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Consumption, Culture and Commerce  
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## Work Experience

Assistant Professor, University of Southern Denmark, IMM, Consumption, Culture and Commerce Group  
September 2018- current

Postdoc, University of Southern Denmark, IMM, Consumption, Culture and Commerce Group, September 2016 - 2018  
(teaching, research, supervision of bachelor's and master's theses)

Visiting Postdoctoral Research Scholar, University of Southern Denmark, Consumption, Culture and Commerce Group,  
April-September 2016, on a research grant from the Scientific and Technological Research Council of Turkey

Part-Time Instructor, Istanbul Şehir University, Department of Management  
September 2015-January 2016

Part-Time Instructor, Bilkent University, Faculty of Business Administration  
September 2013 - January 2014; September 2008 - January 2009

## List of Publications

### SSCI-INDEXED JOURNALS

1. Gollnhofer, Johanna F. and Alev P. Kuruoglu (forthcoming) "Makeshift Markets and Grassroots Responsibilization." Consumption, Markets and Culture
2. Kuruoğlu, Alev P., and Güliz Ger (2015) "An emotional economy of mundane objects." Consumption Markets and Culture 18(3): 209-238 (Best Paper Award, 2015)

### BOOK CHAPTERS

3. Ger, Guliz, Eminegul Karababa, Alev Kuruoglu, Meltem Ture, Tuba Ustuner and Baskin Yenicioglu (2018) "Debunking the Myths of Global Consumer Culture Literature" in The Sage Handbook of Consumer Culture, pp. 79-101 ed. O. Kravets, P. Maclaran, S. Miles, and A. Venkatesh, Sage Publications
4. Kuruoğlu, Alev P. and Wendelmoet Hamelink (2017) "Sounds of Resistance: Performing the Political in the Kurdish Music Scene" in The Politics of Culture in Turkey, Greece and Cyprus: Performing the Left since the 1960s ed. Leonidas Karakatsanis and Nikolaos Papadogiannis, London: Routledge

### PEER-REVIEWED CONFERENCE PROCEEDINGS

5. Kuruoğlu, Alev (2012) "The Creation and Transformation of an Illegal Market: Kurdish Music in Turkey," in Advances in Consumer Research, Vol. 40, ed. Zeynep Gürhan-Canlı, Cele Otnes, And Rui Zhu, 129-130.

## Conference, Workshop and Seminar Presentations

2018

Kuruoglu, Alev and Anders Dahl Krabbe (2018) "'Leanin' Like the Pisa Tower': How Rappers' Misuse of Cough Syrup Disrupted the Pharmaceutical Industry" Poster, CCT, June 2018, Odense, Denmark

Kuruoglu, Alev and Olga Kravets (2018) "A Canon of Classics: Reimagining Undisciplined Paths," Roundtable, CCT, June 2018, Odense, Denmark

Ger, Guliz and Alev Kuruoglu, "Market Formation, Emotional Economy, and Politics: Kurdish Music Cassettes," invited talk

at Bilkent University Faculty of Business Administration Seminar Series, 16 March 2018.

2017

Rokka, Joonas and Alev Kuruoglu "Analog Affect and the Renaissance of Dead Media" European Sociological Association Conference, August 2017, Athens, Greece

Kuruoglu, Alev and Berna Tari Kasnakoglu "Doctoring Happiness: Plastic Surgery and Self Management," Consumer Culture Theory Conference, July 2017, California, USA

Rokka, Joonas and Alev Kuruoglu "Analog Affect and the Renaissance of Dead Media" Consumer Culture Theory Conference, July 2017, California, USA.

Rokka, Joonas and Alev Kuruoglu "Analog Affect and the Renaissance of Dead Media," Consumption, Culture and Commerce Research Group Seminar Series, April 2017, SDU, Odense, Denmark

Kuruoğlu, Alev and Johanna Gollnhofer "Field frames: Bridging Institutional Logics and Social Movement Theory" Interpretive Consumer Research Conference, April 2017, Stockholm, Sweden

2016

Kuruoğlu, Alev and Berna Tari Kasnakoğlu "Doctoring Happiness: An Ethnographic Study on Plastic Surgery in Turkey" Working paper, Association for Consumer Research North American Conference, October 2016, Berlin, Germany.

Kuruoğlu, Alev and Gülay Taltekin Güzel "Would you Comment on my Dowry, Please: The Performance of Femininity in Turkish Online Communities" Working paper, Association for Consumer Research North American Conference, October 2016, Berlin, Germany.

Kuruoğlu, Alev and Gülay Taltekin Güzel "Negotiating Kinship Online: Bridal Homes and Marital Woes on a Facebook Group" European Association of Social Anthropology Conference, July 2016, Milano, Italy

Kuruoğlu, Alev and Gülay Taltekin Güzel "This Carpet Does Not Match Those Drapes: Taste, Expertise and Status Negotiation in an Online Community" Consumer Culture Theory Conference, July 2016, Lille, France

2015

Kuruoğlu, Alev (2015) "The Emergence of a Politicized Market: Kurdish Music in Turkey" European Sociological Association Conference, August 2015, IS CAS, Prague, Czech Republic

Kuruoğlu, Alev (2015) "The Emergence and Evolution of a Politicized Market: The Production and Circulation of Kurdish Music in Turkey" İstanbul Şehir University Business Seminar Series, May 2015, İstanbul

2014

Kuruoğlu, Alev (2014) "An Emotional Economy of Mundane Objects" Bilkent University Faculty of Business Administration Seminar Series, November 2014, Ankara, Turkey

Kravets, Olga and Alev Kuruoğlu (2014) " 'Moisturized Men:' Grooming as a Competence in the Neoliberal Marketplace" 12th Conference on Gender, Marketing and Consumer Behavior, June 2014, Aalto University, Finland

Kuruoğlu, Alev (2014) "The Sounds of Resistance: The Moral and Emotional Economy of Kurdish Music Circulation," June 2014, invited talk at Mardin Artuklu University, Seminar Series on Musicology and Oral Traditions in Mardin, Turkey

2013

Kravets, Olga and Alev Kuruoglu (2013) " 'Moisturized Men:' Grooming as a Competence in the Neoliberal Marketplace", European Sociological Association Conference, August 2013, Università degli studi di Torino, Turin, Italy

Kuruoğlu, Alev (2012) "The Creation and Transformation of an Illegal Market: Kurdish Music in Turkey," Association for Consumer Research North American Conference, October 2012, Vancouver, Canada.

Kuruoğlu, Alev (2012) "Market Creation and the Materialization of Ethnicity: The Emergence of a Market for Kurdish Music in Turkey", Consumer Culture Theory Conference, August 2012, University of Oxford, Oxford, UK

Kuruoğlu, Alev (2012) "Cassette Culture: Materializing Ethnic Identity in Music", European Association of Social Anthropology Conference, July 2012, Paris, France

Kuruoğlu, Alev (2012) "Markets as Actors in Social Change", International Society for Markets and Development Conference, May 2012, Casablanca, Morocco

## **Teaching and Supervision Experience**

### Master's Courses

Marketing Across Cultures (SDU, Co-Instructor)  
Anthropology of Business and Technology (SDU, Co-Instructor)  
The Globalization of Markets (SDU, Co-Instructor)  
New Product Design and Development (Bilkent University, Teaching Assistant)  
Marketing Management (Bilkent University, Teaching Assistant)  
Decision Science (Bilkent University, Teaching Assistant)

### Bachelor's Courses

Global Consumer Cultures (SDU, Instructor)  
Marketing Principles (Bilkent University, Instructor)  
Consumer Behavior (Istanbul Sehir University, Instructor)

### Doctoral Seminars

Qualitative Research Methods (Bilkent University, Teaching Assistant)

### Thesis Supervision

Master's theses: 6 completed, 10 ongoing (SDU IMM; Cand. Merc.)  
Bachelor's theses: 6 completed, 7 ongoing (SDU IMM; MMA and Negot. programs)

## **Awards, Honors and Scholarships**

Best Paper Award, 2015, Consumption Markets and Culture

April 2016 - September 2016: Scientific and Technological Research Council of Turkey  
Postdoctoral Research Grant (TÜBTAk 2219 Yurtdoktora Sonras Aratırma Burs  
Program), 9500 euros

September 2004 – January 2015: Bilkent University, Doctoral Fellowship

## **Journal and Conference Reviews**

Ad-hoc Reviewer for: Journal of Consumer Research; Consumption, Markets, and Culture; European Journal of Marketing; Journal of Macromarketing; Recherche et Applications en Marketing (English Edition); International Journal of Consumer Studies  
Consumer Culture Theory (CCT) Conference; Association for Consumer Research (ACR) Conference; ACR-Gender, Marketing and Consumer Behavior Conference;