Pelin GEYIK

Assistant Professor

Academy: Transformation

Research center: Marketing Interactions

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Education

2026	PhD, Marketing, Aalto University, Finland
2018	Master of Research, Cultural Approach to Consumption and Distribution, Université de Lille, France
2017	Bachelor of Science, Business administration, Business administration, Galatasaray University, Turkey

Experience

Full-time academic positions

Since 2026	Assistant Professor, SKEMA Business School, France

Publications

Peer-reviewed journal articles

GEYIK, P. and WEIJO, H. (2025). How consumer market orientations shape algorithmic appreciation and avoidance in fashion. *International Journal of Research in Marketing*, 42(4), pp. 1187-1202.