

BESİME PINAR ÖZDEMİR

Ankara University
Communication Faculty
Department of Public Relations and Advertising
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QUALIFICATIONS

2006, PhD, Communication, Ankara University, Ankara, Turkey

Dissertation: "Globalization and Public Relations: Effects of Globalization on Public Relations Sector in Turkey" (in Turkish)

2001, MA, Public Relations and Advertising, Ankara University, Ankara, Turkey

Dissertation: " Recruitment Processes of Private Banks in Turkey: A Public Relations Focused Research " (in Turkish)

1998, BA, Public Relations and Advertising, Ankara University, Ankara, Turkey

PREVIOUS EMPLOYMENT

2014-...., *Associate Professor*, Department of Public Relations, Ankara University, Ankara, Turkey

2010-2014, *Assistant Professor*, Department of Public Relations and Advertising, Ankara University, Ankara, Turkey

1998-2010, *Research Assistant*, Department of Public Relations and Advertising, Ankara University, Ankara, Turkey

PUBLICATIONS

Books

(2013) *Public Relations History in Turkey: Institutionalization Years 1960-1980* (in Turkish with M. Aktaş Yamanoğlu and S. Gençtürk Hızal), De Ki Publishing House, Ankara, 2013.

(2009) *Globalization, Governance and Public Relations* (in Turkish), İmaj Publishing, Ankara, 2009.

Edited Books

(2013) *Gain of Public Relations: Past Tendencies, Future Orientations* (in Turkish and English with M. Aktaş Yamanoğlu), De Ki Publishing House, Ankara.

(2009) *On Public Relations: Tendencies of an Interdisciplinary Field* (in Turkish with F. Keskin), Dipnot, Ankara.

Peer-Reviewed Journal Articles

(2016) Building a “Modern” and “Western” Image: Miss Turkey Beauty Contests from 1929 to 1933, *Public Relations Review*, Vol. 42, Issue 5, pp. 759-765.

(2014) Tracking Public Relations History in 1960s’ Turkey: The Prevalence and Reflections of Development Discourse (with M. Aktaş Yamanoğlu and S. Gençtürk Hızal), *Public Relations Review*, Vol. 40, Issue 4, pp. 632-638.

(2012) Social Media as a Tool for Online Advocacy Campaigns: Greenpeace Mediterranean’s Anti Genetically Engineered Food Campaign in Turkey, *Global Media Journal - Canadian Edition*, Vol. 5, Issue 2, pp. 23-39.

(2012) Investor Relations on the Internet: Dialogical Communication Capacities of the Top 100 ISEM (IMKB/Istanbul Stock Exchange Market) Companies for Investor Relations in Turkey, *iletişim araştırmaları*, Vol. 3, Issue 8, pp. 111-135.

(2010) An Investigation of Dialogical Communication Capacities of NGO’s Web Sites in Turkey (in Turkish with M. Aktaş Yamanoğlu), *Ankyra: Ankara Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, Vol. 1, Issue 2, pp. 3-36.

(2010) Usage of Websites As a Public Relations Tool to Improve Organizational Effectiveness (in Turkish with M. Aktaş Yamanoğlu), *Verimlilik Dergisi*, Vol. 3, pp. 105-123.

(2010) An Investigation of Situational Crisis Communication Theory Based on Turkish Pharmacists’ Association Case Study (in Turkish with M. Aktaş Yamanoğlu), *Selçuk İletişim Dergisi*, Vol. 6. Issue 3, pp. 123-136.

(2009). Governance and Transformation of Public Relations Notion in Public Sector (in Turkish), *Alternatif Politika*, Vol. 1, Issue 2, pp. 282-299.

Book Chapters

(2018) Social Marketing Campaign by Greenpeace Mediterranean Against Broiler Chicken Consumption, in *Social Marketing and Its Influence on Animal Origin Food Product Consumption*, IGI, Hoboken.

(2017) Investor Relations and Financial Communication in an Emerging Market: Republic of Turkey, in *The Handbook of Financial Communication and Investor Relations*, Wiley Blackwell, Sydney.

- (2014) Turkey (with M. Aktaş Yamanoğlu and S. Gençtürk Hızal), in *Middle Eastern and African Perspectives on the Development of Public Relations*, Palgrave Pilot, London.
- (2013) A PR Way of Thinking About Blogs: A Framework on Corporate Blogging (in Turkish), in *Gain of Public Relations: Past Tendencies, Future Orientations*, De Ki Publishing House, Ankara.
- (2013) History of Public Relations in Turkey Narrated by the Pioneers: The Early Years (with M. Aktaş Yamanoğlu and S. Gençtürk Hızal), in *Researching The Changing Profession of Public Relations*, Peter Lang, Bruxelles.
- (2012) Relationship Marketing to Cosmopolitan Consumers (with M. Aktaş Yamanoğlu), in *Consumer Cosmopolitanism in the Age of Globalization*, Business Expert Press, New York.
- (2009) Public Relations as an Interdisciplinary Field: A Qualitative Analysis on Academic Studies of Public Relations in Turkey (in Turkish with M. Aktaş Yamanoğlu), in *On Public Relations: Tendencies of an Interdisciplinary Field*, Dipnot, Ankara.

Translated Book Chapters

- Wakefield, R. I. (2009). Theory of International Public Relations, the Internet and Activism: A Personal Reflection, in *On Public Relations: Tendencies of an Interdisciplinary Field*, Dipnot, Ankara.
- Burkart, R. (2009). On Jurgen Habermas and Public Relation, in *On Public Relations: Tendencies of an Interdisciplinary Field*, Dipnot, Ankara.

RESEARCH AFFILIATIONS

- 2015, *Post Doctoral Research Fellow*, "Investor Relations as a Public Relations Function: A Comparative Study on UK and Turkey", Awarded by The Scientific and Technological Research Council of Turkey, Department of Media, Bournemouth University.
- 2012-2013, *Research Leader*, "Public Relations History in Turkey from the Narratives of the Founders Project", Awarded by Ankara University Scientific Research Projects Coordination Unit.
- 2012, *Researcher*, "Media Consumption in Turkey and Media Consumer Practices Project", Awarded by Ankara University Scientific Research Projects Coordination Unit.

TEACHING EXPERIENCE

Undergraduate Level (For last 5 years)

- Introduction to Management (Approximately 100 students)
- Case Studies in Public Relations (Approximately 75 students)
- Human Resources Management (Approximately 75 students)
- Introduction to Advertising (Approximately 110 students)

Graduate Level (For last 5 years)

- Public Relations in Public and Private Sector (Approximately 10 students)
- Governance and Public Relations in Public Sector (Approximately 10 students)
- New Communication Technologies and Public Relations (Approximately 5 students)

CONFERENCE PAPERS

- (2016) "Signum authenticum" of women: Herstories in Turkey's Public Relations (M. Aktaş Yamanoğlu and S. Gençtürk Hızal), International History of Public Relations Conference, Bournemouth, UK, 6-7 July.
- (2016) Publicizing the Turkish Independence War: Actors and Institutions, International History of Public Relations Conference, Bournemouth, UK, 6-7 July.
- (2015) Building a "Modern" and "Western" Image: Miss Turkey Beauty Contests from 1929 to 1950, International History of Public Relations Conference, Bournemouth, UK, 8-9 July.
- (2014) Public Relations of Labor Unions in 1960s and 1970s Turkey: An Untold Story, International History of Public Relations Conference, Bournemouth, UK, 2-3 July.
- (2012) Investor Relations on the Internet: Dialogical Communication Capacities of the Top 100 ISEM (IMKB/Istanbul Stock Exchange Market) Companies for Investor Relations in Turkey, Conference on Corporate Communication 2012, New York, USA, 5-8 June.
- (2012) History of Public Relations in Turkey: Narratives of Influential Pioneers (with M. Aktaş Yamanoğlu and S. G. Hızal), Euprera 2012 Congress: Researching The Changing Profession PR, İstanbul, Turkey, 20-22 September.
- (2010) Turkish University Students' Perception of LGBT People: 'We' vs. 'They'" (with İ. Dinçtürk), Association for Cultural Studies 8th Crossroads in Cultural Studies Conference, Hong Kong, 17-21 June.

- (2009) New Trend in Advertising: Zero Budget Advertising Campaigns (in Turkish), Cultural Researches Symposium, Zonguldak, Turkey, 2- 4 July.
- (2009) Governance, New Public Administration and Transforming PR, International Public Relations Symposium, Nicosia, Cyprus, 15-17 April.
- (2007) Governance, New Public Management and Its Impact on Organizational Communication: Turkish Case, Conference on Corporate Communication, Wroxton, UK, 1-4 June.
- (2007) Governance Adventure of a EU Candidate Country: Case of Turkey, Global and Regional Governance: European Perspectives and Beyond Symposium, Wroclaw, Poland, 24-26 May.
- (2005) Bibliometric Analysis of Academic Works in Public Relations Field From 1975 to 2005 (in Turkish with M. Aktaş Yamanoğlu), Communication Research Symposium, Ankara, Turkey, 20-21 October.
- (2004) The Impact Of Globalization On Islamic Popular Culture In Turkey: A Consumer Culture Focused Research On Green Novels (with M. Aktaş Yamanoğlu), Border/Crossings: Culture, Media, Economy 6th International Graduate Conference, Erlangen, Germany, 5-7 November.

FELLOWSHIPS AND GRANTS

- 2015, *Post-Doctoral Research Fellowship*, The Scientific and Technological Research Council of Turkey, £15,000
- 2014, *Conference Attendance Grant*, Ankara University, £500
- 2012, *Conference Attendance Grant*, Ankara University, £500
- 2010, *Conference Attendance Grant*, Ankara University, £500
- 2004, *Conference Attendance Grant*, Ankara University, £500

LANGUAGES

Turkish (Native)

English (Fluent)