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Formation

1985	Ph.D. in Marketing, Northwestern University, Etats-Unis d'Amérique
1977	Master in Marketing, Middle East Technical University, Turquie
1974	BSc in Psychology, University of Illinois at Urbana-Champaign, Etats-Unis d'Amérique

Expérience Professionnelle

Positions académiques principales

Depuis 1986	Professor, Bilkent University, Turquie

Autres affiliations académiques

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

Publications

Articles académiques revus

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.

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

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

Chapitres d'ouvrage

GER, G., KARABABA, E., KURUOGLU, A., TURE, M. et TUBA, U. (2018). Debunking the myths of global consumer culture literature. Dans: Olga Kravets, Pauline Maclaran, Steven Miles and Alladi Venkatesh eds. *The Sage Handbook of Consumer Culture*. 1st ed. Cambridge: SAGE Publications, pp. 79-101.

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FAURHOLT CSABA, F. et GER, G. (2013). Patina meets Fashion: On the Evaluation and Devaluation of Oriental Carpets, Dans: 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.

Articles professionnels

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

Editoriaux d'une revue

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