Years at SKEMA Business School: 7

Meltem TURE
Innovation
Sophia-Antipolis

CV

Skills & Interests

Languages
Turkish (Native); English (Fluent writing, speaking and reading); French (elementary)

Expertise
Qualitative Research Methods (Ethnography, Interviews, Observations, Visual Sources, Nethnography, Case Study), Hermeneutics, Archival Research, Practice Theory, Critical Theory, Value and Value co-creation, Disposal, Waste Management and Sustainability, 2nd hand markets, Consumption of Vintage and Nostalgia, Luxury Consumption and Sustainability/Sharing, Materialism, Consumer Sharing, Moral Consumption.

Qualification
Scholarly Academic

Academic Degrees
Ph.D. University Bilkent, 2013.
M.B.A. Middle East Technical University, 2004.
Bachelor Middle East Technical University, 2002.

Work Experience
Assistant Professor, Marketing Department, SKEMA (September, 2013 - Present), Sophia, France.
Research and Teaching Assistant, Bilkent University (2005 - 2013), Ankara, Turkey.

Intellectual contributions

Articles in Journals


**Articles in Proceedings**


**Chapters, Cases, Readings, Supplements**


Professional Service

Academic Conference: Discussant/Moderator/Panelist

2018: Sustainability Research Day at EMLyon Business School, Lyon, France (International). I was invited as a speaker in the Sustainability Research Day at EMLyon Business School. The event took place on October 26, 2018.

Chair: Committee / Task Force

2016: CCT (Consumer Culture Theory) Conference, Lille, France (International). I am the co-chair for Roundtables in CCT 2016 conference and will also help the committee during the conference.

Conference Workshop Congress Organization


Other Professional Service Activities

2017: Seminar on Qualitative Methods and Research Design, Lille, France (International). I was a mentor at the Seminar on Qualitative methods and research design organized by Skema and Université Lille between October 13th-17th, 2018. I gave a presentation on Ethnography, chaired round-tables, mentored students in groups and one-to-one during the seminar.

2015: Methodology Seminar CCT - Lille 2015, Lille, France (International). I participated in the PhD methodology seminar in Lille that took place in 17 November - 20 November 2015. I was invited to mentor PhD students with their research and also moderated the roundtable discussion on “FAQ’s in data collection and data analysis”.

Reviewer: Book / Textbook

2015: Consumption Markets & Culture (International). I was invited by the editor of the journal to write a review on a book called “Waste management and sustainable consumption: reflections on consumer waste”. The review is published on Taylor & Francis Online.

Reviewer: Conference Paper

2018: Gender, Marketing and Consumer Behavior (International).


2018: AMA Conference (International).

2018: EACR – European Conference on Consumer Research (Regional).


2015: ACR (Academy for Consumer Research) Conference (International). I was asked to join the program committee of ACR 2016 (to take place in Berlin) and served as a reviewer for 10 competitive papers.


Reviewer: Reviewer for a Journal
2018: Journal of Macromarketing (International).
2018: Journal of Historical Research in Marketing (International).
2018: Consumption Markets & Culture (International).
2018: Journal of Historical Research in Marketing (International).
2018: Journal of Macromarketing (International).
2017: Journal of Consumer Research (International). I was asked to review an article recently submitted to JCR.
2016: Marketing Theory (International). I reviewed an article for Marketing Theory journal.
2015: Consumption Markets & Culture (International). I reviewed 1 article for CMC.
2014: Consumption Markets & Culture (International). I am in the review team of Consumption Markets & Culture and have been occasionally reviewing the articles submitted to the journal since last year.

**Professional Memberships**

Association for Consumer Research, 4
Consumer Culture Theory Consortium, 3