

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. **Global warming communicative actions of publics in Türkiye: Utilizing fuzzy rule based system**
Demir M. Ö., Gök Demir Z., KARAKAYA Ç., Erendağ Sümer F.
Heliyon, vol.10, no.15, 2024 (SCI-Expanded)
- II. **Circular Economy for Sustainability: A Bibliometric Analysis for the Tourism/Hospitality Field**
Şahin E., Yiğitoğlu V., Gök Demir Z., Karakaya Ç., Erendağ Sümer F., Güneri B.
Sustainability (Switzerland), vol.16, no.15, 2024 (SCI-Expanded)
- III. **An examination of immersive journalism by bibliometric analysis from 1999 to 2023**
Arık M. A., KARADUMAN M., KARADUMAN S., KARAKAYA Ç., ERENDAĞ SÜMER F., GÖK DEMİR Z.
Heliyon, vol.10, no.14, 2024 (SCI-Expanded)
- IV. **Women's Struggle for a Voice in Gaming Culture Among Youth in Türkiye**
Demir Z., Sümer F. E., KARAKAYA Ç., Aydın Ş.
SAGE Open, vol.14, no.3, 2024 (SSCI)
- V. **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)
- VI. **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.
TURKIYE ILETISIM ARASTIRMALARI DERGISI-TURKISH REVIEW OF COMMUNICATION STUDIES, vol.0, no.37, pp.92-108, 2021 (ESCI)
- 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 Arastirmaları Dergisi, vol.7, no.3, 2017 (Peer-Reviewed Journal)
- IX. **The Effect Of Image Repair Strategies On Corporate Reputation, Trust And Behavioral Intentions**

ERENDAĞ SÜMER F., GÖK DEMİR Z., KARAKAYA Ç.

Ordu Üniversitesi Sosyal Bilimler Enstitüsü Sosyal Bilimler Araştırmaları Dergisi, vol.7, no.3, pp.519-527, 2017
(Peer-Reviewed Journal)

- X. **The uses and Gratifications Approach of Tv Series Watchers in Turkey**
DEMİR M. Ö., GÖK DEMİR Z.
Akademik Bakış Dergisi, 2013 (Peer-Reviewed Journal)
- XI. **European Journalism Education**
GÖK DEMİR Z.
Akdeniz İletişim, no.15, pp.168-173, 2011 (Peer-Reviewed Journal)
- XII. **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)
- XIII. **Reaktif Halkla İlişkiler Stratejisi Olarak Örgütsel Söylemler Üzerinden Krizde İmaj Düzeltme Stratejileri: Burger King**
KARAKAYA Ç., GÖK DEMİR Z.
Akdeniz İletişim, no.14, pp.1-22, 2010 (Peer-Reviewed Journal)
- XIV. **ÇERÇEVELEMENİN KARAR VERME SÜRECİNE ETKİSİ**
GÖK DEMİR Z.
Akdeniz İletişim, no.13, pp.161-180, 2010 (Peer-Reviewed Journal)
- XV. **Merkez ve Taşra Birimleri Olan Kurumlarda Kurumsal Marka Kişiliği Algı Farklılıkları: Akdeniz Üniversitesi Kurumsal Marka Kişiliği Üzerine Bir Araştırma**
GÖK DEMİR Z.
Akdeniz İletişim, vol.9, pp.34-74, 2008 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **A comparative analysis of creative advertising strategies of hotels in Cyprus, Macedonia, Poland, Spain, and Türkiye**
Aydoğan H., Gök Demir Z.
in: HoReCa4VET for sustainable development , Katarzyna Sławińska, Editor, Stowarzyszenie na Rzecz Innowacji i Edukacji, Radom, pp.73-88, 2023
- II. **A systematic analysis of hotel management and advertising literature**
Gök Demir Z., Aydoğan H.
in: HoReCa4VET for sustainable development , Katarzyna Sławińska, Editor, Stowarzyszenie na Rzecz Innowacji i Edukacji, Radom, pp.89-111, 2023
- III. **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
- IV. **The Nature of Activism in Turkey**
GÖK DEMİR Z.
in: A'dan Z'ye İletişim Çalışmaları 1, Mihalis (Michael) KUYUCU, Hasan Çiftçi, Editor, İksad Publishing House, Ankara, pp.217-239, 2021
- V. **GENÇLİK VE GÖNÜLLÜLÜK BAĞLAMINDA SivilAnT®**
GÖK DEMİR Z., Bayırılı M.
Adana Nobel Kitabevi, Ankara, 2020
- VI. **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

VII. 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

VIII. INDUSTRY 4.0 COMPETENCIES IN TURKEY FOR CAREER MANAGEMENT

GÖK DEMİR Z., DEMİR M. Ö., ÇELİKER N.

in: Career Management in the Age of Industry 4.0, Gök Demir, Zuhal ve Demir, Mehmet Özer, Editor, Eğitim Yayınevi, Konya, pp.23-58, 2019

IX. CAREER MANAGEMENT IN THE ERA OF INDUSTRY 4.0

GÖK DEMİR Z., DEMİR M. Ö.

in: Career Management in the Age of Industry 4.0, Gök Demir, Zuhal ve Demir, Mehmet Özer, Editor, Eğitim Yayınevi, Konya, pp.11-21, 2019

X. CONCLUSION REMARKS SUGGESTION FOR CAREER PATHS TO INDUSTRY 4.0

GÖK DEMİR Z., DEMİR M. Ö.

in: Career Management in the Age of Industry 4.0, Gök Demir, Zuhal ve Demir, Mehmet Özer, Editor, Eğitim Yayınevi, Konya, pp.219-233, 2019

XI. Dijital Hikaye Anlatımı Kullanım Alanları ve Hazırlama Süreci

GÖK DEMİR Z.

in: Dijitalleşen İletişim, Ayhan Ahmet, Editor, Literatürk, Konya, pp.79-104, 2019

XII. BACKGROUND, CONTEXT, AND OUTPUTS OF THE PROJECT

GÖK DEMİR Z., GOICEANU D., ORDONEZ PUIME A., KRISKA JAMBOR J., NAWRAT – WYRAZ D.

in: CAREER MANAGEMENT IN THE AGE OF INDUSTRY 4.0, Gök Demir, Zuhal ve Demir, Mehmet Özer, Editor, Eğitim Yayınevi, Konya, pp.7-10, 2019

XIII. stratejik halkla ilişkiler ve uygulamaları

KARAKAYA Ç., ERENDAĞ SÜMER F., gök demir z.

Nobel Yayın Dağıtım, Ankara, 2017

XIV. 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

XV. Stratejik Halkla İlişkiler ve Uygulamaları

KARAKAYA Ç., ERENDAĞ SÜMER F., gök demir z.

Nobel Yayın Dağıtım, Ankara, 2015

XVI. Medyada kadın olmak” Kadın medya profesyonellerinin memnuniyet, mobbing ve cam tavan algıları araştırması

GÖK Z.

Tc Başbakanlık Basın Yayın Enformasyon Müdürlüğü Yayınları, Ankara, 2014

XVII. The Power of Publics in Strategic Public Relations The Effect of Social Media on Formation of Publics

KARAKAYA Ç., GÖK DEMİR Z.

in: Researching the Changing Profession of Public Relations, Okay Aydemir, Carayol Valerie, Tench Ralph, Editor, Peter Lang, Berlin, pp.239-254, 2013

XVIII. Stratejik Halkla İlişkilerin İtici Gücü Eylemcilik

GÖK DEMİR Z.

in: Halkla İlişkiler'den Stratejik Halkla İlişkiler'e, Karakaya Şatır Çiğdem, Editor, Nobel, Ankara, pp.85-106, 2011

Refereed Congress / Symposium Publications in Proceedings

I.). Bullying in The Context of Gender: A Qualitative Research in Turkey

Gök Demir Z., Karakaya Ç., Erendağ Sümer F.

5th International Conference on Research in Humanities & Social Sciences, Berlin, Germany, 17 - 19 December 2021, pp.239-240

- II. **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
- III. **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
- IV. **INDUSTRY 4.0 COMPETENCIES FOR CAREER MANAGEMENT OF MANAGERS: A RESEARCH IN TURKEY, POLAND, ROMANIA, HUNGARY AND SPAIN**
GÖK DEMİR Z., DEMİR M. Ö.
XX. European Conference on Social and Behavioral Sciences, Kiev, Ukraine, 20 June 2019 - 22 June 2020
- V. **HALKLA İLİŞKİLER MESLEĞİ ÜZERİNE BİR DEĞERLENDİRME: ONLİNE İŞ İLANLARI NE DİYOR?**
KARAKAYA Ç., ERENDAĞ SÜMER F., GÖK DEMİR Z.
3rd International Media Studies Symposium, Antalya, Turkey, 1 - 03 November 2018
- VI. **Communication Skills Required by Industry 4.0 for Career Management of Graduates: A Research in Turkey, Poland, Romania, Hungary and Spain**
GÖK DEMİR Z., DEMİR M. Ö.
INTERNATIONAL SYMPOSIUM ON COMMUNICATION IN THE DIGITAL AGE CIDA 2018, Mersin, Turkey, 18 - 19 October 2018
- VII. **Kurumsal İtibar Kavramı ve Ölçülenmesi Üzerine Bir Değerlendirme**
GÖK DEMİR Z.
1. Uluslararası Halkla İlişkiler ve Reklamcılık Kongresi, Antalya, Turkey, 12 - 13 May 2018
- VIII. **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
- IX. **CORPORATE BRAND PERSONALITY IN UNIVERSITIES**
GÖK DEMİR Z.
XV. European Conference on Social and Behavioral Sciences, Aydın Kuşadası, Turkey, 1 - 03 February 2018
- X. **The Analysis of the Situational Theory of Publics in Turkey in the Context of Culture**
GÖK DEMİR Z.
24th International Public Relations Research Symposium BledCom2017, Bed, Slovenia, 30 June - 01 July 2017
- XI. **Segmentation of Publics in Strategic Public Relations**
GÖK DEMİR Z.
VII European Conference on Social and Behavioral Sciences, Bükreş, Romania, 11 - 13 June 2015
- XII. **Kamuların Durumsal Kuramı Çerçevesinde Stratejik Halkla İlişkilerde Kamu Segmentasyonu**
GÖK DEMİR Z.
1st International Symposium on Media Studies, Antalya, Turkey, 20 - 23 November 2013, pp.349-357
- XIII. **THE POWER OF PUBLICS IN STRATEGIC PUBLIC RELATIONS: THE EFFECT OF SOCIAL MEDIA ON FORMATION OF PUBLICS**
KARAKAYA Ç., GÖK DEMİR Z.
EUPRERA Congress, İstanbul, Turkey, 20 - 22 September 2012

Supported Projects

Gök Demir Z., EU Supported Other Project, TourVet: Sustainable Tourism and Hospitality VET in South Mediterranean Countries, 2024 - 2026

Gök Demir Z., EU Supported Other Project, Market qualifications – a signpost for minimizing competence gaps between education and the labour market in the HoReCa sector, 2020 - 2023

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
Gök Demir Z., AB IPA Project, Sivilant - Antalya Sivil Platformu, 2018 - 2020
Gök Demir Z., Demir M. Ö., Erasmus Project, Career Guide and Mobile Application for Employees, 2017 - 2019
Gök Demir Z., Project Supported by Higher Education Institutions, Alanya Alaaddin Keykubat Üniversitesi Kurumsal Marka Kişiliği Araştırması, 2017 - 2018
Gök Demir Z., Erasmus Project, Tutoring Young People, 2014 - 2016
Gök Demir Z., Erasmus Project, Activation of Women 50, 2014 - 2016
Gök Demir Z., Erasmus Project, Living Healthy Through Generations, 2013 - 2015
Gök Demir Z., Project Supported by Other Official Institutions, Medya ve Kadın, 2014 - 2014
Gök Demir Z., Erasmus Project, Retirement Age, The New Stage of Life, Self Expression and Communication, 2012 - 2014

Metrics

Publication: 57

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