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### **Bio**

Anil Isisag is a PhD candidate in marketing at the University of Wisconsin-Madison. He holds a master's degree in marketing from Bilkent University, Turkey. His research interests revolve around the sociocultural and ideological patterning of consumption practices and branding strategies in late modernity. He is specifically interested in marketization of social life and neoliberal governmentality regimes, cultural branding and doppelgänger brand images, and lately the sociocultural implications of virtual reality and artificial intelligence technologies. He has presented his research at ACR, AMA, CCT, ICR and Macromarketing conferences. He is the recipient of the Fulbright PhD scholarship, and is currently co-chairing the CCT PhD Network.