

## Asst. Prof. GÜLÇİN İPEK EMEKSİZ

### Personal Information

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### International Researcher IDs

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### Education Information

Doctorate, Anadolu University, SOSYAL BİLİMLER ENSTİTÜSÜ, İletişim Tasarımı Ve Yönetimi (Dr), Turkey 2011 - 2018  
Postgraduate, Kadir Has University, Sosyal Bilimler Enstitüsü, Amerikan Kültürü Ve Edebiyatı (YI) (Tezli), Turkey 2008 - 2011

Undergraduate, Kadir Has University, Fen-Edebiyat Fakültesi, Amerikan Kültürü Ve Edebiyatı Bölümü, Turkey 2003 - 2008

### Dissertations

Doctorate, Markaların facebook ortamında kullandıkları kurumsal iletişim stratejileri: Türkiye'deki otomotiv markaları üzerine bir araştırma, Anadolu University, SOSYAL BİLİMLER ENSTİTÜSÜ, İletişim Tasarımı Ve Yönetimi (Dr), 2018  
Postgraduate, Hybridization of American Cosmo business women's image in the Turkish version of Cosmopolitan and Elele magazines for 2009, Kadir Has University, Sosyal Bilimler Enstitüsü, Amerikan Kültürü Ve Edebiyatı (YI) (Tezli), 2011

### Academic Titles / Tasks

Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, İLETİŞİM TASARIMI VE YÖNETİMİ BÖLÜMÜ, 2020 - Continues  
Research Assistant, Anadolu University, İLETİŞİM BİLİMLERİ FAKÜLTESİ, İLETİŞİM TASARIMI VE YÖNETİMİ BÖLÜMÜ, 2015 - Continues

### Academic and Administrative Experience

Anadolu University, 2020 - Continues

### Courses

Belirsizlik ve İletişim, Undergraduate, 2021 - 2022

Sağlık İletişimi ve Uygulamaları, Undergraduate, 2020 - 2021

Kültürel Etkinlikler, Undergraduate, 2020 - 2021, 2019 - 2020

## Articles Published in Other Journals

- I. **The Democratization of Luxury Products with Influencer Marketing**  
KALENDER G. İ.  
Archives of Business Research, vol.9, no.12, pp.215-222, 2021 (Peer-Reviewed Journal)
- II. **The Stereotypical Representation of Females in Women's Health Magazine's Cosmetic Advertisements**  
EMEKSİZ G. İ.  
Open Journal of Social Sciences, vol.9, no.9, pp.53-70, 2021 (Peer-Reviewed Journal)
- III. **How Culture, Gender, Religion, Social Class, and Voyeurism Together Shape Individuals' Eating Behaviors: A Discourse on Food Communication**  
EMEKSİZ G. İ.  
Advances in Journalism and Communication, vol.9, no.2, pp.63-73, 2021 (Peer-Reviewed Journal)
- IV. **The Symbol of Cosmetic Products as Social Distinction and the False Needs of Shopping for Cosmetics at Department Stores Aroused by Women's Magazines**  
KALENDER G. İ.  
Advances in Journalism and Communication, vol.9, no.1, pp.1-11, 2021 (Peer-Reviewed Journal)
- V. **The Semiotic Analysis of Cosmetic Advertisements on Facebook**  
KALENDER G. İ.  
Advances in Social Sciences Research Journal, vol.7, no.12, pp.658-671, 2020 (Peer-Reviewed Journal)
- VI. **The Way Food, Diet, and Exercise Are Communicated in Women's Health Magazine: From a Critical Perspective**  
KALENDER G. İ.  
Journalism and Mass Communication, vol.10, no.3, pp.145-150, 2020 (Peer-Reviewed Journal)
- VII. **THE POSSIBLE RISKS OF USING FACEBOOK IN CORPORATE COMMUNICATION**  
EMEKSİZ G. İ.  
International Journal of Business and Management, no.2, pp.30-42, 2019 (Peer-Reviewed Journal)
- VIII. **THE FACTORS WHICH LEAD BRANDS TO USE SOCIAL MEDIA IN EXTERNAL CORPORATE COMMUNICATION**  
EMEKSİZ G. İ.  
International Journal of Social Sciences, no.2, pp.75-87, 2019 (Peer-Reviewed Journal)
- IX. **İşletmelerin Facebook Sayfalarında Kullandıkları Kurumsal İletişim Stratejileri ve Tüketicilerin Bu Sayfaları Takip Etme Gündüleri**  
EMEKSİZ G. İ., ŞİMŞEK A.  
THE JOURNAL OF THE FACULTY OF COMMUNICATION OF THE UNIVERSITY OF AKDENİZ, vol.29, pp.185-205, 2018 (Peer-Reviewed Journal)
- X. **Social Media Usage of Small and Medium Sized Companies: Do They Get a Competitive Advantage?**  
EMEKSİZ G. İ.  
ONLINE JOURNAL OF COMMUNICATION AND MEDIA TECHNOLOGIES, pp.82-93, 2017 (Peer-Reviewed Journal)
- XI. **Family Communication of University Students on Facebook**  
EMEKSİZ G. İ.  
Journalism and Mass Communication, vol.7, no.1, pp.25-34, 2017 (Peer-Reviewed Journal)

## Refereed Congress / Symposium Publications in Proceedings

- I. **The Increase in Health Misinformation Online and Solutions for How to Cope With It.**  
EMEKSİZ G. İ.  
8th International EMI Entrepreneurship & Social Sciences Congress, Aksaray, Turkey, 17 November 2022, pp.575-587
- II. **SUGGESTIONS FOR OVERCOMING COMMUNICATION BARRIERS IN DOCTOR AND PATIENT**

## **COMMUNICATION WITH EFFICIENT COMMUNICATION**

EMEKSİZ G. İ.

ICMeHeLS 2022: International Conference on Medical, Health and Life Sciences, Baku, Azerbaijan, 01 July 2022, pp.28-34

- III. **The Portrayal of Ideal Beauty both in the Media and in the Fashion Industry and How These Together Lead to Harmful Consequences Such as Eating Disorders**  
KALENDER G. İ.  
10th International Conference on Humanities, Psychology and Social Sciences, Berlin, Germany, 20 - 22 March 2020, pp.31-44
- IV. **THE POSSIBLE RISKS OF USING FACEBOOK IN CORPORATE COMMUNICATION**  
EMEKSİZ G. İ.  
Proceedings of the 51st International Academic Conference, Vienna, Viyana, Austria, 17 September 2018 - 20 September 2019, pp.16
- V. **THE FACTORS WHICH LEAD BRANDS TO USE SOCIAL MEDIA IN EXTERNAL CORPORATE COMMUNICATION**  
EMEKSİZ G. İ.  
Proceedings of the 48th International Academic Conference, Copenhagen, Kopenhag, Denmark, 24 - 27 June 2019, pp.51
- VI. **The Strengths and Weaknesses of Using Social Media in Internal Communication**  
EMEKSİZ G. İ.  
2nd Rome International Conference on Social Science Humanities (ICSSH), Roma, Italy, 5 - 06 June 2018, pp.48
- VII. **Communication Strategies Used in Corporate Facebook Pages and Motivations of Consumers for Following These Pages**  
EMEKSİZ G. İ., ŞİMŞEK A.  
Second International Conference on Interdisciplinary Social Sciences, FLORANSA, Italy, 20 - 21 April 2018, pp.122-134
- VIII. **Social Media Usage of Small and Medium Sized Companies: Do They Get a Competitive Advantage?**  
EMEKSİZ G. İ.  
International Conference on Communication, Media, Technology and Design, ICCMTD - 2017, Gazimagusa, Cyprus (Kkctc), 6 - 08 October 2017, pp.91-102
- IX. **Design Analysis Of Mobile Operator Websites Operating In Turkey**  
CİNGİ C. C., EMEKSİZ G. İ.  
11th Communication in the Millennium, St. Cloud, United States Of America, 20 - 24 May 2013, pp.3-17
- X. **The Presence of Beard and Moustache in Media**  
UĞURLU E. G., UĞURLU H., EMEKSİZ G. İ.  
Media Religion Culture 2012 Conference, Eskişehir, 08 July 2012
- XI. **The Presence of Beard and Mustache in Media**  
UĞURLU E. G., UĞURLU H., EMEKSİZ G. İ.  
Media Cultura and Religion 2012 Conference, Eskisehir, 08 July 2012

## **Supported Projects**

ŞİMŞEK A., EMEKSİZ G. İ., Project Supported by Higher Education Institutions, MARKALARIN FACEBOOK ORTAMINDA KULLANDIKLARI KURUMSAL İLETİŞİM STRATEJİLERİ: TÜRKİYE'xxDEKİ OTOMOTİV MARKALARI ÜZERİNE BİR ARAŞTIRMA, 2015 - 2018