

Omer Gokus, Ph.D.

Norfolk State University
School of Business
Email: ogokus@nsu.edu
Phone: 757 823 8501

4701 Hermitage Road
Virginia Beach, VA 23455

Five-Year Summary of Intellectual Contributions

Portfolio of Intellectual Contributions				Types of Intellectual Contributions			
Basic or Discovery Scholarship	Applied or Integration/Application Scholarship	Teaching and Learning Scholarship	Total	Peer-Reviewed Journal Articles	Additional Peer- or Editorial-Reviewed Intellectual Contributions	All Other Intellectual Contributions	Total
6			6	3		3	6

EDUCATION

2008

Old Dominion University, Norfolk, VA
Ph.D. in International Business & Marketing

Dissertation Title: Configuration of Market Oriented Culture. Organizational Structure and Business Strategy Types and Their Performance Implications in Service Organizations

1995	<i>Gazi University, Ankara, Turkey</i> <i>Ph.D. courses in Finance and Accounting</i>
1994	<i>Selcuk University, Konya, Turkey</i> <i>MBA in Financial Management</i>
1989	<i>Ankara University, Ankara, Turkey</i> <i>BS in Public Finance</i>

RANK & TENURE: Associate Professor, Tenured

EMPLOYMENT HISTORY

Fall 2015 – Present	Associate Professor Norfolk State University, Norfolk, VA
2008 –2015	Assistant Professor Norfolk State University, Norfolk, VA
2008 – 2008	Adjunct Professor Norfolk State University, Norfolk, VA
1991 –1994	Co-instructor Introduction to Finance Selcuk University (Turkey) School of Business

PUBLICATIONS

Refereed Journal Articles

Gokus, O., Colakoglu, S. N., Chen, J., & Dagtoros, K. (2021). “Standardization versus Customization from the Perspective of Fukuyama and Huntington Conceptualizations”, Journal of International Finance and Economics, Volume 12 (4), pages 25-34. (BD, BUS 412)

Chen, J., Gokus, O. Colakoglu, S. N., & Wu, E. (2020). "Is a Digital Great Wall Being Built Between the U.S. and China", Journal of International Finance and Economics, Volume 20 (4), pages 45-56. (BD, BUS 497)

Gokus, Omer. Corprew, J. Panigrahi, B., and Chen, J (2019). "Some Perspectives of African American Undergraduate Entrepreneurship Students", International Journal of Business Management and Commerce; Vol. 4 No. 4. (BD, BUS 497)

CONFERENCE PAPERS & PRESENTATIONS

Conference Presentations

Gokus, O., Colakoglu, S. N. & Dagtoros, K. (2024) "Grand Strategy Choices for the Firms from the Perspective of Fukuyama and Huntington Conceptualizations", International Academy of Business and Public Administration Disciplines Conference, October 21, 2024, Las Vegas, CA. (BD, BUS 412)

Gokus, O., Colakoglu, S. N., Chen, J., & Dagtoros, K. (2021) "Standardization versus Customization from the Perspective of Fukuyama and Huntington Conceptualizations", International Academy of Business and Economics (IABE) Online Conference, December 11, 2021, San Francisco, CA. (BD, BUS 412)

Chen, J., Gokus, O. Colakoglu, S. N., & Wu, E. (2020). "Is a Digital Great Wall Being Built Between the U.S. and China" International Academy of Business and Economics (IABE) Online Conference, December 11-13, San Francisco, CA. (BD, BUS 497)

Colakoglu, S. N., & Gokus, O. (2020). "The Impact of Protean Career Orientation, Positive and Negative Affect on Career Competencies: The Mediatorial Role of Career Exploration", Modern Technology and Management Institute- MTMI Online Conference, September 11-12. (BD, BUS 412)

PROFESSIONAL DEVELOPMENT & SERVICE

Professional Development

- Session Discussant for 2024 conference of the International Academy of Business Public Administration, Las Vegas, NV. -Oct 21-23 2024

- Scientific Teaching Fellow, Mobile Summer Institutes on Scientific Teaching June 21- 25, 2021
-
- PwC 2021 Digital Enablement Grant for Workshop for students' SPSS skill development. Sep – Nov 2021
-
- PwC 2021 Digital Enablement Grant for Developing Online Master Course Shell. Sep – Nov 2021

School of Business Committee Service

- Member, Research and Grant Writing Committee (2018-Present)
- Member, Student Recruitment, Retention & Graduation Committee (2017-Present)

Citation Table

Article/Publication	Google Scholar Citations	Research Gate Citations/Reads
Configuration of market oriented culture, organizational structure and business strategy types and their performance implications in service organizations. [Dissertation]	1	
Examining the relationship between the three components of market orientation and innovativeness in export ventures AN Balas, SN Colakoglu , O Gokus- International Journal of Entrepreneurship, 2012	19	10 Citations 20 Reads
Exploring the role of external environment on determining strategic focus, market orientation, and firm performance of service firms AN Balas, O Gokus, SN Colakoglu - Academy of Marketing Studies Journal, 2014	9	6 Citations 89 Reads
Mentoring Functions' Relationship with Socialization Facets and Stages: A conceptual Framework SN Colakoglu , O Gokus - Journal of Organizational Culture, Communications, and Culture, 2015	4	2 Citations 50 Reads
Strategy levels-performance relationship and the mitigation effect of market orientation on strategy levels O Gokus, Academy of Marketing Studies Journal 19 (1), 250, 2015	6	45 Reads
The moderating roles of company structure and external environment on market orientation and business strategy types. O Gokus, Allied Academies International Conference. Academy of Marketing Studies, 2015	5	3 Citations 109 Reads
IS A DIGITAL GREAT WALL BEING BUILT BETWEEN THE U.S. AND CHINA? J. Chen, O. Gokus, S. Colakoglu, E. Wu. Journal of International Finance and Economics 20(4):45-56, 2020		7 Reads
Some Perspectives of African American Undergraduate Entrepreneurship Students		

ijbmcnet.com, O Gokus, J Corprew, B Panigrahi, J Chen, 2019		
STANDARDIZATION VERSUS CUSTOMIZATION FROM THE PERSPECTIVE OF THE FUKUYAMA AND HUNTINGTON CONCEPTUALIZATIONS 2021 DOI: 10.18374/JABE-21-4.2 O. Gokus, S. Colakoglu, Jim Chen, K. Dagtoros		3 Reads