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**Güliz GER**  
**INNOVATION Academy**  
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**CV**

**Skills & Interests**

**Research skills**

Modern, Warm, and Beautiful: Lacing the Transition in Turkish Homes  
Sustainable Consumption, with Marcelo Fonseca  
Historical (and comparative) Analysis of Art and Consumer Cultures, with R.W. Belk  
Cultural Products, Tradition & Globalization: Turkish Carpets, with F.F. Csaba  
Materiality and Temporality in Mundane Consumption Practices: with O. Kravets  
Consumption and Acculturation: Turkish Immigrants in Denmark, with P. Østergaard  
Religious Material Culture, with R. Wilk  
Dirt & Cleanliness, with A. Kuruoglu

**Teaching Skills**

Philosophy of Scientific Inquiry and Epistemology  
Qualitative Research Methods  
Globalization, Consumption, and Development  
Marketing Management & Strategy  
Corporate Social Responsibility  
Markets and Cultures  
Consumer Behavior  
Advertising Management  
Technology and Culture  
Marketing Management  
Marketing Strategy

**Languages**

Turkish, English

**Citizenship**

Turkey

**Academic Degrees**

Ph. D. Major Field: Marketing, Minor Field: Psychology, (1985) Northwestern University  
MS Major Field: Marketing (1977) Middle East Technical University

## Work Experience

Researcher in Marketing, SKEMA Business School (2018 – present)  
Professor, Bilkent University (1999 - present)  
Director, Center for Research in Transitional Societies, Bilkent University (2000 - present)  
Associate Provost, Bilkent University (1998 - 2011)  
Associate Professor, Bilkent University (1990 - 1998)  
Assistant Professor, Bilkent University (1986 – 1990)

## INTELLECTUAL CONTRIBUTIONS

### Articles in journals

Türe, Meltem and Güliz Ger "Continuity through Change: Navigating Temporalities through Heirloom Rejuvenation," *Journal of Consumer Research*, 2016, 43 (1): 1-25.

Kuruoğlu, P. Alev and Güliz Ger "An Emotional Economy of Mundane Objects," *Consumption Markets & Culture*, 2015, 18:3, 209-238.

Figueiredo, Chelekis, DeBerry-Spence, Firat, Ger, Godefroit-Winkel, Kravets, Moisander, Nuttavuthisit, Peñaloza and Tadjewski, "Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)" *Journal of Macro Marketing*, 2015, 35:2, 257-271.

Ger, Güliz, "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*, 2014, 56: 4, 553-556.

Ger, Güliz, "Islamic Marketing at the Nexus of Global Markets-Religions-Politics and Implications for Research", *Marketing Theory*, 2013, 13:4, 493 - 499.

Karababa, Eminegül and Güliz Ger, "Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject," *Journal of Consumer Research*, 2011, 37:5, 737-760.

Sandıkçı, Özlem and Güliz Ger, "Veiling in Style: How Does a Stigmatized Practice Become Fashionable?" *Journal of Consumer Research*, 2010, (June), 37:1, 15-36.

Ger, Güliz, 2009, "Tüketici Araştırmalarında Nitel Yöntemler Kullanmanın İncelikleri ve Zorlukları," *Tüketici ve Tüketim Araştırmaları Dergisi*, 1 (1), 1-19.

Sandıkçı, Özlem and Güliz Ger, "Constructing and Representing the Islamic Consumer in Turkey," *Fashion Theory*, 2007, 11: 2-3, 189-210.

Ger, Güliz, "Warming: Making the New Familiar and Moral," *Ethnologia Europea: Journal of European Ethnology*, 2005, 35:1-2, 19-22.

Ger, Güliz and Baskin Yenicioglu, "Clean and Dirty: Playing with Boundaries of Consumer's Safe Havens," *Advances in Consumer Research*, Barbara E. Kahn and Mary Frances Luce (eds.), Provo, UT: Association for Consumer Research, 2004, 462-467.

Belk, Russell, Güliz Ger and Søren Askegaard, "The Fire of Desire: A Multi-sited Inquiry into Consumer Passion," *Journal of Consumer Research*, 2003 (December), Vol. 30, 326-351.

Ger, Güliz, "Delights and Discontents of Shopping," in: Rebecca Garrett, Deborah Root and Dot Tuer (eds.), *Public 27: Shop*, Toronto: Public Access, 2003, 14-27.

Venkatesh, Alladi, Eminegül Karababa and Güliz Ger, "The Emergence of the Posthuman Consumer and the Fusion of the Virtual and the Real," *Advances in Consumer Research*, Susan Broniarczyk and Kent Nakamoto (eds.), Provo, UT: Association for Consumer Research, 2002, Vol.29, 446-452.

Sandıkçı, Özlem and Güliz Ger, "In-Between Modernities and Postmodernities: Theorizing Turkish Consumptionscapes," *Advances in Consumer Research*, Susan Broniarczyk and Kent Nakamoto (eds.), Provo, UT: Association for Consumer Research, 2002, Vol.29, 465-470.

Sandıkçı, Özlem and Güliz Ger, "Fundamental Fashions: The Cultural Politics of the Turban and the Levi's," *Advances in Consumer Research*, Joan Meyers-Levy and Mary Gilly (eds.), Provo, UT: Association for Consumer Research, 2001, Vol. 28, 146-150.

Ger, Güliz and Fabian F. Csaba, "Flying Carpets: The Production and Consumption of Tradition and Mystique," *Advances in Consumer Research*, Stephen J. Hoch and Robert J. Meyers (eds.), Provo, UT: Association for Consumer Research, 2000, Vol. 27, 132-137.

Üstüner, Tuba, Güliz Ger and Douglas Holt, "Consuming Ritual: Reframing the Turkish Henna-Night Ceremony," *Advances in Consumer Research*, Stephen J. Hoch and Robert J. Meyers (eds.), Provo, UT: Association for Consumer Research, 2000, Vol. 27, 209-214.

Ger, Güliz, "Localizing in the Global Village: Local Firms Competing in Global Markets," *California Management Review*, 1999, 41 (4: Summer), 64-83 [Reprinted in: *Best Practices in International Business*, 2001, M. R. Czinkota and I. A. Ronkainen, eds., Fort Worth: Harcourt College Publishers, 159-178; Reviewed in *The Antidote*, Issue 25, 2000, 21-24]

Ger, Güliz and Russell W. Belk, "Accounting for Materialism in Four Cultures," *Journal of Material Culture*, 1999, 4(2), 183-204 [reprinted in Spanish translation: "Razones Para el Materialismo en Cuatro Culturas," *Revista Colombiana de Marketing*, 2000, 1 (1), 9-31; reprinted in: *Critical Marketing Studies*, eds., M.Tadjewski & P. Maclaran Sage, 2009]

Ger, Güliz, Søren Askegaard, and Ania Christensen, "Experiential Nature of Product-Place Images: Image as a Narrative," *Advances in Consumer Research*, Eric Arnould & Linda Scott (eds.), Provo, UT: Association for Consumer Research, 1999, Vol. 26, 165-169.

Ger, Güliz, "Experiential Meanings of Consumption and Sustainability in Turkey," *Advances in Consumer Research*, Eric Arnould & Linda Scott, (eds.), Provo, UT: Association for Consumer Research, 1999, Vol. 26, 276-280.

Ger, Güliz and Per Østergaard, "Constructing Immigrant Identities in Consumption: Appearance Among the Turko-Danes," *Advances in Consumer Research*, Joseph W. Alba and J. Wesley Hutchinson (eds.), Provo, UT: Association for Consumer Research, 1998, Vol. 25, 48-52.

Askegaard, Søren and Güliz Ger, "Product-Country Images: Towards a Contextualized Approach," *European Advances in Consumer Research*, Basil Englis and Anna Olofsson (eds.), Provo, UT: Association for Consumer Research, 1998, Vol. III, 50-58.

Ger, Güliz, "Human Development and Humane Consumption: Well-Being Beyond the Good Life," *Journal of Public Policy and Marketing*, 1997, 16 (1), 110-125.

Belk, Russell W., Güliz Ger, and Søren Askegaard, "Consumer Desire in Three Cultures: Results from Projective Research," *Advances in Consumer Research*, Merrie Brucks and Deborah J. MacInnis (eds.), Provo, UT: Association for Consumer Research, 1997, Vol. 24, 24-28.

Ger, Güliz and Russell W. Belk, "I'd Like to Buy the World a Coke: Consumptionscapes of the 'Less Affluent World'," *Journal of Consumer Policy*, 1996, 19 (3), 271-304.

Belk, Russell W., Güliz Ger, and Søren Askegaard, "Metaphors of Consumer Desire," *Advances in Consumer Research*, Kim Corfman and John G. Lynch, Jr. (Eds.), Provo, UT: Association for Consumer Research, 1996, Vol. 23, 368-373.

Ger, Güliz and Russell W. Belk, "Cross-Cultural Differences in Materialism," *Journal of Economic Psychology*, 1996, 17 (1), 55-77.

Ger, Güliz, Russell W. Belk and Dana-Nicoleta Lascu, "The Development of Consumer Desire in Marketizing and Developing Economies: The Cases of Romania and Turkey", *Advances in Consumer Research*, Leigh McAlister and Michael L. Rothschild (Eds.), Provo, UT: Association for Consumer Research, 1993, Vol. 20, 102-107.

Ger, Güliz, "The Positive and Negative Effects of Marketing on Socioeconomic Development: The Turkish Case", *Journal of Consumer Policy*, 1992, Vol. 15 (3), 229-254.

Ger, Güliz, "Utility of Social Indicators", *Journal of Economics and Administrative Studies* (published by Boğaziçi University, İstanbul), 1991, Vol. 5, No. 1 (Winter), 1-24.

Ger, Güliz and Russell W. Belk, "Measuring and Comparing Materialism Cross Culturally", *Advances in Consumer Research*, G. Gorn and R. Pollay (Eds.), Provo, UT: Association for Consumer Research, 1990, Vol. 17, 186-192.

Ger, Güliz, "Uluslararası Pazarlamada Enformasyonun Rolü ve Araştırma" (The Role of Information and Research in International Marketing), *Eskişehir Anadolu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 1989, Vol. 7, No. 2 (November), 147-191.

Ger, Güliz, "Effects of Affect on Judgments about Products", *Advances in Consumer Research*, R. J. Lutz (ed.), Provo, UT: Association for Consumer Research, 1986, Vol. 13, 221-225.

Ger, Güliz, "Tubal Ligation as a Healthy Alternative to Population Management and Related Research Needs" (Letter to the Editor), *Acta Reproductiva Turcica*, 1987, 9 (No. 1-2), 40-44.

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

Ger, Güliz, Eminegül Karababa, Alev Kuruoğlu, Meltem Türe, Tuba Üstüner, and Baskın Yenicioğlu, "Debunking the myths of global consumer culture literature, in *The Sage Handbook of Consumer Culture*, ed. O. Kravets, P. Maclaran, S. Miles, and A. Venkatesh, forthcoming in 2017 (<https://www.amazon.co.uk/Sage-Handbook-Consumer-Culture/dp/1473929512>)

Ger, Güliz, "Consumption in the web of local and global relations of dominance and belonging," in: *Routledge Handbook on Consumption*, eds. Margit Keller, Bente Halkier, Terhi-Anna Wilksa and Monica Truninger, London: Routledge, forthcoming in 2017. (<https://www.amazon.co.uk/Routledge-Handbook-Consumption-International-Handbooks/dp/1138939382>)

Ger, Güliz, Introduction to Volume 3: "The Journey from Materialism to Legitimations of Materialism, Consumer Desires, and Consumer Cultures," Russell Belk, *Sage Legends in Consumer Behavior*, and Interview with Belk, New Delhi: Sage. 2014. Xxi-xxiv, 329-331.

Csaba, Fabian F. And Güliz Ger, "Patina meets Fashion: On the Evaluation and Devaluation of Oriental Carpets," in: Brian Moeran and Bo Christensen (eds.) *Exploring Creativity: Evaluative Practices in Innovation, Design and the Arts*. Cambridge: Cambridge University Press, 2013, 260-277.

Sandıkçı, Özlem & Güliz Ger "Stigma, Identity and Consumption," in: Ayalla A. Ruvio and Russell W. Belk (eds) *The Routledge Companion to Identity and Consumption*, London/New York: Routledge, 2012, 111-118.

Ger, Güliz, Olga Kravets and Özlem Sandıkçı, "International Marketing at the Interface of the Alluring Global and the Comforting Local," in: *Marketing Management: A Cultural Perspective*, eds: L. Peñalosa, N. Toulouse, L. M. Visconti, London: Routledge, 2012, 30-42.

Sandıkçı Ö. and G. Ger, "Islam, Consumption, and Marketing: Going Beyond Essentialist Approaches," in: *Handbook of Islamic Marketing*, eds: Ö. Sandıkci and G. Rice, Cheltenham, UK: Edward Elgar Publishing, 2011, 484-501.

Ger, Güliz and Olga Kravets, "Special and Ordinary Times: Tea in Motion" in: *Time, consumption and everyday life*, E. Shove, F. Trentmann, and R. Wilk, eds., Oxford: Berg, 2009, 189-202.

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

Kjeldgaard, Dannie, Fabian Faurholt Csaba, and Güliz Ger, "Grasping the Global: Multi-sited Ethnographic Market Studies," in: R. W. Belk (ed), *Handbook of Qualitative Research Methods in Marketing*, Cheltenham, UK: Edward Elgar Publishing, 2006, 521-533.

Russell W. Belk and Güliz Ger, "Consumption in Affluent Societies," in: *Encyclopedia on Sustainable Development, Social and Cultural Development of Human Resources, Encyclopedia of Life Support Systems (EOLSS)*, Emilio F. Moran, ed., UNESCO, Eolss Publishers, Oxford, UK, 2002 (<http://www.eolss.net>)

Sandıkçı, Özlem and Güliz Ger, "Aesthetics, Ethics and the Politics of the Turkish Headscarf," in: Suzanne Kuechler and Daniel Miller (eds.), *Clothing as Material Culture*, Oxford: Berg, 2005, 61-82.

Belk, Russell W., Güliz Ger, and Søren Askegaard, "The Missing Streetcar Named Desire," in: S. Ratneshwar, David Glen Mick, and Cynthia Huffman (eds.), *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*, London: Routledge, 2000, 98-119.

Belk, Russell W. and Güliz Ger, "Problems of Marketization in Romania and Turkey," in: Clifford Shultz II, Russell W. Belk, and Güliz Ger (eds.), Special Volume of Research in Consumer Behavior on Consumption in Marketizing Economies, Greenwich, Connecticut: JAI Press Inc., 1994, 123-55, reprinted in Center for International Business Education and Research International Business Research Reprints, 1(1), Spring-Summer, 1995.

Shultz II, Clifford, Russell W. Belk, and Güliz Ger "Introduction to Consumption in Marketizing Economies," in Consumption in Marketizing Economies, Clifford J. Shultz II, Russell Belk, and Güliz Ger (eds.), Greenwich, CT: JAI Press, 1994, ix-xix.

Ger, Güliz, "Nature of Effects of Affect on Judgment: Theoretical and Methodological Issues", in Cognitive and Affective Responses to Advertising, in P. Cafferata and A.M. Tybout (eds.), Lexington MA: Lexington Books, D.C. Heath and Company, 1988, 263-276.

#### **Books, Monographs, Compilations, Manuals**

Ger, Güliz, Materialism and Consumer Culture: Questioning What Matters in Life, 3rd volume of 10 volumes of Russell Belk, Sage Legends in Consumer Behavior, New Delhi: Sage, 2014.

Shultz II, Clifford, Russell W. Belk, and Güliz Ger, editors, Special Volume of Research in Consumer Behavior on Consumption in Marketizing Economies, Greenwich, Connecticut: JAI Press Inc., 1994

#### **Conference Presentations**

Key note: "Developing Markets? BOP? Understanding the Interchange of Markets and Development," Institute of Business Administrations's 3rd International Conference on Marketing, 19-20 December 2016, Kuala Lumpur, Malaysia.

Key note: "How to Publish in Top Ranked Journals," 20. Ulusal Pazarlama Kongresi, Eskişehir, 11 Haziran 2015.

Reporter: "Consumption, Markets and Sustainability," OR "How to move towards an efficient use of resources and reduce material consumption?" The Francqui International Conference 2014, The EU's Fifth Project: Transitional Governance in the Service of Sustainable Societies, Palais des Académies, Brussels, Belgium, 8-9 May 2014. "Rituals, Practices and Assemblages in Consumer Culture Theory", Panel Member, Winter Marketing Educators' Conference, AMA, Orlando, Florida, USA, 22-23 February 2014.

Globalization, Religion, Markets and Consumption," key note speech, Cross-cultural research conference, Antigua, Guatemala, 11-13 December 2013

"Markets and Sustainability" session chair and discussant, Anthropology of Markets and Consumption Conference, UCI, Irvine, CA, USA, March 2013.

"Sustainability of Consumption at Home? The Cases of Turkey and Brazil, workshop on "Global and Regional Research on Sustainable Consumption and Production: Achievements, Challenges, and Dialogues," Rio + 20 UN Conference on Sustainable Development, Rio de Janeiro, Brazil, 13-15 June 2012.

"Tüketim Kültürü ve Yeni Örtünme Biçimleri," VEIL Project, ODTU, Ankara, Turkey, October 2008.

"Consumption and the Ecological Challenge," Member of two-person panel, Consumer Culture Theory Conference, Boston USA, June 2008.

"Historical and Contemporary Forms of Branding in the Oriental Carpet Trade," Cultures of Commodity Branding, The UCL Institute of Archeology Conference, London, UK, May 2008.

"Interpretive Approaches and Qualitative Research: The Main Course not the Appetizer," Key note speech at the German Marketing Professors' Conference, Berlin, Germany, Nov. 2007.

Conference on "Consuming routines: rhythms, ruptures and the temporalities of consumption," Florence, Italy, May 2007.

Conference on "Elusive Consumption," Sweden, June 2002.

Workshops on "Heretical Consumer Research," USA, October 1996-2003.

European Science Foundation Workshops on "Consumption, Everyday Life and Sustainability," Lancaster University, UK, April 1997 and March 1998.

Interdisciplinary Conference on Research in Consumption, 1997, 1999

#### **Other Publications**

##### **Book Reviews**

Ger, Güliz, "The Low-Income Consumer: Adjusting the Balance of Exchange," by L. F. Alwitt and T. D. Donley, Journal of Consumer Policy, 1998, 21 (2- June), 231-235.

Ger, Güliz, "Services and Advertising Effectiveness", by J.P.H. Nillesen, International Journal of Research in Marketing, 1994, 11 (3), 307-309.

Ger, Güliz, "Sociopolitical Aspects of International Marketing", by E. Kaynak, International Journal of Research in Marketing, 1993, 10 (2), 209-212.

Ger, Güliz, "Social Information Processing and Survey Methodology", by H.-J. Hippler, N. Schwarz and S. Sudman, International Journal of Research in Marketing, 1988, 5 (2), 143-146.

##### **Various Sources**

Ger, Güliz, "Ülke İmajı ve Dünya Markası Oluşturmak" (Country Image and Building a Global Brand), Durum, 1999 (Nisan), 58-61.

Ger, Güliz, "Mülakat: Küreselleşen Dünyada Türkiye İmajı" (Interview: Image of Turkey in a Globalizing World), Ekopol, 1999 (Ocak-Mart), 28-37.

Ger, Güliz, "Materialism Across Cultures, Private View, 1997 (Autumn), 1/2: 4/5, 116-122.

Askegaard, Søren and Güliz Ger, "Product-Country Images as Stereotypes: A Comparative Study of Danish Food Products in Germany and Turkey," MAPP Paper no. 45, 1997 (March), Centre for Market Surveillance, Research and Strategy for the Food Sector, Aarhus, Denmark.

Ger, Güliz, "Batı'nın Gözünde Türkiye'nin İmajı" (Image of Turkey in the Eyes of the West), Görüş, 1997 (Ocak-Subat), No. 29, 16-33.

Ger, Güliz, Patrick J. Kaufmann and Alice M. Tybout, "The Windy City Bank: A Bank Marketing Case", Cases in Bank Management, No.5, Banking Research Center, Northwestern University, 1983.

### **Other activities**

Associate Editor: Journal of Consumer Research (July 2014- )  
Departmental Editor: Journal of International Business Studies (2002-2007)  
Editorial Board Member: Journal of Consumer Research (2009-2014), Consumption, Markets and Culture (2000-), Journal of Consumer Policy (2001-), Journal of Macromarketing (2004-), International Journal of Research in Marketing (1990-2006)  
Occasional Reviewer: Journal of Public Policy and Marketing; Journal of International Marketing; California Management Review; Journal of Business Research; and others  
Reviewer for conferences: e.g., Association for Consumer Research Conferences (American, Asian, European, 1997-), International Conference on Marketing and Development (1993-), European Marketing Academy Conference (1997-), and others  
Board of Directors: International Society for Marketing and Development (since 1993)  
President: International Society for Marketing and Development (2003-2005)  
Co-Chair: 7th Interdisciplinary Conference on Research in Consumption, Ankara, Turkey, 1999  
6th Heretical Consumer Research Conference, Austin, Texas, 2001  
Program Committee Member: Consumer Culture Theory Conference (every year since 2005), Association for Consumer Research (ACR) Annual Conference (about every other year since 1998), European ACR Conference (about every other year since 1998), International Conference on Globalization and Emerging Economies (1998), and others

### **Professional Memberships**

Association for Consumer Research  
American Anthropological Association  
International Society for Marketing and Development  
Türk Pazarlama Derneği (Turkish Marketing Association)