

**Name - Surname:** Filiz Otay DEMİR

**Title:** Assoc. Prof. Dr.

**Degrees:**

<b>Degree</b>	<b>Major</b>	<b>University</b>	<b>Year</b>
Undergraduate	Public Administration	Selçuk University	1993
Graduate	Management Sciences	Selçuk University	1995
Doctorate (PhD)	Advertising and Public Relations	Anadolu University	2003

### **Education**

#### **Doctorate (PhD)**

Anadolu University. Institute of Social Sciences. Department of Advertising and Public Relations. Thesis: Measurement and Evaluation at Public Relations.

#### **Master Degree**

Selçuk University. Institute of Social Sciences. Department of Management Sciences. Thesis: Evaluation of TV News within the Public Relations Framework.

Selçuk University. Faculty of Economy and Administrative Sciences. Department of Public Administration.

### **Professional Academic Experience**

Maltepe University. Communication Faculty. (Assoc. Prof. Dr.) 2010 -

Maltepe University. Communication Faculty. (Asst. Prof. Dr.) 2004-2010

Anadolu University. Communication Faculty. (Research Asst.) 1998-2003.

Selçuk University. Communication Faculty. (Research Asst.) 1994-1998.

### **Administrative Task**

Maltepe University. Head of Public Relations and Publicity Department, Faculty of Communication. (2007 - )

Maltepe University. Head of Marketing Communication Master Program, Institute of Social Sciences. (2007 - )

Maltepe University. Head of Public Relations and Publicity Doctorate Program, Institute of Social Sciences. (2012 - )

Senator of Communication Faculty at Maltepe University's Senate. (2010 - 2012 )

### **Fields of Research and Work**

Brand communication strategies, public relations, marketing communications, volunteering and social responsibility.

## Courses

**Courses of PhD Program of PR and Publicity:** Strategic Marketing Communication; Philosophy of Consumption; Management of Brand Communication.

**Courses of Master Degree of Marketing Communication:** Strategic Brand Management; Post Modern Marketing.

**Courses of Undergraduate Programme of PR and Publicity:** Brand Communications' Strategies; PR Campaigns; Introduction to PR; Measurement and Evaluation at PR, Final Projects.

**Courses which are in English of Undergraduate Programme** Mysticism and Marketing; Marketing Communication; Brand Communication Strategies; PR Campaigns.

## Publications

### **Articles published in referred Internationals Journals**

1. "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.
2. "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.

### **Articles published in referred national journals**

1. "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)
2. "Charity Marketing", **Journal of Marketing Communication**, Fall 2011/04, pp.48-51.
3. "Measurement of Performance at Public Relations", **Kurgu**, Anadolu University, Number.19, pp.187-198.
4. "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.
5. "Strategies of Crisis Management and Crisis Communication", **The Review of Social**,

**Economic and Business Studies**, 10/11, Fall 2008-2009.

6. "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.
7. "Consumer Relations Management: CRM" (Filiz Otay Demir & Yalçın Kırdar), **The Review of Social, Economic and Business Studies**, 7/8, pp.293-308.
8. "Personality Metaphor at Corporate Reputation Measurement", **The Review of Social, Economic and Business Studies**, 9/10, pp.247-262.
9. "Reflection of the Country Origin to Brand Identity: The Case of IKEA", **Journal of Istanbul University Communication Faculty**, Number. 28.
10. "Internet as Crisis Communication Tool: Avian Influence (Bird Flu) Crisis Case" **Journal of Istanbul University Communication Faculty**, Number. 29
11. "Brand Community at Brand Socialization: A Case of Harley Owners Group Turkey" **Journal of Istanbul University Communication Faculty**, Number: 32, pp. 115-128 (2008).
12. "Nostalgic Play of Marketing: Retro Branding", **Journal of Istanbul University Communication Faculty**, Number: 33, pp.43-54 (2008)
13. "Feminization of the Corporate 'Social Responsibility' (CSR) in Turkey" (Filiz Otay Demir & Nazan Haydari Pakkan,) **Journal of Marmara Communication**, 15, pp.135-149 (2009).

#### **Papers presented at International conferences and published in the proceedings**

1. "Indirect Integration of Social Responsibility into Communication Education", **Enabling Responsibility Living PERL's International Conference**, *Intanbul, Turkey* March 14-15, 2011.
2. "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.
3. "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.
4. "Define the Children as an 'Actor': Children-Centered Social Responsibility Approaches" **4<sup>th</sup> International Children and Communication Congress "Children**

**under Risk**" Istanbul University, Istanbul, 22-24 October 2007.

5. "Tobacco Industry, Social Responsibility and Internal Conflict", **5<sup>th</sup> International Symposium Communication in the Millennium**, *Indiana University, Bloomington, Indiana, USA*, May 16-18, 2007.
6. "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.
7. "An Alternative Model for Measuring PR Effectiveness", **8<sup>th</sup> International Public Relations Research Conference**, *Best Western South Miami, South Miami, FL, USA*, March 10-March 13, 2005.
8. "The Applications and Points of View of Public Relations Agencies and Their Clients on Effectiveness Measurement in Public Relations: A Corporative Analysis", **7<sup>th</sup> International Public Relations Research Conference**, *Best Western South Miami, South Miami, FL, USA*, March 11-March 14, 2004.

### **Editors of Books**

1. **Mystical Marketing**, (ed. Assoc.Prof.Dr. Filiz Otay Demir) *MediaCat Publishing*, Istanbul, 2011.
2. **Brand-logy everything about Brand** (ed. Assoc.Prof.Dr. Filiz Otay Demir) *Giza Publishing*, Istanbul, 2012.

### **Book Chapters**

1. "Phenomena of Brand", **Brand-logy: Everything about Brand** (ed. Assoc.Prof.Dr. Filiz Otay Demir) (pp. 45-66) *Mavna Publishing*, Istanbul, 2012.
2. "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.
3. "Settlements and Functions of PR Department", **PR Management**, Third Section, (pp. 56-86) *Anadolu University Publication*, Open Education Faculty Publication, 2012.
4. "PR and Management", **PR Management**, First Section, (pp. 2-26) *Anadolu University Publication*, Open Education Faculty Publication, 2012.

## Other Publications

1. "Turkish Style Brands", Business Column, Business Column  
<http://www.kadinlararasi.com>
2. "Metro Sexuality", Business Column, Business Column <http://www.kadinlararasi.com>
3. "I wonder if IKEA export Swinishness?", Business Column  
<http://www.kadinlararasi.com>
4. "CRM: As a Differentiate Strategy", Business Column, <http://www.kadinlararasi.com>
5. "Hand Made", Business Column, Business Column <http://www.kadinlararasi.com>
6. "Girls Night Out", Business Column <http://www.kadinlararasi.com>
7. "Future Consumers", Business Column, <http://www.kadinlararasi.com>

## Teaching & Training in Abroad

1. Erasmus Training Programme, **Diabetes UK London Office**, 20-24 June 2011, (Guest: Assoc.Prof.Dr.Filiz Otay Demir), London, England.
2. Erasmus Teaching Programme, **Rotterdam University Hogeschool**, 19-23 March 2012, (Guest Teacher: Assoc.Prof.Dr. Filiz Otay Demir), Rotterdam, Holland.
3. 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.
4. 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.
5. Erasmus Training Programme, **Leeds Metropolitan University**, Center for Public Relations Studies, 12-16 May 2014, (Guest: Assoc.Prof.Dr.Filiz Otay Demir), Leeds, England.

## Visiting Scholar in Abroad

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

## Other Activities and Seminars

1. T.C. Ministry of Health, **Workshop of Health Communication**, 24-25 November 2011, Ankara, Turkey.
2. Istanbul Metropolitan Municipality, **First Research Conference of Istanbul Tourism Master Plan**, (Moderator) 26-27 October 2011, Istanbul.
3. Istanbul Metropolitan Municipality, **Second Research Conference of Istanbul Tourism Master Plan**, (Co-Moderator) 9-10 June 2012, Sapanca, Sakarya.
4. "Basic Concepts on PR; Step by Step to PR", Seminars of Professional PR and Communication, **Boğaziçi University**, 22 March – 1 April 2010, 22 March 2010.

## Thesis Advisors

### Master Thesis

1. "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.
2. "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.

### Doctoral Thesis

1. "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.
2. "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 .
3. "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.
4. "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.