

Years at SKEMA Business School: 6



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**Meltem TURE**

**Innovation  
Sophia-Antipolis**

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**CV**

**Skills & Interests**

**Languages**

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

**Expertise**

Qualitative Research Methods (Ethnography, Interviews, Observations, Visual Sources, Netnography, 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, Ankara, Turkey, Marketing, 2013.

M.B.A. Middle East Technical University, Ankara, Turkey, 2004.

Bachelor Middle East Technical University, Ankara, Turkey, Mathematics, 2002.

Bachelor Middle East Technical University, Ankara, Turkey, Science Education, Mathematics Education, 2002.

**Work Experience**

Assistant Professor, Marketing Department, SKEMA (September, 2013 - Present), Sophia, France.

Research and Teaching Assistant, Bilkent University (2005 - 2013), Ankara, Turkey.

Part-Time instructor, Bilkent University (2008 - 2011), Ankara, Turkey.

**Intellectual contributions**

**Articles in Journals**

TURE, M. (2017). BOOK REVIEW - Waste management and sustainable consumption: reflections on consumer waste. *Consumption, Markets & Culture*, 20 (1), 86-91, doi: 10.1080/10253866.2015.1105517.

Beudaert, A., Türe, M., & Özçağlar-Toulouse, N. (2016). Becoming sensory disabled: Exploring self-transformation through rites of passage. *Journal of Business Research*, 69 (1), 57-64.

TÜRE, 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>.

Türe, M. (2014). Value-in-disposing: Exploring how consumers derive value from disposition of items. *Marketing Theory*, 14 (1), 53-72, doi: 10.1177/1470593113506245.

Türe, M. (2012). Special Session: Disposing: constructing and Structuring Consumption. *Advances in Consumer research*, 39.

Atalay, S., & Türe, M. (2009). Should I Keep or Should I Give: The effects of Mortality Salience on Disposing. *Advances in Consumer research*, 36.

#### **Articles in Proceedings**

Longo, C., & Türe, M. (2016). My Beautiful Self: an Exploration of the Effects of Advertising Campaigns on Female Empowerment. *ACR (Academy for Consumer Research) Conference*, 44, 747.

Türe, M., & Ger, G. (2011). An Exploration of Consumers' Use of Disposing Practices in their Daily Lives. *ACR (Academy for Consumer Research) Conference*, 39, 32-33.

Selin, A., Türe, M., & Yong, K. (2010). Self-Esteem as a Moderator of the Effects of Mortality Salience on Consumer Disposing Behavior. *EMAC - European Marketing Academy Conference*.

TÜRE, M., & Atalay, A. S. (2009). Should I Keep or Should I Give: The effects of Mortality Salience on Disposing. *ACR (Academy for Consumer Research) Conference*, 36, 820-821.

#### **Chapters, Cases, Readings, Supplements**

TARI-KASNAKOGLU, B., TÜRE, M., & KALENDER, Y. (2019). Introduction to GenZ Turkey: A Generation with High Hopes and Big Fears. In Christian Scholz and Elodie Gentina (Eds.), *The new Generation Z in Asia: Dynamics, Differences, Digitalization*.

Cherrier, H., TÜRE, M., & Ozcaglar-Toulouse, N. (2018). Considering 'Waste Value' in the Circular Economy. In Robert Crocker, Christopher Saint, Guanyi Chen, and Yindong Tong (Eds.), *Unmaking Waste in Production and Consumption: Towards the Circular Economy*. Emerald Group Publishing Limited.

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

Ger, G., Karababa, E., Kuruoglu, A., TÜRE, M., & Yenicioğlu, B. (2017). Debunking the myths of global consumer culture literature. In Olga Kravets, Pauline Maclaran, Steven Miles, and Alladi Venkatesh (Eds.), *The Sage Handbook of Consumer Culture*. Sage.

Beudaert, A., Ozcaglar-Toulouse, N., & Türe, M. (2015). Negotiating identity reconstruction through consumption: An analysis of the experiences of consumers with acquired sensory impairments. *Research in Consumer Behavior - R.W. Belk, J.B. Murray et A. Thyroff* (pp. 349-366). Routledge.

Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014). Considering the Human Properties of the Non-Humans: An Analysis of Pragmatogony in Dispossession Stories. *Consumer Culture Theory*. Emerald Group Publishing Limited.

#### **Conference Presentations**

TÜRE, M., LONGO, C., & PIZZETTI, M. (2019). *Changing the World from the Kitchen: Exploration of Sustainable Food Practices as a Means of Market Transformation*". Interpretive Consumer Research, Lyon, France.

Atakan, S., TÜRE, M., & Seraj, M. (2018). *Catching the health wagon: Consumers' strategies of control in healthy food consumption*. ISMS Marketing Science Conference, Philadelphia, United States of America.

Türe, M. & Atakan, S. (2017, July). *Catching the health wagon: Consumers' strategies of control in healthy food consumption*. Consumer Culture Theory Conference (CCT), Anaheim, California.

Longo, C. & Türe, M. (2017, April). *The Complexity of Consumer Empowerment: The Dynamics Interplay of Brands and Consumers*. Workshop on Interpretive Consumer Research, Stockholm, Sweden.

Türe, M. & Longo, C. (2017, April). *The Complexity of Consumer Empowerment: The Dynamic Interplay of Brands and Consumers*. Interpretive Consumer Research, Stockholm, Sweden.

Longo, C. & Türe, M. (2016, October). *My Beautiful Self: an Exploration of the Effects of Advertising Campaigns on Female Empowerment*. ACR (Academy for Consumer Research) Conference, Berlin, Germany.

Longo, C. & TÜRE, M. (2016, October). *'My Beautiful Self': An Exploration of the Effects of Advertising Campaigns on Female Empowerment*. ACR (Academy for Consumer Research) Conference, Berlin, Germany.

Türe, M. (2015). *I Have, Therefore I Can Give": Exploring Materialism in Stories of Object Disposal*. Consumer Culture Theory Conference (CCT), Arkansas, United States of America.

Beudaert, A., Ozcaglar-Toulouse, N., & Türe, M. (2015, June). *Becoming sensory disabled: A transformation of identity and its possible achievement through consumption*. Consumer Culture Theory Conference (CCT), Fayetteville, North Carolina.

- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2015, May). *Considering 'Thing-Power' in Practices of Household Waste Engagement: Repair and Re-purposing*. Unmaking Waste Conference, Adelaide, Australia.
- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014). *Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.
- Beudaert, A., Ozcaglar-Toulouse, N., & Türe, M. (2014, November). *Apports de la théorie des rites de passage à la compréhension du comportement du consommateur handicapé sensoriel*. Journées Normandes de Recherche sur la Consommation, Rouen, France.
- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014, June). *Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.
- Türe, M. (2011). *An Exploration of consumers' Use of Disposing Practices in their Daily Lives*. ACR (Academy for Consumer Research) Conference, St Louis, Michigan.
- Selin, A., Türe, M., & Yong, K. (2010). *Self-Esteem as a Moderator of the Effects of Mortality Salience on Consumer Disposing Behavior*. EMAC - European Marketing Academy Conference, Copenhagen, Denmark.
- Türe, M. (2008). *Should I Keep or Should I Give: The Effects of Mortality Salience on Disposing*. ACR (Academy for Consumer Research) Conference, San Francisco, California.
- Türe, M. (2007, June). *Socio-Cultural Roots of Disposition: A study of Turkish consumers and 2nd hand markets in Ankara*. PhD Seminar on Consumption theory, Ankara, Turkey.
- Türe, M. (2001, May). *Calculation of the Area of a Circle by Discovery Method*. Mathematics Symposium, Ankara, Turkey.

## **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: Consumer Culture Theory Conference (CCT), 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**

2009: Consumption Theory Seminar (International).

### **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 Universite 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: UPK - Ulusal Pazarlama Konferansı (National Marketing Conference) (National).

2018: Consumer Culture Theory Conference (CCT) (International).

2018: AMA Conference (International).

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

2017 – 2018: ACR (Academy for Consumer Research) Conference (International).

2017: AMA Conference (International). I reviewed 2 competitive papers for AMA conference.

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.

2008 – 2013: ACR (Academy for Consumer Research) Conference (International).

### **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: Polish Psychological Bulletin (National).  
2018: Journal of Macromarketing (International).  
2018: Journal of Consumer Research (International).  
2017: Recherche et Applications en Marketing, Sophia Antipolis, France (International).  
2017: Journal of Consumer Research (International). I was asked to review an article recently submitted to JCR.  
2017: European Journal of Marketing (International).  
2016: Journal of Business Research (International).  
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