

**Şenay Yavuz Görkem**  
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**PhD Degree:** Istanbul University, Public Relations and Publicity, 2013

**Thesis:** Corporate Communication in Theory and Practice

**MA Degree:** Marmara University, English Language Teaching, 2005

**Thesis:** Socio-Demographic and Institutional Predictors of Variations in English as a Foreign Language Teachers' Efficacy Perceptions

**BA Degree:** Hacettepe University, English Language Teaching, 1999

**Thesis:** The Relationship between Reading Strategies and Effective Reading Comprehension

### **Books**

2014 Kuram ve Uygulamada Kurumsal İletişim [Corporate Communication in Theory and Practice], Üniversiteli Kitabevi, İstanbul.

### **Book Chapters**

2016 Aktivizm Toplumsal Değişimin Yeni Yüzü, Nuray Yılmaz Sert (ed.), Dijital Aktivizm: Kapsam, Sınırlılıklar, Ölçümleme [Digital Activism: Scope, Limitations, Measurement], 177-209, Değişim Yayınevi, İstanbul

### **Articles in Social Sciences Citation Index**

2015 The Only Thing Not Known How to Be Dealt With: Political Humor as a Weapon During Gezi Park Protests, **Humor: International Journal of Humor Research**. 28(4):583-609.

### **Research Reports in Social Sciences Citation Index**

2014 Corporate Communication in Large Scale Organizations in Turkey: Structure and Responsibilities, **Public Relations Review**. 40(5): 859-861.

### **Articles in Refereed International Journals**

2016 By the Power of SNS, We Can...And Yet...Activism Through SNS: Potential and Limitations in Turkey. **The Turkish Online Journal of Design Art and Communication**, 6(2), 230-243.

- 2016 Corporate Communication in Large-Scale Organizations in Turkey: Do They Match Corporate Communication Theory, **Near East University Journal of Social Sciences**, 9(1), 141-167.
- 2013 Associations between Teacher-Student Interpersonal Behaviors and Student Stress in English Language Classes. **International Journal of Innovative Interdisciplinary Research**. 2(12): 64-71. (with S. Çeçen and H. Serdar Tülüce).
- 2007 Socio-Demographic Predictors of EFL Teacher Efficacy. **Journal of Language & Linguistic Studies**. 3(2): 304-324.

#### **Articles in Refereed National Journals**

- 2010 The Effects of Corporate Social Responsibility on Corporate Image and Purchase Decision, **Selçuk University, Journal of Communication**. 6 (3): 100-110.
- 2010 Exploring Students' Attributions for Their Successes and Failures in English Language Learning, **Hasan Ali Yücel Journal of Education**.7(2): 75-89. (with S. Besimoğlu and H. Serdar)
- 2009 Green Public Relations and Persuasion, **Istanbul University Journal of Communication**. 37:137-152.

#### **Proceedings in Congresses and Symposiums**

- 2014 Organizational Climate and Job Satisfaction at Academic Institutions, 1st International Communication Science and Media Studies Congress, Kocaeli University, Proceedings 1, 511-523.
- 2009 International Public Relations: Examples of Japan, Brazil and Sweden, International Symposium on Public Relations, International Cyprus University, Nicosia, TRNC, 97-109

#### **Workshops (As the speaker)**

- 2006 Why and How Do We Differ: Teacher Efficacy in Public & Private Universities, Maltepe University
- 2005 Grammaticalized Lexis or Lexicalized Grammar, ELT Seminar, Naval School
- 2004 Lexical Approach, ELT Conference, Bodrum Marmara High School

### **In-Service Trainings (As the speaker)**

- 2007 Watching Yourself on the Video: The First Step to Reflective Teaching, , Maltepe University
- 2004 A Practical Look at the Lexical Approach, Maltepe University

### **Projects**

- 2008 ‘Because My Name is Woman’ European Union Education and Youth Programs, Action 1.1 Youth Exchange Project, Coordination and Publicity

### **Certificates**

- 2010 First Certificate for Teachers of Business English (Distinction), London Chamber of Commerce and Industry
- 2007 Longman International Teacher Training Courses, From Teaching to Training
- 2004 Sabancı University, Regional Writing Seminar
- 2002 Longman International Teacher Training Courses, Writing about Writing

### **Work Experience**

- 2015- Assistant Professor, Maltepe University, Vocational School

1999-2014 Lecturer, Maltepe University, School of Foreign Languages

2008-2012 Testing and Material Development Officer, Maltepe University,  
School of Foreign Languages

2013- Lecturer, Maltepe University, Faculty of Communications, Public  
Relations and Publicity Department (English)  
Communication Theories  
Customer Relationship Management  
Sponsorship  
Media Planning and  
PR Writing Courses

February 2008-June 2008 Boğaziçi University, Faculty of Education, Research Methods  
Course