

**YEŐİM UYGUR**  
Curriculum Vitae – December 2024



**Sabancı University**  
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## EDUCATION

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Ph.D. Candidate, Management and Organization, September 2020 –

**Sabancı Business School, Sabancı University**, İstanbul, Turkey

Dissertation: Navigating Unanswered Occupational Callings: An Unfolding Model of Coping Strategies Through Life Narratives  
Advisor: Prof. Dr. Mahmut Bayazit

Master of Arts, International Relations: Europe, Turkey, and Middle East, 2014

**Boğaziçi University**, İstanbul, Turkey (*Second in graduation ranking*)

Thesis: European Union legislation on primary and secondary art markets: droit de suite, commission decision on competition law investigation of two main auction houses, VAT regulations on works of art.  
Advisor: Prof. Dr. Virginia Brown Keyder

Bachelor of Arts, Business Administration, 2013

**İstanbul Technical University** (Dual Diploma Program), İstanbul, Turkey (*First in graduation ranking, merit scholarship award*)

Bachelor of Arts, Business, 2013

**State University of New York, New Paltz** (Dual Diploma Program) (*First in graduation ranking, merit scholarship award*)

## ACADEMIC PUBLICATIONS

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Manning, S., & Uygur, Y. (2024). Artistic Leadership: Making Art to Mobilize for Social Change. *Journal of Management Inquiries* ([in R&R](#)).

Manning, S., & Uygur, Y. (2023). Transforming Local Communities Through Artistic Leadership. *Stanford Social Innovation Review*.

[https://doi.org/https://ssir.org/articles/entry/transforming\\_local\\_communities\\_through\\_artistic\\_leadership](https://doi.org/https://ssir.org/articles/entry/transforming_local_communities_through_artistic_leadership)

## RESEARCH INTERESTS

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- Creative industries
- Identity work
- Callings and work orientations
- Precarious work and embodied labor

## **TEACHING INTERESTS**

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- ORG 302, Organizational Behavior, Summer 2024, Sabancı University
- Organizational Behavior and Leadership
- Art Business and Entrepreneurship

## **REFEREED CONFERENCE PRESENTATIONS**

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Uygur, Y. (August 2023) "This Side of Paradise: An Ethnographic Study of Contemporary Art Gallery Workers", British Academy of Management, Cultural and Creative Industries Track.

Uygur, Y. (August 2023) "Turf Wars within a Closed Circuit: Resistance to Submarket Convergence in the Contemporary Art Market", British Academy of Management, Strategy Track.

Uygur, Y. (August 2023), "Structured Fun: The Laughter Track in the Workplace, a Process Model for Managerially Imposed Fun Activities", Organizational Psychology Track.

Uygur, Y. (August 2023) "Who am I? after Incoherently and Continuously Falsifying My Preferences? Effects of Self and Other Related Lies on Self-Concept Consistency" British Academy of Management, Doctoral Consortium.

Uygur, Y., and Kağıtçıbaşı B., (August 2022). "Meeting Halfway: Peripheral Occupational Choices as a Coping Strategy for Unanswered Occupational Callings", British Academy of Management.

Uygur, Y., (August 2022). "A Construal Level Approach to Situational Knowledge Problems and Micro-Level Entrepreneurial Action," British Academy of Management, Doctoral Consortium.

## **TEACHING ASSISTANTSHIPS**

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Behavioral Finance (Fall 2023, 2024)

B2B Marketing (Fall 2024)

Organizational Behavior and Leadership (Fall 2022, Spring 2022)

Introduction to Marketing (Fall 2020, 2022, 2023, 2024)

Succession and Transfer of Power in Family Businesses (Spring 2021, Fall 2024)

Managerial Skills Development (Fall 2021)

Advanced Business Analytics (Fall 2021)

Sales Management (Spring 2022)

## **RECENT WORKSHOPS**

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Distances in Organizations, Fifth Annual Workshop (2022) presented "A Construal Level Approach to Situational Knowledge Problems and Micro-Level Entrepreneurial Action"

CARMA Live Online Short Course, The Grounded Theory Method and Analysis by Tine Koehler, (2022)

## **WORKING PAPERS & SELECTED RESEARCH IN PROGRESS**

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"Reputation Spillover and Idiosyncratic Credits: Effect of Institutional Representation on Artistic Exploration versus Exploitation Choices."

"An "Academic Spring" to Democratize Scholarly Publishing: Open Access and Distributive Epistemic Justice in Science"

## ACADEMIC SERVICES

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Reviewer, Academy of Management Annual Conference, 2021, 2022, 2023  
Reviewer, British Academy of Management Annual Conference, 2022, 2023  
British Academy of Management Cultural and Creative Industries Track, *Best Reviewer Award*, 2023

## PROFESSIONAL AFFILIATIONS

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Academy of Management, Organizational Behavior and Research Methods divisions  
British Academy of Management, Creative Industries Special Interest Group

## PROFESSIONAL EXPERIENCE

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**kunstwerX**, Brand Architecture and Creative Advisory

**Co-Founder** (February 2024 - )

- **Contemporary Istanbul**, 3<sup>rd</sup> edition of CI BLOOM Fair, management of VIP & Guest Relations
- **Istanbul Oyuncak Müzesi**, Corporate advisory & Partnership management

**GLOBART**, Art Advisory

**Project Director** (January 2023 - January 2024, project basis)

- Artist relations
- Project management and operations
- Brand collaborations
- Educational programs & seminars
- Creative content development

**COLLECTEURS**, The Collective Museum of Private Collections (based in New York)

**Community Development Manager**, (March 2020 - September 2020)

Collecteurs is a public benefit corporation whose mission is to give the public access to the world's private art collections.

Key responsibilities:

- Developing and launching an outreach strategy
- Analyzing and understanding shifting consumer behavior
- Building a roadmap that enhances the customer experience
- Supporting Collector and Gallery ROI and success on the Platform

**OUTCUBE**, Contemporary Art Tours (Istanbul, Turkey)

**Founder**, (June 2019 - )

Outcube Contemporary Art Tours aim to generate ideas and conversation around the creative process by providing tailored, curated, and guided tours to select cultural institutions in Istanbul. Outcube's mission is the encouragement of a deeper understanding and enjoyment of modern and contemporary art, to stimulate dialogue, and to provide an opportunity to experience the city through its art scene.

**DIRIMART** (Istanbul, Turkey)

**Director of Sales**, (April 2019 - January 2020)

- Organization for international art fairs
- Developing the sales strategy of the gallery and implementing marketing strategies to increase sales,
- Supervising the art inventory management software
- Advising collectors on collection management
- Analyzing art market trends

**DIRIMART** (Istanbul, Turkey)

**Sales Associate**, (April 2018 - March 2019)

**PORTAKAL ART AND CULTURE HOUSE** (Auction House, Istanbul, Turkey)

**Project Manager**, (December 2017 – March 2018)

- Project development for increasing brand awareness
- Corporate communications & social media strategy plan development

**AMERICAN HOSPITAL**, (Istanbul, Turkey)

**Project Management Supervisor & Code Lotus Holistic Care Center Managing Director**, (January 2017 – October 2017)

- Establishment of Code Lotus, the first center in Turkey to integrate holistic health practices with modern medicine.
- Supervision of Code Lotus Tailored Wellness Program team
- Organization of individualized, clinically approved and safe yoga classes designed for specific disease groups and health conditions (yoga for patients with cardiovascular diseases, yoga for obesity, pregnancy & post-partum yoga, yoga for cancer patients, yoga for musculoskeletal health)

**VEHBI KOÇ FOUNDATION HEALTHCARE INSTITUTIONS**

(AMERICAN HOSPITAL, KOÇ UNIVERSITY HOSPITAL, MEDAMERICAN AMBULATORY CARE CENTER), (Istanbul, Turkey)

**Project Management Specialist**, (November 2014 – January 2017)

- International Patient Program
- Service Line operations: resource planning, budget allocation, administrative and operational processes, corporate communications, and human resources of selected “service lines,” organizational silos (Cardiovascular Service Line, Pulmonary Service Line, Adult Congenital Heart Diseases Center)
- International collaborations: data analysis for MD Anderson, project planning & financial analysis for international projects.
- Operational processes: functional space program and organization of internal flows inside the hospital buildings
- Corporate communications & marketing: organizing the layout and content of international catalogs and brochures, and websites for healthcare fairs
- Project development: developing new projects for further improvement of patient relations and increasing patient satisfaction, conducting research regarding the healthcare sector, and analyzing current trends and developments.
- Organization of administrative flows: SOPs for clinical and administrative processes

**FUNDACION MAPFRE** (Istanbul, Turkey)

**Corporate Social Responsibility Assistant Specialist**, (January 2014 – November 2014)

- Local implementation of global philanthropy projects
- Planning, organizing, leading, controlling and reporting processes of the social responsibility activities and project management of the local adaptations of

programs of 5 different Institutes of the Foundation (Social Action, Health and Environment, Road Safety, Culture and History, Insurance Sciences)

**MAPFRE INSURANCE** (Istanbul, Turkey)

**Internal Communications Assistant Specialist**, (January 2014 – November 2014)

- Employer Branding, “Great Place to Work”, employee wellness program
- Content creation and editorial work for the quarterly issued internal communications magazine and the company Intranet, producing, and managing multimedia content and communication with the creative agency
- Organization of corporate events and motivation activities

**INDEPENDENT COURSEWORK & CERTIFICATES**

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**Node Center**, Estudios de Arte Online Diplomado en Curaduría de Arte Contemporáneo (Online Certificate Program in Curatorial Studies in Contemporary Art) (May – October 2016)

**Yoga Alliance** (Advayta Yoga, 200 Hours Teacher Training: Freedom Vinyasa & Yin Yoga, 2016-2017 / Cihangir Yoga, 200 Hours Teacher Training: Fundamentals of Cihangir Yoga, 2015 – 2016)

**Sotheby’s Institute of Art**, New York, Art & Finance, Art as a Financial Asset (March - August 2012)