

PROF. DR. FİLİZ OTAY DEMİR

Department of Public Relations and Publicity

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Communication Faculty A 402

Education:

Degree	Department	University	Year
BA	Public Administration	Selçuk University	1993
MA	Management Sciences	Selçuk University	1995
PhD	Advertising and Public Relations	Anadolu University	2003

Academic Positions:

	Field	University	Year
Assistant Professor	Public Relations and Publicity	Maltepe University	2004-2010
Associate Professor	Public Relations and Publicity	Maltepe University	2010-2015
Professor	Public Relations and Publicity	Maltepe University	2015-

Theses Supervised:

- Master Thesis:

- *“The Reflection of Changing Images of Man in Advertisement at Consumer Society”, Seda Erel, Master Thesis, Maltepe University, Institute of Social Sciences, Radio, TV and Cinema Masters’ Program, Istanbul, 2007.*
- *“In Postmodern Context Individual and Brand Relationships: In Movies Starbucks Coffee’s Consumers’ Identity Analysis”, Dilge Kodak, Master Thesis, Maltepe University, Institute of Social Sciences, Marketing Communication Masters’ Program, Istanbul, 2011.*

- PhD Thesis:

- *“In Accordance with Brand Personality, Storytelling in TV Commercials Based on the Brand Archetype Approach”, Erhan Ayberk, Doctoral Thesis, Maltepe University, Institute of Social Sciences, Communication Sciences Doctorate Program, Istanbul, 2014.*
- *“Producer, Consumer, Conceptual Brand Relations in the Context of Consumption Culture and Simulated Living Spaces” Hilal Kılıç, Doctoral Thesis, Maltepe University, Institute of Social Sciences, Communication Sciences Doctorate Program, Istanbul, 2014 .*
- *“Cultural Factors in Customer Relationship Management and an Application in the Field of Health”, Ahsen Yalın, Doctoral Thesis, Maltepe University, Institute of Social Sciences, Communication Sciences Doctorate Program, Istanbul, 2014.*
- *“A Research on the Perception of Luxury Consumption and Luxury drove Consumer Behaviour”. Saba Gamze Oral, Doctoral Thesis, Maltepe University, Institute of Social Sciences, Communication Sciences Doctorate Program, Istanbul, 2014.*

Publications:

- Articles published in internationally refereed journals:

- *“Student-Centered Volunteering in the University System: The Case of CCE at Oregon State University”, (Filiz Otay Demir; Sunil Khanna & Emily Bowling) Journal of Educational and Social Research, Vol. 5, No: 1, 2015, pp. 103-112.*
- *“Talk's about the Saving Discourse of 'Türkiye İş Bankası' at Consumer Society: A Rebellion against Mainstream or a Nostalgic Branding?”, (Filiz Otay Demir & Meltem Çiçek) Mediterranean Journal of Social Science, Vol. 6, No: 1, 2015, pp. 443-452.*

- “Marketing Communication Analysis in the Websites Belonging to the First 500 and the Second 500 Greatest Industrial Institutions of Turkey”, *The Review of Social, Economic and Business Studies*, 7/8, pp.83-99.
- “Strategies of Crisis Management and Crisis Communication”, *The Review of Social, Economic and Business Studies*, 10/11, Fall 2008-2009.
- “The World Wide Web as Media for Public Relations: The Case Study of Organizations Use of the Internet in Turkey” (Filiz Otay Demir & Yalçın Kırdar), *The Review of Social, Economic and Business Studies*, 7/8, pp.135-150.
- “Consumer Relations Management: CRM” (Filiz Otay Demir & Yalçın Kırdar), *The Review of Social, Economic and Business Studies*, 7/8, pp.293-308.
- “Personality Metaphor at Corporate Reputation Measurement”, *The Review of Social, Economic and Business Studies*, 9/10, pp.247-262.

- Papers presented at the international scientific meetings /published in proceedings books:

- “Indirect Integration of Social Responsibility into Communication Education”, *Enabling Responsibility Living PERL’s International Conference*, Istanbul, Turkey March 14-15, 2011.
- “Sport Sponsorships in Global Growth Strategy: The Case of Turkish Airlines”, (Filiz Otay Demir & Şaban Kızıldağ) *10th International Marketing Trends Conference*, Paris, France, January 20-22, 2011.
- “The Reflection of The East-West Dichotomy on Turkish Public Diplomacy: The Case of Davos Summit”, (Filiz Otay Demir & Burcu Kaya Erdem) *17th International Public Relations Research Symposium, BledCom*, Bled, Slovenia, July 2-3, 2010.
- “Define the Children as an ‘Actor’: Children-Centered Social Responsibility Approaches” *4th International Children and Communication Congress “Children under Risk”* Istanbul University, Istanbul, 22-24 October 2007.
- “Tobacco Industry, Social Responsibility and Internal Conflict”, *5th International Symposium Communication in the Millennium*, Indiana University, Bloomington, Indiana, USA, May 16-18, 2007.
- “Internet as Crisis Communication Tool: Avian Influence (Bird Flu) Crisis Case” (Filiz Otay Demir & Yalçın Kırdar). *I. International Communication Symposium, “Globalization and New Media Politics”* Girne Amerikan University, Girne, KKTC, 4 – 5 May, 2006.

- “An Alternative Model for Measuring PR Effectiveness”, 8th International Public Relations Research Conference, Best Western South Miami, South Miami, FL, USA, March 10-March 13, 2005.
- “The Applications and Points of View of Public Relations Agencies and Their Clients on Effectiveness Measurement in Public Relations: A Corporative Analysis”, 7th International Public Relations Research Conference, Best Western South Miami, South Miami, FL, USA, March 11-March 14, 2004.

- Books and book chapters published by an international publication house:

-Editors of Books

- Mystical Marketing, (ed. Assoc.Prof.Dr. Filiz Otay Demir) MediaCat Publishing, Istanbul, 2011.
- Brand-logy Everything about Brand (ed. Assoc.Prof.Dr. Filiz Otay Demir) Giza Publishing, Istanbul, 2012.
- SADE/CE Essays on Consumption Phenomenon (ed. Prof.Dr. Filiz Otay Demir) Remzi Kitabevi, Istanbul, 2015.

-Book Chapters

- Modern Fairy Tales: Symbolic Consumption and Constructing Identity”, SADE/CE Essays on Consumption Phenomenon (pp. 55-69) (ed. Prof.Dr. Filiz Otay Demir) Remzi Kitabevi, Istanbul, 2015.
- “Phenomena of Brand”, Brand-logy: Everything about Brand (ed. Assoc.Prof.Dr. Filiz Otay Demir) (pp. 45-66) Mavna Publishing, Istanbul, 2012.
- “Measurement and Evaluation at Public Relations”. Practices and Cases of Public Relations, Unit 8, (pp. 111-126) Anadolu University Publication No: 1383, Open Education Faculty Publication, No: 750, 2002.
- “Settlements and Functions of PR Department”, PR Management, Third Section, (pp. 56-86) Anadolu University Publication, Open Education Faculty Publication, 2012.
- “PR and Management”, PR Management, First Section, (pp. 2-26) Anadolu University Publication, Open Education Faculty Publication, 2012.

- Articles published in national refereed journals:

- “Conflicts of Consumers’ Actual and Ideal Self-Image Cases of Dove of Real Beauty Campaign and self-Esteem Programme” (Filiz Otay Demir & Dilge Kodak), Journal of Istanbul University Communication Faculty, Number: 43, pp.55-75 (2012)
- “Charity Marketing”, Journal of Marketing Communication, Fall 2011/04, pp.48-51.
- “Measurement of Performance at Public Relations”, Kurgu, Anadolu University, Number.19, pp.187-198.
- “Marketing Communication Analysis in the Websites Belonging to the First 500 and the Second 500 Greatest Industrial Institutions of Turkey”, The Review of Social, Economic and Business Studies, 7/8, pp.83-99.
- “Strategies of Crisis Management and Crisis Communication”, The Review of Social, Economic and Business Studies, 10/11, Fall 2008-2009.
- “Reflection of the Country Origin to Brand Identity: The Case of IKEA”, Journal of Istanbul University Communication Faculty, Number. 28.
- “Internet as Crisis Communication Tool: Avian Influence (Bird Flu) Crisis Case” Journal of Istanbul University Communication Faculty, Number. 29
- “Brand Community at Brand Socialization: A Case of Harley Owners Group Turkey” Journal of Istanbul University Communication Faculty, Number: 32, pp. 115-128 (2008).
- “Nostalgic Play of Marketing: Retro Branding”, Journal of Istanbul University Communication Faculty, Number: 33, pp.43-54 (2008)
- “Feminization of the Corporate ‘Social Responsibility’ (CSR) in Turkey” (Filiz Otay Demir & Nazan Haydari Pakkan,) Journal of Marmara Communication, 15, pp.135-149 (2009).

Projects:

-International Mobility

- Erasmus Training Programme, Diabetes UK London Office, 20-24 June 2011, (Guest: Assoc.Prof.Dr.Filiz Otay Demir), London, England.
- Erasmus Teaching Programme, Rotterdam University Hogeschool, 19-23 March 2012, (Guest Teacher: Assoc.Prof.Dr. Filiz Otay Demir), Rotterdam, Holland.

- Erasmus Training Programme, London South Bank University, Master Programme of Management in Civil Society, 26-30 November 2012, (Guest: Assoc.Prof.Dr.Filiz Otay Demir), London, England.
- Erasmus Teaching Programme, Escola d'Art i Superior de Disseny Serra i Abella, 3-7 June 2013, (Guest Teacher: Assoc.Prof.Dr. Filiz Otay Demir), Barcelona, Spain.
- Erasmus Training Programme, Leeds Metropolitan University, Center for Public Relations Studies, 12-16 May 2014, (Guest: Assoc.Prof.Dr.Filiz Otay Demir), Leeds, England.
- Erasmus Training Programme, Stockholm University Business School, 10-13 May 2015, (Guest: Prof.Dr.Filiz Otay Demir), Stockholm, Sweden.
- Erasmus Programme, Malmö University Faculty of Technology and Sociology, 8-10 May 2017, (Guest: Prof.Dr.Filiz Otay Demir), Malmö, Sweden.

-Visiting Scholar in Abroad

- TÜBİTAK – Visiting Research Scholar, Oregon State University, College of Public Health and Humane Sciences, June-August 2014, Corvallis, Oregon, USA.

-Other Activities and Seminars

- Marmara University Communication Faculty, “Workshop of Evolution of PR at Digital Reality”, 24-25 April 2017 (Speaker: Filiz Otay Demir) “Interdisciplinary Approach at PR Education”, 24 April 2017.
- T.C. Ministry of Health, Workshop of Health Communication, 24-25 November 2011, Ankara, Turkey.
- Istanbul Metropolitan Municipality, First Research Conference of Istanbul Tourism Master Plan, (Moderator: Filiz Otay Demir) 26-27 October 2011, Istanbul.
- Istanbul Metropolitan Municipality, Second Research Conference of Istanbul Tourism Master Plan, (Moderator: Filiz Otay Demir) 9-10 June 2012, Sapanca, Sakarya.
- Boğaziçi University, Seminars of Professional PR and Communication, 22 March – 1 April 2010, (Speaker: Filiz Otay Demir) “Basic Concepts on PR; Step by Step to PR”, 22 March 2010.

Administrative Positions:

- Dean, Faculty of Communication, Maltepe Univ. (2016 -present)
- Head of Public Relations and Publicity Department, Faculty of Communication, Maltepe Univ. (2007 - 2016)
- Head of Marketing Communication Master Program, Institute of Social Sciences, Maltepe Univ. (2007 - present)
- Head of Public Relations and Publicity Doctorate Program. Institute of Social Sciences, Maltepe Univ. (2012 - present)
- Erasmus Coordinator of Communication Faculty, Maltepe University (2011-2012)
- Senator of Communication Faculty at Maltepe University's Senate, Maltepe Univ. (2010 - 2012)

BA, MA and PhD Courses (Last two years):

	Code and Name of the Course	Hours	
		Theory	Practice
2016-2017 Fall Term	HİT 301 Public Relations Campaigns	1	2
	HİT 405 Final Project 1	2	6
	HİT 613 Philosophy of Consumption (PhD)	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2016-2017 Spring Term	HİT 221 Strategies of Brand Communication	1	2
	HİT 361 Measurement and Evaluation at PR	1	2
	HİT 406 Final Project 2	2	6
	HİT 620 Management of Brand Communication (PhD)	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Fall Term	HİT 301 Public Relations Campaigns	1	2
	HİT 405 Final Project 1	2	6
	PRP 217 Brand Communication Strategies	3	0
	HİT 613 Philosophy of Consumption (PhD)	3	0

	Code and Name of the Course	Hours	
		Theory	Practice
2015-2016 Spring Term	HİT 221 Strategies of Brand Communication	1	2
	HİT 361 Measurement and Evaluation at PR	2	6
	HİT 406 Final Project 2	1	2

	HIT 620 Management of Brand Communication (PhD)	3	0
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