

A. FUAT FIRAT
Curriculum vitae

University Address

Department of Marketing
College of Business Administration
University of Texas – Rio Grande Valley
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EDUCATION

- June 1970 İstanbul University
Licenciè en Economie
Faculty of Economics
- June 1978 Northwestern University
Degree: Ph.D. (Marketing)
Dissertation Title: "The Social Construction of Consumption Patterns"
Dissertation Committee Chair: Dr. Louis W. Stern
Dissertation Committee Members: Dr. Sidney J. Levy (Marketing),
Dr. Arnold Feldman (Sociology), Dr. Allan Schnaiberg (Sociology), and
Dr. Jean-Marie Blin (Managerial Economics & Decision Sciences).

POSITIONS HELD

- 2014 - 2015 Visiting Professor
İzmir Economics University
- 2013 - 2015 Distinguished Visiting Scholar
Aalto University – Helsinki
- 2009 - Current Professor of Marketing
Department of Marketing
University of Texas – Pan American/Rio Grande Valley
- 2005 - 2009 Professor of Marketing and Chair
Department of Management, Marketing and International Business
University of Texas – Pan American
- 2003 - 2005 Visiting Professor of Marketing
Southern Denmark University–Odense
- 1990 - 2003 Professor of Marketing

	School of Management Arizona State University West
1995 - 1996	Visiting Professor Odense University Denmark
1989 - 1990	Professor Department of Marketing Appalachian State University
1983 - 1989	Associate Professor Department of Marketing Appalachian State University
May - June 1983	Visiting Associate Professor Faculty of Business University of Alberta
1982 - 1983	Visiting Associate Professor Faculty of Management McGill University
1981 - 1982	Assistant Professor Management and Marketing Department Appalachian State University
1980 - 1981	Visiting Assistant Professor Marketing Department University of Maryland - College Park
1979 - 1980	Visiting Assistant Professor International Management Studies The University of Texas at Dallas
1976 - 1981	Assistant Professor Department of Marketing and Marketing Research Faculty of Business Administration İstanbul University

HONORS

Lenna Foundation Visiting Professor, March 28 – April 8, 2016, St. Bonaventure University.

Recipient, Top Ranked Paper Award for 2009 in *Corporate Communications: An International Journal*, Volume 14. Co-authors Lars Thøger Christensen and Joep Cornelissen, "New Tensions and Challenges in Integrated Communications."

Recipient, Arizona State University West Award of Achievement in Research, Scholarship and Creative Activity, 1999.

Recipient, Best Article Award for 1995 in the *Journal of Consumer Research*, Volume 22. Co-author Alladi Venkatesh, "Liberatory Postmodernism and the Reenchantment of Consumption."

Recipient, Charles C. Slater Memorial Award for Best Article in the *Journal of Macromarketing*, Volume II, 1982. Co-author Nikhilesh Dholakia, "Consumption Choices at the Macro Level."

Faculty, University Scholars Program, Appalachian State University 1986 - 1989.

Outstanding Scholar, The Salzburg Seminar - Session 179, February 1978.

Elected Representative of Assistant Professors, Faculty of Business Administration, İstanbul University 1976 - 1978.

PUBLICATIONS

Journal Articles

Firat, A. Fuat, "Worthiness of the Human Race," *Consumption, Markets & Culture*, (Forthcoming).

Firat, A. Fuat, "Design Power and Potential Future of Global Organization of Life," *Markets, Globalization & Development Review*, 7, 4, 2022, Article 5, 1-16.

Atik, Deniz, Cavusoglu, Lena, Ozdamar-Ertekin, Zeynep, Firat, A. Fuat, "Fashion, Consumer Markets and Democratization," *Journal of Consumer Behaviour*, 21, 5, 2022, 1135-1148.

Firat, A. Fuat, "Marketing and Market," *Japan Marketing History Review*, 1, 1, 2022, 48-53.

Barretta, Paul and A. Fuat Firat, "Innovation from Virtual Brand Community members may only be Virtually Effective," *International Journal of Internet Marketing and Advertising*, 16, 1/2, 2022, 186-202.

Vicdan, Handan, Mar Perezts, and A. Fuat Firat, "License to Heal: The Emergence of Post-Surveillance in a Healthcare Platform Organization," *M@n@gement*, 20, 4, 2021, 18-35.

- Saravade, Swapnil, Reto Felix and A. Fuat Firat, "From Solidity to Liquidity: Macro-level consumption patterns in the sharing economy," *Journal of Macromarketing*, 41, 2, 2021, 284-296.
- Dholakia, Nikhilesh, Aron Darmody, Detlev Zwick, Ruby Roy Dholakia, and A. Fuat Firat "Consumer Choicemaking and Choicelessness in Hyperdigital Marketspaces," *Journal of Macromarketing*, 41, 1, 2021, 65-74.
- Chaney, Damien and A. Fuat Firat, "When consumers live several experiences in one: Syncretic thematization and consumers' productive use of free time," *Marketing Theory*, 20, 4, 2021, 411-428.
- Atik, Deniz, A. Fuat Firat, Aras Özgün, Ebru Uzunoğlu, "Disenchantment with Market Society: Alternative Life Experiences," *International Journal of Consumer Studies*, 44, 6, 2020, 574-585.
- Oyedele, Adesegun and A. Fuat Firat, "Institutions, small local firms' strategies, and global alliances in sub-Saharan Africa Emerging Markets," *International Marketing Review*, 37, 1, 2020, 156-182.
- Felix, Reto and A. Fuat Firat, "Brands that 'sell their soul': Offshoring, brand liquidification, and the excluded consumer," *Journal of Marketing Management*, 35, 11/12, 2019, 1080-1099.
- Dholakia, Nikhilesh and A. Fuat Firat, "Markets, Consumers and Society in the Age of Heteromation," *European Journal of Marketing*, 53, 8, 2019, 1504-1520.
- Firat, A. Fuat, "Violence in/by the Market," *Journal of Marketing Management*, 34, 11/12, 2018, 1015-1022.
- Firat, A. Fuat and Nikhilesh Dholakia, "Book Review: The Complexity Turn: Cultural, Management, and Marketing Implications," *Journal of Business-to-Business Marketing*, 25, 1, 2018, 65-66.
- Oyedele, Adesegun and A. Fuat Firat, "Institutional Interactions and Foreign Firms' Strategies under Tribal Rule Complexities in Emerging Markets," *International Marketing Review*, 25, 2, 2018, 236-257.
- Lillqvist, Ella, Johanna Moisander and A. Fuat Firat, "Consumers as legitimating agents: how consumer-citizens challenge marketer legitimacy on social media," *International Journal of Consumer Studies*, 42, 2, 2018, 197-204.
- Ulusoy, Emre and A. Fuat Firat, "Toward a Theory of Subcultural Mosaic: Fragmentation into and within Subcultures," *Journal of Consumer Culture*, 18, 1, 2018, 21-42.

- Firat, A. Fuat, "Orbits of Contemporary Globalization," *Markets, Globalization & Development Review*, 2, 3, Article 3, 2017. (Available at: <http://digitalcommons.uri.edu/mgdr/vol2/iss3/3>)
- Firat, A. Fuat and Nikhilesh Dholakia, "From Consumer to Construer: Travels in Human Subjectivity," *Journal of Consumer Culture*, 17, 3, 2017, 504-522.
- Firat, A. Fuat, "The Dynamics of the Local and the Global: Implications for Marketing and Development," *Markets, Globalization & Development Review*, Vol. 1: No. 1, Article 4, 2016. (Available at: <http://digitalcommons.uri.edu/mgdr/vol1/iss1/4>)
- Dholakia, Nikhilesh and A. Fuat Firat, "Mystifying class: Marketing of inequality and the rise of delusive consciousness," *Marketing Theory*, 16, 3, 2016, 406-410.
- Firat, A. Fuat, "The Symbolic and Social Business," *Social Business*, 5, 3 (Autumn), 2015, 213-227.
- Vicdan, Handan and A. Fuat Firat, "Evolving Desire to Experience the Social 'Other': Insights from the High Society Bazaar," *Journal of Consumer Culture*, 15, 2 (July), 2015, 248-276.
- Figueiredo Bernardo, Jessica Chelekis, Benet DeBerry-Spence, A. Fuat Firat, Güliz Ger, Delphine Godefroit-Winkel, Olga Kravets, Johanna Moisander, Krittinee Nuttavuthisit, Lisa Peñaloza, and Mark Tadajewski, "Developing Markets? Understanding the Role of Markets and Development at the Intersection of Macromarketing and Transformative Consumer Research (TCR)," *Journal of Macromarketing*, 35, 2 (June), 2015, 257-271.
- Firat, A. Fuat, "Marketing challenges: a personal history," *Journal of Historical Research in Marketing*, 6, 3, 2014, 414-429.
- Atik, Deniz and A. Fuat Firat, "Fashion Creation and Diffusion: The Institution of Marketing," *Journal of Marketing Management*, 29, 7-8, 2013, 836-860.
- Crockett, David, Hilary Downey, A. Fuat Firat, Julie L. Ozanne and Simone Pettigrew, "Conceptualizing a Transformative Consumer Research Approach to Research," *Journal of Business Research*, 66, 2013, 1171-1178.
- Firat, A. Fuat, "Marketing: Culture Institutionalized," *Journal of Macromarketing*, 33, 1, 2013, 78-82.
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- Ozanne, Julie, Simone Pettigrew, David Crockett, A. Fuat Firat, Hilary Downey and Melanie Pescud, "The Practice of Transformative Consumer Research – Some Issues and Suggestions," *Journal of Research for Consumers*, Issue 19, 2011.

- Zolfagharian, Mohammad Ali, A. Fuat Firat and Eliane Munoz, "Crossing All Borders in One Semester: Co-Teaching, Involving Students in a Collaborative Cross-Cultural Research, and Combining Graduate and Undergraduate Education," *Journal for Advancement of Marketing Education*, 17 (Winter), 2011, 63-73.
- Firat, A. Fuat and Ebru Ulusoy, "Living a Theme," *Consumption, Markets & Culture*, 14, 2 (June), 2011, 193-202.
- Mikkonen, Ilona, Johanna Moisander and A. Fuat Firat, "Cynical Identity Projects as Consumer Resistance—the Scrooge as a social critic?" *Consumption, Markets & Culture*, 14, 1 (March), 2011, 99-116.
- Firat, A. Fuat (guest editor), "Commentaries on the state of journals in marketing," *Marketing Theory*, 10, 4, 2010, 437-455.
- Ulusoy, Ebru and A. Fuat Firat, "Incorporating the Visual into Qualitative Research: *Living a Theme* as an Illustrative Example," *Der Markt*, 48, 2009, 41-46.
- A. Fuat Firat, "Commentary: Beyond Critical Marketing," *Journal of Marketing Management*, 25, 7-8, 2009, 831-834.
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- Firat, A. Fuat and Handan Vicdan, "A New World of Literacy, Information Technologies and the Incorporeal Selves: Implications for Macromarketing Thought," *Journal of Macromarketing*, 28, 4, 2008, 381-396.
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- Firat, A. Fuat, "The Meanings and Messages of Las Vegas: The Present of Our Future," *M@n@gement*, 4, 3, 2001, 101-120.
- Firat, A. Fuat, "Rethinking Consumption," *CMC: Consumption, Markets & Culture*, 3, 4, 2000, 283-295.
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- Firat, A. Fuat, "Consumption, Commodity, and Culture," (Review essay), *NWSA Journal*, 11, 2 (Summer) 1999, 176-184.
- Firat, A. Fuat and Alladi Venkatesh, "'The Play is the Thing...': Comments on Ben Fine's 'Playing the Consumption Game'," *CMC: Consumption, Markets & Culture*, 1, 3, 1997, 297-302.
- Firat, A. Fuat, "Globalization of Fragmentation—A Framework for Understanding the Contemporary Global Markets," *Journal of International Marketing*, vol. 5, no. 2, 1997, 77-86.
- Firat, A. Fuat, "Welcome to *CMC*," (Editorial), *CMC: Consumption, Markets & Culture*, vol. 1, no. 1, 1997, 1-6.
- Firat, A. Fuat and Clifford J. Shultz, II, "From Segmentation to Fragmentation: Markets and Marketing Strategy in the Postmodern Era," *European Journal of Marketing*, vol. 31, no. 3/4, 1997, 183-207.
- Firat, A. Fuat, "The Unmanageable Consumer: Contemporary Consumption and its Fragmentations," (Book review essay), *Journal of Consumer Policy*, vol. 19, no. 3, (September) 1996, 393-396.
- Firat, A. Fuat and Alladi Venkatesh, "Liberatory Postmodernism and the Reenchantment of Consumption," *Journal of Consumer Research*, vol. 22, December 1995, 239-267. (Received best article award)
- Firat, A. Fuat, Nikhilesh Dholakia and Alladi Venkatesh, "Marketing in a Postmodern World," *European Journal of Marketing*, 29, 1, 1995, 40-56.

- Firat, A. Fuat, "Consumption and the World of Goods," (Review essay), *Irish Marketing Review*, vol. 7, 1994, 136-141.
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- Firat, A. Fuat and Erdoğan Kumcu, "The Marketing Channel Game "Dis-Para-Sim": An Experiential Learning Exercise," *Marketing Education Review*, 4 (Summer 1994), 21-30.
- Firat, A. Fuat, John F. Sherry, Jr. and Alladi Venkatesh, "Postmodernism, Marketing and the Consumer," *International Journal of Research in Marketing*, 11, 4 (September 1994), 311-316.
- Firat, A. Fuat, "The Illusion of Choice," (Review essay), *Journal of Macromarketing*, 13, 2 (Fall), 1993, 66-69.
- Firat, A. Fuat and Alladi Venkatesh, "Postmodernity: The Age of Marketing," *International Journal of Research in Marketing*, 10 (3), 1993, 227-249.
- Venkatesh, Alladi, John F. Sherry, Jr., and A. Fuat Firat, "Postmodernism and the Marketing Imaginary," *International Journal of Research in Marketing*, 10 (3), 1993, 215-223.
- Firat, A. Fuat, "Powershift," (Review essay), *Journal of Marketing*, 57, (July), 1993, 139-141.
- Firat, A. Fuat, "Postmodernism and the Marketing Organization," *Journal of Organizational Change Management*, 5 (1), 1992, 79-83.
- Kumcu, Erdoğan and A. Fuat Firat, "An Assessment of the International Conference on Marketing and Development," *Journal of Macromarketing*, 7, #1, (Spring) 1987, pp. 82-87.
- Dholakia, Ruby Roy, Nikhilesh Dholakia and A. Fuat Firat, "From Social Psychology to Political Economy: A Model of Energy Use Behavior," *Journal of Economic Psychology*, 3, 1983, 231-247.
- Firat, A. Fuat and Nikhilesh Dholakia, "Consumption Choices at the Macro Level," *Journal of Macromarketing*, vol. 2, no. 2, (Fall) 1982, pp. 6-15. (Received Charles C. Slater Memorial Award for best article)
- Firat, A. Fuat, "Principles of Scientific Research on Cooperatives," *Cooperative World*, (*Kooperatif Dünyası*), 8, (March 1979), pp. 16-20.

- Firat, A. Fuat, "A Critique of the Models of Consumer Behavior," *Marketing Institute's Journal of Marketing*, (Istanbul University), 4, (September 1978), pp. 25-30.
- Firat, A. Fuat and Nikhilesh Dholakia, "Consumption Patterns and Macromarketing: A Radical Perspective," *European Journal of Marketing*, 11, 4 (September 1977), pp. 291-298.
- Firat, A. Fuat, "Multidimensional Scaling," *Marketing Institute's Journal of Marketing*, (Istanbul University), 2, (March 1977), pp. 39-44.
- Firat, A. Fuat, Mehmet Karafakıoğlu and İsmail Kaya, "Comments on the Marketing Educators Symposium," *Marketing Institute's Journal of Marketing*, (Istanbul University), 2, (December 1976), pp. 35-40.
- Stern, Louis W., Oriye Agodo and A. Fuat Firat "Territorial Restrictions in Distribution: A Case Analysis," *Journal of Marketing*, 40 (April) 1976, pp. 69-75.

Proceedings

- Firat, A. Fuat and Emre Ulusoy, "Critical Macromarketing and the Better Post-Pandemic World," The 48th Annual Macromarketing Conference, Seattle, Washington, June 20, 2023 (Forthcoming).
- Oyedele, Adesegun and A. Fuat Firat, "Market-Driving Through Global Brand Building and Decommoditization Models in Mexico's Handicraft Industry," American Marketing Association Winter Academic Conference, Nashville, Tennessee, February 2023.
- A. Fuat Firat, "Marketing and the Better Post-Pandemic World," Marketing and Public Policy Conference, Austin, Texas [Extended Abstract] June 2022.
- Oyedele, Adesegun, A. Fuat Firat and Emily Goenner, "Exploring Interaction Effects of Likelihood to Use Instore Technology in Grocery Stores: Perspective for Rethinking Retailtainment for a COVID-19 World," American Marketing Association Educators' Winter Conference, [Extended Abstract] February 2022.
- Murray, Ross, Reto Felix and A. Fuat Firat, "Selfless Concern: The Moderating Effect of Altruism on the Relationship between General Beliefs and the Purchase of Green Products," American Marketing Association Educators' Summer Conference, [Extended Abstract] August 2020.
- Atik, Deniz and A. Fuat Firat, "Search for Alternative Modes of Living," ISMD 2018 Conference Proceedings [Extended Abstract], July 2018.
- Vicdan, Handan, Mar Peretz and A. Fuat Firat, "Post-Surveillance in the Context of Big Data: Evidence from a Healthcare Platform Organization," Academy of Management Conference, August 2017.

- Firat, A. Fuat and Nikhilesh Dholakia, "Market and Community: May the Twain Meet," Consumer Culture Theory Conference Proceedings, July 2017.
- Lillqvist, Ella, Johanna Moisander and A. Fuat Firat, "Communicative Constitution of Legitimacy in an Emerging Organizational Field: Negotiating the Acceptance of Marketing Communication on Reddit," EGOS Conference Proceedings [Extended Abstract], July 2015.
- Firat, A. Fuat, "Market myths and iconographic culture: Thoughts for a symbolic culture," Myth and the Market (Conference Proceedings), Dublin, Ireland: UCD Business School, University College Dublin, 2014, 125-131.
- Vicdan, Handan and A. Fuat Firat, "Dynamics of Marketplace Inclusion and Consumption in Bazaars as 'Other' Retail Spaces," Proceedings of the Association for Consumer Research Conference [Extended Abstract], Chicago, IL, USA, October 2013.
- Vicdan, Handan and A. Fuat Firat, "Constructing and Experiencing the 'Other': Space and Identity Politics in New Retail Contexts," Proceedings of the European Association for Consumer Research Conference, Barcelona, Spain, July 2013.
- Stone, Timothy, A. Fuat Firat and Steven Gould, "Utilising Consumer Introspection Theory to Place the Culture of Consumer Research into the Flow of Life," in *Advances in Consumer Research*, 2012.
- Ulusoy, Emre and A. Fuat Firat, "Revisiting the Subculture: Fragmentation of the Social and the Venue for Contemporary Consumption," [Extended Abstract] in *Advances in Consumer Research*, Vol. XXXVII, D. Dahl, G.V. Johar, and S. van Osselaer, eds., 2010.
- Vicdan, Handan and A. Fuat Firat, "Encountering the 'Other' at the Bazaar: Potential Implications for Future Marketing" [Extended Abstract] in *Proceedings of the American Marketing Association's Summer 2009 Conference*, 2009.
- Firat, A. Fuat and Ebru Ulusoy, "Why Thematization," [Extended Abstract] in *Advances in Consumer Research*, Vol. XXXVI, A.L. McGill and S. Shavitt, eds., Valdosta, GA: Association for Consumer Research, 2009.
- Yazıcıoğlu, Taçlı and A. Fuat Firat, "Musical Effects: Glocal Identities and Consumer Activism," in *Advances in Consumer Research*, Vol. XXXV, A.Y. Lee and D. Soman, eds., Valdosta, GA: Association for Consumer Research, 2008.
- Yazıcıoğlu, Taçlı and A. Fuat Firat, "Where Can Rock Exist? Musical Meanings and Consumer Activism," in *Proceedings of the 2007 European Association for Consumer Research Conference*, 2007.

- Yazıcıoğlu, Taçlı and A. Fuat Fırat, "It's Only Rock 'n' Roll, but We Like It: Appropriation and Contestation of/through Glocal Signs," in *Proceedings of the 2007 European Association for Consumer Research Conference*, 2007.
- Bengtsson, Anders and A. Fuat Fırat (2006), "Brand Literacy: Consumers' Sense-Making of Brand Management," in *Advances in Consumer Research*, Vol. XXXIII, C. Pechmann and L. Price, eds., Valdosta, GA: Association for Consumer Research, 2006, 378-380.
- Fırat, A. Fuat, "Consumer Meaning and Identity Production and Consumer Research: Issues of Literacy, Gender and Identity," in *European Advances in Consumer Research*, Vol. 7, K. Ekström and H. Brembeck, eds., 2006, 528-532.
- Fırat, A. Fuat, "The Dynamics of the Local and the Global: Implications for Marketing and Development," in *Proceedings of the 9th International Conference on Marketing and Development*, (CD format) L. Ziamou and Y. Zotos, eds., June 2005.
- Fırat, A. Fuat, "Consumer Meaning and Identity Production and Consumer Research – Issues of Literacy, Gender and Identity," in *European Advances in Consumer Research*, Volume 7, K.M. Ekstrom & H. Brembeck, eds., Goteborg, Sweden: Association for Consumer Research, 2005, 530-532.
- Fırat, A. Fuat, "Consuming Activism: Peace, War, and Consumer Research," in *Advances in Consumer Research*, XXXI, B.E. Kahn and M.F. Luce, eds., Provo, UT: Association for Consumer Research, 2004, 611-614.
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- Fırat, A. Fuat, "The Consumer in the Age of New Infotainment and Cyberspace Technologies," *COTIM-2001 Proceedings: From E-Commerce to M-Commerce*, R.R. Dholakia, L. Kolbe, A. Venkatesh, and P. Zoche, eds., Kingston, RI: University of Rhode Island, 2001.
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- Fırat, A. Fuat, "Presidential Address," in *Marketing Challenge in Transition Economies*, D-N. Lascu, I. Cătoi, N. Dholakia and S. Grossbart, eds., Mangalia, Romania: Black Sea University, 1997, 82-85.
- Fırat, A. Fuat, "Postmodern Approaches to Marketing and Development," in *Some Issues in Marketing and Development*, K. Usui, ed., Urawa, Saitama, Japan: Faculty of Economics, 1996, 71-85.

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- Firat, A. Fuat, "Globalization, Development, and Marketing Education," in *Marketing and Economic Restructuring in the Developing World*, L.V. Dominguez, ed., Madison, WI: Omnipress, 1993, 329-333.
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- Firat, A. Fuat, "Science and Human Understanding," in *Proceedings: 1989 AMA Winter Educators' Conference*, T. Childers, ed., Chicago: American Marketing Association, 1989.
- Firat, A. Fuat and Rajiv Dant, "The Inexorable Dialectic Principle: A Lesson from History for Philosophy of Science," in *Historical Research in Marketing*, T. Nevett and S.C. Hollander, eds., East Lansing, MI: Michigan State University, 1989, 84-100.
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- Firat, A. Fuat, "The Inevitability of Historical Evidence in Generating Macromarketing Knowledge," in *Proceedings of the 1988 AMA Winter Educators' Conference*, S. Shapiro and A. Walle, eds., 1988.

- Firat, A. Fuat, "A Critical Historical Perspective on Needs: The Macro or the Micro Rationale?" in *Proceedings of the 1988 AMA Winter Educators' Conference*, S. Shapiro and A. Walle, eds., 1988.
- Firat, A. Fuat, "Consumption as Production: The End Result of Marketing Practice," in *Proceedings of the 1988 AMA Winter Educators' Conference*, S. Shapiro and A. Walle, eds., 1988.
- Firat, A. Fuat and Linda Lewis, "Marketing and Women's Role in Development," in *Marketing and Economic Development: Issues and Opinions*, Proceedings of the Second International Conference on Marketing and Development, J.E. Littlefield and M. Csath, eds., Budapest: Karl Marx University of Economic Sciences, 1988, pp. 328-331.
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PRESENTATIONS

- Fırat, A. Fuat, "Hierarchies of Knowledge in the Field of Marketing," presented at the International Conference on Markets and Development, December 18, 2021.
- Fırat, A. Fuat, "Normalization of the Absurd—Living the Pastiche," Keynote Speech, International Conference on Markets and Development, December 17, 2021.
- Fırat, A. Fuat, "Consequences of Modern Marketization," presented at the International Conference on Markets and Development, December 17, 2021.
- Fırat, A. Fuat, "Globalization, Marketing, and the Future," Presented at the Globalization, Marketing, Future Seminar, İzmir Economics University, June 12, 2019.
- Fırat, A. Fuat, "The Market: Then, Now, and the Future," Keynote at the Market Violence: Consumers at the Mercy of Markets Seminar, Centre for Consumer

- Society Research, Faculty of Social Sciences, University of Helsinki, June 6, 2019.
- Fırat, A. Fuat, "Recognizing the Complex Relations among Modernity, the Market, and Marketing," American Marketing Association Winter Academic Conference, Austin, Texas, February 22, 2019.
- Oyedele, Adesegun and A. Fuat Fırat, "Institutions and Small Local Firms' Marketing Strategies in sub-Saharan Africa," AMA Global Marketing SIG Conference, Buenos Aires, Argentina, May 20-23, 2019.
- Fırat, A. Fuat, "Globalization and the Future," presented at the 2018 Macromarketing Conference, Leipzig, Germany, July 10, 2018.
- Fırat, A. Fuat, "The Future Unsustainability of the Market," presented at the 2018 International Society of Markets and Development Conference, Chisinau, Moldova, July 6, 2018.
- Vicdan, Handan, Mar Perezts and Fırat, A. Fuat, "Post-Surveillance in the Context of Big Data: Evidence from a Healthcare Platform Organization," presented at the Academy of Management Conference, Atlanta, August 2017.
- Fırat, A. Fuat and Nikhilesh Dholakia, "Market and Community: May the Twain Meet?" presented at the Consumer Culture Theory Conference, Anaheim, CA, July 2017.
- Fırat, A. Fuat, "Media, Knowledge, and Memory," presented at the Aalto University School of Business, Helsinki, Finland, June 9, 2017.
- Fırat, A. Fuat, "Globalization, Fragmentation and the Future," Lecture delivered to the Marketing Department at The University of Rhode Island, Kingston, Rhode Island, April 15, 2016.
- Fırat, A. Fuat, "Globalization and Transformative Consumer Research," Lenna Lecture, St. Bonaventure University, New York, April 5, 2016
- Fırat, A. Fuat, "Keynote: The Symbolic and Social Business," presented at the Second International Social Business Conference, Eskişehir, Turkey, June 11, 2015.
- Fırat, A. Fuat, "Significance of the Presence of Absence," presented at the Winter AMA Educators' Conference, San Antonio, Texas, February 14, 2015.
- Fırat, A. Fuat, "Consumer Research—Modern and Postmodern," presented at Aalto University, Helsinki, Finland, June 11, 2014.
- Fırat, A. Fuat, "Iconographic Culture, Communications & Theory," presented at İzmir University of Economics, İzmir, Turkey, May 21, 2014.

- Firat, A. Fuat, "Future Human Subjectivity," presented at İzmir University of Economics, İzmir, Turkey, June 25, 2013.
- Vicdan, Handan and A. Fuat Firat, "Exploring the Dynamics of Marketplace Inclusion and Consumption in Bazaars as New Retail Spaces," working paper presented at the Consumer Culture Theory Conference, Tucson, AZ, June 2013.
- Firat, A. Fuat, "Art and the Modern Market," presented at the University of Lapland, Rovaniemi, Finland, June 13, 2013.
- Firat, A. Fuat, "Issues Regarding Co-Creation," roundtable presentation at Hanken School of Economics, Helsinki, Finland, June 5, 2013.
- Firat, A. Fuat, "Communicating Subject," presented at Aalto University, Helsinki, Finland, May 30, 2013.
- Firat, A. Fuat, "Travels in Human Subjectivity," presented at the Anthropology of Markets and Consumption Conference, Irvine, CA, March 9, 2013.
- Firat, A. Fuat, "Contemporary Evolution of Retailscapes," presented at SKEMA Business School, Lille, France, December 21, 2012.
- Firat, A. Fuat, "Epistemology," presented at SKEMA Business School, Lille, France, December 20, 2012.
- Firat, A. Fuat, "The Institution of Marketing, the Organization, and the Postmodern," presented at EMLYON, Lyon, France, December 17, 2012.
- Firat, A. Fuat, "Is the Consumer Free because He has Choice?" presented at ESCP, Paris, France, December 14, 2012.
- Firat, A. Fuat, "Fashion and the Institution of Marketing," presented at Aalto University, Helsinki, Finland, December 5, 2012.
- Firat, A. Fuat and Nikhilesh Dholakia, "Learning from Las Vegas: Strategies of Context and Content for Transmodern Retailing," presented at the American Marketing Association 2011 Summer Educators' Conference, San Francisco, CA, August 7.
- Crockett, David, Hilary Downey, A. Fuat Firat, Julie L. Ozanne, Melanie Pescud, and Simone Pettigrew, "Innovative Research Approaches for Transformative Consumer Research," presented at the Third Transformative Consumer Research Conference, Waco, Texas, USA, June 24-26, 2011.
- Firat, A. Fuat, "Consuming Consumer Culture: Consequences of Consumer Subjectivity," presented to the C4 Consumer Research group, DePaul University, Chicago, IL, April 1, 2011.

- Firat, A. Fuat, "The Future of Research and Teaching in Management," presented at the International Federation of Scholarly Associations of Management Conference, Paris, France, July 9, 2010.
- Firat, A. Fuat, "New Organizations of Life and Consumption: Learning from Non-Western Contexts," presented at the Association for Consumer Research Workshop: Enhancing the Status of Consumer Research in Non-Western Contexts, Glasgow, UK, July 5, 2010.
- Firat, A. Fuat, "Markets and Marketing at a Crossroads," presented at the European Association for Consumer Research Conference, London, UK, July 2, 2010.
- Firat, A. Fuat, "Consuming Sex: Gender, Bodies, and Politics," presented at the Gender, Marketing and Consumer Behavior Conference, Boston, MA, June 18, 2008.
- Firat, A. Fuat, "Consumption and Postmodernism," presented at Bosphorus University, İstanbul, Turkey, March 24, 2008.
- Firat, A. Fuat and Ebru Ulusoy, "Living a Theme," DVD presented at The ACR Film Festival, Association for Consumer Research Conference, Memphis, TN, September 2007 [Winner of the "People's Choice" Award].
- Firat, A. Fuat, "Tourist and the Performer – Insights into Theaters of Life," keynote speech at the Third International Winter Academy: New Work in a Mobile World, Rovaniemi, Finland, May 10, 2007.
- Firat, A. Fuat, "Contemporary Consumptionscapes: The Production of Life Mode Theaters," presented to the Finnish Association of Consumer Research, Helsinki, Finland, May 9, 2007.
- Firat, A. Fuat, "Marketing, Multiple Orders, and Post-structuralism" presented at the University of Southern Florida, Tampa, Florida, USA, September 23, 2006.
- Firat, A. Fuat, "Theaters of Consumption and the Organization of Life," presented at Bilgi University, İstanbul, Turkey, June 2005.
- Firat, A. Fuat, "New Ways of Thinking of Marketing and Business," presented at Dublin Institute of Technology, Ireland, March 2005.
- Firat, A. Fuat, "Aesthetization of the Consumer and the Theaters of Consumption," presented at Bilgi University, İstanbul, Turkey, December 2004.
- Firat, A. Fuat, "A New Perspective on Consumption and the Contemporary Consumer," presented at Göteborg University, Sweden, May 2004.
- Firat, A. Fuat, "Contemporary Consumer and the Need for a New Marketing," presented at the University of Nottingham and at the University of Wales, Swansea, United Kingdom, April 2004.

- Firat, A. Fuat, "Modern Consumer Culture and Postmodern Reactions," presented at Dublin Institute of Technology, Ireland, March 2004.
- Firat, A. Fuat, "Postmodern Consumption and Marketing's Response," presented at University College Dublin, Ireland, June 2003.
- Firat, A. Fuat, "Theoretical and Philosophical Implications of Postmodern Debates: Some Challenges to Modern Marketing," presented at Bilkent University, Ankara, Turkey, June 2003.
- Firat, A. Fuat, "Presentational and Representational Modes of Discourse," presented at Southern Denmark University, Odense, Denmark, November 2001.
- Firat, A. Fuat, "In Search of the Sublime," presented at the HCR conference, Austin, TX, October 2001.
- Firat, A. Fuat, "Science, Aesthetics, and the Sublime," presented at the HCR conference, Salt Lake City, UT, October 2000.
- Firat, A. Fuat, "Reconsiderations of Quality-of-Life in a Globalizing, (Post)Modern World," presented at the International Society for Quality-of-Life Studies Conference, Girona, Spain, July 2000.
- Firat, A. Fuat, "Globalization of the Local--or the Localization of the Global," presented at the Macromarketing Conference, Lovran, Croatia, June 2000.
- Firat, A. Fuat, "The Construction of Identity, Gender, and Consumption," presented at The Transnational Politics of Gender and Consumption Conference, Berkeley, CA, October 1999.
- Firat, A. Fuat, "Consumption Represented, Consumption Signified," presented at the Consumption and Representation Conference, Plymouth, UK, September 1999.
- Firat, A. Fuat, "Las Vegas, Postmodern Space, and Approaches to Consumer Research," presented at the University of Canterbury, New Zealand, November 25, 1998.
- Firat, A. Fuat, "Implications of Las Vegas for Future Communities and Marketing Strategies," presented at New Mexico State University, USA, November 10, 1998.
- Firat, A. Fuat, "Las Vegas: Still Learning?" presented at the Association for Consumer Research Conference, Denver, Colorado, U.S.A., October 17, 1997.
- Firat, A. Fuat, "Consumption and Marketing in a Fragmenting Globalized World," presented at Marmara University Seminar, Istanbul, Turkey, July 22, 1997.

- Firat, A. Fuat, "Transformation, Marketization, and the Postmodern Consumer," presented at the International Symposium on Marketing, Development and Transition, Opatija, Croatia, June 27, 1997.
- Firat, A. Fuat, "The Art and Science of Interpretation," presented at Odense University, Odense, Denmark, November 1996.
- Askegaard, Søren and A. Fuat Firat, "Material Culture and Symbolic Consumption," presented at the Association for Consumer Research Conference, Tucson, Arizona, U.S.A., October 1996.
- Østergaard, Per and A. Fuat Firat, "Perspectivism: A Response to the Philosophy of Science Debate in Consumer Research," presented at the Association for Consumer Research Conference, Tucson, Arizona, U.S.A., October 1996.
- Firat, A. Fuat, "The Globalization of Fragmentation," presented at the Marmara University Symposium, Istanbul, Turkey, March 1996.
- Firat, A. Fuat, "Consumption Tomorrow: The Impact of Information Technology on the Globalization of Fragments," presented at the Swedish Marketing Technology Center Annual Meeting, Stockholm, Sweden, November 1995.
- Firat, A. Fuat, "Marketing for the Postconsumer," presented at the Danish Marketing Association meeting, Aalborg, Denmark, October 1995.
- Firat, A. Fuat, "Postmodern Space, Consumption and Architecture," presented at the Copenhagen Arts Academy School of Architecture, Denmark, October 1995.
- Firat, A. Fuat, "Information Technologies, Literacy and Postmodern Culture," presented at the teleconference to 36 centers in India, Indira Gandhi Open University, New Delhi, India, July 1995.
- Firat, A. Fuat, "Postmodernism, Markets and Development," presented at the Fifth International Conference on Marketing and Development, Beijing, People's Republic of China, June 1995.
- Firat, A. Fuat, "Postmodern Space and Marketing: Globalization of Fragmentation," presented to the French Marketing Academy, Paris, France, March 1995.
- Firat, A. Fuat, "From Customers to Customizers, From Segments to Fragments," "Globalization and Standardization," and "Communication Strategies with 'Customizers'," presented to business leaders at the Swedish Marketing Technology Center, Stockholm, Sweden, March 1995.
- Firat, A. Fuat, "Postmodernism and Macromarketing Issues," "Consumption Culture or Culture Consumed?" presented at the 19th Annual Macromarketing Conference, Boulder, Colorado, U.S.A., August 1994.

- Firat, A. Fuat, "Marketing for Non-Profit Organizations," presented to the Russian small business group, Thunderbird Graduate School of International Management, Glendale, Arizona, U.S.A., October 1994.
- Dholakia, Nikhilesh, A. Fuat Firat and Alladi Venkatesh, "Markets Without Consumers, Organizations Without Work: Emergent Postmodern Forms," presented at the International Academy of Business Disciplines Conference, Pittsburgh, Pennsylvania, U.S.A., April 1994.
- Firat, A. Fuat, "Baudrillard," presented at the Association of Consumer Research Conference, Nashville, Tennessee, U.S.A., October 1993.
- Firat, A. Fuat, "Postmodernism, Gender and Sociology," presented at the University of Bergen, Department of Sociology, Bergen, Norway, May 1993.
- Firat, A. Fuat, "Postmodern Marketing," Presented at the Institute of Business Economics, Bergen, Norway, May 1993.
- Firat, A. Fuat, "Consumption and Gender," presented at Odense University, Odense, Denmark, May 1993.
- Firat, A. Fuat, "Integrative Information Technologies and Postmodern Literacy," presented at the University of Rhode Island Honors Colloquium, Kingston, Rhode Island, U.S.A., April 1993.
- Firat, A. Fuat, "Fragmentations and Gender in the Marketing Era," presented at Åbo Akademi, Turku, Finland, May 1992.
- Firat, A. Fuat, "The Feminine and Consumption in Postmodernism," presented at Turku School of Economics and Business Administration, Turku, Finland, May 1992.
- Firat, A. Fuat, "Postmodernity: A Marketing Age," presented at Stockholm University, Stockholm, Sweden, May 1992.
- Firat, A. Fuat, "Consumption: A Moment in the Cycle of Production," presented at the Fourth Annual International Conference of the Society for the Advancement of Socio-Economics, Irvine, California, U.S.A., March 1992.
- Firat, A. Fuat, "Postmodernism, Marketing and Consumer Culture," presented at the American Marketing Association Winter Educators' Conference, San Antonio, Texas, U.S.A., February 1992.
- Firat, A. Fuat, "Globalization of Markets and Consumption Patterns," and "The Social Construction of Consumption Patterns," both presented at Odense University, Odense, Denmark, December 1991.

- Firat, A. Fuat, "Ideology, Science, and Marketing," presented at the American Marketing Association Summer Educators' Conference, San Diego, California, U.S.A., August 17-20, 1991.
- Firat, A. Fuat, "Postmodern Literacy and Education in the 21st Century," 21st Century Project Conference, Arizona State University West, Phoenix, Arizona, U.S.A., April 1991.
- Firat, A. Fuat, "A Feminist Perspective on the Household: Consumption-Production Nexus," First Household Conference, University of California, Irvine, California, U.S.A., March 28-31, 1991.
- Firat, A. Fuat, "Consumption Culture and Postmodernity," Arizona State University West Colloquium, Phoenix, Arizona, U.S.A., Fall 1990.
- Firat, A. Fuat, "Imaging the Market: Society as Mirror," Macromarketing Conference, Malvern, Pennsylvania, U.S.A., August 9-12, 1990.
- Firat, A. Fuat, "Postmodern Culture, Marketing, and the Consumer," Macromarketing Conference, Toledo, Ohio, U.S.A., August 1989.
- Firat, A. Fuat, "Marketing's Social Responsibility at the International Level," Macromarketing Conference, Montreal, Quebec, Canada, August 1987.
- Firat, A. Fuat, "Marketing and Social Responsibility: Can the Twain Meet?" Center for the Development of Social Responsibility Conference, Boone, North Carolina, U.S.A., March 1987.
- Dholakia, Nikhilesh and A. Fuat Firat, "Marketing and Class Interest: Can the Twain Separate?" presented at the American Marketing Association Winter Educators' Conference, San Antonio, Texas, U.S.A., February 1987.
- Firat, A. Fuat, "The Effects of Sex Stereotyping in the Media on Attitudes Towards Women and on Women's Opportunities," Sandwich Seminar on Scholarship on Women, Boone, North Carolina, U.S.A., April 1986.
- Firat, A. Fuat, "Internationalization of Consumption Patterns and Markets," with N. Dholakia, Macromarketing Conference, Vancouver, British Columbia, Canada, August 1984.
- Firat, A. Fuat, "Marketing Theory and Macromarketing," Macromarketing Conference, Boulder, Colorado, U.S.A., August 1982.
- Firat, A. Fuat, "A Macro Theory in Marketing: The Social Construction of Consumption Patterns," Macromarketing Conference, Atlanta, Georgia, U.S.A., August 1981.

Firat, A. Fuat and Nikhilesh Dholakia "Consumption Patterns as Core Analytical Categories for Marketing," Macromarketing Conference, Rhode Island, U.S.A., August 1980.

COURSES TAUGHT

Qualitative Research Analyses (Ph.D.)
Philosophy of Science (Ph.D.)
Border Crossings (Ph.D.)
The Consuming Body and the Market (Ph.D.)
Brands and Their Global Impacts (Ph.D.)
Marketing Theory (Ph.D.)
Markets and Globalization (Ph.D.)
Experimental Designs (Ph.D.)
Consumption Theory (Ph.D.)
Advanced Qualitative Research Methods (Ph.D.)
Cultural Embeddedness of Marketing Research (Ph.D.)
Advanced Consumer Research (Graduate)
Advanced Qualitative Research (Graduate)
Culture and Marketing (Graduate and Undergraduate)
Marketing Management (MBA)
Principles of Marketing (Undergraduate)
Consumer Behavior (Undergraduate and MBA)
Marketing Research (Undergraduate and MBA)
Marketing Strategy (MBA)
Marketing Strategy (Undergraduate)
International Marketing (MBA and Undergraduate)
Distribution and Transportation Management (Undergraduate)
Advertising Practicum (Undergraduate)
Industrial Marketing (Undergraduate)
Marketing, Society and Public Policy (Graduate)
International Business Management (MBA)
Research in Social Sciences (Graduate)
Marketing Theory (Graduate)
Feminist Theories (Undergraduate)
Statistics (Undergraduate)
Cross-Cultural Consumer Behavior (Graduate)

SCHOLARSHIPS - FELLOWSHIPS

Jan 22 - Feb 4, 1978 The Salzburg Seminar Fellowship (Session 179 - The North South Relations: The Role of the Multinational Corporation)

1972 - 1976 Ford Foundation - Foundation for Management Education in Turkey
Scholarship for the doctoral program at Northwestern University

Summer 1972 Ford Foundation - Foundation for Management Education in Turkey
Fellowship for the International Teachers Program in Leysin, Switzerland,
Summer 1972

ACADEMIC SERVICE

Editorship

Editor in Chief (1997-1998) and Co-Editor in Chief (1998-2008), *Consumption, Markets & Culture (CMC)* -- An international, interdisciplinary journal of critical perspectives published by Gordon & Breach, 1997-2001, by Routledge, Taylor & Francis Group, 2001-Present.

Guest Journal Editorship

Consumption, Markets & Culture with Sharon Schembri, Special Issue on "Culture and Heritage," 2018.

Arts & the Market with Sharon Schembri, Special Issue on "Heritage, Music, and Culture," 2018.

International Journal of Research in Marketing with Alladi Venkatesh and John F. Sherry, Jr., Special issues on "Postmodernism, Marketing, and the Consumer," July 1993 and September 1994.

Guest Editorship

Guest Editor, "Commentaries on the state of journals in marketing," *Marketing Theory*, 10 (4), 437-455.

Office

Interim Executive Director, International Society of Marketing and Development, 2004-2005.

President, International Society of Marketing and Development, 1995-1997.

Editorial Board Member, *Journal of Business to Business Marketing*, 2002-Present.

Editorial Board Member, *International Journal of Research in Marketing*, 1994-1997.

Editorial Board Member, *Marketing Theory*, 2001-Present.

Editorial Board Member, *Social Business*, 2015-Present.

Editorial Board Member, *Journal of Marketing Management*, 2015-Present.

Editorial Board Member, *Consumption, Markets & Culture*, 2016-Present.

Reviewer

Journal of Consumer Research

Journal of Business Research

Macromarketing Conference - 1989, 1988, 1987, 1994

Association for Consumer Research - 1990, 1989, 1986 Annual Conference

American Marketing Association - 1991, 1988, 1986, 1985 Annual Educators' Conference
1991, 1988 Winter Educators' Conference

Track Chairperson

International Conference on Markets and Development
2016 Conference, Lima, Peru; 2018 Conference, Moldova
Market(ing) and Culture Track
(with Olga Kravets)

Macromarketing Conference
2016 Conference, Dublin, Republic of Ireland
Art and Capitalism Track
(with Alan Bradshaw)

Transformative Consumer Research
2013 Conference, Lille, France
Developing Markets Track
(with Guliz Ger and Sammy Bonsu)

American Marketing Association
1989 Winter Educators' Conference
Emerging Philosophies and Radical Discourse Track
(with Alladi Venkatesh)
1987 Winter Educators' Conference,
Macromarketing and Social Marketing Track

Conference Coordinator

Heretical Consumer Research II, 1997 -- Conference Co-Chair
Phoenix Seminar (Heretical Consumer Research I), 1996 -- Conference Co-Chair
Macromarketing Conference, 1993 -- Conference Program Co-Chair
International Conference on Marketing and Development, 1986

Conference Committee Member

European Association for Consumer Research Conference, Göteborg, Sweden,
June 2005.
Ninth International Conference on Marketing and Development, Thessaloniki, Greece,
June 2005.
Eight International Conference on Marketing and Development, Bangkok, Thailand,
January 2003.
Third International Conference on Marketing and Development, New Delhi, India,
January 1991.
Second International Conference on Marketing and Development, Budapest, Hungary,
July 1988.

INTERVIEWS

"New Frameworks for Marketing," by Janet Neiman, *Adweek*, Special Report, December 1, 1986, p. 34.

WORK IN PROGRESS

- Transmodernity and Visual Storytelling – manuscript – with Esi Elliot and Carmina Cavazos (in preparation for the *Journal of International Business Studies*)
- The Enduring and Universal Essence of Marketing – manuscript – with Nikhilesh Dholakia (in preparation for the *Journal of Marketing*)
- Worthiness of the Human Race – manuscript (submitted to *Consumption, Markets & Culture*)
- Emerging Market Entry Strategies in Sub-Saharan Africa Tribal Rule Economies – manuscript – with Adesegun Oyedele
- Market-Driving Through Decommoditization: How Firms Can Drive Markets Through Developing Social Ties and Linkages With Gatekeepers of Decommoditization Resources – manuscript – with Adesegun Oyedele et al.
- Perceived Creative Partnership: A Construct for Understanding Consumers' Desire to Co-Create – manuscript – with Paul Barretta (in preparation for the *Journal of Consumer Psychology*)
- Needs or Exchange: Rethinking the Marketing Concept – research – with Mohammadali Zolfagharian
- Food Consumption as a means of Identity Generation and Maintenance in the Context of Border-Crossings – multi-country research project with colleagues at the Center for Consumer Science, Sweden, and at the Polish Academy of Science
- Postmodern Space/Postmodern Consumption – research project
- Transmodern Marketing Strategies – book – with Nikhilesh Dholakia and Alladi Venkatesh
- The Present of Our Future: Essays on Cultural Transformation and Human Understanding – book