 27 (311), 09-39.
- (ESCI) Aygören, O. & Varnalı, K. (2011), “Value Based Analysis of Mobile Tagging,” *International Journal of E-business Research*, 7 (1), 93-104.

#### Other Articles

- Aygören, O. (2021) “Embedding Creative and Entrepreneurial Thinking into the School-wide Curriculum,” *Change Forward by Stanford*, September, 16-17.
- Akgiray, V. & Aygören, O. (2016) “Entrepreneurship and Long-term Mind,” *Harvard Business Review Turkey*, June, 100-107.
- Aygören, O. (2017) “What Does Entrepreneurship Look Like?,” *Platin*, Türkiye, April, 101-102.

#### Books

- Aygören, O. (2022) *New Generation Businesses: Startups, Investment and Partnerships*, Istanbul Chamber of Commerce Publishing (currently in press, in Turkish).

#### Book Chapters

- Aygören, O. (2021) “Lean Startup Approach” in *Marketing Theories 2* (in Turkish).
- Gülen, E., & Aygören, O. (2020) “Understanding Political Consumerism, Political Participation and Their Antecedents: Evidence from Turkey” in *The Handbook of Research on Creating Sustainable Value in the Global Economy*, IGI Global
- Aygören, O. (2019) "Feasibility Analysis" in *Kosgeb Book of Entrepreneurship* (in Turkish).
- Aygören, O., & Yılmaz, C. (2015) “Understanding Choice Behavior in Political Marketing Context: A Favorable Voter Responses Model” in *Ideas in Marketing: Finding the New and Polishing the Old, Developments in Marketing Science*, pp 91-94. Springer.

#### International Conference Presentations

- “Embracing entrepreneurship in extreme uncertainty: Startup orientation as an emerging strategic posture” 2018  
*World Open Innovation Conference, WOIC, San Francisco, US.*
- “Community Engagement or Funding, Through Which Crowdfunding Contributes to the Market Success of Video Games?” 2016  
*World Open Innovation Conference, WOIC, Barcelona, Spain.*
- “Case Methodology and Blended Learning Approach re Entrepreneurship Education” 2016  
*United States Association of Small Business and Entrepreneurship, USASBE, San Diego, CA.*
- “How Voters Respond to Party Discipline in the United States and Turkey” 2015  
*American Political Science Association Annual Meeting, APSA, September, San Francisco, CA.*
- “An Experimental Investigation of the Effects of Political Candidate Impression Management Strategies on Voting Intentions” 2013  
*International Political Marketing Conference, Stockholm, Sweden*
- “Understanding Choice Behavior in Political Marketing Context: A Favorable Voter Response Model” 2013  
*Informing Marketing Science Conference, Istanbul, Türkiye*
- “A Favorable Voter Responses Model” 2013  
*Academy of Marketing Science (AMS), Monterey View, US*
- “An Integrative Model of Voting Choice Behavior” 2013  
*American Marketing Association (AMA) Winter Educator’s Conference, Las Vegas, US*
- “Understanding and Modeling Voter Choice Behavior with Empirical Data” 2012  
*American Political Science Association (APSA) Annual Meeting, New Orleans, US*
- “Preference Construction and Consumer Knowledge: How Do Levels of Objective and Subjective Knowledge Affect Preference Consistency Across Differing Decision Tasks?,” 2011  
*Asia-Pacific Conference of Association for Consumer Research, Beijing, Renmin University of China*
- “Consumer Research in Brand Management” 2011  
*BrandMarker Conference, Bogazici University, Turkey*

- “Effects of Religion on Consumer Behavior: A Review and A Framework”  
*International Conference on Islamic Marketing and Branding*, University of Malaya, Kuala Lumpur, Malaysia 2010

### National Conference Presentations

- “A Conceptual Model on Early Internationalization Speed of New Ventures”  
*National Marketing Congress, UPK, Trabzon.* 2017
- “Effect of Ownership, Size and Content in Online Brand Communities on Attitude and Participation Intention,”  
*National Marketing Congress, UPK, Eskişehir* 2015

### Selected Invited Talks

- “Exploring to become human and treating others as human”  
*Faculty Innovation Fellows Silicon Valley Meetup, d.school at Stanford University* 2022
- “Startups are not smaller versions of larger companies: Startup Orientation as an Emerging Strategic Posture”  
*Open Innovation Seminar, Garwood Center for Corporate Innovation at UC Berkeley* 2022
- “Startup Mindset for Sustainable and Profitable Company”  
*Global Marketing Summit, Keynote Speech* 2021
- Many talks on marketing, e-commerce, entrepreneurship and innovation  
*I can manage my business* project by Visa, UNDP and Turkonfed in various cities in Turkey 2019, 2020, 2021
- “What is the Purpose of Work?”  
*TEDxAnkara* 2019
- “What is Entrepreneurship Like?”  
*TUSIAD, Istanbul* 2019
- “Entrepreneurship and Innovation”  
*Pfizer European Business Leaders Meeting, Budapest* 2016
- “Consumer’s Brand Adoption Journey”  
*Endeavor Case Campus Seminar, İstanbul* 2015, 2016
- “Innovation in US and Turkey”  
*Alarko Holding, İstanbul* 2015

### Invited Trainings and Executive Education

- Subjects on Marketing, Creativity, Innovation and Entrepreneurship  
*Visa, Pfizer, Toyota, Johnson & Johnson, İsbank, Garanti Bank, Anadolu Bank, Turk Telekom, L’oreal, etc*

### Case Studies

- ScoreBeyond (Entrepreneurship)
- Tiffany Rothe Workouts: Short, Fun and Effective (Digital Marketing)
- Unlu&Co: A Startup to Bank on (Entrepreneurship)
- Butigo.com: A Lean Mean Fashion Machine (Entrepreneurship)

### Projects

- Coordinator, Erasmus Plus Project, “Social Entrepreneurship Elearning Program for NGOs” aiming to educate executive leaders in social enterprises with partners from four participating countries including Malta, Greece, Italy and Turkey.
- Coordinator, Erasmus Plus Project, “Young Migrant Entrepreneurship” aiming to build entrepreneurs in young migrants in six participating countries including Turkey, Netherlands, Italy, UK, Romania and Poland.
- Coordinator, Istanbul Development Agency Project, “LeanLab” aiming to train faculty members who pursue setting up an entrepreneurial venture of their research projects with Lean Startup methodology.
- Grantee, Bogazici University Scientific Research Project, “Embracing Entrepreneurship in Extreme Uncertainty: Startup Orientation” Study on measuring both the financial and non-financial outcomes of entrepreneurial intentions of startups, small and medium sized enterprises (SMEs) and corporations.

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## PROFESSIONAL EXPERIENCE

### Investor

**Investor** (2021 – present)

#### **Startupfon Venture Capital Fund**

Venture Partner, fundraiser and Investment Board member.

Startupfon is an early-stage Venture Capital fund established in the Netherlands and operating in Türkiye. It has so far invested in 13 companies including Colendi, Kunduz, Scoutium, Deliversai, Atlas Space, Easy Cep, Ekos, Buybuddy, Hedge and Artifika.

**Angel Investor**

Finfree (Fintech), Saparda (Micro SaaS), Chex (Fintech), Finrix (Fintech), Maxmoney (Gaming), Modaloop (P2P marketplace), Atlas Space (Metaverse), Bosforas (B2B ecommerce)

**Mentor**

**Mentor** (2012 – present)

Deniz Akvaryum, Work up İş Bank, Startup Bootcamp at StartersHub, Etohum and many others.

**Board Member**

**Director** (2015 – present)

**Boğaziçi University Bright Center for Entrepreneurship**

Bright Center is the main entrepreneurial hub at Bogazici University aiming to foster entrepreneurship as a mindset and life skill among students, provide knowledge and network to entrepreneurs and work with corporates for them to become more entrepreneurial. [Impact report](#)

**Board Member** (2015 – present)

**Boğaziçi University Innovation Center**

Program coordinator of the Innovation and Entrepreneurship Certificate program.

**Board Member** (2017 – present)

**Boğaziçi University Technopark**

**Board Member** (2020 – present)

**Boğaziçi University Life Long Learning Center**

**Academic Advisory Board Member**

**Endeavor** (2015 – present)

**GEN - Global Entrepreneurship Network** (2021 – present)

**TV Host and Producer**

**BloombergHT** (2017 – 2020)

Prepared and presented almost 200 episodes with leading entrepreneurs, investors and opinion leaders about the world of entrepreneurship with some episodes in Bloomberg San Francisco.

**Instructor**

**Boğaziçi University, Faculty of Managerial Sciences** (2013 – present)

Extensive teaching experience in executive, graduate and undergraduate programs. Developing innovative curriculum with real life case studies and prominent guest lecturers in the subjects of e-commerce, digital marketing, strategic thinking, entrepreneurship, marketing and innovation.

**Co-founder and CEO**

**Cepkod, Boğaziçi University Kosgeb Technology Development Center** (2008 – 2010)

Innovative mobile marketing service utilizing the first commercial use of QR codes in Türkiye, partnering with Turkcell and Microsoft.

**Cicekkurye** (2007-2008)

Online flower delivery service.

**Country Manager**

**Kindo / MyHeritage, London based start-up** (2007 – 2009)

Family social networking service with high profile investors which led to an acquisition by a larger company in less than a year.

**Head of Innovation**

**Procter & Gamble** (2004 – 2007)

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**HONORS & ACHIEVEMENTS**

Stanford University Innovation Fellowship Program Faculty Innovation Fellow	2022 - present
Turkish Education Foundation (TEV) Doctoral Scholarship award based on merit	2010 - 2012
Turkcell Graduate Student Scholarship	2010 - 2011
Boğaziçi University Scientific Research Project (BAP) fund recipient (\$15.000)	2011 – 2013
Ranked 39 <sup>th</sup> in the Graduate Studies Entrance Exam (ALES) out of 300.000 candidates, Turkey	2008
Best business plan award in METU Technopolis project competition	2008
Selected by P&G as the only student from Turkey for the Information Technology and Business course in Rome, Italy	2003

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**PROFESSIONAL SERVICE**

Founder, Fire up Change Makers Community	2020 - <i>present</i>
Founder, Coronathon Turkey	2020 - <i>present</i>
Instructor, Boğaziçi University Life Long Learning Center	2016 – <i>present</i>
Instructor, Boğaziçi University Innovation and Entrepreneurship Online Certificate Program	2013 – <i>present</i>
MBA Admissions Committee Member, Boğaziçi University	2010 – 2013
Trainer of the Effective Presentation Skills Training at Procter and Gamble	2006 - 2007

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**ACADEMIC MEMBERSHIPS**

Marketing and Marketing Research Association (PPAD)  
Academy of Marketing Science (AMS)  
American Marketing Association (AMA)  
American Political Science Association (APSA)  
United States Association of Small Business and Entrepreneurship (USASBE)

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**LANGUAGES**

Fluent English

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**COMPUTER SKILLS**

MS Windows, MAC OS, MS Office, Access, Project, UNIX, HTML, Pascal, C, C++, Visual Basic, Modeling in Excel, SPSS, AMOS, SAP, Nvivo, Adobe Photoshop, Adobe Acrobat XI, Wordpress, SEO, SEM, Hubspot, Hootsuite, Google Analytics, A/B testing and Multivariate research methods

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