

**Arrival: Monday, June 1** - Litai Hotel/Meyra Palace Hotel

**Day 1: Tuesday, June 2** - Litai Hotel

- 09.00 - 09.30 Registration and Welcome Talk  
09.30 - 10.30 **Participant Presentations**  
10.30 - 11.00 Coffee Break  
11.00 - 12.00 **Participant Presentations**  
12.00 - 13.00 Lunch  
13.00 - 14.00 **Participant Presentations**  
14.00 - 14.30 Coffee Break  
14.30 - 16.00 **Participant Presentations**  
*Free Time*  
16.30 - 17.00 **Group Mentor Meetings I** (15 min /participant)  
17.00 - 17.10 Break  
17.10 - 17.40 **Group Mentor Meetings II** (15 min /participant)  
*Free Time*  
19.00+ **Welcoming Reception at Litai Hotel**

**Day 2: Wednesday, June 3** - Litai Hotel

- 09.00 - 11.00 **Eileen Fischer: "Theorizing from Literature"**  
(90min)+ **Q&A/sharing of experiences** (30 min)  
11.00 - 11.30 Coffee Break  
11.30 - 12.30 **Faculty Panel I: What is theory? How to ask research questions?** (Kravets)  
**Panel Members: All Faculty**  
12.30 - 13.30 Lunch  
13.30+ *Free Time : The Old Town*  
(Buses leave from Litai at 14.00 and return later)

**Day 3: Thursday, June 4** - Litai Hotel

- 09.00 - 11.00 **Delphine Dion: "Theorizing from Empirical Matter/Data"** (90min) + **Q&A/sharing of experiences** (30 min)  
11.00 - 11.15 Coffee Break  
11.15 - 13.15 **Domen Bajde: "Translating Theories from Sociology to CCT (and back)"** (90min) + **Q&A/sharing of experiences** (30 min)  
13.15 - 14.30 Lunch  
14.30 - 15.15 **Group Mentor Meetings III** (15 min /participant)  
15.15 - 15.30 Coffee Break  
15.30 - 16.15 **Group Mentor Meetings IV** (15 min /participant)  
*Free Time*  
19.00+ **Gala Dinner at Litai Hotel**

**Day 4: Friday, June 5** - Litai Hotel

- 09.00 - 11.00 **Markus Giesler: "Theorizing and Conceptual Models"** (90 min) + **Q&A/sharing of experiences** (30 min)  
11.00 - 11.30 Coffee Break  
11.30 - 12.30 **Faculty Panel II: What is a theoretical contribution?** (Güliz Ger)  
**Panel Members: All Faculty**  
12.30 - 13.30 Lunch

- 13.30 - 15.00 **Editors' Panel & Q&A: "The Role of Theory in Publishing Your Work"** (CHAIR: Bajde)  
(Online & offline)  
15.00 - 15.30 Coffee Break  
15.30 - 17.30 **Eminegül Karababa: "Theorizing with History"** (90 min) + **Q&A/sharing of experiences** (30 min)  
17.30 - 18.30 **Group Mentor Meetings V** (15 min /participant)  
*Free Time*

**Day 5: Saturday, June 6** - Litai Hotel

- 09.00 - 11.00 **Meltem Türe and Güliz Ger: "Theorizing from Context"** (90 min) + **Q&A/sharing of experiences** (30 min)  
11.00 - 11.30 Coffee Break  
11.30 - 13.30 **Olga Kravets: "Theorizing from the margins"**  
(90 min) + **Q&A/sharing of experiences** (30 min)  
13.30 - 14.30 Lunch  
14.30 - 15.30 **Workshop: Discussion and Reflection papers**  
(Kravets and Karababa)  
15.30 - 16.00 Coffee Break  
16.00 - 17.00 **Workshop: Discussion and Reflection papers**  
(Kravets and Karababa)  
17.00 *Seminar Ends*



Venue: Litai Hotel – D Blok Buyuk Salon  
Balgat, İlhami Soysal Sk. No:3,  
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CMCTheorization  
Doctoral Seminar

Consumption, Markets, and Cultures  
**THEORIZATION**  
Doctoral Seminar

Organizing Committee:

Eminegül Karababa  METU

Güliz Ger  skema  
BUSINESS SCHOOL

Olga Kravets  ROYAL  
HOLLOWAY  
UNIVERSITY  
OF LONDON

Mentors of 2026:

**Domen Bajde**, University of Southern Denmark, Denmark

**Delphine Dion**, ESSEC Business School, France

**Eileen Fischer**, York University, Canada

**Güliz Ger**, Bilkent University, Türkiye  
Skema Business School, France

**Markus Giesler**, York University, Canada

**Eminegül Karababa**, Middle East Technical University, Türkiye

**Olga Kravets**, University of Royal Holloway, UK

**Meltem Türe**, TOBB University of Economics and Technology, Türkiye

2-6 June, 2026

Litai Hotel, Ankara

Türkiye

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