

Assoc. Prof. ZUHAL GÖK DEMİR

Personal Information

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International Researcher IDs

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Education Information

Doctorate, Akdeniz University, Institute of Social Sciences, İletişim, Turkey 2010 - 2016

Postgraduate, Akdeniz University, Institute of Social Sciences, Halkla İlişkiler Ve Tanıtım, Turkey 2007 - 2010

Undergraduate, Ege University, Faculty Of Literature, İngiliz Dili Ve Edebiyatı, Turkey 2001 - 2005

Research Areas

Social Sciences and Humanities, Mass Communications and Mass Media, Public Relations

Academic Titles / Tasks

Assistant Professor, Akdeniz University, Faculty of Communication, Department of Public Relations and Promotion, 2019
- Continues

Assistant Professor, Alanya Alaaddin Keykubat University, Faculty Of Business Administration, İnsan Kaynakları Yönetimi
, 2016 - 2019

Research Assistant, Akdeniz University, Faculty of Communication, Halkla İlişkiler Ve Tanıtım, 2010 - 2016

Instructor, Akdeniz University, Elmalı Vocational School, İngilizce Okutmanı, 2005 - 2010

Academic and Administrative Experience

Akdeniz University, Faculty of Communication, 2019 - 2020

Alanya Alaaddin Keykubat University, İşletme Fakültesi, İnsan Kaynakları Yönetimi, 2016 - 2019

Alanya Alaaddin Keykubat University, 2016 - 2018

Advising Theses

Gök Demir Z., SİYASAL İLETİŞİM ARACI OLARAK SOSYAL MEDYA: DAĞLIK KARABAĞ SAVAŞINDA İ. H. ALİYEV VE N. V. PAŞINYAN'IN TWİTTER KULLANIMI, Postgraduate, M.PIRNAZAROV(Student), 2023

Published journal articles indexed by SCI, SSCI, and AHCI

1. Political segmentation based on pictorial preferences on social media

demir M. Ö., Simonetti B., GÖK DEMİR Z.

Quality and Quantity, vol.57, pp.367-381, 2023 (SCI-Expanded)

II. Decision Tree Analysis of Sustainable and Ethical Food Preferences of Undergraduate Students of Gastronomy and Culinary Arts

Gök Demir Z., Şahin E.

SUSTAINABILITY, vol.15, no.4, pp.1-13, 2023 (SCI-Expanded)

Articles Published in Other Journals

- I. **Is Communication a Receipt for Doctors? The Relationship Between Communication Competence and Trust: A Research on Breast Patients**
KARAKAYA Ç., ERENDAĞ SÜMER F., GÖK DEMİR Z., DURMAZ E.
Türkiye İletişim Araştırmaları Dergisi, vol.37, pp.1-27, 2021 (Peer-Reviewed Journal)
- II. **Gamification Characteristics' Effects On Brand Loyalty**
demir m. ö., GÖK DEMİR Z.
JOURNAL OF YASAR UNIVERSITY, vol.15, no.58, pp.270-287, 2020 (Peer-Reviewed Journal)
- III. **A Bibliometric Analysis of Public Relations Models**
GÖK DEMİR Z., ERENDAĞ SÜMER F., KARAKAYA Ç.
CONNECTIST-ISTANBUL UNIVERSITY JOURNAL OF COMMUNICATION SCIENCES, no.58, pp.105-132, 2020 (ESCI)
- IV. **Consumer switching behavior in banking industry: Can consumer base be purchased, or earned?**
DEMİR M. Ö., GÖK DEMİR Z.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, 2019 (Peer-Reviewed Journal)
- V. **Sosyal Medya Üzerinden Kriz Yönetimi: Krize Yanıt Verme Stratejileri Üzerine Bir Araştırma**
gök demir z., KARAKAYA Ç., ERENDAĞ SÜMER F.
Akdeniz iletişim, no.30, pp.410-428, 2018 (Peer-Reviewed Journal)
- VI. **An Evaluation on Public Relations Profession through Online Job Advertisements**
KARAKAYA Ç., ERENDAĞ SÜMER F., gök demir z.
Akdeniz iletişim, no.29, pp.104-118, 2018 (Peer-Reviewed Journal)
- VII. **KAMULARIN DURUMSAL KURAMI BAĞLAMINDA STRATEJİK HALKLA İLİŞKİLERDE KAMU SEGMENTLERİ: TÜRKİYE'DEKİ AKTİF, UYANMIŞ VE GİZLİ KAMULARIN PROFİLİ**
GÖK DEMİR Z., KARAKAYA Ç.
e-gifder, vol.6, no.2, pp.1073-1105, 2018 (Peer-Reviewed Journal)
- VIII. **the effect of image repair strategies on corporate reputation, trust and behavioral intentions**
ERENDAĞ SÜMER F., GÖK DEMİR Z., KARAKAYA Ç.
ODÜ Sosyal Bilimler Araştırmaları Dergisi, vol.7, no.3, 2017 (Peer-Reviewed Journal)
- IX. **The uses and Gratifications Approach of Tv Series Watchers in Turkey**
DEMİR M. Ö., GÖK DEMİR Z.
Akademik Bakış Dergisi, 2013 (Peer-Reviewed Journal)
- X. **Reaktif Halkla İlişkiler Stratejisi Olarak Örgütsel Söylemler Üzerinden Kirizde İmaj Düzeltme Stratejileri: Burger King**
KARAKAYA ŞATIR Ç., GÖK Z.
Akdeniz İletişim, vol.14, pp.1-22, 2010 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **APPLYING THE SITUATIONAL THEORY OF PROBLEMSOLVING IN COVID 19: A COMPARATIVE ANALYSIS OF TURKEY AND SIERRA LEONE**
GÖK DEMİR Z., Conteh B.
in: Covid 19 Sürecinde İletişim ve Medya Çalışmaları, Yılmaz, M; Çiftçi, H; Doğan, M, Editor, İksad Publishing, Ankara,

pp.257-286, 2021

- II. **GENÇLİK VE GÖNÜLLÜLÜK BAĞLAMINDA SivilAnT®**
GÖK DEMİR Z., Bayırlı M.
Adana Nobel Kitabevi, Ankara, 2020
- III. **SİVİL TOPLUM KURULUŞLARINDA PAYDAŞ İLİŞKİLERİ SÜRECİNDE GENÇ GÖNÜLLÜLER**
GÖK DEMİR Z.
in: Gençlik ve Gönüllülük Bağlamında SivilAnT, Gök Demir, Z; Bayırlı, M, Editor, Nobel Yayın Dağıtım, Ankara, pp.30-50, 2020
- IV. **Dijital Hikaye Anlatımı Kullanım Alanları ve Hazırlama Süreci**
GÖK DEMİR Z., AYHAN A.
in: Dijitalleşen İletişim, Ahmet Ayhan, Editor, Literatürk, Konya, pp.79-104, 2019
- V. **stratejik halkla ilişkiler ve uygulamaları**
KARAKAYA Ç., ERENDAĞ SÜMER F., gök demir z.
Nobel Yayın Dağıtım, Ankara, 2017
- VI. **The Role of corporate reputation on trust and behavioral intentions: A study on a private health institution in Turkey**
KARAKAYA Ç., gök demir z.
in: Trust in Communication Management, Okay A., Editor, Peter Lang, Frankfurt, pp.131-156, 2016
- VII. **Stratejik Halkla İlişkiler ve Uygulamaları**
KARAKAYA Ç., ERENDAĞ SÜMER F., gök demir z.
Nobel Yayın Dağıtım, Ankara, 2015
- VIII. **Medyada kadın olmak” Kadın medya profesyonellerinin memnuniyet, mobbing ve cam tavan algıları araştırması**
GÖK Z.
Tc Başbakanlık Basın Yayın Enformasyon Müdürlüğü Yayınları, Ankara, 2014

Refereed Congress / Symposium Publications in Proceedings

- I. **Risk Taking Behavior as an Antecedent of Susceptibility to Persuasion Strategies and Brand Loyalty**
demir m. ö., GÖK DEMİR Z.
The 2nd Communication in the Digital Age Symposium, İzmir, Turkey, 26 - 28 October 2020, pp.1-2
- II. **The Nature of Activism in Turkey**
GÖK DEMİR Z.
BledCom 2020 27th International Public Relations Research Symposium, Bled, Slovenia, 03 July 2020, pp.78-79
- III. **How the Change of Corporate Brand Name Affects Corporate Brand Personality**
GÖK DEMİR Z., DEMİR M. Ö.
16th International Symposium Communication in the Millennium, 25 - 28 April 2018
- IV. **The Analysis of the Situational Theory of Publics in Turkey in the Context of Culture**
GÖK DEMİR Z.
24th International PublicRelations Research Symposium BledCom2017, Bed, Slovenia, 30 June - 01 July 2017
- V. **Segmentation of Publics in Strategic Public Relations**
GÖK DEMİR Z.
VII European Conference on Social and Behavioral Sciences, Bükreş, Romania, 11 - 13 June 2015

Supported Projects

GÖK DEMİR Z., EU Supported Other Project, Market qualifications – a signpost for minimizing competence gaps between education and the labour market in the HoReCa sector, 2020 - Continues

GÖK DEMİR Z., EU Framework Program Project, Tutoring Young People, 2014 - Continues

Gök Demir Z., EU Supported Other Project, Playing to Eco-build for learning to protect environment, 2020 - 2022
Gök Demir Z., EU Supported Other Project, A videogame to use in schools to promote gender equality, 2020 - 2022

Metrics

Publication: 28