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Education Information

Doctorate, Istanbul University, Communication Faculty, Public Relations And Publicity Department, Turkey 2023 - Continues

Postgraduate, Istanbul University, Sosyal Bilimler Enstitüsü, Halkla İlişkiler Ve Tanıtım (YI) (Tezli), Turkey 2020 - 2023

Undergraduate, Anadolu University, İletişim Bilimleri Fakültesi, Halkla İlişkiler Ve Reklamcılık Bölümü, Turkey 2015 - 2020

Certificates, Courses and Trainings

Quality Management, İLAD 3. Öğrenci Değerlendirici Eğitimi Çalıştayı, İLAD, 2023

Dissertations

Postgraduate, Public relations in the post-truth age: An evaluation of public relations practices from the perspective of practitioners, Istanbul University, Communication Faculty, Public Relations And Publicity Department, 2023

Research Areas

Public Relations, Advertising and Acquaint

Articles Published in Other Journals

- Examining the Approaches of Public Broadcasting Organizations to the Israeli-Palestinian Conflict in the Context of Framing Theory: The Case of G7 Countries, Russia, and Türkiye**
Ergen E.
İletişim Kuram ve Araştırma Dergisi, vol.67, pp.75-95, 2024 (Peer-Reviewed Journal)
- The Use of the Personal Data Collected Through Digital Footprints by Corporations in Understanding the Target Audience: An Analysis on Dot-com Companies**
Savaş S., Ergen E.
İstanbul Gelişim Üniversitesi Sosyal Bilimler Dergisi, vol.10, no.2, pp.668-689, 2023 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **WIKIPEDIA IN THE PERSPECTIVE OF ONLINE REPUTATION MANAGEMENT AND PUBLIC RELATIONS**
Ergen E.
in: DİJİTAL İLETİŞİM, Sezgin Savaş, Esra Tunçay, Editor, Nobel Yayınevi, Ankara, pp.55-77, 2023
- II. **SPONSORSHIP AND SUSTAINABILITY COMMUNICATION AS A MANAGEMENT TOOL OF CORPORATE REPUTATION: ARÇELİK #DÜNYAİYİLEŞTİRME TURU EXAMPLE**
Boyacı Yıldırım M., Ergen E.
in: Sürdürülebilirlik Bağlamında Bütünleşik Pazarlama İletişimi, Hilal Kılıç, Editor, Kriter Yayınevi, İstanbul, pp.59-96, 2023

Refereed Congress / Symposium Publications in Proceedings

- I. **An Analysis on New Political Figures Based on Comedy and Performance in the Context of Political Communication**
Erol D., Ergen E.
Yeni Yüzyıl'da İletişim Kongresi, İstanbul, Turkey, 09 June 2022, pp.40