

**Res. Asst. ALPARSLAN ERGÜN  
ÖZKAYA**



**Personal Information**

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**International Researcher IDs**

ScholarID: H1onCbQAAAAJ

ORCID: 0000-0002-6687-6713

Publons / Web Of Science ResearcherID: GVS-8778-2022

ScopusID: 59251323900

Yoksis Researcher ID: 387464



**Education Information**

Doctorate, Istanbul University, Institute Of Social Sciences, Department of Public Relations and Publicity, Turkey 2024 - Continues

Postgraduate, Istanbul University, Institute Of Social Sciences, Department of Public Relations and Publicity, Turkey 2022 - 2024

Undergraduate, Université Michel de Montaigne: Bordeaux III, Institute of Information and Communication Sciences, Information and Communication Sciences, France 2019 - 2022

Undergraduate, Galatasaray University, İletişim Fakültesi, Communication, Turkey 2017 - 2022

**Foreign Languages**

French, B2 Upper Intermediate

**Dissertations**

Postgraduate, The use of social media as a sustainable social innovation tool: Rural women's cooperatives in Türkiye, Istanbul University, Institute Of Social Sciences, Department of Public Relations and Publicity, 2024

**Research Areas**

Social Sciences and Humanities, Communication Sciences

**Academic Titles / Tasks**

Research Assistant, Galatasaray University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım, 2023 - Continues

## Academic and Administrative Experience

İletişim Fakültesi Akreditasyon Komisyonu Üyesi, Galatasaray University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım, 2024 - Continues

İletişim Fakültesi Eş Diploma Koordinatör Yardımcısı, Galatasaray University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım, 2023 - Continues

İletişim Fakültesi Web Sitesi İçerik Komisyonu Üyesi, Galatasaray University, İletişim Fakültesi, Halkla İlişkiler Ve Tanıtım, 2023 - Continues

## Books & Book Chapters

I. **Entertainment and Persuasion in Online Politics: A Qualitative Study of Young Voters' Approach in Turkey's 2023 Elections**

Aytuna E. N., Çakıcı Z., Özkaya A. E.

in: Changing Global Media Landscapes: Convergence, Fragmentation, and Polarization, AL-OBAİDİ JABBAR A., Editor, IGI Global yayınevi, Massachusetts, pp.215-234, 2024

## Refereed Congress / Symposium Publications in Proceedings

I. **The Role of Social Media Usage in the Organizational Sustainability of Rural Women's Cooperatives as Social Innovation Actors in Rural Turkey**

Özkaya A. E., Karadoğan Doruk S.

20th International Symposium Communication in the Millennium (Cimsymposium), Eskişehir, Turkey, 6 - 08 November 2024

II. **An Analysis of the Impact of the Green Transition on Corporate Reputation in the Energy Sector: The Case of Ørsted**

Özkaya A. E.

Galatasaray Üniversitesi Stratejik İletişim Yönetimi Konferansları (GSÜSTRAT) - V , İstanbul, Turkey, 14 December 2022, pp.58-76

## Supported Projects

Aytuna E. N., Özkaya A. E., Güvenli G., Project Supported by Higher Education Institutions, Communication Strategies for Sustainable Development: Digital Media Literacy in Rural Women's Cooperatives, 2024 - 2027

Egi S. M., Öniz H., Usluer H. B., Turhan S. N., Özyiğit T., Özkaya A. E., Boldaç I., Özçelik T. O., Horizon Europe Project, Science in Blue , 2024 - 2026

Aytuna E. N., Özkaya A. E., Çakıcı Z., Project Supported by Higher Education Institutions, Social Media Entertainment Culture and New Political Persuasion, 2023 - 2026

## Tasks In Event Organizations

Özkaya A. E., Women's Summit on Rural Development and Sustainability, Workshop Organization, İstanbul, Turkey, Mart 2024

Özkaya A. E., Galatasaray University Faculty of Communication Strategic Communication Management Conferences - VI, Scientific Congress, Turkey, Aralık 2023

Özkaya A. E., International Study Days - Museums: Territorial Imaginaries, Symbolic and Memorial Mediations, Scientific Congress, İstanbul, Turkey, Kasım 2023

Özkaya A. E., New Communication in Election Times: The Rise of Entertainment Culture, Workshop Organization, İstanbul, Turkey, Haziran 2023

## **Metrics**

Publication: 3

## **Non Academic Experience**

Company, Alternatif Bank, Gelişim, İç İletişim ve Kurum Kültürü  
Company, A İletişim Halkla İlişkiler Danışmanlık, Strateji