

Bige Saatcioglu

Curriculum Vitae

Ozyegin University
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Alemdag, Cekmekoy
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EDUCATION

Ph.D.	Marketing, Virginia Tech, August 2009
Doctoral Coursework	Case Western Reserve University, August 2004-May 2005
M.B.A.	Marketing and Sales Management, Rochester Institute of Technology, 2000
B.A.	Public Relations and Publicity, University of Istanbul, 1996

ACADEMIC POSITION

April 2017 – present	Associate Professor of Marketing, Ozyegin University.
September 2013 – April 2017	Assistant Professor of Marketing, Ozyegin University.
August 2009 – August 2013	Assistant Professor of Marketing, HEC Paris.

RESEARCH INTERESTS

Theoretical and methodological issues in consumer culture theory, socio-politics of consumption, consumer wellbeing, and the use of interpretive and participatory research methods.

PEER REVIEWED PUBLICATIONS

Refereed Journal Articles

- Corus, Canan, Bige Saatcioglu, Ozlem Sandikci (2024), “Gendered Consumer Responsibilization: The Constitution of Menopausal Women as Responsible Feminine Consumer Subjects,” *Journal of Consumer Research*, <https://doi.org/10.1093/jcr/ucae057>.
- Saatcioglu, Bige and Canan Corus (2019), “Towards a Macromarketing and Consumer Culture Theory Intersection: Participatory and Deliberative Methodologies,” *Journal of Macromarketing*, 39 (1), 9-24.
- Corus, Canan, Bige Saatcioglu, Carol Kaufman-Scarborough, Christopher P. Blocker, Shikha Upadhyaya, and Samuelson Appau (2016), “Transforming Poverty-Related Policy with Intersectionality,” *Journal of Public Policy & Marketing*, 35 (2), 211-222.
- Saatcioglu, Bige and Canan Corus (2016) “Exploring Spatial Vulnerability: Inequality and Agency Formulations in Social Space,” *Journal of Marketing Management*, 32 (3-4), 230-251.
- Corus, Canan and Bige Saatcioglu (2015), “An Intersectionality-Based Framework for Transformative Healthcare Service Research,” *The Service Industries Journal*, 35 (7-8), 415-429.

- Hamilton, Kathy, Maria Piacentini, and Bige Saatcioglu et al. (2014), "Poverty in Consumer Culture: Towards a Transformative Social Representation," *Journal of Marketing Management*, 30 (17-18), 1833-1857.
- Saatcioglu, Bige and Canan Corus (2014), "Poverty and Intersectionality: A Multidimensional Look into the Lives of the Impoverished," *Journal of Macromarketing*, 34 (2), 122-132.
- Saatcioglu, Bige and Julie L. Ozanne (2013), "Moral Habitus and Status Negotiation in a Marginalized Working Class Neighborhood," *Journal of Consumer Research*, 40 (4), 692-710.
- Saatcioglu, Bige and Julie L. Ozanne (2013), "A Critical Spatial Approach to Marketplace Exclusion and Inclusion," *Journal of Public Policy and Marketing*, 32, Special Issue, 32-37.
- Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bige Saatcioglu, Debabrata Talukdar, Carlos Trujillo, and Rohit Varman (2013), "Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research," *Journal of Business Research*, 66, 8, 1195-1202.
- Blocker, Christopher P., Julie A. Ruth, Srinivas Sridharan, Colin Beckwith, Ahmet Ekici, Martina Goudie-Hutton, José Antonio Rosa, Bige Saatcioglu, Debabrata Talukdar, Carlos Trujillo, and Rohit Varman (2011), "Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty," *Journal of Research for Consumers*, 19, 1-9.
- Ozanne, Julie L., Canan Corus, and Bige Saatcioglu (2009), "The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy and Marketing," *Journal of Public Policy and Marketing*, 28, 1, (Spring), 29-40.
- Ozanne, Julie L. and Bige Saatcioglu (2008), "Participatory Action Research," *Journal of Consumer Research*, 35 (October), 423-39.
- Shapiro, Jon M., Julie L. Ozanne, and Bige Saatcioglu (2008), "An Interpretive Examination of the Development of Cultural Sensitivity in International Business," *Journal of International Business Studies*, 39, 1 (January), 71-87.

Book Chapters & Reprints

- Saatcioglu, Bige, Ozlem Sandikci, and Aliakbar Jafari (2016), "Poverty and Socioeconomic Injustice in Muslim Geographies," in *Islam, Marketing and Consumption: Critical Perspectives on the Intersections*, ed. Ozlem Sandikci, Aliakbar Jafari, London: Routledge.
- Saatcioglu, Bige and Canan Corus (2016), "An Inclusive Approach to Consumer Vulnerability: Exploring the Contributions of Intersectionality," in *Consumer Vulnerability: Conditions, contexts, and characteristics*, ed. Kathy Hamilton, Susan Dunnett, and Maria Piacentini, *Routledge Studies in Critical Marketing*.
- Saatcioglu, Bige and Julie L. Ozanne (2013), "Moral Habitus and Status Negotiation in a Marginalized Working Class Neighborhood," *Journal of Consumer Research*, 40, December, 692-710 (Sidney Levy Award for best CCT dissertation article). Reprinted in *JCR Curations*, "Morality and the Marketplace," ed. Kent Grayson, (Summer, 2014). *New Directions in Consumer Research* (2015), Paul Hewer, Aliakbar Jafar, Kathy Hamilton (ed.), vol. 4, London: Sage Publications.
- Saatcioglu, Bige and Julie L. Ozanne (2013), "A Critical Spatial Approach to Marketplace Exclusion and

Inclusion,” *Journal of Public Policy & Marketing*, Fall, 32-37. Reprinted in *New Directions in Critical Marketing Studies: Power, Resistance and Marketplace Boundaries* (2013), Mark Tadajewski and Robert Cluley (ed.), vol. III, London: Sage Publications, 229-238.

Ozanne, Julie L., Canan Corus, and Bige Saatcioglu (2009), “The Philosophy and Methods of Deliberative Democracy: Implications for Public Policy & Marketing,” *Journal of Public Policy & Marketing*, 28, 1 (Spring), 29-40. Reprinted in *New Directions in Critical Marketing Studies: Power, Resistance and Marketplace Boundaries* (2013), Mark Tadajewski and Robert Cluley (ed.), vol. III, London: Sage, 205-228.

Ozanne, Julie L. and Bige Saatcioglu (2008), “Participatory Action Research,” *Journal of Consumer Research*, 35, (October), 423-39. Reprinted in *Philosophy of Marketing: Consumer Studies* (2013), Mark Tadajewski, John O’Shaughnessy, and Michael Hyman (ed.), vol. V, London: Sage, 425-439.

Ozanne, Julie L. and Bige Saatcioglu (2007), “Understanding Subsistence Marketplaces: Exploring the Contributions of Participatory Action Research,” in Product and Market Development for Subsistence Marketplaces, ed. Jose Antonio Rosa and Madhubalan Viswanathan, in *Advances in International Management*, 20, London: Elsevier, 111-132.

RESEARCH IN PROGRESS

Sandikci, Ozlem, Bige Saatcioglu, and Eileen Fischer “Assembling Hybrid Third Places: Sociality and Place Attachment at a Distance,” 2nd revision at the *Journal of Retailing*.

Sandikci, Ozlem and Bige Saatcioglu, “Changing Market Regimes and Product Lifecycle: Transformation of an Iconic Turkish Product through State Monopoly, Free Market and Neoliberal Economy,” archival data collection and theoretical structure in progress, targeted for *Business History Review*.

Saatcioglu Bige, Canan Corus and Ozlem Sandikci, “Consumer Responsibilization or Responsible Consumption? A Review and Future Research Suggestions,” conceptual development in progress, possible target journals: *Marketing Theory*, *Journal of Macromarketing*, *Journal of Business Research*.

CONFERENCE PRESENTATIONS

Saatcioglu, Bige and Julie L. Ozanne, “Moral Identity and Competition in a Working-Class Neighborhood,” special session, Association for Consumer Research, Chicago, IL, October 2013.

Corus, Canan and Bige Saatcioglu, “Midlife As A Rite of Passage: The Role of Healthcare Services,” Second Annual Positive Marketing Conference, New York City, NY, January 2013.

Corus, Canan and Bige Saatcioglu, “The Social Construction of Womanhood in Middle Age: Menopause as a Rite of Passage,” special session, Association for Consumer Research, Vancouver, Canada, October 2012.

Saatcioglu, Bige (2012), “Poverty and Intersectionality: A Multidimensional Look into the Lives of the Impoverished,” special session, 4th Subsistence Marketplaces Conference, Chicago, IL, July 28.

Corus, Canan, Mark S. Rosenbaum, and Bige Saatcioglu (2012), “Health Services are Transformative Services: Vietnam Application,” special session, AMA Winter Marketing Educators’ Conference, St. Petersburg, FL, February 17-19.

- Saatcioglu, Bige and Julie L.Ozanne (2010), “Surviving or Fighting Back ? Exploring how the Marginal Poor Manage Resources,” Third Subsistence Marketplaces Conference, Chicago, IL, July 10 (competitive session).
- Saatcioglu, Bige and Julie L. Ozanne (2009), “The Voices of Trailer Park Residents: Towards a Multidimensional Understanding of Stigma,” special session, Association for Consumer Research, Pittsburg, PA, October 23.
- Saatcioglu, Bige and Julie L.Ozanne (2009), “Understanding Stigma within the Context of Poverty,” Consumer Culture Theory Conference, Ann Arbor, Michigan, June 13 (competitive session).
- Saatcioglu, Bige (2009), “The Consumption Strategies of the Poor and the Meaning of Poverty,” Marketing and Public Policy Conference, Washington, DC, May 29, (special topic session, MASSIG Doctoral Dissertation Proposal Winner).
- Ozanne, Julie L., Bige Saatcioglu, and Canan Corus (2006), “Participatory Action Research as Engaged Practice: Implications for Transformative Consumer Research,” Association for Consumer Research, Orlando, Florida, September 29 (abstract).
- Ozanne, Julie L. and Bige Saatcioglu (2006), “Participatory Action Research as a Method for Studying Subsistence Markets,” at Product and Market Development for Subsistence Marketplaces: Consumption and Entrepreneurship beyond Literacy and Resource Barriers, University of Illinois, Chicago, IL, August 3.
- Corus, Canan, Bige Saatcioglu, Julie L. Ozanne, and Natalie R. Adkins (2006), “The Co-Creation of Health Literacy by Pharmacists and Low Literate Consumers,” Public Policy and Marketing, Long Beach, CA (abstract), June 7, session co-chair.

INVITED PRESENTATIONS and CONFERENCE PROGRAM APPEARANCES

- Saatcioglu, Bige (2018), “Exploring the Epistemological Space for Fairy Tale Transformations: A Consumer Culture Theory Perspective of Social Change and Justice,” Consumer Culture Theory, roundtable discussant, Odense, Denmark, June 29.
- Saatcioglu, Bige (2016), “From Fish Tank to the Open Ocean: Navigating the Institutional Field of CCT,” Consumer Culture Theory, roundtable discussant, Lille, France, July 8.
- Saatcioglu, Bige (2015), “Intersectional Poverty,” Transformative Consumer Research, track participant, Villanova University, May 2015.
- Saatcioglu, Bige (2014), “Is It Still Worth It? Exploring Contemporary Marketplace Diversity Research,” Association for Consumer Research, roundtable discussant, Baltimore, October 24.
- Saatcioglu, Bige (2014), “Poverty and Consumer Vulnerability: Insights from the Intersectionality Paradigm,” Lancaster University, June 13.

TEACHING EXPERIENCE

- Undergraduate Courses: Principles of Marketing; Consumer Behavior; Marketing and Society; Psychology of Decision Making; Marketing, Society and Public Interests; Markets, Consumption and Influence.
- Graduate Courses: Qualitative Research Methods in Marketing; Special Topics in Marketing; Interpretive Consumer Research; Consumer Culture Theory; Social Marketing.

PROFESSIONAL SERVICE

Editorial Board Member, *Journal of Marketing Management*

2024 – present

Ad hoc reviewer for Journal of Consumer Research, Journal of Macromarketing, Journal of Public Policy & Marketing, Qualitative Market Research, European Journal of Marketing, Consumption, Markets & Culture, Marketing Theory, EMAC (European Marketing Academy Conference)

ACADEMIC AWARDS AND HONORS

Sidney Levy Award, 2014 (best dissertation article award)

AMA Marketing and Society Dissertation Award, 2009

Pamplin College of Business Outstanding Graduate Student Award, 2009

ACR/Sheth Foundation Dissertation Grant Award (winner in the second place in public purpose category), 2008

AMA-Sheth Doctoral Consortium Fellow, 2008

ACADEMIC AFFILIATIONS

Association for Consumer Research, American Marketing Association

INDUSTRY EXPERIENCE

- Product Manager, Hayat Kimya, Istanbul, Turkey (December 2003–August 2004)
- Marketing Manager, Language Intelligence, Rochester, New York (June 2002–June 2003)
- Associate Brand Manager, Vivendi Universal Publishing, Syracuse Language Division, Syracuse, New York (July 2001–December 2001)
- Market Research Analyst, Harris Interactive, Rochester, New York (March 2000–March 2001)
- Assistant Project Manager, Bersay Public Relations, Istanbul, Turkey (February 1998–July 1998)
- Assistant Account Executive (internship), J. Walter Thompson, Istanbul, Turkey (January 1994–June 1994)

LANGUAGES

Turkish (native), English, French.

REFERENCES

Available upon request.