

Gulay Taltekin-Guzel

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Schulich School of Business, York University
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EDUCATIONAL BACKGROUND

- 2019 - present PhD Candidate, Business Administration, field: Marketing
Schulich School of Business, York University, Toronto, Canada
Advisor: Prof. Dr. Eileen Fischer
- 2017 - 2019 PhD Student, Business Administration, field: Marketing, minor: Sociology
Schulich School of Business, York University, Toronto, Canada
- 2014 - 2017 MSc, Business Administration, field: Marketing
Bilkent University, Ankara, Turkey
GPA: 3.76 (High Honor's degree)
Thesis title: *Mockery as a Cultural Distancing Strategy in Media Consumption*
Advisor: Prof. Dr. Guliz Ger
- 2009 - 2014 BSc, Business Administration, field: Marketing
Middle East Technical University, Ankara, Turkey
GPA: 3.33 (Honor's degree)
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RESEARCH PROGRAM

I study the dynamic relationships between consumer actions, the marketplace, and cultural meanings. I am particularly interested in the intersection of inequality structures and consumption practices including scarcity of resources; social movements and change; social stratification and class; race and ethnicity; gender, sex and sexuality. My research agenda is to better understand market system dynamics behind such structures and provide implications for well-being of consumers as well as society in general.

SELECT MANUSCRIPTS IN PROGRESS

- Taltekin-Guzel, G., Ger, G. "Performing Taste and Distaste: Jockeying for Positioning in Middle Class Territories", *Consumption Markets and Culture*, under review (round 1)
- Taltekin-Guzel, G., "Scarcity Research: History, Typology and Future", preparing for submission to *Marketing Theory*

Taltekin-Guzel, G., Fischer, E. “When a House Can’t Be Your Home: How Markets Manage Supply Scarcity”, data analysis in progress

Kuruoğlu, A.P., Taltekin-Guzel, G., “This Carpet Does Not Match Those Drapes: Taste, Expertise and Status Negotiation in an Online Community”, data collection in progress

CONFERENCE PRESENTATIONS

Taltekin-Guzel, G., Fischer, E., “Scarcity Research: History, Typology and Future”, Consumer Culture Theory (CCT) Annual Conference 2019, Montreal, Canada, July 17-19, 2019.

Taltekin-Guzel, G., Fischer, E., “Exploring The Cooptation of a Feminist Discourse”, Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada, April 26, 2019.

Taltekin-Guzel, G., “When a House Can’t Be Your Home: How Markets Manage Supply Scarcity”, Schulich Research Day, Schulich School of Business, York University, Toronto, Canada, March 28, 2019.

Taltekin-Guzel, G., Fischer, E., Single Ladies, Buy Condos and Get Liberated!!!: Exploring The Cooptation of a Feminist Discourse, 14th ACR Gender, Marketing and Consumer Behavior (Genmac) Conference, Dallas, TX, USA, October 9-11, 2018.

Taltekin-Guzel, G., Fischer, E., “When a House Can’t Be Your Home: How Markets Manage Supply Scarcity” in special session: There’s No Place Like Home? Sociological and Market Perspectives on Domestic Dwelling Places (co-chair), Consumer Culture Theory (CCT) Conference 2018, Odense, Denmark, June 28-July 1, 2018.

Taltekin-Guzel, G., Kuruoğlu, A.P., Taste, Expertise, and Status Negotiation in an Online Community, Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada, May 4, 2018.

Kuruoğlu, A.P., Taltekin-Guzel, G., Taste Competitions in an Online Community: The case of Yeni Gelin Evleri in Turkey, ACR, Berlin, Germany, 27-30 October, 2016.

Kuruoğlu, A.P., Taltekin-Guzel, G., Negotiating Kinship Online: Bridal Homes and Marital Woes on a Facebook Group, 14th European Association of Social Anthropologists Biennial Conference, Milano, Italy, July 20 – 23, 2016.

Taltekin-Guzel, G., Mockery as a Cultural Distancing Strategy: The Case of Documentary Consumption in Turkey, Consumer Culture Theory (CCT) Conference 2016, Lille, France, July 6-9, 2016.

Kuruoğlu, A.P., Taltekin-Guzel, G., This Carpet Does Not Match Those Drapes: Taste, Expertise and Status Negotiation in an Online Community, Consumer Culture Theory (CCT) Conference 2016, Lille, France, July 6-9, 2016.

Kuruoğlu, A.P., Taltekin-Guzel, G., Would you comment on my dowry?, 13th ACR Conference on Gender Marketing and Consumer Behavior, Paris, France, July 4-6, 2016

Taltekin, G., I Watch It just for Mocking: Cultural Stratification through Documentary Consumption, 12th Conference of the European Sociological Association 2015, Prague, August 25.-28., 2015

GRANTS AND AWARDS

July 2019	Schulich PhD Conference Fund (1000 CAD)
March 2019	Best poster award, PhD category (500 CAD)
2018 – 2019	York University, Graduate Fellowship (8500 CAD)
October 2018	Schulich PhD Conference Fund (1000 CAD)
2017 – present	Schulich School of Business, PhD Fellowship
July 2017	Schulich PhD Conference Fund (1000 CAD)
2014 – 2017	Bilkent University, Faculty of Business Administration Merit-based tuition waiver and monthly stipends
August 2015	Bilkent University, Faculty of Business Administration Fund for Participation in International Scientific Events (2,500 TRY)
June 2015	Bilkent University, Center for Research in Transitional Societies Seminar participation grant (950 EUR)

INTERNATIONAL SEMINARS AND CONFERENCES ATTENDED

July 17-19, 2019	Consumer Culture Theory (CCT) Conference 2019, Montreal, Canada.
26 April 2019	Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada.
October 11-14, 2018	Association for Consumer Research (ACR) Annual Conference, Dallas, TX, USA.
October 9-11, 2018	14th ACR Gender, Marketing and Consumer Behavior (Genmac) Conference, Dallas, TX, USA.

June 28-July 1, 2018	Consumer Culture Theory (CCT) Conference 2018, Odense, Denmark.
4 May 2018	Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada.
20 – 23 July 2016	14th European Association of Social Anthropologists Biennial Conference, Milano, Italy.
6 – 9 July 2016	Consumer Culture Theory (CCT) Conference 2016, Lille, France
4 – 6 July 2016	13th ACR Conference on Gender Marketing and Consumer Behavior, Paris, France.
25 – 28 August 2015	12th Conference of the European Sociological Association on Differences, Inequalities and Sociological Imagination, Prague.
8 – 13 June 2015	Consumption, Markets and Culture PhD seminar, Bilkent University, Ankara, Turkey.

ACADEMIC AND PROFESSIONAL EXPERIENCE

Teaching Experience

Winter 2020	Marketing Management Schulich School of Business, York University, Toronto
Spring 2017	Digital Marketing Ufuk University, Ankara

Research and Teaching Assistance

September 2017 – present	Schulich School of Business, York University, Toronto Research assistant of Prof. Dr. Eileen Fischer
September 2014 – June 2017	Bilkent University, Ankara Teaching assistant at Management department Research assistant of Prof. Dr. Guliz Ger
April 2016 – August 2017	Ufuk University, Ankara Research and teaching assistant at Management department
March 2015 – April 2016	Bilkent University, Center for Research in Transitional Societies Research assistant

Seminar Coordination

June 8 – 15, 2015 Coordination Team Member in International PhD Seminar on Consumption, Markets and Culture, **June 8 - 13, 2015, Bilkent University, Ankara, Turkey**

Internship and Other Relevant Experiences

August 2012 Intern, Department of International Marketing,
Toros, Agricultural Group of Tekfen Holding (Turkey)

July 2012 International student camp for Paleontology course and practice,
University of Logrono (Spain)
