



Nil OZCAGLAR-TOULOUSE

**INNOVATION Academy
Lille**

CV

Skills & Interests

Research Skills

PhD supervising

Qualitative methods

Languages

English, French, Turkish

Expertise

CSR, Consumer Culture Theory, Qualitative methods, Sustainability

Qualification

Scholarly Academic

Academic Degrees

Agrégation de l'enseignement supérieur University of Lille, France, Concours National d'Agrégation des Professeurs d'Université – Sciences de Gestion, 2011

Doctorat Université de Lille 2, France, Doctorat ès Sciences de Gestion, 2005

Work Experience

Head of Marketing Research Center MERCUR, SKEMA Business School (2012 - Present), Lille, France.

Professor, University of Lille 2 (2011 - Present), Lille, France.

Professor, SKEMA Business School (2011 - Present), Lille, France.

Associate Professor, University of Lille 2 (2006 - 2011), Lille, France.

Research and Teaching assistant, University of Lille 2 (2005 - 2006), Lille, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

- Benmecheddal, A., Gorge, H., & Ozcaglar-Toulouse, N. (2017). Rethinking Alternative Markets in the Context of Economic Crisis and Austerity in Greece. *Journal of Macromarketing*, 37 (2), 193–205.
- Shaw, D., McMaster, R., Longo, C., & Ozcaglar-Toulouse, N. (2017). Ethical qualities in consumption: Towards a theory of care. *Marketing Theory*, 17 (4), 415–433.
- Nguyen, N. N., Ozcaglar-Toulouse, N., & Kjeldgaard, D. (2017). Toward an Understanding of Young Consumers' Daily Consumption Practices in Post-Doi Moi Vietnam. *Journal of Business Research*.
- Beudaert, A., Türe, M., & Özçaglar-Toulouse, N. (2016). Becoming sensory disabled: Exploring self-transformation through rites of passage. *Journal of Business Research*, 69 (1), 57-64.
- Ozcaglar-Toulouse, N. (2015). Editorial. *Recherches et Applications en Marketing*, 30 (4), 3.
- Gorge, H., Ozçaglar-Toulouse, N., & Toussaint, S. (2015). Bien-être et well-being dans la consommation: une analyse comparative. *Recherches et Applications en Marketing*, 30 (2), 104-123.
- Ozcaglar-Toulouse, N. (2015). Editorial : Quelques nouveautés concernant RAM en 2015. *Recherches et Applications en Marketing*, 30 (2), 1.
- Ozcaglar-Toulouse, N. (2015). Editorial : Premiers pas. *Recherches et Applications en Marketing*, 30 (1), 3-4.
- Gorge, H., Herbert, M., Ozçaglar-Toulouse, N., & Robert, I. (2014). What do we really need? Questioning consumption through sufficiency. *Journal of Macromarketing*, 35 (1), 11-22.
- Ozcaglar-Toulouse, N. & Burroughs, J.E. (2014). Transformative Consumer Research: Taking the TCR Movement Global. *Journal of Marketing Management*, 30 (17-18), 1723-1727.
- Gorge, H., Herbert, M., Ozçaglar-Toulouse, N., & Robert, I. (2014). Devoir ou vouloir réduire sa consommation: explorer les éléments structurants de la sobriété. *Revue Economies et Sociétés*, 3 (1/2014), 143-157.
- Béji-Bécheur, A. & Ozçaglar-Toulouse, N. (2014). Editorial: Institutionnalisation du développement durable et émergence d'un marketing durable. *Recherches et Applications en Marketing*, 29 (3), 3-9.
- Beji-Becheur, A., Ouhramoune, N., & Ozçaglar-Toulouse, N. (2014). The polysemic meanings of couscous consumption in France. *Journal of Consumer Behaviour: An International Research Review*, 13 (3), 196-203.
- Ozçaglar-Toulouse, N. & Gorge, H. (2013). Expériences de consommation des individus pauvres en France: Apports du Bas de la Pyramide et de la Transformative Consumer Research. *Décisions Marketing*, 72, 139-156.
- Beji-Becheur, A., Ozcaglar-Toulouse, N., & Zouaghi, S. (2012). Ethnicity Introspected : Researchers in Search of their Identity. *Journal of Business Research*, 65 (4), 504-510.
- Ozcaglar-Toulouse, N., Cherrier, H., & Szuba, M. (2012). Barriers to Downward Carbon Emission: Exploring Sustainable Consumption in Face of the Glass Floor. *Journal of Marketing Management*, 28 (3-4), 397-419.
- Cherrier, H., Szuba, M., & Ozcaglar-Toulouse, N. (2012). Barriers to Downward Carbon Emission: Exploring Sustainable Consumption in Face of the Glass Floor. *Journal of Marketing Management*, 28 (3-4), 397-419.
- Ozcaglar-Toulouse, N. & Robert-Demontrond, P. (2012). Les ambiguïtés sémantiques du commerce équitable: micro-mythanalyse des imaginaires de consommation. *Recherches et Applications en Marketing*, 26 (4), 53-70.
- Ozcaglar-Toulouse, N. & Ouhramoune, N. (2012). Exogamous weddings and fashion in a rising consumer culture: Kabyle ethnic minority dialectics of change and reproduction. *Marketing Theory*, 12 (1), 78-96.
- Beji-Becheur, A., Ozcaglar-Toulouse, N., & Herbert, M. (2011). Etudier l'ethnique: la construction de la responsabilité des chercheurs face à un sujet sensible. *Revue Française de Gestion*, 37 (216), 111-128.
- Diaz Pedregal, V. & Ozcaglar-Toulouse, N. (2011). Why does not everybody purchase fair trade products? The question of the fairness of fair trade products' consumption for consumers. *International Journal of Consumer Studies*, 35 (6), 655-660.

- Askegaard, S. & Ozcaglar-Toulouse, N. (2011). Still Crossing Borders: Migration, Consumption and Markets. *Consumption, Markets & Culture, 14* (3), 217-222.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., Gateau, M., & Robert-Desmontrond, P. (2010). Demysticising Fair Trade in France: History of an Ambiguous Construction. *Journal of Business Ethics, 92* (2), 205-216.
- Diaz Pedregal, V. & Ozcaglar-Toulouse, N. (2010). Is fair trade fair for consumers? *International Journal of Consumer Studies, 5*, 655-660.
- Ozcaglar-Toulouse, N. & Chytikova, Z. (2010). She, who has the spoon, has the power: Immigrant Women's Use of Food to Negotiate Power Relations. *Advances in Consumer research, 37*.
- Ozcaglar-Toulouse, N. & Cova, B. (2010). Une histoire de la CCT française: parcours et concepts clés. *Recherches et Applications en Marketing, 25* (2), 69-91.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Murphy, P. (2009). Fair Trade in France: From Individual Innovators to Contemporary Networks. *Journal of Business Ethics, 90* (4), 589-606.
- Ozcaglar-Toulouse, N. & Fosse-Gomez, M. (2009). Augmenter le pouvoir d'achat par l'autoréduction: les Robins des Bois des supermarchés. *Décisions Marketing, 56*, 63-73.
- Ozcaglar-Toulouse, N. & Ustüner, T. (2009). How Do Historical Relationships between the Host and Home Countries Shape the Immigrants' Consumer Acculturation Processes? *Advances in Consumer research, 36*, 16-19.
- Ozcaglar-Toulouse, N., Hadj Hmida, M., & Fosse-Gomez, M. (2009). Towards an understanding of media usage and acculturation. *Advances in Consumer research, 36*, 524-531.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Fosse-Gomez, M. (2009). L'ethnicité dans l'étude du consommateur: un état des recherches. *Recherches et Applications en Marketing, 24* (4), 57-76.
- Ozcaglar-Toulouse, N. (2009). Quel sens les consommateurs responsables donnent-ils à leur consommation? Une approche par les récits de vie. *Recherches et Applications en Marketing, 24* (3), 3-22.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Diaz Pedregal, V. (2008). Fair trade - just how fair are the exchanges? *Journal of Macromarketing, 28* (1), 44-52.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., Jamel, A., & Kouaghi, S. (2008). Ethnicity and Consumption in Europe: Comparing and Contrasting France and the UK. *European Advances in Consumer Research, 283-284*.
- Ozcaglar-Toulouse, N. & Fosse-Gomez, M. (2008). Towards an understanding of Consumption objectors. *European Advances in Consumer Research, 493-497*.
- Ozcaglar-Toulouse, N. (2006). Contribution of the concept of identity to the understanding of responsible consumer behavior: application to the consumption of fair trade products. *Advances in Consumer research, 34*, 385-388.
- Ozcaglar-Toulouse, N., Shiu, E., & Shaw, D. (2006). In Search of Fair Trade: Ethical Consumer Decision-making in France. *International Journal of Consumer Studies, 30* (5), 502-514.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Fosse-Gomez, M. (2005). Quel marketing pour le commerce équitable? *Décisions Marketing, 39*, 9-20.
- Ozcaglar-Toulouse, N. & Beji-Becheur, A. (2002). Le commerce équitable: vers une éthique des relations commerciales Nord-Sud. *Revue Entreprise Ethique, 17*, 19-26.

Articles in Proceedings

- Godefroit-Winkel, D., Fosse-Gomez, M. H., & Ozcaglar-Toulouse, N. (2012). Globalization in the Less Affluent World: Moroccan Consumers' Acculturation to Global Consumer Culture in Their Homeland. *Advances in Consumer Research*.

Books, Monographs, Compilations, Manuals

- Ozcaglar-Toulouse, N. (2016). *CONSUMER CULTURE THEORY, RESEARCH IN CONSUMER BEHAVIOR*. (Editor)
- Ozcaglar-Toulouse, N. (2012). *Marketing Management: A cultural perspective* Routledge [B]. (Editor)
- Ozcaglar-Toulouse, N. & Béji-Bécheur, A. (2012). *L'Ethnicité, Fabrique Marketing?* EMS Edition.

Chapters, Cases, Readings, Supplements

- Cova, V. & Ozcaglar-Toulouse, N. (2017). De Certeau. In Routledge (Ed.), *canonical authors in social theory on consumption*.
- Gorge, H. & Ozcaglar-Toulouse, N. (2017). Les cadres théoriques et méthodologiques de l'étude de la pauvreté en marketing. In EMS (Ed.), *Consommateurs Pauvres*.
- TOUSSAINT, S. & Ozcaglar-Toulouse, N. (2017). L'espace de « coworking » : Entre lieu de travail partagé et lieu de service polyfonctionnel. In Press, In De Boeck (Ed.), *Consommation Collaborative*.
- BENMECHEDDAL, A. & Ozcaglar-Toulouse, N. (2016). Russell Belk : un chercheur « sacré ». *Les grands auteurs en marketing*. EMS Edition.
- 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. pp. 349-366). Routledge [B].
- BENMECHEDDAL, A. & Ozcaglar-Toulouse, N. (2015). The Formation of Consumer Activism: Context and Meanings of an Activist Order. *Consumer Culture Theory : Research in Consumer Behavior*. Emerald Group Publishing.
- Benmecheddal, A. & Ozcaglar-Toulouse, N. (2014). La grande distribution face aux mouvements anti-consuméristes. In Press, *Repenser le commerce: vers une perspective socio-culturelle de la distribution*.
- 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.
- Gorge, H. & Ozcaglar-Toulouse, N. (2012). Ethnicité: de quoi parlons nous?. In Amina Béji-Bécheur & Nil Ozcaglar-Toulouse (Eds.), *L'éthnicité: fabrique marketing?* (pp. 23-50). Management et Société.
- Petitpretre, B., Ozcaglar-Toulouse, N., & Pernin, J-L. (2012). Consommateurs. *Dictionnaire du Commerce Equitable*. Editions FairNESS.
- Ozcaglar-Toulouse, N. (2011). Institutionalization of sustainable market: A case study of Fair Trade in France. *Marketing Management: a cultural approach*. Routledge [B].
- Ozcaglar-Toulouse, N. & Ammari, R. (2011). Les racines religieuses du don. *Don et pratiques caritatives*. Edition de Boeck.
- Ozcaglar-Toulouse, N. (2009). Diversité ethnique et consommation. *Management: tensions d'aujourd'hui*. FNEGE/Vuibert.
- Ozcaglar-Toulouse, N. & Diaz Pedregal, V. (2008). L'institutionnalisation du commerce équitable: l'émergence d'une législation relative à un commerce "différent". *Traduire nos responsabilités planétaires. Recomposer nos paysages juridiques..* Bruylant [B].
- Ozcaglar-Toulouse, N. (2008). Désormais le consommateur achète responsable. *Petit bréviaire des idées reçues en management*. Editions la Découverte.
- Ozcaglar-Toulouse, N. (2008). Les récits de vie. *A la recherche du consommateur - De nouvelles techniques d'étude pour mieux comprendre les clients*. Dunod.
- Ozcaglar-Toulouse, N. (2008). The French Consumption Objector - Lifestyle Choice or Identity?. *Downshifting: a theoretical and practical approach to living a simplified life*. ICFAI University Press.
- Ozcaglar-Toulouse, N. (2007). Living for "ethics": responsible consumption in everyday life. *Research in Consumer Behavior - Vol. 11*. Elsevier.

Conference Presentations

- Longo, C., McMaster, R., & Ozcaglar-Toulouse, N. (2016, April). *Theorising care for consumption*. International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, Roubaix, France.
- Benmecheddal, A. & Ozcaglar-Toulouse, N. (2015). *A moral agencement between consumers and non-consumers: the formation of the Community Supported Agriculture*. Interpretive Consumer Research, Edinburgh, United Kingdom.
- Ozcaglar-Toulouse, N. & Nguyen, N. (2015, November). *The alternative cultural hybridization: a case study on global pop music consumption of Vietnamese young consumers*. Journées Normandes de Recherche sur la Consommation, Angers, France.

- Benmecheddal, A. & Ozcaglar-Toulouse, N. (2015, June). *The structure of activism: Context and meanings of an Activist order*. Consumer Culture Theory Conference (CCT), Fayetteville, North Carolina.
- 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, Adelaïde, 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.
- Ozcaglar-Toulouse, N. (2014). *Nordic Consumer Culture: Context and Concept*. 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.
- Gorge, H., Ozcaglar-Toulouse, N., & Kjeldgaard, D. (2014, November). *Une appréhension de la notion de besoins : le cas des consommateurs pauvres en France*. Journées Normandes de Recherche sur la Consommation, Rouen, France.
- Nguyen, N.N. & Ozcaglar-Toulouse, N. (2014, November). *Revisiter la théorie de la globalisation culturelle : étude(n)ethographique de la consommation musicale des jeunes vietnamiens*. 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.
- Gorge, H. & Ozcaglar-Toulouse, N. (2014, June). *The Poor Consumer: Emergence and Construction through the XXth Century in France*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.
- Nguyen, N. & Ozcaglar-Toulouse, N. (2014, June). *Kpop vs Apop: Theorizing the Empowerment of Dominated Culture from Popular Culture Production and Consumption*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.
- Toussaint, S., Ozcaglar-Toulouse, N., & Eckhardt, G. (2014, June). *Accessing and Producing Liquid Places*. Consumer Culture Theory Conference (CCT), Helsinki, Finland.
- Ozcaglar-Toulouse, N. (2013). *Mare Nostrum: The Roots of Mediterranean Consumer Culture*. 7th Workshop on Interpretive Consumer Research, Brussels, Belgium.
- Ozcaglar-Toulouse, N. (2013). *Nouveaux regards sur un terrain*. CEFAG-FNEGE, Noyon, France.
- Ozcaglar-Toulouse, N. (2013). *Consumer Culture Theory*. IAE Poitiers, Poitiers, France.
- Gorge, H., Ozcaglar-Toulouse, N., & Kjeldgaard, D. (2013, July). *Being competent in "liquid modernity": the case of working poor*. European Advances in Consumer Research, Barcelona, Spain.
- Ozcaglar-Toulouse, N., Benmecheddal, A., & Herbert, M. (2013, June). *What about morality and brand*. Consumer Culture Theory Conference (CCT), Tucson, Arizona.
- Ozcaglar-Toulouse, N. (2013, June). *Nouveaux regards sur un terrain*. CEFAG-FNEGE, Noyon, France.
- Ozcaglar-Toulouse, N. (2013, June). *Consumer Culture Theory*. IAE Poitiers, Poitiers, France.
- Gorge, H. & Ozcaglar-Toulouse, N. (2013, May). *Les compétences comme forme de coping: le cas des consommateurs pauvres*. 29ième Congrès de l'Association Française du Marketing, La Rochelle, France.
- Ozcaglar-Toulouse, N. (2013, May). *Transformative Consumer Research*. ESCP Europe, Paris, France.
- Godefroit-Winkel, D., Fosse-Gomez, M., & Ozcaglar-Toulouse, N. (2012). *Globalization in the Less Affluent World: Moroccan Consumers' Acculturation to Global Consumer Culture in Their Homeland*. 2012 ACR North American Conference, Vancouver, Canada.
- Ozcaglar-Toulouse, N. (2012). *Nouveaux Regards sur un Terrain*. CEFAG-FNEGE, Noyon, France.
- Gorge, H. & Ozcaglar-Toulouse, N. (2012, November). *La mobilisation du capital bourdieusien dans les stratégies de survie des consommateurs pauvres*. Journées Normandes de Recherche sur la Consommation, Deauville, France.

- Gorge, H. & Ozcaglar-Toulouse, N. (2012, November). *Les consommateurs pauvres: un nouveau marché pour les entreprises?* Colloque Etienne Thil, Lille, France.
- Gorge, H. & Ozcaglar-Toulouse, N. (2012, August). *How do working poors position themselves through consumption in the social space?* Consumer Culture Theory Conference (CCT), Oxford, United Kingdom.
- Ozcaglar-Toulouse, N. & Schill, M. (2011). *Towards a practice-oriented understanding of family ethical consumption.* Workshop Emerging Issues in Uncertainty and Ethical Consumption Research, Glasgow, Scotland.
- Ozcaglar-Toulouse, N. (2011). *Consumer Culture Theory.* Research Seminar, Mons, Belgium.
- Ozcaglar-Toulouse, N. & Schill, M. (2011, November). *Family and sustainable consumption: what practices?* Sustainable Consumption - Towards Action and Impact Conference, Hambourg, Germany.
- Ozcaglar-Toulouse, N., Le Gall-Ely, M., & Dechênes, J. (2011, October). *Roundtable Giving, Sharing, Consuming: Connecting Consumer Behaviors.* Advances in Consumer Research, St Louis, Missouri.
- Ozcaglar-Toulouse, N. (2011, June). *Participation to Multicultural Marketplaces Track.* Transformative Consumer Research, Waco, Texas.
- Chiapello, E. & Ozcaglar-Toulouse, N. (2011, May). *Récupérer ou être récupéré : le commerce équitable à l'épreuve de la théorie de cooptation.* Sessions Special « Transformative Consumer Research : Entre réalité et utopie, un agenda de recherche », Bruxelles, Belgium.
- Chytikova, Z. & Ozcaglar-Toulouse, N. (2010). *She, who has the spoon, has the power: Immigrant Women's Use of Food to Negotiate Power Relations.* Advances in Consumer Research (Special session), Londres, United Kingdom.
- Ozcaglar-Toulouse, N. (2010). *Teaching corporate social responsibility.* HEC - Université de Liège, Liège, Belgium.
- Ozcaglar-Toulouse, N. & Szuba, M. (2010). *The boundaries of anti-consumerism: breaking the glass floor.* ICAR/NACRE, Marseille, France.
- Ozcaglar-Toulouse, N., Godefroit-Winkel, D., & Fosse-Gomez, M. (2010). *Acculturation to the global culture in Morocco.* ACR International Workshop, Glasgow, Scotland.
- Ozcaglar-Toulouse, N. & Szuba, M. (2010). *Can Sustainability Break the Glass Floor of the Social Imaginary?* session spéciale « Consumption, Social Change, Personal transformation, Sustainability », Co-Chairs: Rob Kozinets and Melea Press, ACR Jacksonville, Jacksonville, Florida.
- Ozcaglar-Toulouse, N. & Penaloza, L. (2010). *Acculturating Masculinity: Second Generation Turks Becoming Men.* session spéciale « Consumer Acculturation in an Age of Globalization: Critiques, Revisions and Advances », Co-Chairs : Dannie Kjeldgaard and Marius K. Luedicke, ACR Jacksonville, Jacksonville, Florida.
- Ozcaglar-Toulouse, N. & Ourahmoune, N. (2010). *Feminine fashion consumption in Non-western contexts: the case of the exogamic Kabyle wedding ceremonies in Algeria.* 5th Consumer Culture Theory Conference, Madison, Wisconsin.
- Ozcaglar-Toulouse, N. (2010). *Consumer Culture Theory.* Wprkshop IREGE - Université de Savoie, Annecy, France.
- Ozcaglar-Toulouse, N. (2010). *Consumer Culture Theory.* Workshop IREGE, Université de Savoie, France.
- Ourahmoune, N. & Ozcaglar-Toulouse, N. (2010, July). *Kabyle exogamic weddings ceremonies and feminine fashion consumption: A non-western case of acculturation, avec Nassima Ourahmoune.* ACR International Workshop, Glasgow, United Kingdom.
- Ozcaglar-Toulouse, N. (2010, June). *Round table « Bridging together Anti-consumption and Consumer Resistance: Concepts, Concerns, Conflicts, and Convergence ».* EACR Londres, Londres, United Kingdom.
- Ozcaglar-Toulouse, N. (2010, June). *Round table « Transformative Consumer Research : Postcards from Europe ».* EACR Londres, Londres, United Kingdom.
- Ozcaglar-Toulouse, N. & Fosse-Gomez, M. (2009). *Augmenter le pouvoir d'achat par l'autoréduction: les Robins des Bois des supermarchés.* Journées Méditerranéennes, Milan, Italy.

- Ozcaglar-Toulouse, N. & Beji-Becheur, A. (2009). *Liberty - Equality - Couscous! Understanding how the ethnic territories are constructed in the food culture*. 4th Consumer Culture Theory Conference, Ann Arbor, Michigan.
- Ozcaglar-Toulouse, N. & Stamboli, C. (2009). *I think I am nostalgic: when nostalgia constructs immigrants' identity*. 4th Consumer Culture Theory Conference, Ann Arbor, Michigan.
- Ozcaglar-Toulouse, N. (2009). *Inheriting Fathers' Wrongs: Historical Memory in Acculturation Research*. Interpretive Consumer Research, Milan, Italy.
- Ozcaglar-Toulouse, N. & Ourahmoune, N. (2009). *Mariages kabyles et exogamie: une exploration du concept d'acculturation en comportement du consommateur dans un contexte méditerranéen extra-européen*. Journées Méditerranéennes, Milan, Italy.
- Ozcaglar-Toulouse, N. (2009). *Life Story*. Workshop "Vers une co-construction des études marketing", N/C, France.
- Ozcaglar-Toulouse, N. & Cova, B. (2008). *Mediterranean CCT: History and Specificities*. Consumer Culture Theory Conference (CCT), Boston, Massachusetts.
- Ozcaglar-Toulouse, N. & Beji-Becheur, A. (2008). *Couscous connexion: l'histoire d'un plat migrant*. Journées Méditerranéennes, Marseille, France.
- Ozcaglar-Toulouse, N. & Ustüner, T. (2008). *A colonial past, the elephant in the room: do historical relationships between the host and home countries shape the immigrants' consumer acculturation processes?* Consumer Culture Theory Conference (CCT), Boston, Massachusetts.
- Ozcaglar-Toulouse, N. (2008). *Fair Trade and Sustainable Development*. Workshop Sciences Po Lille, Lille, France.
- Ozcaglar-Toulouse, N. (2008). *Marketing and Ethnicity*. Workshop "New Approach of Segmentation", N/C, France.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Zouaghi, S. (2007). *La méditerranée multi-ethnique: une approche introspective*. Journées d'Etude sur le Marketing Méditerranéen, Milan, Italy.
- Ozcaglar-Toulouse, N. & Diaz Pedregal, V. (2007). *Instituer le développement durable: le cas du commerce équitable*. Colloque International "Instituer le développement durable. Appropriation, professionnalisation, standardisation", Lille, France.
- Ozcaglar-Toulouse, N. & Diaz Pedregal, V. (2007). *Le commerce équitable: "un juste commerce" ou "juste un commerce" pour les consommateurs?* Séminaire de Recherche CIRAD "Les consommateurs face aux nouveaux circuits de distribution alimentaire", Montpellier, France.
- Ozcaglar-Toulouse, N. (2006). *Living for "ethics": responsible consumption in everyday life*. Consumer Culture Theory Conference (CCT), Notre Dame, Indiana.
- Ozcaglar-Toulouse, N. (2006). *Does ethical consumer really exist?* Artisans du Monde, N/C, France.
- Ozcaglar-Toulouse, N. (2004). *Fair Trade: solution for North-South issues?* Ethics and the European Space Workshop, N/C, France.
- Ozcaglar-Toulouse, N. (2004). *Méthode de Récits de vie*. Workshop PRISM, Marne-la-Vallée, France.
- Ozcaglar-Toulouse, N., Beji-Becheur, A., & Fosse-Gomez, M. (2004). *Fair Trade as a social innovation?* Workshop OI2 Research Center, Compiègne, France.

Professional Service

Board Member: Advisory Board or Board of Trustees

2017: Elected Member representing Europe, Consumer Culture Theory Consortium (2 terms, since June 2014) (International).

Board of Directors (Member)

2008: Association Française du Marketing (International).

Chair: Committee / Task Force

2017: Committee in charge of National and International rankings - AFM (National).

Conference Workshop Congress Organization

2017: Member, Program Committee, Association Française du Marketing Congrès, May 2017 (National).

2017: Member, Program Committee, Consumer Culture Theory Conference, LasVegas, July 2017 (International).

2013: Séminaire Doctoral "Research Design and Qualitative Methods", Lille, France (International).

2013: 4th Transformative Consumer Conference, Lille, France (International).

Editor: Academic PRJ

2015: Quelques nouveautés concernant RAM en 2015. Recherches et Applications en Marketing, 30 (1), 1. (International).

2015: Premiers pas. Recherches et Applications en Marketing, 30 (1), 3-4. (International).

Editor: Associate Editor

2013: Décisions Marketing (International).

Editor: Guest Editor of Journal

2013: Recherche et Applications en Marketing (International).

Member: Committee/Task Force

2017: Publishing Ethics Committee, Association Française du Marketing (National).

Other Professional Service Activities

2016: 2016-2019 Blanchemaille Project (350 000 euros) (sponsored by University of Lille, MEL, Conseil Régional (National).

PhD supervision (students from other institutions)

2017: 29. Agnès François-Lecompte (2017), Contributions à l'analyse de la consommation responsable et à la mise en place de ses outils, (reporter), HDR, Université Bretagne Sud (National).

2017: Mia Birau (2017), Gaspillage alimentaire, une approche du comportement du consommateur, (reporter), Université Grenoble Alpes (National).

2017: Fatmah Alharbi (2017), L'association entre le luxe et la durabilité (member), EM Strasbourg (National).

2016: Nguyen Nhat Nguyen (2016), Dynamique de l'interaction entre formes culturelles globales et locale : Étude ethnographique multi-site de la consommation musicale chez les jeunes Vietnamiens (supervisor), Université de Lille 2 (National).

2016: Mbaye Diallo (2016), HDR: Contributions à l'étude de la marque et de l'innovation dans la distribution et les services, August 31, (National).

2016: Stéphanie Toussaint (2016), Contextualization of Consumption Spaces: Collaborative Workplaces and Consumers' Well-being (co-direction with Mike Friedman) (supervisor), Université de Lille 2 (International).