

## DR. ESRA ATILLA BAL

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### **Education:**

Ph.D. in Organizational Behavior, **Marmara University**, İstanbul, Turkey, June 2008

Master of Business Administration, **Northeastern University**, Boston, USA, June 2002

Bachelor of Arts in Sociology, **Boğaziçi University**, İstanbul, Turkey 1999

High school Degree, **Üsküdar American Academy**, İstanbul, Turkey 1995.

## Academic Work Experience

Yeditepe University, Turkey  
Part-time Instructor

September 2012

- Department of Public Relations and Publicity

Yeditepe University, Turkey  
Instructor and Research Assistant

September 2002- June 2007

- Instructor, English Preparatory School (2002-2004)
- Instructor, Department of Public Relations and Publicity (2005-2006)
- Teaching Assistant, Department of Public Relations and Publicity (2006-2007)
- Erasmus Project Coordinator and Student Advisor (2005-2007)

## Books

- Atilla Bal, E. “Gönülçelen Şirketler”: Hewitt Associates’in 2007 ve 2008 Araştırmasında “En iyi İşyeri Ödülü”nü alan Şirketlerin İnsan Kaynakları Yöneticileriyle Söyleşiler. 2009.İstanbul: Beta.

## Publications in Peer-Reviewed Journals:

- Usluata, A., & Atilla Bal, E. (2007). The Meaning of Diversity in a Turkish Company: An Interview with Mehmet Oner. *Business Communication Quarterly*, 70, 1, 98-102.

## Other Publications:

- Atilla Bal, E. (2009). İnsan kaynakları alanında yeni bir kavram: İşe gönülden adanma (Engagement) ve Türkiye’de durum. *HRdergi İnsan Kaynakları ve Yönetim Dergisi*, 11, 6.

## Proceedings:

- Atilla Bal, E. (2008). Bir pozitif psikoloji kavramı olarak işe gönülden adanma (work engagement) ve insane kaynakları açısından önemi. 17. Ulusal Yönetim ve Organizasyon Kongresi, 21-23 Mayıs, 2009, Eskişehir Osmangazi Üniversitesi, Eskişehir.
- Atilla Bal, E. (2008). A study on the impact of personal and contextual factors on employee work engagement [Bireysel ve ortamsal faktörlerin çalışanların işe gönülden adanmaları üzerindeki etkisi ve sonuçları üzerine bir araştırma]. 15th National Psychology Congress. 2-5 September, 2008, Istanbul University, Istanbul.
- Atilla Bal, E. (2007). Work, personality and well-being: The impact of work engagement. 9th ABC (Association for Business Communication) European Convention. 23-26 May, 2007, Istanbul, Turkey.

### **Presentations in International Conventions:**

- Atilla Bal, E. (2011). Workaholism: Relations with Personal Characteristics and Employee Well-Being. Paper presented at the 12<sup>th</sup> European Congress of Psychology, İstanbul, July 2011.
- Atilla Bal, E. (2007). Socialization tactics, employee proactivity and person-organization fit. Paper presented at the 13th European Congress of Work and Organizational Psychology, Stockholm, May 2007.
- Atilla Bal, E. (2007). Personality, Work and Well-being: The impact of well-being. Paper presented at the 9th European Convention of the Association for Business Communication, İstanbul, May 2007.
- Atilla Bal, E. (2006). Personality and life stress: Can hardiness make a difference? Paper presented at the 26th International Congress of Applied Psychology, Athens, July 2006.

### **Presentations in National Conventions:**

- Atilla Bal, E. (2008). Bir pozitif psikoloji kavramı olarak işe gönülden adanma (work engagement) ve insane kaynakları açısından önemi. 17. Ulusal Yönetim ve Organizasyon Kongresi, 21-23 Mayıs, 2009, Eskişehir Osmangazi Üniversitesi, Eskişehir.
- Atilla Bal, E. (2008). Bireysel ve ortamsal faktörlerin çalışanların işe gönülden adanmaları üzerindeki etkisi ve sonuçları üzerine bir araştırma. 15. Ulusal Psikoloji Kongresi. Eylül, 2008. İstanbul Üniversitesi, İstanbul.

### **Invited Presentations:**

- Atilla Bal, E. (2009). Invited Address. *Yeni bir Pozitif Psikoloji Kavramı olan İşe Gönülden Adanmayı (Engagement) Geliştiren İnsan Kaynakları Uygulamaları*. Presented at HR Dergi Şirket içi İletişim ve Motivasyon Paneli, İstanbul, February.
- Atilla Bal, E. (2009). Invited Address. *Gönülçelen Şirketler: Türkiye'den bir Engagement Araştırması*. Presented at the 17<sup>th</sup> Ulusal İnsan Yönetimi Kongresi (PERYÖN) Kongresi, İstanbul, November.

## **Professional Work Experience:**

**TAG / Development Dimensions International, Turkey  
Human Resources Consultant**

**June, 2007 - present**

- Organizing and carrying out the recruitment activities of various clients and providing evaluation reports and feedback about candidates
- Organizing, coordinating and delivering Assessment and Development Center Activities (including competency-based interviews, simulations and group discussion activities) of multinational and local companies
- Delivering one-on-one feedback to clients following Assessment and Development Center activities and preparing Career Development Plans for clients
- Taking part in the implementation of a recruitment system for various clients
- Taking part in conducting Competency Profiling sessions for various clients and implementing a competency-based HR system
- Carrying out 360 degree Feedback projects for various clients' Career Development Projects and conducting feedback sessions
- Taking part in Talent Management and Succession Planning projects for various clients
- Delivering Competency Based Interview Techniques Trainings
- Taking part in performance management projects and building a competency-based performance management system for various clients
- Using personality and motivational fit inventories and delivering feedback sessions for various clients

**Gillette Company, Boston, USA**

**January 2001 - June 2001**

**Marketing Assistant** (Part of the 6-month requirement for the Coop - MBA program)

- Assisted the brand manager in coordinating the activities of the creative department
- Created an internet project regarding specialty batteries and presented this to the top executives of Marketing Department

**A & B Public Relations Company, Turkey**

**December, 1999- June 2000**

- Took part in the preparation and execution of the PR campaigns of Boeing and Turkcell
- Prepared the press releases and other related communications materials for these two companies
- Took part in the organizations and events conducted as part of the communication campaign for Boeing and Turkcell

**Trainings Delivered:**

- Stress Management Training - delivered to the instructors of the English Preparatory School at Yeditepe University - June, 2005.
- Time Management Training - delivered to the employees of the Human Resources Department at Garanti Emeklilik - February, 2006.
- Personality and Behavior Training – delivered to the Human Resources Managers and Specialists of Tofaş A.Ş. – September, 2012.

**Awards and Scholarships:**

Full tuition and stipend scholarship, Northeastern University (2000-2002)

**Memberships:**

National Career Development Association (NCDA)

Personel Yönetimi Derneği (PERYÖN)

Boğaziçi University Alumni's Association (BUMED)

**Professional Certificates:**

- 16PF Personality Inventory Application and Evaluation Certificate (DBE) - June, 2007
- Assessment/Development Center Training (SHL Group) - July, 2005
- OPQ (Occupational Personality Questionnaire) Application and Evaluation Training (SHL Group) - July, 2005
- DDI / Taurus Group Product Knowledge and Spin Selling Technique Training – April, 2009
- Belbin Team Roles Certificate (Belbin Turkey) – April 2011

**Hobbies:**

Writing for the Bogaziçi University Alumni (BUMED) Magazine, tennis, yoga.

**References are available upon request**