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Updated : 25.01.2016

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Summary :

Nil Özçaglar-Toulouse is professor of marketing at the University of Lille 2 and SKEMA Business School and head of the MERCUR Research Center. She has been a regular visiting professor at the University of Wuhan, China, at the University of Southern Denmark, at the University of Galatasaray and at the University of Ege, Turkey. Her research topics focus on theoretical issues in transformative research and in consumer culture theory (consumer resistance, ethical consumption, acculturation, identity projects); social marketing and public policy implications (e.g., immigration, fair trade, sustainable development). Her research has appeared in *Recherche et Applications Marketing*, *Revue Française de Gestion*, *Décisions Marketing*, *Marketing Theory*, *Consumption, Markets and Culture*, *Journal of Business Research*, *Journal of Business Ethics* and *Journal of Marketing Management*. She also served as a co-editor for “Marketing management: a cultural perspective” (2012, Routledge) and “Le commerce équitable: entre utopie et marché” (2008, Vuibert). She is a co-founder and former president of FairNESS (Network on Exchanges in Social Sciences) and a member of the ACR and AFM. She is currently serving on the editorial review board of the journal *Consumption, Markets and Culture*, *Décisions Marketing*, *Perspectives Culturelles de la Consommation* and *Journal of Marketing in Brazil*. She remains active in the French Marketing Association, the Association for Consumer Research, and the Association for Consumer Culture Theory. She is the editor of the Journal “*Recherche et Applications Marketing*”.

EDUCATION

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|--------------------|-------------------------------------------------------------------------------------------|
| 2011 | National examination for university full professorship (concours externe de l'agrégation) |
| 2002 - 2005 | PhD Marketing, Université Lille 2 (France) |
| 2001 - 2002 | MBA Management, Université Lille 2 (France) |
| 2000 - 2001 | MBA Service Marketing, Université Lille 2 (France) |
| 1997 - 2000 | BA Trade engineering, Université Lille 2 (France) |

ACADEMIC POSITIONS

Since 09/2011 Professor of marketing, SKEMA Business School

Since 09/2011 Professor of marketing, Université Lille Nord de France– IMMD (Retail Marketing and Management of Institute) (after succeeding at the ‘*agrégation de sciences de gestion*’ - the national examination for university full professorship in management)

Director of MSc Marketing & Retailing

Head of Mercur Research Center [<http://www.skema-research.com>]

2006 – 2011 Assistant Professor of marketing, Université Lille 2

2002 – 2006 Research and Teaching assistant, Université Lille 2

REFEREED JOURNAL PUBLICATIONS

- BEUDAERT A. ÖZÇAĞLAR-TOULOUSE N. and TURE M. (2016), Becoming sensory disabled: Exploring self-transformation through rites of passage, *Journal of Business Research*, 69, 1, 57–64
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- GORGE H., HERBERT M. ÖZÇAĞLAR-TOULOUSE N. et ROBERT I. (2014), Devoir ou vouloir réduire sa consommation : explorer les éléments structurants de la sobriété, *Revue Economies et Sociétés*, 1, 143-157.
- GORGE H. et ÖZÇAĞLAR-TOULOUSE N. (2013), Expériences de consommation des individus pauvres en France: Apports du Bas de la Pyramide et de la *Transformative Consumer Research*, *Décisions Marketing*, 72, 139-156.
- BEJI-BECHEUR A., ÖZÇAĞLAR-TOULOUSE N. et ZOUAGHI S. (2012), Introspected Ethnicity: Researchers in Search of their Identity, *Journal of Business Research*, 65, 504–510.
- CHERRIER H., SZUBA M. et ÖZÇAĞLAR-TOULOUSE N. (2012), Barriers to Downward Carbon Emission: Exploring Sustainable Consumption in Face of the Glass Floor, *Journal of Marketing Management*, 28 (3–4), 397-419.
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- BEJI-BECHEUR A., HERBERT M. et ÖZÇAĞLAR-TOULOUSE N. (2011), Etudier l'ethnique : la construction de la responsabilité des chercheurs face à un sujet sensible, *Revue Française de Gestion*, 37 (216), 111-128.
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SARRAZIN-BITEYE E. et al. (2009), Les réseaux d'acteurs du commerce équitable Exemple de l'Ile-de-France, Research Report, PICRI Commerce Equitable.

PUBLISHED PRESENTATIONS (REFEREED)

BEUDAERT A., ÖZÇAGLAR-TOULOUSE N. and TURE M. (2015), Becoming sensory disabled: A transformation of identity and its possible achievement through consumption, **10th Consumer Culture Theory Conference**, June 18-21, Fayetteville.

BENMECHEDDAL A. and ÖZÇAGLAR-TOULOUSE N. (2015), The structure of activism: Context and meanings of an Activist order, **10th Consumer Culture Theory Conference**, June 18-21, Fayetteville.

BEUDAERT A., ÖZÇAGLAR-TOULOUSE N. and TURE M. (2014), Apports de la théorie des rites de passage à la compréhension du comportement du consommateur handicapé sensoriel, **Journées Normandes de Recherche sur la Consommation** (JNRC), November 27-28, Rouen.

GORGE H. ÖZÇAGLAR-TOULOUSE N. and KJELDGAARD D. (2014), Une appréhension de la notion de besoins : le cas des consommateurs pauvres en France, **Journées Normandes de Recherche sur la Consommation** (JNRC), November 27-28, Rouen.

NGUYEN N.N. and ÖZÇAGLAR-TOULOUSE N. (2014), Revisiter la théorie de la globalisation culturelle : étude(n)ethographique de la consommation musicale des jeunes vietnamiens, **Journées Normandes de Recherche sur la Consommation** (JNRC), November 27-28, Rouen.

GORGE H. ÖZÇAGLAR-TOULOUSE N. and KJELDGAARD D. (2013), Being competent in "liquid modernity": the case of working poor, **European Advances in consumer research**, july 4-7 (Sessions Special)

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2013), Les compétences comme forme de coping: le cas des consommateurs pauvres, 29^{ième} Congrès de **l'Association Française du Marketing**, La Rochelle, May 16-17 (Sessions Special).

BECHEUR A., OURAHMOUNE N. and ÖZÇAGLAR-TOULOUSE N. (2013), Mare nostrum: The Roots of Mediterranean Consumer Culture, **Interpretive Consumer Research**, April 11-12, Bruxelles (Sessions Special)

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), Les consommateurs pauvres: un nouveau marché pour les entreprises?, Colloque Etienne Thil, november 28-30, Lille (Competitive session)

GORGE H. and ÖZÇAGLAR-TOULOUSE N. (2012), La mobilisation du capital bourdieusien dans les stratégies de survie des consommateurs pauvres, Journées Normandes de Recherche sur la Consommation, november 22-23, Deauville (Competitive session).

LE GALL-ELY M., ÖZÇAGLAR-TOULOUSE N., DESCHÊNES J. & MARCOUX J.-S. (2011), Roundtable Giving, Sharing, Consuming: Connecting Consumer Behaviors, **Advances in consumer research**, October 13 - 16, St. Louis, MO, USA

- SCHILL M. et ÖZÇAĞLAR-TOULOUSE N. (2011), Family and sustainable consumption: what practices?, Sustainable Consumption – Towards Action and Impact Conference, November 6 - 8, Hamburg.
- CHIAPELLO E. et ÖZÇAĞLAR-TOULOUSE N. (2011), Récupérer ou être récupéré : le commerce équitable à l'épreuve de la théorie de cooptation, in Sessions Special « Transformative Consumer Research : Entre réalité et utopie, un agenda de recherche », 18-20 Mai, Bruxelles.
- ÖZÇAĞLAR-TOULOUSE N. et SZUBA M. (2010), Can Sustainability Break the Glass Floor of the Social Imaginary? dans la session spéciale « Consumption, Social Change, Personal transformation, Sustainability », Co-Chairs: Rob Kozinets and Melea Press, ACR Jacksonville.
- ÖZÇAĞLAR-TOULOUSE N. et PENALOZA L. (2010), Acculturating Masculinity: Second Generation Turks Becoming Men dans la session spéciale « Consumer Acculturation in an Age of Globalization: Critiques, Revisions and Advances », Co-Chairs : Dannie Kjeldgaard and Marius K. Luedicke, ACR Jacksonville
- CHYTKOVA Z. et OZCAGLAR-TOULOUSE N. (Forthcoming 2010), She, who has the spoon, has the power: Immigrant Women's Use of Food to Negotiate Power Relations, *Advances in Consumer Research* (Special session)
- HADJ HMIDA M., OZCAGLAR-TOULOUSE N. and FOSSE-GOMEZ M.H. (2009), Towards an understanding of media usage and acculturation, *Advances in Consumer Research*, 36, eds. A.L. McGill and S. Shavitt, Duluth, MN : Association for Consumer Research, pp.524-531. (Competitive session)
- OZCAGLAR-TOULOUSE N. and ÜSTÜNER T. (2009), How Do Historical Relationships between the Host and Home Countries Shape the Immigrants' Consumer Acculturation Processes?, *Advances in Consumer Research*, 36, eds. A.L. McGill and S. Shavitt, Duluth, MN : Association for Consumer Research, pp.16-19. (Special session)
- BEJI-BECHEUR A., JAMEL A., OZCAGLAR-TOULOUSE N. and ZOUAGHI S. (2008), Ethnicity and Consumption in Europe: Comparing and Contrasting France and the UK, *European Advances in Consumer Research*, Eds. S. Borghini, M. A. McGrath, C. C. Otnes, pp.283-284. (Working paper)
- OZCAGLAR-TOULOUSE N. (2006), Contribution of the concept of identity to the understanding of responsible consumer behavior: application to the consumption of fair trade products, Working Paper, *Advances in Consumer Research*, 34, Eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN.: Association for Consumer Research, pp: 385-388. (Working paper)
- BEJI-BECHEUR A. et OZCAGLAR-TOULOUSE N. (2010), L'ethnique et l'éthique: la responsabilité du chercheur en gestion, Journée AIMS "Ethique, responsabilité sociale et pratiques de recherche en management", Lyon, March 31. (Competitive session)
- HADJ HMIDA M. et OZCAGLAR-TOULOUSE N. (2009), Ethnicité et choix du point de vente, Congrès Annuel de l'Association Française du Marketing, Londres, May 14-15. (Competitive session)
- BEJI-BECHEUR A. et OZCAGLAR-TOULOUSE N. (2008), Couscous connexion : l'histoire d'un plat migrant, 13èmes Journées de Recherche en Marketing de Bourgogne, November 13-14. (Competitive session)
- OZCAGLAR-TOULOUSE N. et COVA B. (2008), Contributions françaises à la CCT : histoire et concepts clés, 13èmes Journées de Recherche en Marketing de Bourgogne, November 13-14. (Competitive session)
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- SHAW D., McMASTER R. and OZCAGLAR-TOULOUSE N. (2008), Voting for a Fairer World? The Myth of Ethical Consumption, 3^{ième} colloque international sur le commerce équitable, Montpellier, May 14-16. (Competitive session)
- BEJI-BECHEUR A., OZCAGLAR-TOULOUSE N. (2008), Réseaux d'acteurs et construction du marché : cas du commerce équitable en Ile-de-France, 3^{ième} colloque international sur le commerce équitable, Montpellier, May 14-16. (Competitive session)

- BEJI-BECHEUR A., OZCAGLAR-TOULOUSE N. and ZOUAGHI S. (2007), Ethnicity, Acculturation, and Consumption in France, La Londe Conference in Marketing Communications and Consumer Behavior, La Londe Les Maures, June 5-8. (Competitive session)
- OZCAGLAR-TOULOUSE N. et BEJI-BECHEUR A (2006), Commerce équitable : quelle éthique des échanges, 1^{er} Congrès du *RIODD*, l'École Supérieure des Affaires de l'Université Paris 12, Créteil, December 7-8. (Competitive session)
- OZCAGLAR-TOULOUSE N. et BEJI-BECHEUR A (2006), Compréhension des comportements d'achat des produits issus du commerce équitable : une approche par la méthode des récits de vie, 2^{ème} *Colloque international sur le commerce équitable : le commerce équitable et les visées du développement durable*, à l'UQAM, Montréal, June 19-21. (Competitive session)
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- OZCAGLAR N. (2003), Le commerce équitable : effet de mode ou nouveau mode de consommation ?, Actes de la *Journée Entreprise citoyenne* à l'Université de Nanterre, October 23. (Competitive session)

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- CHERRIER H., TÜRE M. et ÖZÇAĞLAR-TOULOUSE N (2014), Considering the Human Properties of the NonHumans: An Analysis of Dispossession Stories, Consumer Culture Theory Conference, Helsinki, June 26-29 (Competitive session)
- ÖZÇAĞLAR-TOULOUSE N. (2014), Nordic Consumer Culture: Contexte and Concept, Consumer Culture Theory Conference, Helsinki, June 26-29 (Special session, discussant)
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- NGUYEN N. et ÖZÇAĞLAR-TOULOUSE N. (2014), Kpop vs Apop: Theorizing the Empowerment of Dominated Culture from Popular Culture Production and Consumption, Consumer Culture Theory Conference, Helsinki, June 26-29 (Poster session)
- BENMECHEDDAL A., ÖZÇAĞLAR -TOULOUSE N. et HERBERT M. (2013), What about Morality and Brand, Consumer Culture Theory Conference, University of Arizona, June 13 – 15.

- GORGE H. and ÖZÇAĞLAR-TOULOUSE N. (2012), How do working poors position themselves through consumption in the social space?, Consumer Culture Theory Conference, Said Business School, Special session, August 16-19.
- SCHILL M. and ÖZÇAĞLAR-TOULOUSE N. (2011), Towards a practice-oriented understanding of family ethical consumption, Workshop Emerging Issues in Uncertainty and Ethical Consumption Research, University of Glasgow Business School, June 13.
- ÖZÇAĞLAR-TOULOUSE N. (2011), participation to Multicultural Marketplaces Track, Transformative Consumer Research, Baylor University, Waco – Texas, June 24-26.
- GODEFROIT-WINKEL D., ÖZÇAĞLAR-TOULOUSE N. and FOSSE-GOMEZ M.-H. (2010), Acculturation to global culture in Morocco, ACR International Workshop “Enhancing the Status of Consumer Research in Non-Western Contexts”, Strathclyde Business School, Glasgow, July 5-6.
- OURAHMOUNE N. and ÖZÇAĞLAR-TOULOUSE N. (2010), Kabyle exogamic weddings ceremonies and feminine fashion consumption: A non-western case of acculturation, avec Nassima Ourahmoune, ACR International Workshop “Enhancing the Status of Consumer Research in Non-Western Contexts”, Strathclyde Business School, Glasgow, July 5-6.
- Round table « Bridging together Anti-consumption and Consumer Resistance: Concepts, Concerns, Conflicts, and Convergence » (avec Søren Askegaard, Russell Belk, Markus Giesler, Avi Shankar, etc.), EACR Londres, june 30 - july 3 2010.
- Round table « Transformative Consumer Research : Postcards from Europe » (avec Laurel Anderson, Susan Dobscha, Pierre McDonagh, Julie Ozanne, Ekant Veer, etc.), EACR Londres, june 30 - july 3 2010.
- OURAHMOUNE N. and ÖZÇAĞLAR-TOULOUSE N. (2010), Feminine fashion consumption in Non-western contexts: The case of the exogamic Kabyle wedding ceremonies in Algeria, 5th Consumer Culture Theory Conference, University of Wisconsin, June 10-13.
- SZUBA M. and ÖZÇAĞLAR-TOULOUSE N. (2010), The Boundaries of Anti-consumerism: Breaking the Glass Floor, ICAR/NACRE, Euromed Marseille, June 25-26.
- FOSSE-GOMEZ et OZCAGLAR-TOULOUSE N. (2009), Augmenter le pouvoir d’achat par l’autoréduction : les robins des bois des supermarchés, Journées méditerranéennes, Università Bocconi, Milan, June 22-23.
- OURAHMOUNE N. et OZCAGLAR-TOULOUSE N. (2009), Mariages kabyles et exogamie : une exploration du concept d’acculturation en comportement du consommateur dans un contexte méditerranéen extra-européen, Journées méditerranéennes, Università Bocconi, Milan, June 22-23.
- BEJI-BECHEUR A. and OZCAGLAR-TOULOUSE N. (2009), Liberty – Equality – Couscous ! Understanding How the Ethnic Territories are Constructed in the Food Culture, 4th Consumer Culture Theory Conference, Ann Arbor, June 11-14.
- STAMBOLI C. and OZCAGLAR-TOULOUSE N. (2009), I think I am nostalgic: when nostalgia constructs immigrants’ identity, 4th Consumer Culture Theory Conference, Ann Arbor, June 11-14.
- OZCAGLAR-TOULOUSE N. (2009), Inheriting Fathers’ Wrongs: Historical Memory in Acculturation Research, Interpretive Consumer Research, Milan, Avril 2-3.
- BEJI-BECHEUR A. et OZCAGLAR-TOULOUSE N. (2008), Couscous connexion : l’histoire d’un plat migrant, Journées méditerranéennes, Euromed, Marseille, July 3-4.
- COVA B. et OZCAGLAR-TOULOUSE N. (2008), Mediterranean CCT: History and Specificities, Consumer Culture Theory Conference, Boston, June 19 – 22.
- OZCAGLAR-TOULOUSE N. and USTUNER T. (2008), A colonial past, the elephant in the room: How Do Historical Relationships Between The Host And Home Countries Shape The Immigrants’ Consumer Acculturation Processes?, Working paper, Consumer Culture Theory Conference, Boston, June 19 – 22.

BEJI-BECHEUR A., OZCAGLAR-TOULOUSE N. and ZOUAGHI S. (2007), La méditerranée multi-ethnique : une approche introspective, Journées d'Etudes sur le Marketing Méditerranéen, à l'Université Bocconi, Milan, July 11.

DIAZ-PEDREGAL V. et OZCAGLAR-TOULOUSE N. (2007), Instituer le développement durable : Le cas du commerce équitable, Colloque international « Instituer le développement durable. Appropriation, professionnalisation, standardisation », Faculté des Sciences Juridiques, Politiques et Sociales de Lille 2, Lille, November 8-10.

DIAZ-PEDREGAL V., OZCAGLAR-TOULOUSE N. et PARODI G. (2007), Le commerce équitable : "un juste commerce" ou "juste un commerce" pour les consommateurs ?, Workshop CIRAD « Les consommateurs face aux nouveaux circuits de distribution alimentaire », Montpellier, January 11 - 12.

OZCAGLAR-TOULOUSE N. (2006), Living for 'ethics' : responsible consumption in everyday life, First *Consumer Culture Theory Conference*, Eds. Belk, R. and Sherry, J., University of Notre Dame, Indiana, August 1-3.

INVITED PRESENTATIONS

OZCAGLAR-TOULOUSE N. (2016), Société de Consommation ou consommation de soi, Université Populaire de Lille, April 7

OZCAGLAR-TOULOUSE N. (2014), Transformative Consumer Research, ESCP Europe, London, May 11.

OZCAGLAR-TOULOUSE N. (2013), Nouveaux regards sur un terrain, CEFAG – FNEGE, Noyon, June 21.

OZCAGLAR-TOULOUSE N. (2013), Consumer Culture Theory, IAE de Poitiers, June 27

OZCAGLAR-TOULOUSE N. (2012), Nouveaux regards sur un terrain, CEFAG – FNEGE, Noyon, June 22.

OZCAGLAR-TOULOUSE N. (2011), Consumer Culture Theory, Research seminar, Université Catholique de Louvain, Mons, December 16.

OZCAGLAR-TOULOUSE N. (2011), Nouveaux regards sur un terrain, CEFAG – FNEGE, Noyon, June 24.

OZCAGLAR-TOULOUSE N. (2010), Consumer Culture Theory, Workshop IREGÉ, Université Savoie, March 4.

OZCAGLAR-TOULOUSE N. (2010), Teaching corporate social responsibility, HEC – Université de Liège, January 20.

OZCAGLAR-TOULOUSE N. (2009), Life Story, Workshop 'Vers une co-construction des études marketing, Anvie', March 26.

OZCAGLAR-TOULOUSE N. (2008), Marketing and ethnicity, Workshop 'new approach of segmentation', Anvie, November 20.

OZCAGLAR-TOULOUSE N. (2008), Fair trade and sustainable durable, "Sciences Po Lille" Workshop, September 25.

OZCAGLAR-TOULOUSE N. (2008), Presentation of Ethnos project, University of Southern, Odense, Denmark, September 12-13.

OZCAGLAR-TOULOUSE N. (2008), Presentation of Ethnos project, Université de Lille 2, Lille, May 17.

OZCAGLAR-TOULOUSE N. (2006), Does ethical consumer really exist? , Artisans du Monde, September 13.

BEJI-BECHEUR A., FOSSE-GOMEZ M.-H. et OZCAGLAR N. (2004), Fair trade as a social innovation?, workshop organized by Organisation Innovation International (OI²) Research Center, Université de Technologie de Compiègne, January 27-29.

OZCAGLAR N. (2004), « Fair Trade : solution for North-South issues ? », *Ethics and the European Space Workshop*, organized by All European Academies (ALLEA), Fondation des Treilles (France), April 4-8.

OZCAGLAR N. (2004), Méthode des Récits de vie, Workshop PRISM à l'Université de Marne-La-Vallée, May 10.

SHAW D., SHIU E. et OZCAGLAR N. (2005), Français et Romands ont la même attitude face aux produits du commerce équitable, *La Revue Durable*, n°17 (sept – oct), pp. 55-58.

Interview with A. de VARAX on the topic: « Quel consommateur équitable êtes-vous ? », *Nouveau Consommateur*, n°24 (2008), pp. 19-24.

Interview with la Ligue de l'Enseignement on the topic: « Les ressorts de la consommation équitable » <http://www.laligue.org/assets/Uploads/PDF/Toulouse.pdf> »

RESEARCH IN PROGRESS

Work in Progress

Care and Ethical Consumption (with Cristina Longo, Robert McMaster and Deirdre Shaw), Manuscript in Preparation for *Marketing Theory*, 1st round

Objects as Actants: Toward a Object-oriented account of Dispossession, under revision for *Journal of Consumer Research* (with Hélène Cherrier and Meltem Türe), 2nd round

Rethinking the Roles of Politics in an Alternative Market: The Case of Austerity in Europe, under revision for *Journal of Macromarketing* (with Hélène Gorge and Ahmed Benmechaddal), 2nd round

System of Needs, under preparation for *Journal of Consumer Research* (with Hélène Gorge and Dannie Kjeldgaard)

Using the Past, under preparation for *Organization studies* (with Hélène Gorge and Ludovic Cailluet)

Desired Corporate Co-optation and the New Spirit of Counter-culture, Manuscript in Preparation for the *Journal of Consumer research* (with Eve Chiapello et Sammy Bonsu)

PROFESSIONAL SERVICE

Journal Reviewing

Editor in Chief: *Recherche et Applications Marketing* (since 2014)

Editorial Review Board: *Qualitative Market Research: An International Journal* (since 2015)

Editorial Review Board: *Consumption, Markets & Culture* (since 2011)

Editorial Advisory Board: *Perspectives culturelles de la consommation* (2010-2013)

Editorial Advisory Board: *Journal of Marketing in Brazil* (since 2011)

Editorial Review Board: *Décisions Marketing* (2011-2015)

«Guest Editor» for special issue on “Transformative Consumer Research”, *Journal Marketing Management*, 2014 (15 submissions)

«Guest Editor» for special issue on «Sustainable development», *Recherche et Applications Marketing*, 2014 (with A. Beji-Becheur) (24 submissions)

« Guest Editor » for special issue: « Immigrants, Consumption and Markets », *Consumption, Markets & Culture*, 2010 (with S. Askegaard) (19 submissions)

Ad Hoc Reviewer: *Journal of Consumer Behaviour*, *International Journal of Consumer Studies*, *Journal of Consumer Research*, *Journal of Marketing Management*, *Journal of Macro-marketing*, *Recherche et Applications Marketing*, *Décisions Marketing*, *Développement Durable et Territoires*.

Conference Reviewing

Association for Consumer Research, Consumer Culture Theory, Association Française du Marketing, ADERSE, FTIS 2008 - Montpellier, Forum the Spirit of Innovation III: International Conference Services, Innovation and Sustainable Development – Poitiers, ADERSE

Committees

Co-Chair (with Diego Rinallo), 11th Consumer Culture Theory Conference, Lille, July 6-9, 2016
Member, Program Committee, Consumer Culture Theory Conference, Arkansas, June 18-21, 2015
Member, Program Committee, Consumer Culture Theory Conference, Helsinki, June 26-29, 2014
Co-Chair (with James Burroughs), 4th Transformative Consumer Research Conference, Skema Business School, France, May 24-25, 2013.
Member, Sidney Levy Award Committee, august 2012
Track Chair “Sustainable Markets, Consumer Rights and Justice” 12th conference of International Society for Markets and Development avec Gretchen Larsen, Casablanca, Maroc, may 2012.
Member, Program Committee, Advances in Consumer Research (ACR Vancouver), 2012.
Co-Chair of the International Conference Immigration, Consumption and Markets, Lille, may 2009(36 presentations in 2 days)
Elected Member representing Europe, Consumer Culture Theory Consortium (from june 2014)
Nominated Member, Transformative Consumer Research advising board (from february 2013 to Present)
Member, Program Committee, Consumer Culture Theory Conference, Madison, WI, June 10-13, 2010.
Member, Program Committee, ADERSE, La Rochelle, may 2010
Member, Program Committee, Journées normandes de la recherche sur la consommation – Rouen
Faculty, Preconference, « Sustainability Research » - Program Chair : Eric Arnould, University of Wyoming, USA, June 5-9 2010

University and Department Service

Head of MERCUR Research Center (25 researchers, 100 000 € of budget, since 2011)
Director of MSci Marketing Advanced Program (since 2012)
Director of MSci Marketing and Retailing (2011-2012)
Member, Scientifique Committee of Lille University Foundation (since 2015)
Member, Committee for Merger of Research at Lille University (since 2015)
Member, Award Committee of ED 74 – Université Lille 2 at Doctoral Collegium North of France (2009)
Chair, Award Committee of ED 74 – Université Lille 2 at Doctoral Collegium North of France (2014)
Member, Board of Directors (Management department)
Member, Recruiting Committee (Management department) (from 2010 to Present)
Referee of PhD School of ED 74 – Université Lille 2 at Doctoral Collegium North of France (2012 - 2014)
Qualitative methods PhD seminar coordinator (at the Université Lille 2)

- (November, 24-25-26, 2008) Faculty: Søren Askegaard (University of Southern Denmark), Marie-Hélène Fosse-Gomez (Université de Lille 2), Eminegül Karababa (University of Exeter), Per Østergaard (University of Southern Denmark), Nil Özçaglar-Toulouse (Université de Lille 2), Lisa Peñaloza (EDHEC).
- (November, 23-24-25, 2009) Faculty: Samuel Bonsu (York University), Alain Decrop (Louvain School of Management), Kristine De Valck (HEC Paris), Marie-Hélène Fosse-Gomez (Université Lille 2), Dannie Kjeldgaard (University of Southern Denmark), Jean-Sébastien Marcoux (HEC Montréal), Nil Özçaglar-Toulouse (Université de Lille 2)
- (November, 22-23-24, 2010) Faculty: Benoit Heilbrunn (ESCP-EAP), Jacob Ostberg (University of Stocholm), Avi Shankar (Bath University), Marie-Hélène Fosse-Gomez (Université de Lille 2), Dannie Kjeldgaard (University of Southern Denmark), Nil Özçaglar-Toulouse (Université de Lille 2), Luca Visconti (Bocconi Universita)

In charges of visiting professors and visiting PhD candidates

- 2007-2008 : Deirdre Shaw (University of Glasgow)
- 2008-2009 : Søren Askegaard (University of Southern Denmark), Eric Arnould (University of Wyoming), Patrick Murphy (University of Notre-Dame)
- 2009-2010 : Samuel Bonsu (York University), Dannie Kjeldgaard (University of Southern Denmark), Jean-Sébastien Marcoux (HEC Montréal)
- 2010-2011: Dannie Kjeldgaard (University of Southern Denmark), Luca Visconti (Bocconi Universita), Søren Askegaard (University of Southern Denmark)

- 2012-2013: Dannie Kjeldgaard (University of Southern Denmark), Fuat Firat (Univ Texas Pan-Am) Søren Askegaard (University of Southern Denmark)
- 2013-2014: Dannie Kjeldgaard (University of Southern Denmark), Jeff Murray (University of Arkansas), Søren Askegaard (University of Southern Denmark); Deirdre Shaw (University of Glasgow)
- 2014-2015: Dannie Kjeldgaard (University of Southern Denmark), Søren Askegaard (University of Southern Denmark)
- 2015-2016: Dannie Kjeldgaard (University of Southern Denmark), Jeff Murray (University of Arkansas), Søren Askegaard (University of Southern Denmark)
- PhD students Zuzana Chytkova (Università di Pisa – Italie), Virginie Deroubaix (HEC Montréal – Canada), Elif Ustundagli (University of Ege), Miray Zobu (University of Ege), Ayşe Karaçizmeli Güzeler (University of Ege)

PhD Supervision

- Anthony Beudaert (since September 2014), Disabled consumers.
- Nguyen Nhat Nguyen (since september 2012), The influence of religion and post-comunist ideology in youth consumption: the case of Vietnam
- Stéphanie Toussaint (since may 2012), Contextualization of Consumption Spaces: Collaborative Workplaces and Consumers' Well-being (co-direction with Mike Friedman)
- Ahmed Benmecheddal (2015), Comprendre les actions militantes anticonsuméristes : une approche par la théorie des conventions (completed)
- Hélène Gorge (2014), Belonging to the consumer society while being a working poor: A socio-historical approach of the construction of the poor consumer figure (completed)
Awarded by : ACR Steth PhD Award (2014), Best PhD dissertation for Doctoral Collegium North of France (2015)
Now Assistant professor at Lille University – ILIS

HdR Supervision

- Maud Herbert
- Souad Djelassi
- Mbaye Diallo

Doctoral Commitee

1. Betty Espinoza (2010), Confiance et coopération comme dispositifs organisationnels. Le cas du commerce équitable en Equateur, Université catholique de Louvain – Belgique – (reporter)
2. Zuzana Chytkova (2010), Immigration, gender and consumer acculturation: A journey into the meaningful world of food consumption practices of Romanian women in Italy, University of Pisa – Italie (PhD Européen) – (reporter)
3. Bérange Reineri-Brial (2011), Téléprésence, nouvelles sociabilités et stratégies identitaires dans l'expérience de consommation en ligne, Superviser : P.Volle Université Paris Dauphine – (member)
4. Chourouk Mzahi (2011), Exploration des liens d'attachement dans une relation à une marque-enseigne , Superviser : V. Cova, Université Paul Cézanne Aix Marseille III – (reporter)
5. Sondes Zouaghi, (2012), Regard croisé sur l'identité culturelle, le concept de nous et l'image du corps : mise en perspective d'une approche subjectivée du consommateur, HDR, Université Paris Dauphine – (reporter)
6. Marcio Dias (april 2012), Le processus d'autonomisation des enfants en matière de consommation à travers l'utilisation de l'argent de poche. Etude exploratoire auprès d'enfants de CM2 et de 6° en France, Superviser : I. De la Ville, IAE de Poitiers – (Chair of the commitee)

7. Dimbi Ramonjy (march 2012), Les stratégies de collaboration des organisations du commerce équitable en France, Supervisor : F. Wacheux, Université Paris Dauphine – (member)
8. Marianne Lecordier (avril 2012), L'identification du contenu de la représentation sociale des panneaux solaires photovoltaïques, Supervisor : J.-L. Giannelloni, Université de Savoie -(reporter)
9. Fatima Regany (novembre 2012), Lorsque la mère immigrée et sa fille font leurs achats ensemble : interactions et construction de l'identité ethnique dans la dyade, Université Lille 2 (member)
10. Pilar Rojas Gaviria (december 2012), Three Essays on How Sharing and Consuming Support Home Place Reconnection in Contemporary Liquid Times, Université Libre de Bruxelles -(reporter)
11. Romina Moruzzi (february 2013), L'alimentation responsable: paradoxe de nos jours, sous la direction de L. Siriex, CIRAD UMR Moisa – France – (reporter)
12. Alexandre Tiercelin (december 2013), " Pratique du jeu vidéo chez les jeunes femmes" (reporter)
13. Louis César Ndione (december 2013), "Consommation identitaire et retour temporaire: le cas des Venants sénégalais" (Chair of the committee), Université de Rouen
14. Anthony Galuzzo (novembre 2013), « Interprétations collectives et mythifications dans les communautés de fans de stars musicales » (reporter), Université de Toulouse
15. Marie Schill (juin 2014), « Analyse d'une pratique sociale en construction : le cas du tri des déchets dans la famille », Université Lille 2 (Chair of the committee)
16. Helene Yildiz (septembre 2014), « Pérennisation de la relation d'échange » HDR, Université de Lorraine (reporter)
17. Eline Jongmans (octobre 2014), « La rationalité limitée des consommateurs lors de l'évaluation d'un produit comportant un attribut environnemental. Une étude empirique des biais provoqués par le nombre d'attributs et le mode d'évaluation ». (Chair of the committee), Université de Grenoble
18. Naoma Abbas (novembre 2014), « Le rôle de l'acculturation dans la perception de l'environnement physique de service. Application au cas des restaurants du vieux Damas en Syrie », (Chair of the committee), Université d'Aix-Marseille.
19. Hélène Gorge (december 2014), « Appartenir à la société de consommation en étant travailleur pauvre : Une approche socio-historique de la construction de la figure du consommateur pauvre », (supervisor), Université de Lille 2
20. Hélène Privat (december 2014), « Etude des motivations au sélisme : dimensionnement, antécédents et influence sur la pratique séliste » (reporter), Université de Bretagne Occidentale
21. Elif Üstündagli (decembre 2014), « Multiple Modernities and Cross-Cultural Consumer Learning in Marketplace: Sociohistoric Patterning of Consumption in Aegean Region” (Reporter), University of Ege, Turkey
22. Guillaume D. Johnson (mai 2015), « Du Rôle du contact intergroupe sur les comportements du consommateur » (reporter), Habilitation à diriger des thèses, Université Dauphine – PSL.”
23. Bourjot-Deparis Julien (novembre 2015), « L'étiquetage social au service du marketing social », (reporter), Université Dauphine – PSL.
24. Ahmed Benmecheddal (2015), Comprendre les actions militantes anticonsuméristes : une approche par la théorie des conventions (supervisor), Université de Lille 2
25. Cuu Quoc Tran (2015), « La Participation de l'enfant à l'achat familial au Vietnam, Chair of the committee), Université de Lille 2

Expertise

« Global Reporting Initiative », Turkey [<http://www.globalreporting.org>]

RESEARCH SUPPORT

- 2012 International conference "Transformative Consumer Research" (5 000 \$) (sponsored by the Association for Consumer Research)
- 2012-2015 Lead researcher of ARCIR: Structuration of a marketing research center (300 000 euros)
- 2011-2013 Member of ADEME Rechange (8 000 euros)
- 2010-2013 Member of ADEME Sobriété (17 000 euros)
- 2007-2009 Lead researcher of ANR ETHNOS: Ethnicity and consumption (~120 000 euros)
- 2007-2009 PICRI Commerce Equitable (<http://picri-commerce-equitable.fr/>) (150 000 €)
- 2010 Mobility Training Grant – EU (Research residence in Odense-Danemark)
- 2009 International conference « Immigrants, Consumption and Markets » (2000 \$) (sponsored by ACR)
- 2009 International conference « Immigrants, Consumption and Markets » (2500 €) (sponsored by Conseil régional Nord-Pas de Calais)
- 2008 Summer funding for participation to « Consumer culture theory » seminar (sponsored by Université de Lille 2)
- 2006 Summer funding for participation to 2nd Fair Trade International seminar (sponsored by Office Franco-Québécoise de la Jeunesse)
- 2004 Visiting reseacher support (Research leader Dr. Deirdre SHAW - Glasgow Caledonian University) (sponsored by CIREID - Centre International de Recherche, d'Echange et d'Information sur la Distribution)
- 2004 ALLEA (All European Academies), Standing Committee on Science & Ethics
Atelier « Ethics and the European Space » (4-8 avril), Var (France) (sponsored by Fondation des Treilles)
- 2002-2005 PhD grant

PROFESSIONAL ASSOCIATIONS

Association for Consumer Research

Association Française du Marketing

Informal research groups

- CriM (Critique et Management)
- Marketing Méditerranéen
- Consumption, Market and Immigration

President of Association 'FairNESS' (Network on exchanges in Social Sciences) (2008-2010)

HONORS

2012-2016 : Scientific excellence, Université Lille 2

OZCAGLAR-TOULOUSE N. et BEJI-BECHEUR A (2006), « Compréhension des comportements d'achat des produits issus du commerce équitable : une approche par la méthode des récits de vie », 2^{ème} *Colloque international*

sur le commerce équitable : le commerce équitable et les visées du développement durable, à l'UQAM, Montréal, juin 19-21: **Best conference presentation award**

OZCAGLAR-TOULOUSE N. (2008), « Les récits de vie », in *A la recherche du consommateur – De nouvelles techniques d'étude pour mieux comprendre les clients*, éd. D. Dion, Paris, Dunod, pp. 123-143: **Best marketing book award of the year (Académie des Sciences Commerciales – Paris)**

RESEARCH RESIDENCE

- 2004** Glasgow Caledonian University, (november) with Prof. Deirdre Shaw
2009 University of Southern Denmark, (october and april) with Prof. Søren Askegaard
2010 University of Wisconsin, Madison School of Business (june) with Prof. Craig Thompson
2013, 2015 University of Ege

TEACHING

Undergraduate Courses

Cultural approach of consumption (20h) 2008-2009

Consumer behaviour (10h) 2002/2003

Marketing Management (15h) 2005/2006

Market Research (40h) 2003/2004, 2004/2005, 2005/2006, 2006/2007, 2007/2008, 2008/2009

BA Courses

Marketing Management (20h) 2005/2006

Ethics and Sustainable Development (20h) 2003/2004, 2004/2005, 2005/2006, 2006/2007, 2007/2008, 2008/2009, 2012/2013

Consumer behaviour (20h) 2006/2007, 2007/2008, 2008/2009, 2012/2013

Marketing and Banking (20h) 2006/2007

Marketing and tendencies (30h)

MBA Courses

International Marketing (40h) 2006/2007, 2007/2008

Service Marketing (20h) 2006/2007, 2007/2008, 2008/2009

Activism and Consumption (20h) 2006/2007, 2007/2008, 2008/2009

PhD

Qualitative methods (40h) 2008/2009, 2011/2012, 2012/2013

OTHER EMPLOYMENT

2001 LU France - Groupe DANONE – Assistant marketing manager

2000 CARREFOUR (Malasia) - Assistant Head of Department

1999 DECATHLON (Turkey) - Project Manager

LANGUAGES

Turkish (native), French, English