

## **Prof. Dr. Özlem Sandıkcı Türkdoğan**

İstanbul Şehir Üniversitesi  
İşletme ve Yönetim Bilimleri Fakültesi

### ***ÖĞRENİM DURUMU***

Ph.D.	Pazarlama, The Pennsylvania State Üniversitesi, ABD	1999
MBA	Uluslararası İşletme, Birmingham Üniversitesi, İngiltere	1992
BA	İşletme, Boğaziçi Üniversitesi, Türkiye	1989

### ***İŞ DENEYİMİ***

12/2014–halen	Bölüm Başkanı, İşletme Bölümü, İstanbul Şehir Üniversitesi
12/2014–halen	Profesör, İşletme Bölümü, İstanbul Şehir Üniversitesi
2/2014–12/2014	Doçent, İşletme Bölümü, İstanbul Şehir Üniversitesi
12/2012–1/2014	Doçent, Bilkent Üniversitesi, İşletme Fakültesi
9/1999–12/2012	Yardımcı Doçent, Bilkent Üniversitesi, İşletme Fakültesi
9/2006–6/2007	Misafir Öğretim Üyesi, York Ü., Schulich School of Business, Kanada
6/2005–7/2005	Misafir Öğretim Üyesi, Ljubljana Ü., Faculty of Economics, Slovenia
12/1992–9/1993	Ürün Müdürü, Johnson and Johnson, Türkiye
8/1989–5/1991	Yardımcı Ürün Müdürü, Eczacıbaşı-Procter and Gamble, Türkiye

### ***ÖDÜLLER***

- Emerald Literati Network “Highly Commended Paper” Award, 2012
- Global Islamic Marketing Conference Best Paper Award, Dubai, 2011
- Bilkent University, Orhan Karacadağ Scientific Achievement Award, 2010
- University of Ljubljana, Visiting Professor Honorary Title, 2005
- The Franco Nicosia Best Paper Award, Association for Consumer Research Conference, Toronto, Canada, 2003
- American Marketing Association (AMA) Doctoral Consortium Fellowship, 1997
- British Council Chevening Fellowship, 1991

### ***DESTEKLER***

- Project Partner at COBEREN (Cross-Cultural Consumer Behaviour Research Network), funded under the EU Lifelong Learning Programme (2009-2012)
- TUBITAK, The Scientific and Research Council of Turkey, Research Grant (2006)
- Bilkent University Teaching Grant (2000)
- Bilkent University New Faculty Development Grant (1999)

### ***ARAŞTIRMA ALANLARI***

- Küreselleşme, pazarlama ve tüketim ilişkileri
- Din, tüketim ve pazar dinamikleri
- Gelişmekte olan piyasalarda marka stratejileri ve kültürel marka yaklaşımları

## **YAYINLAR**

### **Kitaplar**

Jafari, A. and Sandıkçı, Ö. (eds.) (2016) *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*, London: Routledge, (basım aşamasında).

Sandıkçı, Ö. and Rice, G. (eds.) (2011) *Handbook of Islamic Marketing*, Cheltenham, UK: Edward Elgar Publishing.

### **Kitap Bölümleri**

Sandıkçı, Ö. “Marketing Strategy in the Emerging Markets of Muslim-Majority Countries,” in *Islamic Marketing and Branding: Theory and Practice*, T.C. Melewar, S.F.S. Alwi and M.N. Othman (eds.), London: Gower, (basım aşamasında, 2017).

Saatçioğlu, B., Sandıkçı, Ö. and Jafari, A. (2016) “Poverty and Socioeconomic Injustice in Muslim Geographies,” in A. Jafari and Ö. Sandıkçı (eds.) *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*, London: Routledge, (basım aşamasında).

Sandıkçı, Ö. and Ger, G. (2012) “Stigma, Consumption and Identity,” in *Identity and Consumption*, R. Belk and A. Ruvio (eds.), London: Routledge, 111-118.

Ger, G., Kravets, O. and Sandıkçı, Ö. (2011) “International Marketing at the Interface of the Alluring Global and the Comforting Local,” in *Marketing Management: A Cultural Perspective*, L. Penalzoza, N. Toulouse, L. Visconti (eds.), London: Routledge, 30-42.

Sandıkçı, Ö. and Ger, G. (2011) “Islam, Consumption and Marketing: Going beyond the Essentialist Approaches,” in *Handbook of Islamic Marketing*, Ö. Sandıkçı and G. Rice (eds.), Cheltenham, UK: Edward Elgar Publishing, 484-501.

Sandıkçı, Ö. and Ger, G. (2007) “Contemporary Turkish Consumptionscape: Polarity and Plurality,” *New Emerging Economies and Their Culture*, J. Prasnikar and A. Cirman (eds.), Nova, 139-153.

Ger, G. and Sandıkçı, Ö. (2006) “Doing Research on Sensitive Topics: Studying Covered Turkish Women,” in *Handbook of Qualitative Research Methods in Marketing*, R. Belk (ed.), Cheltenham, UK: Edward Elgar Publishing, 509-520.

Sandıkçı, Ö. and Ger, G. (2005) “Aesthetics, Ethics and Politics of the Turkish Headscarf,” in *Clothing as Material Culture*, S. Kuechler and D. Miller (eds.), London: Berg, 61-82.

Sandıkçı, Ö. and İlhan, B. E. (2003) “Dowry: A Cherished Possession or an Old-Fashioned Tradition in a Modernizing Society?” in *Contemporary Consumption Rituals: A Research Anthology*, C. Otnes and T. Lowrey (eds.), Mahwah, NJ: Lawrence Erlbaum, 149-178.

Sandıkçı, Ö. and Holt, D.(1998) “Malling Society: Mall Consumption Practices and the Future of Public Space,” in *Encountering Servicescapes: Built Environment and Lived Experience in Contemporary Market Place*, J. F. Sherry (ed.), Lincolnwood, IL: NTC, 305-336.

Goldberg, M., Sandıkçı, Ö. and Litvack, D. (1997) “Reducing the Level of Violence in Hockey,” in *Social Marketing: Theoretical and Practical Perspectives*, M. Goldberg, M. Fishbein and S. Middlestadt (eds.), Mahwah, NJ: Lawrence Erlbaum Associates Inc., 335-352.

### **Hakemli Dergilerdeki Makaleler**

- Jafari, A. and Sandıkcı, Ö. (2015) "The Ontological Pitfalls of Islamic Exceptionalism: A Re inquiry on El-Bassiouny's (2014, 2015) Conceptualization of 'Islamic Marketing'," *Journal of Business Research*, doi: <http://dx.doi.org/10.1016/j.jbusres.2015.09.016> (SSCI).
- Sandıkcı, Ö., Peterson, M., Ekici, A., and Simkins, T. (2015) "Development and Quality of Life in Turkey: How Globalization, Religion, and Economic Growth Influence Individual Wellbeing," *Journal of Macromarketing*, doi: 10.1177/0276146715608919 (SSCI).
- Jafari, A. and Sandıkcı, Ö. (2015) "Islamic Consumers, Markets, and Marketing: A critique of El-Bassiouny's (2014) 'The one-billion-plus marginalization'," *Journal of Business Research*, doi: <http://dx.doi.org/10.1016/j.jbusres.2015.04.003> (SSCI).
- Sandıkcı, Ö. (2015) "Strolling through Istanbul's Beyoğlu: In-Between Difference and Containment," *Space and Culture*, 18(2), 198-211 (SSCI).
- Kravets, O. and Sandıkcı, Ö. (2014) "Competently Ordinary: New Middle Class Consumers in the Emerging Markets," *Journal of Marketing*, 78(July), 125-140 (SSCI, FT-45).
- Ertimur, B. and Sandıkcı, Ö. (2014) "Alienable Gifts: Uses and Meanings of Gold in Turkey," *Journal of Consumer Behavior*, 13(3), 204-211 (SSCI).
- Coşkuner, G. and Sandıkcı, Ö. (2014) "The Aura of New Goods: How Consumers Mediate Newness," *Journal of Consumer Behavior*, 13(2), 122-130 (SSCI).
- Sandıkcı, Ö. and Jafari, A. (2013) "Islamic Encounters in Consumption and Marketing," *Marketing Theory*, 13 (4), 211-220 (SSCI).
- Kravets, O. and Sandıkcı, Ö. (2013) "Marketing for Socialism: Soviet Cosmetics in the 1930s," *Business History Review*, 87(3), 461-487 (SSCI).
- Wilson, J.A.J., Belk, R.W., Bamossy, G. J., Sandıkcı, Ö., Kartajaya, H., Sobh, R., Liu, J. and Scott, L. (2013), "Crescent Marketing, Muslim Geographies and Brand Islam: Reflections from the JIMA Senior Advisory Board," *Journal of Islamic Marketing*, 4(1), 22-50.
- Karataş, M. and Sandıkcı, Ö. (2013) "Religious Communities and the Marketplace: Learning and Performing Consumption in an Islamic Network," *Marketing Theory*, 13(4), 265-284 (SSCI).
- Sandıkcı, Ö. (2011) "Researching Islamic Marketing: Past and Future Perspectives," *Journal of Islamic Marketing*, 2 (3), 246-258 (Emerald Highly Commended Paper).
- Sandıkcı, Ö. and Ger, G. (2010) "Veiling in Style: How Does a Stigmatized Practice Become Fashionable?" *Journal of Consumer Research*, 37 (1), 15-36 (SSCI, FT-45).
- Sandıkcı, Ö. and Ekici, A. (2009) "Politically Motivated Brand Rejection," *Journal of Business Research*, 62 (2), 208-217 (SSCI).
- Sandıkcı, Ö. and Ger, G. (2007) "Constructing and Representing the Islamic Consumer in Turkey," *Fashion Theory*, 11 (2/3), 189-210 (AHCI).
- Kemming, J. D. and Sandıkcı, Ö. (2007) "Turkey's EU Accession as a Question of Nation Brand Image," *Place Branding*, 3 (1), 31-41.
- Coşkuner, G. and Sandıkcı, Ö. (2004) "New Clothing: Meanings and Practices," *Advances in Consumer Research*, 31, 285-290 (best paper award) (SSCI).
- Sandıkcı, Ö. and Ger, G. (2002) "In-Between Modernities and Postmodernities: Investigating Turkish Consumptionscape," *Advances in Consumer Research*, 29, 465-470 (SSCI).

Sandıkçı, Ö. (2001) "Living with Contradictions: Representational Politics and Politics of Representation in Advertising," *Advances in Consumer Research*, 28, 309-314 (SSCI).

Sandıkçı, Ö. and Ger, G. (2001) "Fundamental Fashions: The Cultural Politics of the Turban and the Levi's," *Advances in Consumer Research*, 28, 146-150 (SSCI).

Sandıkçı, Ö. (1996) "The Technomyth of Youth in Anti-Aging Skin Care Products Advertising," *The Review of Education, Pedagogy, Cultural Studies*, 18 (4), 411-420.

### **Türkçe Yayınlar**

Jafari, A. and Sandıkçı, Ö. (2015) "Sosyal Adalet, Tüketici Refahı ve Sürdürülebilir Piyasa Geliştirimi," *İslam İktisadı ve Piyasa*, Y. E. Sezgin ve F. Bulut (ed.), İstanbul: İgiad, 57-74.

Sandıkçı, Ö. and Ömeraki, S. (2010) "Ramazan Etkinlikleri ve Tüketim Ekonomisi," *Çerçeve*, 18 (54), 92-97.

Ekici, A. and Sandıkçı, Ö. (2009) "Başarılı Bir 'Kanat Saldırısı' Örneği: Cola Turka'nın Rekabet ve Konumlandırma Stratejisi," *PI*, Bahar (2), 32-39.

Kemming, J. D. and Sandıkçı, Ö. (2007) "Turkey's EU Accession as a Question of Nation Brand Image," *Insight Turkey*, 9 (2), 2007, 116-127 (reprint).

Sandıkçı, Ö. (2005) "Geleneksellikten Modernliğe Geçişte Çeyiz," *Ev Tekstili*, 34(3), 46-51.

### **Diğer Yayınlar**

Sandıkçı, Ö. and Ger, G. (2011), "İslam", in *The Encyclopedia for Consumer Culture*, Dale Southerton (ed.), Thousand Oaks, CA: Sage, 815-817

Sandıkçı, Ö. and Ömeraki, S. (2010) "Commercialization of Rituals: Ramadan Celebrations in Turkey," in *Consumer Behavior: A European Perspective*, M. Solomon, G. Bamossy, S. Askegaard, and M. K. Hogg (eds.), 4<sup>th</sup> edition, Prentice Hall, 633-635.

Sandıkçı, Ö. and Ertimur, B. (2006) "Consumption of Gold and Gold Jewelry in Turkey," in *Consumer Behavior: A European Perspective*, M. Solomon, G. Bamossy, S. Askegaard, and M. K. Hogg (eds.), 3<sup>rd</sup> edition, Prentice Hall, 476-477.

Thompson, D. and Sandıkçı, Ö. (2005) "Asprey in Turkey," in *Marketing Management in Turkey: Cases and Challenges*, D. Thompson (ed.), Ankara: Gazi, 94-107.

### **Hakemli Kongre Bildirileri**

Ekici, A. and Sandıkçı, Ö. (2008) "Küresel Markalara Karşı Sürdürülebilir Pazarlama Stratejileri: Cola Turka Örneği," *13. Ulusal Pazarlama Kongresi Bildiri Kitabı*, Adana, Turkey, 116-129.

Sandıkçı, Ö. and Ömeraki, S. (2007) "Globalization and Rituals: Does Ramadan Turn into Christmas?" *Association for Consumer Research*, Vol. 34, G. J. Fitzsimons and V. G. Morwitz (eds.), Provo, UT: Association for Consumer Research, 610-615.

Sandıkçı, Ö., Ekici, A. and Tarı, B. (2006) "Consumer Acculturation as a Dialogical Process: Case Studies from Rural-to-Urban Migrants in Turkey," *Association for Consumer Research*, Vol. 33, C. Pechmann and L. L. Price (eds.), Provo, UT: Association for Consumer Research, 429-434.

Ertimur, B. and Sandıkçı, Ö. (2005) "Giving Gold Jewelry and Coins as Gifts: The Interplay of Utilitarianism and Symbolism," *Association for Consumer Research*, Vol. 32, G. Menon and A. R. Rao (eds.), Provo, UT: Association for Consumer Research, 322-327.

İlkucan, A. and Sandıkcı, Ö. (2005) “Gentrification and Consumption: An Exploratory Study,” *Association for Consumer Research*, Vol. 32, G. Menon and A. R. Rao (eds.), Provo, UT: Association for Consumer Research, 474-479.

Sandıkcı, Ö. (1997) “Images of Women in Advertising: A Critical-Cultural Perspective,” *European Association for Consumer Research*, Vol.3, B. G. Englis and A. Olofsson (eds.), Provo, UT: Association for Consumer Research, 76-81.

Sandıkcı, Ö. (1996) “Resisting the Irresistible Meaning of Ads? Advertising and Representations of Femininity,” *Gender and Consumer Behavior*, Vol. 3, J. Arnold Costa (ed.), Salt Lake City, Utah: Association for Consumer Research, 16-38.

### **Kongre Bildirileri**

Sandıkcı, Ö., Tari B., Ömeraki, S. (2015) “Vulnerable Desires: Impoverished Migrant Consumers in Turkey,” *Abstracts from the 2014 Macromarketing Conference*, Journal of Macromarketing 35 (1), 129.

Sandıkcı, Ö. (2015), “Halal Nail Polish: Religion and body politics in the marketplace,” *Abstracts from the 2014 Macromarketing Conference*, Journal of Macromarketing 35 (1), 132.

Sandıkcı, Ö., Ekici, A., Peterson, M., and Simkins, T. (2015) “Importance of Faith, National Pride and the Value of Global Brands in Turkish Consumers' Assessment of Their Quality of Life,” *Abstracts from the 2014 Macromarketing Conference*, Journal of Macromarketing 35 (1), 141.

Sandıkcı, Ö. and J. D. Kemming (2010) “Tourism Promotion and Nation Branding: Insights from the Turkish Case,” *European Advances in Consumer Research*, 9.

Sandıkcı, Ö., Tari, B., Kravets, O. and Ömeraki, S. (2010) “Consumer Acculturation and Competing, Countervailing Taste Structures,” *Advances in Consumer Research*, 38.

Sandıkcı, Ö. and Ger, G. (2009) “Islam and Consumption: Beyond Essentialism,” *Advances in Consumer Research*, 36, 210-213.

Sandıkcı, Ö. and Ekici, A. (2008) “Politically Motivated Brand Rejection,” *Advances in Consumer Research*, 35, 212-213.

B. Tari, Sandıkcı, Ö. and Ömeraki, S. (2008) “Exploring Needs, Desires, Hopes: A Study of Impoverished Migrated Consumers,” *Advances in Consumer Research*, 35, 850-851.

Sandıkcı, Ö. (2004) “Advertising and the Public Sphere,” *Advances in Consumer Research*, 31, 174-175.

Sandıkcı, Ö. and Ger, G. (2002) “Interrogating Non-Western Consumer Cultures,” *Advances in Consumer Research*, 29, 463-464.

Sandıkcı, Ö. (2001) “Mysterious Sights: Consumption Creolization and Identity Construction in a Postmodern World,” *Advances in Consumer Research*, 28, 143-144.

Sandıkcı, Ö. and Ringberg, T. (2000) “Rethinking Gendered Representations and Interpretations in Advertising,” *Advances in Consumer Research*, 27, 118.

Thompson, C.J. and Sandıkcı, Ö. (1998) “Contextualizing Gender: Theoretical Perspectives on Consumption Practices and the Multiplicity of Masculine and Feminine Identities,” *Gender and Consumer Behavior*, 4, 1-2.

Sandıkçı, Ö. and Ringberg, T. (1998) “Experiencing Sexuality in Advertising: Romance versus Pornography,” *Gender and Consumer Behavior*, 4, 5-6.

### ***BASINDA ÇIKAN HABERLER***

- The fashion ethical meltdown, fashionphantasmagoria, September 9, 2015.
- Privilege and poverty: how Beyoglu shaped Istanbul’s city brand, placebrands.com, January 2, 2015.
- Levi’s, mini-skirts and turbans, Today’s Zaman, July 27, 2012.
- Consider the Burqini, Global Trade Magazine, April/May 2012.
- Turn Muslim consumers’ problems into marketing solutions, Forbes India, November 30, 2011.
- Muslim couture stores growing in number and in profile, Today’s Zaman, November 12, 2010.
- The veil becomes a fashion statement, Pacific Standard, February 11, 2010.
- What would Jesus buy? Miller-McCune, November 22, 2010.
- “Allah’s Tailors” gaining profile in Turkey, Reuters, November 13, 2010.
- Hijab hits the runway, Psychology Today, June 2010.
- Ramazan Noel’e mi dönüşüyor? Tempo, September 25, 2008.
- Ramadan trend: Iftar emerges as high-profile social event, The Christian Science Monitor, September 23, 2008.
- Normalleşmek için tüketiyoruz, Turkishtime, September 2007.
- Çeyizim var anneminkine benzemez, Yeni Şafak, May 20, 2007.
- Gösteriş dönemi ‘out’, Sabah, November 10, 2003.
- Bayramlık almak demode oldu, Aktüel, October 29, 2003.
- Statü Sembolü, Akşam, October 25, 2003.
- Türk tüketicisi duygusal, Radikal, November 6, 2002.

### ***DAVETLİ KONUŞMALAR***

“Faith and Fashion: Intersections of Islam, Consumption and Market,” University of Helsinki, Swedish School of Social Sciences, May 2015.

“New Middle Classes in the Emerging Markets,” ITU Faculty of Management, Istanbul, November 2014.

“Pazarlamanın Yeni Gözdesi Orta Sınıflar,” Marka Pratikleri Platformu, Istanbul, May 2014.

“Pazarlama Araştırmalarında Nitel Yöntemler,” Pazarlama Araştırmalarında Alternatif Yöntemler Sempozyumu, Hacettepe Üniversitesi, Ankara, May 2013.

“Islamic Encounters in Marketing Theory and Practice,” 2<sup>nd</sup> Islamic Marketing and Branding Conference, Brunel University, London, November 2012 (*keynote speech*).

“Building Global Fashion Brands in Emerging Markets: Challenges and Opportunities,” Indian Institute of Management Lucknow, New Delhi, January 2012.

“Islamic Marketing: Research and Managerial Implications,” University of East London, Royal Docks Business School, November 2011.

“Counterfeit Luxury Brand Consumption: The Threat of Mix Users,” University of Exeter Business School, February 2011.

“The Burden of Newness: How Personalization Becomes a Challenging Task,” Sabancı University, Faculty of Management, February 2010.

“Tüketim Kültürü ve Yeni Örtünme Biçimleri,” VEIL Project, Orta Doğu Teknik Üniversitesi, Ankara, October 2008.

“Islamic Fashion Market and Consumption in Turkey,” Amsterdam, the Netherlands, September 2007.

“A Reappraisal of Consumer Agency: Islamic Fashion Consumption in Turkey,” Marketing Department, York University, Toronto, March 2007.

“Aesthetics, Ethics and Politics of the Turkish Headscarf,” ISIM Workshop on Muslim Fashions, Fashionable Muslims, Amsterdam, the Netherlands, April 2005.

“Faith and Fashion: Turkish Islamist Women,” Spinhuis Forum, University of Amsterdam, the Netherlands, April 2005.

“Faith and Fashion: Clothing Practices of Turkish Islamist Women,” Faculty of Management, Sabancı University, Istanbul, November 2004

“Constructing, Conquering and Contesting the Republic of Cihangir,” Contemporary Urban Landscapes Workshop, Lahore, Pakistan, April 2004.

“Gentrification and Community,” Social Science Research Council Comparative Landscapes Workshop, Istanbul, January 2004.

“Doing Ethnography in the Middle East,” Social Science Research Council (SSRC) Planning Meeting, New York, December 2002.

“Cosmopolitanism and the Fragmentation of the Public Sphere in Two Contemporary Middle Eastern Cities,” Social Science Research Council International Collaborative Research Grants Competition Workshop, Amman, Jordan, January 2002.

“Segmentation and Patterning of Ad Meanings: A Poststructuralist Approach,” Faculty of Management, Sabancı University, Istanbul, July 2002.

“Islamic Consumptionscape in Turkey: Practices and Strategies of Faithful Consumption,” CRTS Seminar, Bilkent University, December 2001.

“A Topography of Difference: Istanbul’s Beyoğlu,” International Conference on Locating the City: The Idea, Place, Politics, and Everyday Practice of the Urban, Antalya, May 2001.

“Rethinking Non-Western Consumer Cultures,” Marketing Department, University of Odense, Denmark, March 2001.

“Why and How Should I Talk About the Other?” 5<sup>th</sup> Gender, Marketing and Consumer Behavior Conference, Chicago, June 2000.

### ***ÇALIŞTAYLAR ve EĞİTİM SEMİNERLERİ***

- Eğiimen, EIASM EDEN Network, “Culture and Consumption,” Brussels (12/2013, 2014, 2015)
- Eğiimen, Marka Pratikleri Platformu, “Din ve Pazarlama,” Istanbul (5/2015)
- Eğiimen, Turquality Training Program, “Marka Yönetimi,” Ankara (12/2014)
- Eğiimen, “Nitel Araştırma Yöntemleri,” Antalya (11/2014)
- Panelist, Istanbul Şehir University, “Religion in the New Political Economy,” Istanbul (9/2014)
- Eğiimen, Bilgi University Ad School, “Din ve Pazarlama,” Istanbul (04/2013)
- Konuşmacı, Bilkent University Marketing and Advertising Club Workshop on “Reklam 101,” Ankara (03/2013)

- Konuşmacı, World Intellectual Property Organization Workshop on “Nation Branding in Countries in Transition,” Istanbul (05/2011)
- Düzenleyici/Eğitmen, Gentek Marketing Training Program, Ankara (02-05/2009)
- Eğitmen, Vestel Executive Training Program, Izmir (2006-2009)
- Eğitmen, “Bir Fikrin Var mı? B.U. Girişimcilik Yarışması,” Ankara (01/2008)
- Düzenleyici/Eğitmen, British Council Workshop on “How to Conduct Focus Groups,” Ankara (03/2008)
- Konuşmacı, UNICEF workshop on “Early Childhood Development Communication Strategy,” Abant (07/2004)
- Konuşmacı, MCT Pazarlama Zirvesi, Istanbul (11/2002)
- Eğitmen, the Ministry of Health Marketing Training Program, Ankara (2001- 2002)

### **EDİTORYEL HİZMETLER**

Editorial Board Member, <i>Marketing Theory</i>	2011 – halen
Senior Editorial Board Member, <i>Journal of Islamic Marketing</i>	2008 – halen
Editorial Board Member, <i>International Journal of Fashion Studies</i>	2012 – halen
Editorial Board Member, <i>Pazarlama Araştırmaları Dergisi</i>	2013 – halen
Advisory Board Member, <i>I.B. Tauris Dress Cultures Book Series</i>	2012 – halen
Guest Editor, Special Issue of <i>Marketing Theory</i> (with A. Jafari)	2013

Ad hoc reviewer for Journal of Consumer Research, Journal of International Business Studies, European Journal of Marketing, Journal of Macromarketing, Marketing Theory, Journal of Marketing Management, Consumption, Markets, and Society.

### **AKADEMİK HİZMETLER**

- Program Committee Member, CCT Conference, Irvine, USA (2017)
- Track Chair, EMAC Consumer Behavior Track, Oslo, Norway (2016)
- Panel Discussant, Young Muslims in Europe Conference, Helsinki, Finland (2015)
- Advisor, TUBITAK SOBAG Projects (2013, 2015)
- Organizer/Discussant, Panel on Religion in the New Political Economy, Istanbul (9/2014)
- Country Chair, Islamic Marketing Conference Istanbul (2013)
- Co-Coordinator, Bilkent Consumption Theory PhD Seminar (2009, 2011, 2013)
- Session Discussant, Anthropology of Markets and Consumption Conference, USA (2013)
- Program Committee Member, Consumer Culture Theory Conference (2012)
- Panel Member, TUBITAK SOBAG Project Evaluation Panel (2009, 2012)
- Session Co-Chair, CCT Conference, Boston, USA (2008)
- Session Co-Chair, ACR Conference, Austin, USA (2001)
- Session Discussant, ACR European Conference, Berlin, Germany (2001)
- Session Co-Chair, ACR Conference, Salt Lake City, USA (2000)
- Session Co-Chair, ACR Conference, Columbus, USA (1999)
- Session Co-Chair, Gender, Marketing and Consumer Behavior Conference, USA (1998)

### **MESLEKİ ÜYELİKLER**

Association for Consumer Research	1995-halen
American Anthropological Association	2010-halen

### **VERİLEN DERSLER**

Executive MBA Dersleri:



- Brand Management and Marketing Communications
- Marketing Simulation

#### Yüksek Lisans Dersleri:

- Advanced Consumer Behavior Theory (PhD)
- Marketing Management (MBA)
- Globalization, Branding and Emerging Markets (MBA)
- Marketing in the Digital Age (MBA)
- Integrated Marketing Communications (MBA)
- Consumer Behavior (MBA)

#### Lisans Dersleri:

- Global Marketing and Emerging Markets
- Integrated Marketing Communications
- Consumer Behavior
- Fundamentals of Marketing

### ***YÖNETİLEN TEZLER***

#### Doktora:

Şahver Ömeraki, “Branded Gated Communities: Marketing and Consumer Perspectives,” Bilkent University, 8/2010.

Berna Tari, “Exploring Local and Global Ideals of Beauty in Turkey: Discourses and Practices of Plastic Surgery Patients and Physicians,” Bilkent University, 8/2008.

#### MS:

Mustafa Karataş, “Religion, Acculturation and Consumption,” Bilkent University, 7/2011.

Jan Dirk Kemming, “Nation Brand Image in Political Contexts: The Case of Turkey’s EU Accession,” Bilkent University, 6/2006.

Bahar Seçmeer, “The Dynamic Interaction between Advertising and Popular Culture: A Case Study of Ixir TV Commercials,” (Co-Advisor), Bilkent University, MFA in Graphic Design, 6/2006.

Nazife Karamullaoğlu, “Mapping Out Socio-Cultural Transformations through Food Packaging Design in Turkey,” (Co-Advisor), MFA in Graphic Design, Bilkent University, 5/2005.

Altan İlkucan, “Gentrification, Community and Consumption,” Bilkent University, 2/2004.

Burçak Ertimur, “Gold and Gold Jewelry: Exploration of Consumption Practices,” Bilkent University, 8/2003.

Gökçen Coşkuner, “New Clothing: Meanings and Practices,” Bilkent University, 8/2002.

### ***KURUMSAL HİZMETLER***

- Üye, Graduate School of Business Board (2014 – halen)
- Üye, Faculty Board, (2014 – halen)
- Üye, Accreditation Steering Committee (2012 – 2013)
- Üye, Undergraduate Curriculum Committee (2010 – 2013)
- Akademik Danışman, MBA Business Project Course (Spring 2011, 2012, 2013)
- Üye, Executive MBA Committee (2010 – 2012)

- Üye, Fulbright Commission Scholarship Selection Committee, Ankara (06/2010)
- Üye, Undergraduate Business Knowledge and Skills Committee (2009-2010)
- Üye, Curriculum Committee (2009)
- Üye, Building Committee (2008)
- Fakülte Danışmanı, Brand Club Student Club (2008)
- Akademik Temsilci, International Mediterranean Higher Education Fair (2005)
- Fakülte Danışmanı, Marketing and Advertising Student Club (2004-2007)
- Üye, PR/External Relations Committee (2004)
- Üye, Recruitment Committee (2004)
- Üye, Student Coaching Work Group (2004)
- Üye, Web Page Design Committee (2003-2004)
- Akademik Danışman, Industrial Engineering IE-477 Senior Project (2002, 2003, 2004)
- Üye, MBA Curriculum Committee (2002-2003)
- Üye, Undergraduate Curriculum Committee (2000-2002)
- Koordinatör, Marketing Courses (2000-2002)
- Koordinatör, Bilkent CRTS Seminar Series (2000, 2002, 2005)