

## 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, Department Of Public Relations And Promotion, 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., SIYASAL İLETİŞİM ARACI OLARAK SOSYAL MEDYA: DAĞLIK KARABAĞ SAVAŞINDA İ. H. ALİYEV VE N. V. PAŞİNYAN'IN TWİTTER KULLANIMI, Postgraduate, M.PIRNAZAROV(Student), 2023

### Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Circular Economy for Sustainability: A Bibliometric Analysis for the Tourism/Hospitality Field**  
ŞAHİN E., YIĞİTOĞLU V., GÖK DEMİR Z., KARAKAYA Ç., ERENDAĞ SÜMER F., GÜNERİ B.  
Sustainability (Switzerland), vol.16, no.15, 2024 (SCI-Expanded)
- II. **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)
- III. **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 Demir Z., Durmaz E.  
Türkiye İletişim Araştırmaları Dergisi, vol.37, pp.1-27, 2021 (ESCI)
- II. **Gamification Characteristics' Effects On Brand Loyalty**  
demir m. ö., GÖK DEMİR Z.  
JOURNAL OF YASAR UNİVERSİTY, 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; Doğar, 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

Mutlu Danacı H., Barım T. B., Kavas K. R., Gök Demir Z., Erasmus Project, Playing to Eco-build for learning to protect the environment, 2020 - 2022

Gök Demir Z., EU Supported Other Project, A videogame to use in schools to promote gender equality, 2020 - 2022

## **Metrics**

Publication: 29

Citation (Scopus): 1

H-Index (Scopus): 1