

Ms. Gulay Taltekin-Guzel

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EDUCATIONAL BACKGROUND

PhD Candidate, Business Administration, field: Marketing
Schulich School of Business, York University, Toronto, Canada
Committee: Drs. Eileen Fischer (chair), Markus Giesler, and Ela Veresiu
Title of Dissertation: *Spheres of Influence: How Do Influencers Impact Institutional Fields?*
Anticipated graduation: Fall 2021

MS, Business Administration, field: Marketing, 2017
Bilkent University, Ankara, Turkey
Title of Thesis: *Mockery as a Cultural Distancing Strategy in Media Consumption*
Advisor: Dr. Guliz Ger

BSc, Business Administration, field: Marketing, 2014
Middle East Technical University, Ankara, Turkey

RESEARCH PROGRAM

My research interests revolve around two contemporary marketing topics: diversity, equity and inclusion (DEI) in consumption contexts and digital and social media marketing. Under the DEI umbrella, I am interested in consumers in positions of structural inequality whether because of their race, gender, sexuality or social class. In digital and social media marketing, I am interested in influencer marketing, online communities, connections between traditional and new media consumption as well as DEI in social media spaces. My goal is to develop insights that balance the interests of market actors including policy makers, brands, intermediaries and consumers to benefit society as a whole.

SELECT MANUSCRIPTS IN PROGRESS

Taltekin-Guzel, G., Ger, G. "Performing Taste and Distaste: Jockeying for Positioning in Middle Class Territories", *Consumption Markets and Culture*, in preparation for **second round of review**

Taltekin-Guzel, G., Fischer, E. "Practices Made Perfect?: How Consumers Adapt to Practice Disruptions Initiated by Influencers," in preparation for submission to *Journal of Consumer Research*

Taltekin-Guzel, G., Fischer, E. “Undue Influence: Leveraging and Defending Against the Incursions of Influencers,” in preparation for submission to *Journal of Marketing*

Taltekin-Guzel, G., “Scarcity Research: History, Typology and Future,” in preparation for submission to *Marketing Theory*

Taltekin-Guzel, G., Fischer, E. “This House won’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., “Threading through a Field: Makeup Practice in The Age of Influencers, Influencers and the Shaping of Markets: Actors, Processes, and Sociotechnical Configurations (special session), ACR 2021 Conference, October 28-30 2021.

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, AWARDS AND HONOURS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2020-2021
Indiana University, USA

Schulich Teaching Excellence Award, 2019 -2020
Top 10 instructor, undergraduate course category (\$500 CAD)

Best poster award, PhD student category, March 2019
Schulich Research Day (\$500 CAD)

PhD Fellowship, Schulich School of Business, 2017 - present

Graduate Fellowship, York University, 2018 – 2019 (\$8500 CAD)

Merit-based tuition waiver and monthly stipends, 2014 - 2017
Bilkent University, Faculty of Business Administration

Fund for Participation in International Scientific Events, 2015 - 2016
Bilkent University, Faculty of Business Administration

Seminar participation grant (950 EUR) June 2015
Bilkent University, Center for Research in Transitional Societies

INTERNATIONAL SEMINARS AND CONFERENCES ATTENDED

Consumer Culture Theory (CCT) Conference 2019, Montreal, Canada. July 17-19, 2019

Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada. 26 April 2019

Association for Consumer Research (ACR) Annual Conference, Dallas, TX, USA. October 11-14, 2018

14th ACR Gender, Marketing and Consumer Behavior (Genmac) Conference, Dallas, TX, USA. October 9-11, 2018

Consumer Culture Theory (CCT) Conference 2018, Odense, Denmark. June 28-July 1, 2018

Marketing Research Symposium, Lazaridis School of Business and Economics, Waterloo, Canada. 4 May 2018

14th European Association of Social Anthropologists Biennial Conference, Milano, Italy, 20 – 23 July 2016

Consumer Culture Theory (CCT) Conference 2016, Lille, France, 6 – 9 July 2016

13th ACR Conference on Gender Marketing and Consumer Behavior, Paris, France. 4 – 6 July 2016

12th Conference of the European Sociological Association on Differences, Inequalities and Sociological Imagination, Prague. 25 – 28 August 2015

ACADEMIC AND PROFESSIONAL EXPERIENCE

Teaching Experience

Summer 2021 Acknowledging and Addressing Systemic Racism (MBA)
(co-instructor with Dr. Eileen Fischer)
Online course design via Canvas and Zoom, Class size: 12

Fall 2020 Marketing Management (BBA, IBBA)
Schulich School of Business, York University, Toronto
Online course design via Canvas and Zoom
Mean of course evaluation results: **6.76/7**, Class size: 56

Winter 2020 Marketing Management (BBA, IBBA)
Schulich School of Business, York University, Toronto
Blended learning course design via in-person, Canvas and Zoom
Mean of course evaluation results: **6.71/7**, Class size: 54
Schulich Teaching Excellence award winner, 2019-2020 academic year

Spring 2017 Digital Marketing (BBA)
Ufuk University, Ankara
In-person course design, Class size: 30

Research and Teaching Assistance

Research Assistant, September 2017 – present

Schulich School of Business, York University, Toronto,
Working with Dr. Eileen Fischer

Teaching Assistant, 2019 Fall – present

Schulich School of Business, York University, Toronto

Teaching and Research Assistant, September 2014 – June 2017

Bilkent University, Ankara,

Working with Dr. Guliz Ger and Dr. Olga Kravets

Marketing Management, undergraduate and graduate level

Digital Marketing, undergraduate level

Brand Management, undergraduate level

Qualitative Research, graduate level

Philosophy of Science and Epistemology, graduate level

Research and Teaching Assistant, April 2016 – August 2017 (tenured position)

Ufuk University, Ankara,

Management department

Marketing Management, undergraduate and graduate level

Digital Marketing, undergraduate level and graduate level

Research assistant, March 2015 – April 2016

Center for Research in Transitional Societies, Bilkent University, Ankara,

Seminar Coordination

Organization team member, May 17-18, 2018,

North American CCT Students Colloquium

Schulich School of Business, York University.

Coordination team member, June 8 – 15, 2015

International PhD Seminar on Consumption, Markets and

Culture, Bilkent University, Ankara, Turkey.

Service

Reviewer, American Marketing Association Conference Summer 2021, Winter 2021

Reviewer, Association of Consumer Research Conference 2021, 2020, 2019

Reviewer, Consumer Culture Theory Conference 2020, 2019, 2018, 2017, 2016

Faculty of Graduate Studies (FGS) Representative, elected, 2020 - present

PhD Association, Schulich School of Business

MEDIA COVERAGE

McClintock, Alex, “Buy Nothing’ and zero waste groups offer more than just free stuff during COVID-19 pandemic”, *The Globe and Mail*, November 2020.

McClintock, Alex, “Buy Nothing’ groups offer more than free stuff during pandemic”, *Halifax Today*, November 2020.

McClintock, Alex, “Les groupes d’«articles gratuits» gagnent en popularité”, *Les Affaires*, November 2020.

REFERENCES

Dr. Eileen Fischer

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Dr. Markus Giesler

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Dr. Ela Veresiu

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