

## CV

**1. Name-Surname** : Ezgi Eyüboğlu

**2. Date of Birth** :09.07.1982

**3. Title** :Assist. Prof.

**4. Education** : Ph.D.

<b>Degree</b>	<b>Department</b>	<b>University</b>	<b>Year</b>
<b>B.A</b>	Business Administration	Uludağ University	2004
<b>M.A</b>	Public Relations and Advertising	Anadolu University	2008
<b>Ph.D.</b>	Public Relations and Advertising	Anadolu University	2014

### 5. Academic Titles

Research Assistant (2009- 2014). Maltepe University, Communication Faculty, Public Relations and Publicity Department.

Assistant Professor. (2014- ). Maltepe University, Communication Faculty, Public Relations and Publicity Department.

### 6. Publications

#### 6.1. International conference papers published in conference proceedings:

Alan, Aygül ve Eyüboğlu, Ezgi. “Generation Y Consumers In Turkey: Are They Really Social Media Nerds or Pretend to Be?”. **11<sup>th</sup> International Marketing Trends Conference Venice. Jan 19th-21st 2012.**

Eyüboğlu, Ezgi. “Augmented Reality As An Exciting Online Experience: Is It Really Beneficial For Brands?”. **The 4th International Conference on Social Sciences. İzmir (7-8 October, 2011).**

#### 6.3. Books and book chapters published nationally

Eyüboğlu, Ezgi. (2012). Markalar Sosyalleşiyor Ama Nasıl?. Markaloji (Ed: Demir, O. F). İstanbul:Giza Yayıncılık.

#### **6.4. Books and Chapters Published Internationally**

Eyübođlu, Ezgi. (2014). Turkey. Encyclopedia of Health Communication. (Ed: Thompson, T.). Sage Publications.

#### **6.5. Administrative Duties**

Marketing Communication Postgraduate Programme Advisor

#### **6.6. Honors, Awards, and Scholarships**

TUBITAK Research Fellowship Program For International Researchers (2013), Lugano University Communication and Health Institute, Switzerland.

Erasmus Student Exchange Scholarship (2005), Buskerud University College, Norway.