

PROMOTION RECOMMENDATION
The University of Michigan-Dearborn
College of Business
Department of Management Studies

Elif Izberk-Bilgin, assistant professor of marketing, Department of Management Studies, College of Business, is recommended for promotion to associate professor of marketing, with tenure, Department of Management Studies, College of Business.

Academic Degrees:

Ph.D.	2006	University of Illinois-Chicago, Chicago, IL
M.B.A.	2000	University of Illinois-Chicago, Chicago, IL
B.A.	1997	Boğaziçi University, Istanbul, Turkey

Professional Record:

2006 – Present Assistant Professor of Marketing, Department of Management Studies,
University of Michigan-Dearborn

Summary of Evaluation:

Teaching: Professor Izberk-Bilgin is rated excellent in teaching. She teaches the international/global courses in the marketing department, but she has also taught the introductory courses as well. She is a real example of someone combining the knowledge that she creates through her research with the knowledge that she communicates in the classroom. She is known as a demanding instructor who does not tolerate the excuses of those who do not want to put forth effort in the classroom. She is often rated one of the top instructors in the department and is a role model for many of the students. Professor Izberk-Bilgin has taught at both the undergraduate and graduate levels, in the classroom and online. She was also one of the instructors for the first Elliott Initiative course, the flagship teaching and research program for the College of Business.

Research: Professor Izberk-Bilgin is rated excellent in her research. She has nine papers published in print or forthcoming in various academic journals and her work is of the highest caliber. She has published two papers in the top journals in marketing: *Journal of Academy of Marketing Science* and *Journal of Consumer Research*. Professor Izberk-Bilgin has proven equally adept in publishing solo work, work with her UM-Dearborn colleagues, and work with her dissertation committee members.

Recent and Significant Publications:

Izberk-Bilgin, Elif, Barbara Klein, Charu Chandra, Hei-Wai Lee, David Susko, Moses Lee, and Oleg Zikanov, A multi-disciplinary team-teaching approach to sustainable business education, *Journal of Case Studies in Education*, (in print, accepted March 2, 2012).

Nakata, Cheryl, Zhen Zhu, and Elif Izberk-Bilgin (2011), Integrating marketing and information services function: A complementarity and competence perspective, *Journal of Academy of Marketing Science*, 39 (5), 700-716.

Ahuvia, Aaron and Elif Izberk-Bilgin (2011), Limits of the McDonaldization Theory: eBayization and ascendant trends in post-industrial consumer culture, *Consumption, Markets, and Culture*, 14 (4), 361-384.

Izberk-Bilgin, Elif (2010), An interdisciplinary review of resistance to consumption, some marketing interpretations, and future research suggestions, *Consumption, Markets, and Culture*, 13 (3), 299-323.

Izberk-Bilgin, Elif (2010), Lifting the veil on infidel brands: Islamist discourses of anticonsumerism, in *Advances in Consumer Research*, 37, 686-687.

Service: Professor Izberk-Bilgin is rated significantly capable in her service. Her dedication to the college and the university has at times actually caused her to take on too much service, where she was counseled out of some of her roles. However, she has been active in Assurance of Learning, Academic Standards, and the always-challenging role of Faculty Secretary. She has also been on several search committees at both the college and the university level.

External Reviewers:

Reviewer A: "In our recruiting meetings at [my institution], we would describe Elif as a 'rising star.' She has impressive output, and very promising Work-in-Progress. She's actively involved at highly respected conferences, has a network of well respected co-authors/co-researchers, and serves the academic community as an ad hoc reviewer of submissions to top journals. I predict her near-future will involve becoming an invited member of editorial review boards at top journals."

Reviewer B: "In evaluating Elif's papers under review and working papers, I believe that she has many years of activity ahead of her and will certainly become a leader in our field."

Reviewer C: "...I see few [junior researchers] that will match Elif Izberk-Bilgin in terms of conceptual depth and ability to address complex matters in clear but still non-reductionist ways."

Reviewer D: "She is already well-regarded among consumer researchers in the Consumer Culture Theory (CCT) area. Given her trajectory, I anticipate that in the next several years she will be invited to take on leadership roles commensurate with her career stage in the CCT area and in the larger sub-discipline of consumer research."

Reviewer E: "This achievement, coupled with the constellation of publications on the 'mirror-image' themes I've note above, places her in the very first rank of her peer group."

Summary of Recommendation:

Professor Izberk-Bilgin is an outstanding colleague and an asset to the department, college, and university. We are very pleased to recommend, with strong support of the College of Business Executive Committee, Elif Izberk-Bilgin for promotion to associate professor of marketing, with tenure, Department of Management Studies, College of Business.



N. Balakrishnan
Dean
College of Business



Daniel Little
Chancellor
University of Michigan-Dearborn

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