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Dr. Inci Toral Manson

Teaching Fellow

Marketing

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About

Inci has worked in the retail banking industry as a manager, and as a project manager for different technology and banking institutions and has been involved in a number of projects in change and restructuring. The title of her PhD was The Role of Interorganisational Tension and Conflict in Market Creation Practice. This thesis was supervised by Professor Mark Palmer, Dr. Ronan de Kervenoael and Dr.Luigi de Luca. She is now working on publishing her thesis in range of marketing, organisational and technology journal outlets.

Qualifications

PhD (2013), Aston Business School, Aston University, Birmingham, UK, Marketing Group

MSc. (2008) Sabancı University, Istanbul, Turkey, Administrative Sciences, Information Technologies Management

BA (1990) Marmara University, Istanbul, Turkey, Economical and Administrational Sciences, and Business Administration

- Second Major (1989 – 1990) Marmara University, Istanbul, Turkey, Economical and Administrational Sciences, Business Administration, Management of Foreign Relations and International Marketing

Biography

Within the prospect of the business, several projects such as new software/hardware selections, conversion from one software programme to another or a third party provider, providing the international and local relations with the authorities, launching new products, were successfully achieved.

Experiences in marketing and operations areas provided a better scope to accomplish these tasks.

Academic:

- Aston Business School (Aston University, Birmingham UK) bursary (2008-2011)
- TUBITAK (The Scientific & Technological Research Council of Turkey) scholarship (2007-2008) at Sabanci University, and acknowledgements in two international conference papers.

Banking Industry:

- Reestablishment of Information Security in BANKEUROPA.
- Project Management of BANKEUROPA-WorldCard.
- Participating to Internationally managed projects PKI (Public Key Infrastructre, ISO 17799 activities)
- Establishing a brand new bank (BANKEUROPA) as a project manager and team member of some projects
- Active member of the Retail Banking committee during the merging process of 6 Banks under the name of Sümerbank as the Retail Banking Project Manager
- Implementing the electronic banking department in BankEkspres, with an early stage of call center included
- Açık Kart (innovative mass market credit card) business project initiator in Garanti Bank and the constructor of a an early face bonus scheme (mileage) program
- Keeping the market leader position in acquiring business, and following the internationally securitized asset promises (both limited and public) in Garanti Bank (one of the leading Turkish Banks

Teaching

Currently working as a Teaching fellow, Inci is delivering a number of marketing modules to undergraduate and postgraduate students. These modules include Event Management, Retailing and Cases in Marketing and Strategic Marketing

Research

Strategic marketing, new markets, and interorganizational collaborations

Inci's current research interest encompasses how new markets are created, the dynamics and strategic relations among interorganizational collaborations

Publications

Conference Proceedings

I. Toral, “Constructing Markets: Strategic Alliance Tasks in the Market Driving Behaviour”, Academy of Marketing, 2010 Doctoral Colloquium

I. Toral, M. Palmer, R. De Kervenoel, “Market-creation collaborating tasks, interorganizational tension and conflict”, British Academy of Management, 2011

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