

Dr. Deniz Atik

University of Texas Rio Grande Valley
Robert C. Vackar College of Business & Entrepreneurship
Department of Marketing, B Main 2.416 (Brownsville Campus)
E-mail: deniz.atik@utrgv.edu

Education:

Bocconi University, Milan – Italy (September 2002 – July 2006)
Ph.D. in Business Administration and Management with a concentration in Marketing
PhD Thesis:

Consumer Desires in Fashion: Interagency of Consumers and Producers

University of Southern Denmark, Odense – Denmark (October 2004 – Jan. 2005)
Ph.D. exchange student for one semester

Georgia State University, Atlanta, GA-USA (January 2000 – May 2001)
Master of Business Administration
MBA with a concentration in International Business

Georgia State University, Atlanta, GA-USA (June 1992 – August 1994)
Bachelor of Business Administration with a major in Management

Georgia Institute of Technology, Atlanta, GA-USA (January 1992 – June 1992)
Language Institute for English as a second language

University of Bridgeport, Bridgeport, CT-USA (August 1991 – December 1991)
Language Institute for English as a second language

Université de Lyon II, Lyon, France (September 1990 – June 1991)
First year of “Sciences Economiques” undergraduate degree

British Connection International, Lyon, France (May 1991 – June 1991)
Course of Commercial French with emphasis on Import and Export

Saint Joseph French School, Izmir, Turkey (September 1983 – June 1990)
Secondary School and High School

Language Skills:

Advanced:	English, French, Turkish
Upper intermediate:	Italian
Beginner:	Spanish

Academic Positions:

University of Texas Rio Grande Valley (September 2022 – Present)
Associate Professor of Marketing at the Department of Marketing

University of Texas Rio Grande Valley (September 2017 – August 2022)
Assistant Professor of Marketing at the Department of Marketing

Izmir University of Economics (April 2013 – July 2017)
Associate Professor of Marketing and PhD Coordinator at the Department of Business Administration

Kyoto University, Japan (Fall 2014)

Visiting Associate Professor of Marketing, teaching marketing in the MBA program.

Ecole de Management de Normandie, France (August 2013)

Visiting Associate Professor of Marketing, teaching an intensive course of marketing for the Master level students at the “Cross-Cultural Marketing and Negotiation Program”

Izmir University of Economics (December 2006 – April 2013)

Assistant Professor of Marketing at the Faculty of Economics and Administrative Sciences, Department of Business Administration

KIMEP University, Almaty, Kazakhstan (Summer 2012)

Visiting Assistant Professor of Marketing in the summer school, teaching Consumer Behavior.

Bocconi University, Milan, Italy (Spring 2012)

Visiting Assistant Professor of Marketing, teaching a master level course of “Consumer Culture Theory and Qualitative Methods.”

Ecole de Management de Normandie, France (August 2011)

Visiting Assistant Professor of Marketing, teaching an intensive course of marketing for the Master level students at the “Cross-Cultural Marketing and Negotiation Program.”

University of Texas-Pan American (August 2008 – May 2009)

Visiting Assistant Professor of Marketing for one academic year, at the Department of Marketing, Management and International Business, teaching Marketing and International Business classes.

Izmir University of Economics (September 2006 – December 2006)

Instructor at the Faculty of Economics and Administrative Sciences, Department of Business Administration.

Georgia State University (January 2000 – May 2001)

Graduate Research Assistant III, in College of Education

Co-Editor-in-Chief

Co-founding editor (2016 – Present) of *Markets, Globalization and Development Review (MGDR)*, the official journal of the International Society of Markets and Development (ISMD) with co-editor Nikhilesh Dholakia, Faculty Emeriti, URI.

Markets, Globalization & Development Review (MGDR) is an international peer reviewed and open access online journal exploring the intersections and interstices of markets, globalization, and development from interdisciplinary lenses. *MGDR* is indexed in Directory of Open Access Journals (DOAJ).

Please see <http://digitalcommons.uri.edu/mgdr/>

Research Interests

Transformative Consumer Research; particularly consumption experiences of vulnerable consumers such as low-income and underrepresented consumers
Macromarketing; especially theories of fashion and sustainability, and diversity challenges in fashion industry

Critical Marketing; especially the social and ecological impacts of marketing practices, and the interplay of markets, globalization, and development

Consumer Culture Theory; experiential, sociological and cultural aspects of consumption

Methodological Orientation; qualitative research methods

Published Academic Journal Articles

Atik, Deniz, Dholakia, N., and Ozgun, A. (2023), "Post-Pandemic Futures: Balancing Technological Optimism with Sociocultural Fairness," *Global Business Review*.
<https://doi.org/10.1177/09721509221142110>

Dholakia, N., Ozgun, A., and **Atik, Deniz**, (2023), "The Miasma of Misinformation: A Social Analysis of Media, Markets and Manipulation," *Consumption, Markets & Culture*, 26 (3), 217-232. <http://dx.doi.org/10.1080/10253866.2022.2149508>.
(ABDC: A ranking, SSCI)

Atik, Deniz and Ozdamar-Ertekin, Z. (2023), "Desire for the New versus Sustainability: Conflicting Needs in Fashion Consumption," *Journal of Social Marketing*, 13 (1), 1-19 <https://doi.org/10.1108/JSOCM-02-2022-0036> (ABDC: B ranking, SSCI)

Cavusoglu, L., **Atik, Deniz** (2022), "Extending the Global Conversation on Diversity: Experiences of Underrepresented Women in Fashion Industry," in *Journal of Consumer Affairs*, 57 (1), 387-417. <https://doi.org/10.1111/joca.12504> (ABDC: A ranking, SSCI)

Atik, Deniz, Cavusoglu, L., Ozdamar Ertekin, Z., & Firat, A. F. (2022), "Fashion, consumer markets, and democratization," *Journal of Consumer Behaviour*, 1– 14. <https://doi.org/10.1002/cb.2061> (ABDC: A ranking, SSCI) High Impact

Cavusoglu, Lena and **Atik, Deniz** (2021), "Accumulating Capital through Social Media: Transformative Power of Underrepresented Fashion Consumers," *Journal of Consumer Marketing* <https://doi.org/10.1108/JCM-08-2020-4074> (ABDC: A ranking) Medium Impact

Cavusoglu, Lena and **Atik, Deniz** (2021), "Social Credibility: Trust Formation in Social Commerce," *Journal of the Association for Consumer Research*, Vol.6 No.4 <https://doi.org/10.1086/716068> SCOPUS Highest Percentile: 90% (64/661 Economics and Econometrics) High Impact

Atik, Deniz, Damla Aktan and Ece Cam (2021), "Fortune-telling as a Leisure Activity," *World Leisure Journal*, <https://doi.org/10.1080/16078055.2021.1919921> (ABDC: B ranking, ESCI)

Dholakia, Nik, Aras Ozgun and **Deniz Atik** (2020), "The Unwitting Corruption of Broadening of Marketing into Neoliberalism: A Beast Unleashed?" *European Journal of Marketing*, 55 (3), 868-893 <https://doi.org/10.1108/EJM-10-2018-0688> (ABDC: A* ranking, SSCI) High Impact

Ozdamar-Ertekin, Zeynep, **Deniz Atik**, and Jeff Murray (2020), "The Logic of Sustainability: Institutional Transformation towards a New Culture of Fashion," *Journal of Marketing Management*, 36 (15-16), 1447-1480
<https://doi.org/10.1080/0267257X.2020.1795429>
(ABDC: A ranking, SSCI) High Impact

Atik, Deniz, A. Fuat Firat, Aras Ozgun, and Ebru Uzunoğlu (2020), "Disenchantment with Market Society: Alternative Life Experiences", *International Journal of Consumer Studies*, 44(6), 574-585 <https://doi.org/10.1111/ijcs.12587> (ABDC: A ranking, SSCI) Medium Impact

Ozdamar-Ertekin, Zeynep and **Deniz Atik** (2020), "Institutional Constituents of Change for a Sustainable Fashion System," *Journal of Macromarketing*, 40 (3), 362-379 <https://doi.org/10.1177/0276146720932274> (ABDC: A ranking, SSCI) High Impact

Özgül, Aras, Dicle Yurdakul and **Deniz Atik** (2017), "How Do Soap Operas Affect The Poor? Experiences of Turkish Women," *Markets, Globalization & Development Review*, Vol. 2: No. 2, Article 2. <https://doi.org/10.23860/MGDR-2017-02-02-02>

Özgül, Aras, Nikhilesh Dholakia and **Deniz Atik** (2017), "Marketization and Foucault," *Global Business Review*, 18 (3S) 1-12. (ABDC: C ranking, ESCI)

Çavuşoğlu, Lena and **Deniz Atik** (2017), "Making a Career out of Fashion Blogging," *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 19, 33-49.

Yurdakul, dicle and **Deniz Atik** (2017), "In Search for Meaning in Every Day Life: Can the Virtual Dominate over Real?" *Beykoz Akademi Dergisi*, 5 (1), 53-71.

Dholakia, Nikhilesh and **Deniz Atik** (2016) "Markets, Globalization, Development: Charting the Intersections of Three Multipolar Concepts," *Markets, Globalization & Development Review*, Vol. 1: No. 1, Article 1. <https://doi.org/10.23860/MGDR-2016-01-01-01>

Yurdakul, Dicle, **Deniz Atik**, and Nikhilesh Dholakia (2016), "Redefining the Bottom of the Pyramid from a Marketing Perspective," *Marketing Theory*, Vol.17, No.3, <https://doi.org/10.1177/1470593117704265> (ABDC: A ranking, SSCI)

Yurdakul, Dicle and **Deniz Atik** (2015), "Coping with Poverty through Internalization and Resistance: The Role of Religion," *Journal of Macromarketing*, Vol. 36(3) 321-336 (ABDC: A ranking, SSCI)

Özdamar Ertekin, Zeynep and **Deniz Atik** (2015), "Sustainable Markets: Motivating Factors, Barriers, and Remedies for Mobilization of Slow Fashion," *Journal of Macromarketing*, 35(1) 53-69 (ABDC: A ranking, SSCI)

Atik, Deniz and Cansu Yıldırım (2014), "Motivations behind Acquiring a Tattoo and Feelings of Regret: Highlights from Eastern Mediterranean Context," *Journal of Consumer Behavior*, 13: 212–223 (ABDC: A ranking, SSCI)

Atik, Deniz and A. Fuat Fırat (2013), "Fashion Creation and Diffusion:The Institution of Marketing," *Journal of Marketing Management*, Vol. 29, 7-8, 836-860. (ABDC: A ranking, SSCI)

Yurdakul Şahin, Dicle and **Deniz Atik** (2013), "Celebrity Influences on Young Consumers: Guiding the Way to the Ideal Self," *Izmir Review of Social Sciences*, 1, (1), 65-82.

Atik, Deniz and Handan Vicdan (2012), "The Interplay of Culture(s) of Freedom in the Bazaars of Italy and Turkey," *Journal of International Consumer Marketing*, Vol.24 1: 100-118. (ABDC: B ranking)

Özdamar Ertekin, Zeynep and **Deniz Atik** (2012), "Word-of-Mouth Communication in Marketing: An Exploratory Study of Motivations Behind Opinion Leadership and Opinion Seeking," *ODTÜ Gelişme Dergisi*, 39/3, 323-345.

Atik, Deniz and Zeynep Özdamar Ertekin (2012), "Children's Perception of Food and Healthy Eating: Dynamics Behind Their Food Preferences," *International Journal of Consumer Studies*, doi: 10.1111/j.1470-6431.2011.01049.x (ABDC: A ranking, SSCI)

Atik, Deniz and Dicle Yurdakul Şahin (2011), "Sex Role Conflict at Work: Its Impact on Consumption Practices of Working Women," *International Journal of Consumer Studies*, doi:10.1111/j.1470-6431.2011.01006.x (ABDC: A ranking, SSCI)

Demirbağ Kaplan, Melike, **Deniz Atik**, Nilgün Gürkaynak (2011), “Sanal Topluluklarda Marka Kaçınması Davranışı,” *İktisat, İşletme, Finans Dergisi*, 26 (300), 93-120 (SSCI).

Atik, Deniz and Dicle Yurdakul Şahin (2011), “Conspicuous Consumption of the Neglected Majority: Low-Income Consumers in a Non-Western Culture,” *African Journal of Business Management*, 5 (13), 5330-5335. (SSCI).

Atik, Deniz and Bengü Sevil (2010), “Consumers’ Paradoxical Interpretations of Prestige and Luxury,” *Eskişehir Osmangazi Üniversitesi İİBF Dergisi*, Nisan, 5(1), 131-145.

Atik, Deniz and Tuğba Örtün (2009) “Text and Graphic Warning Labels on Cigarette Packages: Do They Really Help to Discourage Smoking?” *Hacettepe Toplum ve Hizmet Dergisi*, April.

Atik, Deniz and Tuğba Örtün (2008), “İdeal Beden İmgesini Oluşturan Faktörler ve Bu İdealin Bireyler Üzerindeki Etkileri,” *Hacettepe Edebiyat Fakültesi Dergisi*, 25 (1), June.

Atik, Deniz (2007) “The Restless Desire for New in Fashion Consumption,” *Finanza Marketing e Produzione*, June (2), 45-60.

Atik, Deniz (2007) “Consumer Experiences with Fashion Magazine Images,” *Review of Social, Economic & Business Studies*, Vol 7/8, 45-56.

Work in Progress:

Atik, Deniz, Ozgun, A., Firat, A. F., Uzunoglu, E., “Post-Fordism and Exiting the Corporate Life” to be submitted to *Work, Employment, and Society* **Elite Journal**

Dholakia, N., Ozgun, A., and **Atik, Deniz**, “Between Democracy and Autocracy: The Marketing of Populism and the Political-Economy of War” to be submitted to *Journal of Public Policy & Marketing* **High Impact Journal**

Handan Vicdan, **Deniz Atik**, and Zeynep Ozdamar-Ertekin, “Fashion and Upcycling for a Better Future” targeted journals for two potential articles: *Journal of Business Research* and *Marketing Theory* **High Impact Journals**

Nikhilesh Dholakia, A. Fuat Firat, Aras Ozgun, and **Deniz Atik**, “A Critical Marketing Perspective on Space Exploration”

Firat, A. Fuat, **Deniz Atik**, and Zeynep Ozdamar Ertekin, “Fashioning Marketing and its Consequences,” *invited book chapter* in *Marketing Fashion*, Karin Ekstrom (Ed.)

Atik, Deniz and Zeynep Ozdamar Ertekin, “How Democratic is the Fashion Supply Chain?” *invited book chapter* in *Critical Perspectives on Sustainability in the Fashion and Wine Industries: Decolonization, Circularity and Responsible Business*, Annama Joy (Ed.)

Published Book & Media Reviews and Commentaries:

Atik, Deniz, Ozgun, A., Dholakia, N. (2022). Adam McKay (2021), Don't Look Up by Netflix, 2h 18m by Adam McKay. *Journal of Macromarketing*. 42 (3) 454-460. (ABDC: A ranking, SSCI). <https://doi.org/10.1177/02761467221096611>

Shultz II, Clifford J., Mark Peterson, Detlev Zwick, and **Deniz Atik** (2014), “My Iranian Road Trip – Comments and Reflections on Videographic Interpretations of

Published Editorials

Dholakia, N., **Atik, D.** (2022). A Global Palette of Insightful Reviews (1st ed., vol. 7). Markets, Globalization & Development Review (MGDR).
<https://doi.org/10.23860/MGDR-2022-07-01-01>

Atik, D., Dholakia, N. (2022). Complex Impacts of Marketization and Digitalization (3rd ed., vol. 7). Markets, Globalization & Development Review (MGDR).
<https://doi.org/10.23860/MGDR-2022-07-03-01>

Dholakia, Nikhilesh and **Deniz Atik** (2021), "The Conundrums of Happiness and Subjective Well-being: Views from Brazil," *Markets, Globalization & Development Review*: Vol. 6: No. 4, Article 1.

Dholakia, Nikhilesh and **Deniz Atik** (2021) "Inequality, Economic and Cultural Polarization, and Entrepreneurship Challenges in Emerging Contexts," *Markets, Globalization & Development Review*: Vol. 6: No. 3, Article 1.

Dholakia, Nikhilesh and **Deniz Atik** (2021), "Hyphenated Globalization: First, Wide Propagation; Then, Gradual Elimination," *Markets, Globalization & Development Review*: Vol. 6: No. 2 Article 1. <https://doi.org/10.23860/MGDR-2021-06-02-01>

Dholakia, Nikhilesh and **Deniz Atik** (2021), "Race, Representation, Misrepresentation, Caricatured Consumption Tropes; and Serious Matters of Inequity and Precarity," *Markets, Globalization & Development Review*: Vol. 6: No. 1, Article 1. <https://doi.org/10.23860/MGDR-2021-06-01-01>

Dholakia, Nikhilesh and **Deniz Atik** (2020) "Rethink Everything 3: Markets, Globalization, Development," *Markets, Globalization & Development Review*: Vol. 5: No. 4, Article 1. DOI: 10.23860/MGDR-2020-05-04-01

Dholakia, Nikhilesh and **Deniz Atik** (2020) "Rethink Everything 2: Markets, Globalization, Development," *Markets, Globalization & Development Review*: Vol. 5: No. 3, Article 1. DOI: 10.23860/MGDR-2020-05-03-01

Atik, Deniz and Dholakia, Nikhilesh (2020) "The Complex Challenges of Protecting Consumers," *Markets, Globalization & Development Review*: Vol. 5: No. 2, Article 1. DOI: 10.23860/MGDR-2020-05-02-01

Dholakia, Nikhilesh and **Deniz Atik** (2020) "Rethink Everything 1: Markets, Globalization, Development," *Markets, Globalization & Development Review*: Vol. 5: No. 1, Article 1. DOI: 10.23860/MGDR-2020-05-01-01

Nikhilesh Dholakia and **Deniz Atik** (2019) "The World is Not Simple: Connectivity, Complicity, Complexity," *Markets, Globalization & Development Review*: Vol. 4: No. 3, Article 1. DOI: 10.23860/MGDR-2019-04-04-01

Nikhilesh Dholakia and **Deniz Atik** (2019) "Globalization Tropes in Films: A Focus on Crazy Rich Asians," *Markets, Globalization & Development Review*: Vol. 4: No. 3, Article 1. DOI: 10.23860/MGDR-2019-04-03-01

Deniz Atik and Nikhilesh Dholakia (2019) "More on the Pressing Global Problems, Socially and Ecologically," *Markets, Globalization & Development Review*: Vol. 4: No. 1, Article 1. DOI: 10.23860/MGDR-2019-04-01-01

Nikhilesh Dholakia and **Deniz Atik** (2017), "Globalization: Mere Hiccup, Major Convulsion or Mega Transformation?," *Markets, Globalization & Development Review*, Vol. 2: No. 3, Article 1. DOI: 10.23860/MGDR-2017-02-03-01

Nikhilesh Dholakia and **Deniz Atik** (2017), "Global Range and Eclectic Potpourri," *Markets, Globalization & Development Review*, Vol. 2: No. 4, Article 1, DOI: 10.23860/mgdr-2017-02-04-01.

Deniz Atik and Nikhilesh Dholakia (2017), "Is a New Epoch Possible?," *Markets, Globalization & Development Review*, Vol. 2: No. 1, Article 1, DOI: 10.23860/MGDR-2017-02-01-01.

Nikhilesh Dholakia and **Deniz Atik** (2016) "A Journal for a Fast-Changing World," *Markets, Globalization & Development Review*, Vol. 1: No. 2, Article 1, DOI: 10.23860/MGDR-2016-01-02-01.

Published Book & Book Chapters

Atik, Deniz and Zeynep Ozdamar Ertekin, (2023) "How Democratic is the Fashion Supply Chain?" invited book chapter in *Critical Perspectives on Sustainability in the Fashion and Wine Industries: Decolonization, Circularity and Responsible Business*, Annama Joy (Ed.)

Firat, A. Fuat, **Deniz Atik**, and Zeynep Ozdamar Ertekin (2023), "Fashioning Marketing and its Consequences," invited book chapter in *Marketing Fashion*, Karin Ekstrom (Ed.)

Ozdamar Ertekin, Z., **Atik, D.** (2023) "Luxury Fashion and Sustainability: Challenges, Conflicts, and Possibilities" in *New Directions in the worlds of Art, fashion and wine: Sustainability, Artification and Digitalization*, Annama Joy (ed.), Maryland: Lexington Books.

Cavusoglu, Lena and **Atik, Deniz** (2022), "White Gaze in Fashion Markets," in *Handbook of Research on Ethnic and Intracultural Marketing*, Glen H. Brodowsky, Camille P. Schuster, and Rebeca Perren (Eds.), Cheltenham, UK • Northampton, MA, USA: Edward Elgar Publishing.

Nikhilesh, D., Firat, F. F., Ozgun, A., **Atik, Deniz** (2020), "Challenges for the University: Recovering Authentic Liberal Culture during Ascendant and Populist Neoliberalism," in Romeo V. Turcan and John E. Reilly (Ed.), *Populism in Higher Education Curriculum Development - Problem Based Learning as a Mitigating Response*.

Bécheur, Amina and **Deniz Atik** (2012, revised in 2020), "When the Diffusion of Innovation is a Cultural Evolution," in *Marketing Management: A Cultural Perspective*, ed. Lisa Peñaloza, Nil Toulouse, Luca M. Visconti, p. 378-391, New York: Routledge.

Atik, Deniz and Kaan Kurtel (2011), "Pazarlama ve Satış," *Sigortacılık Eğitim Kitabı*, Ed.Huriye Kubilay, 406-424, İEÜ Yayınları.

Atik, Deniz (2009), *Consumer Desires in Fashion: The Interagency of Consumers and Producers*, VDM, Germany.

Published Conference Proceedings

Martirosyan, Yuri and **Atik, D.** (2023), "The Role of Virtual Influencers in Fashion Diffusion," *Association for Consumer Research (ACR) 2023*.

Vicdan, H., Ozdamar Ertekin, Z., **Atik, D.** (2023), "Upcycling as a Degrowth Solution to Fashion Industry's Sustainability Concerns," *European Association for Consumer Research (EACR)*.

Ngo, A. Nhan, Firat, F. A., **Atik, D.** (2023), "An Investigation into Enoughness," *Association for Consumer Research (ACR) 2023*, Film Festival.

Cavusoglu, L., Atik, D. (2022). Underserved Fashion Markets. Baveno: Proceedings 28th International Conference on Recent Advances in Retailing and Consumer Science (RARCS).

Lena Cavusoglu and **Deniz Atik** (2022), “Underserved Fashion Markets,” Proceedings 28th International Conference on Recent Advances in Retailing and Consumer Science (RARCS), Baveno, Italy (*extended abstract*).

Lena Cavusoglu and **Deniz Atik** (2020), “Implications of Underrepresentation for Female Fashion Consumers” Association for Consumer Research (ACR) Conference, 28-31 October 2020, Virtual, USA (*extended abstract*).

Lena Cavusoglu and **Deniz Atik** (2019), “Diversity Delusion in Fashion Industry” Association for Consumer Research (ACR) Conference, 17-20 October 2019 in Atlanta, GA, USA (*extended abstract*).

Deniz Atik, A. Fuat Firat, and Ebru Uzunoğlu (2018), “Divorcing the Market,” Association for Consumer Research (ACR) Conference, 11-13 October, in Dallas TX, USA (*extended abstract*).

Lena Cavusoglu and **Deniz Atik** (2018), “Understanding Trust Formation in Peer-to-peer Social Commerce,” Association for Consumer Research (ACR) Conference, 11-13 October, in Dallas TX, USA (*extended abstract*).

Ozdamar-Ertekin, Zeynep and **Deniz Atik** (2018), “Emergence of Sustainable Markets in the Field Fashion: Institutional Actors as Initiators of Change,” Consumer Culture Theory (CCT) Conference, June 28 – July 1 in Odense, Denmark (*extended abstract*).

Deniz Atik and A. Fuat Firat (2018), “Search for Alternative Modes of Living,” 15th Biennial Conference of the International Society of Markets and Development (ISMD), 5-7 July in Moldova (*extended abstract*).

Ozdamar-Ertekin, Zeynep and **Deniz Atik** (2018), “Emergence of Sustainable Fashion and the Institutional Actors of Change,” 43rd Annual Conference of the Macromarketing Society, 10-13rd July in Leipzig, Germany (*extended abstract*).

Deniz Atik, A. Fuat Firat, and Ebru Uzunoğlu (2016), “Surviving Modernity,” International Society of Markets and Development (ISMD) Conference, 9-11 August, Lima, Peru (*extended abstract*).

Murad Canbulut and **Deniz Atik** (2016), “Improving the Quality of Life of ‘Labeled as Disabled (LAD)’ People through Marketing,” International Society of Markets and Development (ISMD) Conference, 9-11 August, Lima, Peru (*extended abstract*).

Zeynep Ozdamar Ertekin and **Deniz Atik** (2016), “Emergence of Sustainable Markets in the Field of Fashion: Institutional actors as Initiators of Marketplace Dynamics,” International Society of Markets and Development (ISMD) Conference, 9-11 August, Lima, Peru (*extended abstract*).

Lena Cavusoglu and **Deniz Atik** (2016), “A virtual shopping mall, Insta-shops: Instagram is the selling platform of the future,” Consumer Culture Theory Conference, Lille, France, June (*extended abstract*).

Lena Cavusoglu and **Deniz Atik** (2016), “The Power of Click: Making a Career out of Fashion Blogging,” Consumer Culture Theory Conference, Lille, France, June (*extended abstract*).

Z. Özdamar Ertekin and **Deniz Atik** (2015), “Aging of Youth through Fashion: Influential Dynamics and Societal Implications,” 40th Macromarketing Conference, Chicago, USA, 25-29 June. *(full paper published)*

Z. Özdamar Ertekin and **Deniz Atik** (2015), “Challenges of Research With Children: Research Case on How Children Perceive Food,” 40th Macromarketing Conference, Chicago, USA, 25-29 June. *(full paper published)*

Murad Canbulut and **Deniz Atik** (2015), “Consumer Vulnerability: What can Marketing do to Improve Individuals’ Well-Being Labeled as Disabled?,” 40th Macromarketing Conference, Chicago, USA, 25-29 June. *(extended abstract published)*

Murad Canbulut and **Deniz Atik** (2015), “Fiziksel Özürlü Bireyler Tüketim Kültüründen Nasıl Etkilenir? Pazarlama Bu Bireyler İçin ne Yapabilir?,” Ulusal Pazarlama Konferansı, Eskişehir 11-14 June. *(full paper published)*

Deniz Atik and Ece Çam (2015), “Fashion Bloggers: Virtual Communities with Passion for Fashion,” *CMC 2015*, 20th International Conference on Corporate and Marketing Communications, 16-17 April. *(full paper published)*

Murad Canbulut and **Deniz Atik** (2015), “Disabled People: Is Media A Disabling Or Abling Actor?” *CMC 2015*, 20th International Conference on Corporate and Marketing Communications, 16-17 April. *(full paper published)*

Zeynep Özdamar Ertekin and **Deniz Atik** (2013), “Towards a sustainable fashion system: Slow fashion movement,” The 38th Annual Macromarketing Conference, June 2013, Toronto, Canada. *(abstract)*

Deniz Atik and Melike Demirbağ Kaplan (2011), “Prestij Tüketimi: Tüketicilerin Kendilerini Ayrıcalıklı Hissetme Arzuları ve Kitlesele Kişiselleştirme. 10th International Marketing Trends Conference 2011, Paris. *(full paper published)*

Deniz Atik and Dicle Yurdakul Şahin (2009), “Guerilla Marketing in SMEs: A Case Study on the Astonishing Success of Oil Company.” International Entrepreneurship Congress: SMEs and Entrepreneurship, Izmir, Turkey. *(full paper published)*

Deniz Atik and Deniz Türsel Eliyi (2008), “Constrained Creativity: Influential Dynamics behind Fashion Design,” ICOVACS 2008, International Conference of Value Chain Sustainability, Izmir, Turkey. *(full paper published)*

Søren Askegaard, **Deniz Atik** & Stefania Borghini (2007), “The Interplay of Institutional Forces and Consumer Desires in the Moulding of Fashion.” EACR 2007 European Association for Consumer Research Conference, Milano, Special Session, *(long abstract)*

Tuğba Örten and **Deniz Atik** (2008), “Environmentally Friendly Consumption Preferences: Understanding the Impact of the Consumption Routines,” ACR 2008 Association for Consumer Research Conference, San Francisco, *(published abstract)*

Other Conference Presentations

International Conference on “Immigration, Consumption and Markets” (18-19 May 2009), Lille France. Jason Flores and Deniz Atik “Cross Border Consumption: Different Interpretations of Authenticity.”

Seme Jounee D’Etude sur le Marketing Mediterranee (3-4 July 2008), Euromed Marseille, Ecole de Management, France
Deniz Atik and Handan Vicdan, “Experiencing the Different Dimensions of Freedom: A Cross Cultural Study of Italian and Turkish Open Markets”

Teaching Experience:

Courses taught:

At UTRGV between 2017-2021

MARK 3300, Principles of Marketing, 20 courses.
MARK 3340, Consumer Behavior, 1 course.
MARK 3382, Branding, 5 courses.
MARK 4399, Marketing Strategy (Capstone), 1 course.
MARK 6310, Marketing Strategy, 10 courses.
MARK 8313, Qualitative Res Methods, 2 courses.
MARK 8314, Markets & Globalization, 1 course.

At Izmir University of Economics between 2006-2017

2007 – 2017 PhD level, Consumer Culture Theory (multiple times)
2008 – 2017 PhD level, Qualitative Research (every year)
2006 – 2017 BBA, MBA levels, Consumer Behavior (every year, multiple)
2006 – 2017 BBA, MBA levels, Principles of Marketing (every year, multiple)
2006 – 2017 BBA, MBA levels, Marketing Management (multiple times)
2006 – 2010 BBA, MBA levels, International Marketing (multiples times)
2017 – 2017 BBA level, Branding
2006 – 2008 BBA level, Introduction to Business (every year)
2008 – 2010 BBA level, International Business (every year)

At Kyoto University, Japan (Fall 2014)

Marketing Management, MBA level

At Ecole de Management de Normandie, France (August 2011 and August 2013)

An intensive course of Principles of Marketing, Graduate level

At KIMEP University, Almaty, Kazakhstan (Summer 2012)

Consumer Behavior, Undergraduate level

At Bocconi University, Milan, Italy (Spring 2012)

Consumer Culture Theory and Qualitative Methods, Graduate level

At University of Texas-Pan American (August 2008 – May 2009)

INTB 3330, International Business, 4 courses, undergraduate level.
MARK 3371, Principles of Marketing, 6 courses, undergraduate level.

PhD Committee Work at UTRGV:

Christian Brian Bautista Marfileño

Dissertation Committee Member, "An Empirical Assessment of Forced Labor Practices in Upstream Supply Chains," Department of Management, (September 2022 - Present)

PhD Student: Ai Nhan Ngo

Dissertation Committee Member, "An Investigation into Enoughness Mindset," Department of Marketing, (2021 - Present)

PhD Student: Suwakitti Amornpan

Dissertation Committee Member, "The Effects of Luxury Brand Advertising on Consumer Well-being," (2021 - Present)

PhD Student: Chukwuemeka Duruamaku

Dissertation Committee Member, "Consumer Engagement: Exploring the Role of Consumer Emotionality in Digital Marketing," Department of Marketing, (2020 – December 2021).

PhD Student: Nazmus Sakib

Dissertation Committee Member, "How Youtube Health Vloggers Influence Viewer Compliance: The Interplay between Vlogger Characteristics, Parasocial Interaction, and Viewer Characteristics," Department of Marketing, (September 2019 - August 2020)

PhD Student: Ashkan Fatehi

Dissertation Committee Chair, Marketing (UTPA), "Narcissistic Qualities and Consumer Experiences with Twitch" (September 2018 - August 2019)

PhD Thesis Advisor (Dissertation Committee Chair) at Izmir University of Economics:

PhD Student: Lena Cavusoglu, IUE

Thesis Title: The Hidden Figures in Fashion: Bridging the Diversity Gap between Consumers and Producers
June 2017 – June 2019, graduated.

PhD Student: Zeynep Özdamar Ertekin, IUE

Thesis Title: Mobilization of Sustainable Markets: Interplay Between the Different Actors of the Fashion System
June 2012 – January 2016, graduated.

PhD Student: Murad Canbulut, IUE

Thesis Title: How Does Consumer Culture Affect Disabled People: What Can Marketing Do to Improve their Well-Being?
December 2012 – January 2016, graduated.

PhD Student: Dicle Yurdakul Şahin, IUE

Thesis Title: Objectification of Desire: Effects of Exposure to Consumer Culture in the Low Income Context
July 2010 – June 2013, graduated.

PhD Committee Work at Koc University:

PhD Student: Rabia Bayer

Dissertation Committee Member, "Frugality Mindset in Consumer Behavior," Other (outside UTRGV), (January 2017 - September 2018)

Licensures and Certifications

Independent Applying the QM Rubric (APPQMR), Quality Matters. (June 27, 2018 - Present).

Development Activities Attended

Workshop, "Blueprinting Worksop," COLTT, RGV, TX, USA. (May 2020 - June 2020).

Service Duties:

Service Duties at UTRGV:

Department Service:

Committee Member, MS Marketing Program Taskforce. (May 2023 - Present).

Lead Instructor, Blueprinting AOP MARK 6310. (March 23, 2023 - June 11, 2023).
Reviewer of Peer's Course, Peer Review of Teaching. (October 2022 - November 2022).
Committee Member, Annual Review Committee. (October 2022).
Committee Member, T & P Committee. (October 2022).
Committee Member, Dissertation Timeline Taskforce. (July 2022 - Present).
Faculty Mentor, Honor Student Project. (January 2022 - May 2022).
Committee Member, Annual Review Committee. (September 2020 – October 2020).
Committee Chair, Tenure-track Senior Assistant Professor Search Committee. (February 2021 - April 2021).
Committee Member, Marketing Chair Search Committee. (September 2020 - December 2020).
Committee Member, Faculty Search committee. (December 2019 - January 2020).
Faculty Advisor, American Marketing Association (AMA). (September 2017 - August 2020).

College Service:

Committee Chair, Graduate Teaching Champions (GTC) Taskforce. (December 2022 - Present).
Committee Member, Research and Engagement Committee. (September 2018 - Present).
Focus Groups, Responsible for conducting focus groups for the Accounting Dept. (September – October 2021).
Committee Member, Dean Search Committee. (November 2018 - April 2019).

Professional Service:

Co-Editor, Journal Editor, *Markets, Globalization & Development Review (MGDR)*. (January 2016 - Present).
Reviewer, for high impact journals and international conferences (2006 - Present).
Session Chair, Association of Consumer Research Conference, Dallas, TX. (October 12, 2018).
Session Chair, 15th Biennial Conference of the International Society of Markets and Development (ISMD). (July 7, 2018).

Development Activities Attended:

Search Committee Training, "Search Committee Training III." (March 31, 2020).
Search Committee Training, "Search Committee Training I." (November 8, 2019).

Professional Memberships:

American Marketing Association (AMA)
 Association for Consumer Research (ACR)
 International Society of Markets and Development (ISMD)

Selected Service Duties at Izmir University of Economics:

PhD Program Coordinator (September 2012 – August 2017)
 Redesigned the PhD program, coordinated all course work, faculty assignments, student course planning, student advising.
Advisor to Provost (October 2009 – August 2010)
 for the promotion and marketing communications of Izmir University of Economics
Conference Organization Committee Chair, CEEMAN Executive Education (ExEd) Forum, 5-6 November 2015, Izmir University of Economics

Symposium Organization Committee Chair, National Marketing Research Symposium, April 2015, Izmir University of Economics

Conference Organization Committee Member, Student Conference, 2010, Izmir University of Economics

Conference Organization Committee Member, ICOVACS, International Conference of Value Chain Sustainability, 2008, Izmir University of Economics

Reviewer Duties:

Between 2006-Present, reviewer duties in several international conferences and several journals such as Journal of Macromarketing, European Journal of Marketing, Marketing Theory, Consumption, Markets & Culture, Journal of Consumer Behavior, Journal of Consumer Culture, Journal of Business Research, International Journal of Consumer Studies, Journal of Youth Studies, Business and Economics Research Journal, Pazarlama ve Pazarlama Araştırmaları Dergisi, Ege Akademik Bakış, Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, and more.

Professional Experience:

IZair (April – June 2006)
Marketing Manager

Solutions Srl. (July 2002 – July 2003)
Project based cooperation for international business development between Italy and abroad, in fashion design and fashion marketing fields.

Izmir University of Economics (June 2001 – June 2002)
As **International Relations Manager**, keeping contacts with international institutions such as “Istituto Europeo di Design” and fashion companies in Turkey. As **Vice Dean of Students**, organizing and participating to the university fairs and high school presentations.

Reprosan Graphics & Design Repro. Center (June 1998 – June 1999)
“Graphic Design Production Planning Coordinator”

Philip Morris SA “Regional Sales District” (March 1997 – October 1997)
“District Manager’s Assistant”

Practical Trainings (January 1995 – February 1997)
KITA Int. Transport Co. as “Sea Freight Specialist”; Club Med Palmiye Holiday Club as Assistant to Accounting Manager; ABA Group International as Export Sales Specialist for Coca-Cola labels and flexible packing; Faz Elektrik A.S. as General Manager's Assistant”; Mark Warner Holiday Club as Turkish Liaison Officer” with primary assistance to the Club Manager; Hyatt Regency Atlanta in Concierge Department.

Other Interests and Achievements:

- | | |
|---------------|--|
| Swimming: | • National Team of Turkey (1986-1988)
National gold medal in “Backstroke” for 3 years (1986-1988) |
| Other Sports: | • Scuba-diving, wind-surfing, rocket-ball,
table-tennis, cycling, hiking, trekking |
| Others: | • Music, movies, theatres, symphonies, reading... |