



Meltem TURE

**INNOVATION Academy
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, Netnography, Case Study), Hermeneutics, Archival Research, Practice Theory, Critical Theory.

Value & Value co-creation, Disposal, Waste Management and Sustainability, 2nd hand markets, Consumption of Vintage & Nostalgia, Luxury Consumption & 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

Türe, 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., & Özçaglar-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 Saliency 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. *Advances in Consumer Research*, 44, 747.
- Türe, M. & Ger, G. (2011). An Exploration of Consumers' Use of Disposing Practices in their Daily Lives. *Advances in Consumer Research (Special session)*, 39, 32-33.
- Selin, A., Türe, M., & Yong, K. (2010). Self-Esteem as a Moderator of the Effects of Mortality Saliency on Consumer Disposing Behavior. *EMAC - European Marketing Academy Conference*.
- TURE, M. & Atalay, A. S. (2009). Should I Keep or Should I Give: The effects of Mortality Saliency on Disposing. *Advances in Consumer Research*, 36, 820-821.

Chapters, Cases, Readings, Supplements

- Ger, G., Karababa, E., Kuruoglu, A., TURE, M., & Yenicioğlu, B. (2017). Debunking the myths of global consumer culture literature. In Press, In Olga Kravets, Pauline Maclaran, Steven Miles, and Alladi Venkatesh (Eds.), *The Sage Handbook of Consumer Culture*.
- 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].
- Cherrier, H., Türe, M., & Ozcaglar-Toulouse, N. (2014). Considering the Human Properties of the Non-Humans: An Analysis of Pragmatology in Dispossession Stories. *Consumer Culture Theory*. Emerald Group Publishing Limited.

Conference Presentations

- 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*. Association 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 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*. Association of Consumer Research, 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*. Association of Consumer Research, 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

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 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).

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). 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

2017: Association of Consumer Research (International).

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

2015: Advances in Consumer Research (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: Advances in Consumer Research (International).

Reviewer: Reviewer for a Journal

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, 3
Consumer Culture Theory Consortium, 2