Güliz GER

Professor

Academy: Innovation

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Education

1985	Ph.D. in Marketing, Northwestern University, United States of America
1977	Master in Marketing, Middle East Technical University, Turkey
1974	BSc in Psychology, University of Illinois at Urbana-Champaign, United States of America

Experience

Full-time academic positions

Since 1986	Professor, Bilkent University, Turkey

Other academic affiliations and appointments

Since 2018	Researcher in Marketing, SKEMA Business School, France
2017 - 2020	Visiting Prof, University of Southern Denmark, Denmark

Publications

Peer-reviewed journal articles

SANTANA, J., GUEDES ARCURI, A., VELLOSO, L., MAGALHÃES LOPES, M., BRONDINO-POMPEO, K., CARVALHO DE MORAIS, I. ... WAVERLEY, J. (2026). "The house is burning, and we are looking elsewhere:" the urgency of researching consumption injustices. *Consumption Markets & Culture*, pp. 1-19.

ECKHARDT, G.M., BELK, R., BRADFORD, T.W., DOBSCHA, S., GER, G. and VARMAN, R. (2022). Decolonizing marketing. *Consumption Markets & Culture*, 25(2), pp. 176-186.

GER, G. (2018). Research Curation: Intersectional Structuring of Consumption. *Journal of Consumer Research*, 45.

KURUOGLU, A. and GER, G. (2015). An Emotional Economy of Mundane Objects. *Consumption Markets & Culture*, 18(3), pp. 209-238.

GER, G. (2014). The Art and Science of Ethnography. *International Journal of Market Research*, 56(4), pp. 553-556.

GER, G. (2013). Islamic marketing at the Nexus of global markets–religions–politics and implications for research. *Marketing Theory*, 13(4), pp. 497-503.

EMINEGÜL, K. and GER, G. (2011). Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject. *Journal of Consumer Research*, 37(5), pp. 737-760.

SANDIKCI, and GER, G. (2010). Veiling in Style: How Does a Stigmatized Practice Become Fashionable? *Journal of Consumer Research*, 37(1), pp. 15-36.

Book chapters

GER, G., KARABABA, E., KURUOGLU, A., TURE, M. and TUBA, U. (2018). 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*. 1st ed. Cambridge: SAGE Publications, pp. 79-101.

GER, G. (2017). Consumption in the web of local and global relations of dominance and belonging. In: Margit Keller, Bente Halkier, Terhi-Anna Wilska, Monica Truninger eds. *Routledge Handbook on Consumption*. 1st ed. London: Routledge, pp. 121-135.

FAURHOLT CSABA, F. and GER, G. (2013). Patina meets Fashion: On the Evaluation and Devaluation of Oriental Carpets, In: Brian Moeran and Bo T. Christensen (ed.). *Exploring Creativity: Evaluative Practices in Innovation, Design and the Arts*. 1st ed. London: Cambridge University Press, pp. 260 - 277.

Professional articles

GER, G., CARVALHO SUAREZ, M. and COSTA DO NASCIMENTO, T. (2019). Context and Theorizing in the Global South: Challenges and Opportunities for an International Dialogue. *Brazilian Administration Review (BAR)*.

Editorials of a journal

GER, G. (2017). The Paramountcy of Context: Introduction to Special Issue on Popular Culture and Markets in Turkey. *Markets, Globalization & Development Review*, 2(2).