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**Guliz GER**

**Innovation  
Lille**

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**CV**

**Qualification**

Scholarly Academic

**Academic Degrees**

Ph.D. Northwestern University, USA, Marketing (Psychology Emphasis), 1985.

Master Middle East Technical University, Ankara, Turquie, Marketing, 1977.

B.Sc. University of Illinois, Champaign-Urbana, Illinois, USA, Psychology, 1974.

**Work Experience**

Visiting Prof, University of Southern Denmark (January, 2019 - Present), Odense, Denmark.

Researcher in Marketing, SKEMA Business School (2018 - Present), Lille, France.

Professor, Bilkent University (1986 - 2019), Ankara, Turkey.

**Intellectual contributions**

**Articles in Journals**

GER, G. (2018). Research Curation: Intersectional Structuring of Consumption. *Journal of Consumer Research*, 45 (2).

GER, G. (2017). The Paramountcy of Context: Introduction to Special Issue on Popular Culture and Markets in Turkey. *Markets, Globalization & Development Review*, 2 (2).

TURE, M., & Ger, G. (2016). Continuity through Change: Navigating Temporalities through Heirloom Rejuvenation. *Journal of Consumer Research*, 43 (1), 1-25, doi: <http://dx.doi.org/10.1093/jcr/ucw011>.

GER, G., Figueiredo, ., Chelekis, ., De Berry-Spence, ., Firat, ., Godefroit-Winkel, Kravets, Moisander, Nuttavuthisit, Peñaloza and Tadajewski (2015). Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR). *Journal of Macromarketing*, 35 (2), 257-271.

GER, G., Kuruoglu, P., & Alev, . (2015). An Emotional Economy of Mundane Objects. *Consumption, Markets & Culture*, 18 (3), 209-238.

GER, G. (2014). The Art and Science of Ethnography,"Listening to consumers in emerging markets, 2014 Annual Conference of the emerging markets conference board. Conference Notes. *International Journal of Market Research*, 56 (4), 553-556.

GER, G. (2013). Islamic Marketing at the Nexus of Global Markets-Religions-Politics and Implications for Research. *Marketing Theory*, 13 (4), 493-499.

Eminegül, K., & GER, G. (2011). Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject. *Journal of Consumer Research*, 37 (5), 737-760.

Özlem, S., & GER, G. (2010). Veiling in Style: How Does a Stigmatized Practice Become Fashionable? *Journal of Consumer Research*, 37 (1), 15-36.

**Chapters, Cases, Readings, Supplements**

GER, G., Karababa, E., Kuruoglu, A., Ture, M., Tuba, U., Ger, Güliz, Eminegül Karababa, Alev Kuruoğlu, Meltem Türe, Tuba Üstüner, and Baskın Yenicioğlu (2018). Debunking the myths of global consumer culture literature. *The Sage Handbook of Consumer Culture*. London: SAGE Publications Ltd..

GER, G. (2017). Consumption in the web of local and global relations of dominance and belonging. *Routledge Handbook on*

*Consumption*. London: Routledge.

GER, G. (2013). Patina meets Fashion: On the Evaluation and Devaluation of Oriental Carpets,. *Exploring Creativity: Evaluative Practices in Innovation, Design and the Arts*. Cambridge: Cambridge University Press.