

## Lect. HASAN ŞAHİN

### Personal Information

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07070 Muratpaşa/ANTALYA

### International Researcher IDs

ScholarID: [\\_XDwNM0AAAAJ](https://orcid.org/0000-0003-4899-4940)

ORCID: 0000-0003-4899-4940

Publons / Web Of Science ResearcherID: I-6669-2017

Yoksis Researcher ID: 264548

### Education Information

Doctorate, Akdeniz University, Institute of Social Sciences, İletişim, Turkey 2022 - Continues

Postgraduate, Akdeniz University, Institute of Social Sciences, Halkla İlişkiler Ve Tanıtım, Turkey 2019 - 2022

Postgraduate, Ege University, Türk Dünyası Araştırmaları Enstitüsü, Türk Dünyası Sosyal, Ekonomik Ve Siyasal İlişkiler,  
Turkey 2012 - 2013

Undergraduate, Ege University, Faculty Of Communication , Halkla İlişkiler Ve Tanıtım, Turkey 2007 - 2012

### Foreign Languages

French, A1 Beginner

English, B2 Upper Intermediate

### Dissertations

Postgraduate, A research on the social responsibility studies of brands via Twitter during Covid-19 pandemic, Akdeniz  
University, Institute of Social Sciences, Halkla İlişkiler ve Tanıtım, 2022

### Research Areas

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

### Academic Titles / Tasks

Lecturer, Akdeniz University, Social Sciences Vocational School, Halkla İlişkiler Ve Tanıtım, 2017 - Continues

## Academic and Administrative Experience

Rectorate Commissioner, Akdeniz University, Social Sciences Vocational School, Halkla İlişkiler Ve Tanıtım, 2021 - Continues

Deputy Director of Junior College, Akdeniz University, Social Sciences Vocational School, Halkla İlişkiler Ve Tanıtım, 2018 - Continues

## Courses

### Undergraduate

Office Applications, Undergraduate, 2017 - 2018

### Associate Degree

Visual communication design, Associate Degree, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Communication Theories, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

Marketing principles, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2016 - 2017

Image Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

General Communication, Associate Degree, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Brand Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Brand Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Marketing principles, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2016 - 2017

Research Methods and Techniques in Social Sciences, Associate Degree, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021

Image Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Research Methods and Techniques in Social Sciences, Associate Degree, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021

Public Relations Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Görsel İletişim Tasarımı, Associate Degree, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Communication Theories, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

Public Relations Management, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Digital Marketing, Associate Degree, 2023 - 2024, 2022 - 2023

General Communication, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

General Communication, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

General Communication, Associate Degree, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Digital Marketing, Associate Degree, 2023 - 2024, 2022 - 2023

Copywriting, Associate Degree, 2021 - 2022

Marketing Communications, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Marketing Communications, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Public Relations Campaign Designs, Associate Degree, 2020 - 2021

Public Relations Campaign Designs, Associate Degree, 2020 - 2021

Copywriting, Associate Degree, 2021 - 2022  
Introduction to Public Relations, Associate Degree, 2019 - 2020, 2018 - 2019  
Customer relations management, Associate Degree, 2018 - 2019  
Customer relations management, Associate Degree, 2018 - 2019  
Introduction to Public Relations, Associate Degree, 2019 - 2020, 2018 - 2019  
New Marketing Techniques, Associate Degree, 2017 - 2018, 2016 - 2017  
Corporate communications, Associate Degree, 2017 - 2018  
New Marketing Techniques, Associate Degree, 2017 - 2018, 2016 - 2017  
Organizational Communication in Aviation Businesses, Associate Degree, 2017 - 2018, 2016 - 2017  
Media and Communication Applications, Associate Degree, 2018 - 2019  
Marketing principles, Associate Degree, 2017 - 2018  
Marketing principles, Associate Degree, 2017 - 2018  
Organizational Communication in Aviation Businesses, Associate Degree, 2017 - 2018, 2016 - 2017  
Corporate communications, Associate Degree, 2017 - 2018  
Electronic trade, Associate Degree, 2017 - 2018  
Research Methods and Techniques, Associate Degree, 2016 - 2017  
Electronic trade, Associate Degree, 2017 - 2018  
Customer relations management, Associate Degree, 2017 - 2018  
General Communication, Associate Degree, 2017 - 2018  
Information and communication technology, Associate Degree, 2017 - 2018  
Customer relations management, Associate Degree, 2017 - 2018  
General Communication, Associate Degree, 2017 - 2018

## Articles Published in Other Journals

I. **Evaluation of Corporate Reputation of Healthcare Organisations with Text Mining and Sentiment Analysis**

Şahin H., Kayakuş M., Erdoğan D., Yiğit Açıkgöz F.

MEHMET AKIF ERSOY UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, no.40, pp.91-104, 2024 (Peer-Reviewed Journal)

## Books

I. **AZERBAJCAN'DA TOPLUMSAL/SİYASAL DEĞİŞİM VE DÖNÜŞÜM**

Şahin H.

İKSAD, Ankara, 2020

II. **DİJİTAL DÖNÜŞÜM ALANINDA YAPILMIŞ TEZLERİN SİSTEMATİK DERLEMESİ: 2013-2020**

Şahin H.

in: SOSYAL BİLİMLERDE SİSTEMATİK DERLEME 1, Doç. Dr. Sevcan YILDIZ, Editor, İksad Yayınevi, Ankara, pp.5-21, 2020

## Papers Published in Refereed Scientific Meetings

I. **Örgüt Kültürünün Yönetim Açısından Önemi**

DAĞISTAN U., ŞAHİN H., ÖZKAN B.

10. Uluslararası Meslek Yüksekokulları Sempozyumu, Eskişehir, Turkey, 20 October 2022

II. **Web Sitelerinde Video Reklamcılığı "Pre-Roll Reklam" ve Ülkemizdeki Yansımaları**

Şahin H.

1.ULUSLARARASI AKDENİZ BİLİMSEL ARAŞTIRMALAR VE İNOVASYON KONGRESİ, Antalya, Turkey, 4 - 05  
December 2021, pp.431-436

## **Peer Reviews in Scientific Publications**

Karadeniz Araştırmaları Dergisi, Other Indexed Journal, November 2023

## **Metrics**

Publication: 5