

# ÖZGEÇMİŞ

Doç. Dr. Serra İnci Çelebi

## Öğrenim

- 2018 **ILAD Accrediation Workshop Certificate**, Eastern Mediterranean University, Cyprus
- 2015 **Advanced Certificate in Digital Marketing and Social Media**  
London School of Business and Finance, UK
- 2015 **NVivo Course**  
Istanbul, Turkey
- 2014 **Certificate for Internationalized Course Design**  
Ohio State University, UCAT, USA  
<http://ucat.osu.edu/participate/course-design-institutes>
- 2014 **Certificate of Recognition for Global Glance Program**  
Ohio State University, USA.
- 2013 **Certificate for The Eighth Annual International Scholar Research Exposition**  
Self-schema Matching as a Means to Persuade: Conscientiousness  
Ohio State University, Department of Psychology, USA  
<http://oia.osu.edu/scholar-research-exposition/research-summaries-2013.html>
- 2011 **KPDS**, Certificate for English  
YÖK, Turkey
- 2011 **Certificate of TOEFL ibt**
- 2009 **European Union Grant Programs and Management of Project Cycle**,  
European Union Center of Yasar University, Turkey
- 2008 **Ph.D.**, Public Relations and Advertising  
Eastern Mediterranean University, Cyprus
- 2001 **Certificate of Microsoft Powerpoint and Access**  
Elite College, UK
- 2000 **First Certificate in English**  
University of Cambridge, UK
- 2000 **Certificate of Granada & Compass Food & Safety**

	Medirest Healthcare, UK
2000	<b>Certificate of Advanced Level in English</b> London Study Centre, UK
1999	<b>M.A., Public Relations and Publicity</b> Ege University, Turkey
1998	<b>Diploma in Marketing</b> Cavendish College, UK
1997	<b>Certificate of Translation</b> Ege University, Turkey
1997	<b>Certificate of Upper Intermediate Level in English</b> Angloschool, UK
1995	<b>B.A., Public Relations and Publicity</b> Ege University, Turkey
1995	<b>Certificate of Microsoft Word &amp; Excel,</b> AK-SER Computer Education Center, Turkey

### **Yüksek Lisans Tezi ve Tez Danışmanı**

Tez Başlığı: Pazarlama Yönelimli Halkla İlişkiler ve Bütünleşik Pazarlama İçindeki Rolü

Tez Danışmanı: Yrd. Doç. Dr. Füsun Kocabaş

### **Doktora Tezi ve Tez Danışmanı**

Tez Başlığı: A Study of Source Credibility and Elaboration Likelihood of Advertising vs. Publicity for New FMCGs in Turkey

Tez Danışmanı: Yrd. Doç. Dr. Baruck Opiyo

### **Görevler**

Doç. Dr. Girne Amerikan Üniversitesi	2018 Bahar- _____
Doç. Dr. Yaşar Üniversitesi	2012-2016
Doç. Dr. Ohio State University (visiting scholar)	2013-2014
Yrd. Doç. Dr. Yaşar Üniversitesi	2009-2012
Öğr. Gör. Dr. Yaşar Üniversitesi	2008-2009

Öğr. Gör. Doğu Akdeniz Üniversitesi	2005-2007
Okutman Doğu Akdeniz Üniversitesi	2001 Bahar-2005

### **Diğer:**

Medirest, Compass Group	1999-2001
AK-SER Bilgisayar	1994-1995
Ajans Akademi	1991-1992

### **Bilimsel ve Akademik Faaliyetler**

#### **Uluslararası hakemli dergilerde yayımlanan makaleler**

Çelebi, S. İ. (2016). Distance Learning Evolution of Yaşar University: Engaging Learners & Issues. *International Journal of Arts & Sciences*, 7 (5), 189-204.

Çelebi, S. İ. (2016). Media Complementary or Media Displacement?: An Investigation of Digital and Traditional Media Usage for Obtaining Daily News among Young Adults. *Anadolu University Journal of Social Sciences*, 15 (4), 73-84.

Çelebi, S. İ. (2016). Digitalized youth, knowledge gap, and digital divide: A study on youngsters' media use for obtaining daily news. *Selçuk İletişim*, 9 (2): 159-173. DOI: 10.18094/si.17886

Çelebi, S. İ. (2015). How Do Motives Affect Attitudes and Behaviors toward Internet Advertising and Facebook Advertising? *Computers in Human Behavior*, 51, 312–324. DOI: 10.1016/j.chb.2015.05.011

Çelebi, S. İ. (2015). The Investigation of Social Communication Apprehension and Motives for Social Network Sites Usage. *Akdeniz İletişim - Akdeniz Üniversitesi İletişim Fakültesi Dergisi*, 23, 115-134, ISSN 1304 3846.

Çelebi, S. İ. (2013). Turkish female and male consumer's shopping attitudes and behaviors. *International Journal of Business and Management Studies*, 2 (1), 63–74. Available at: <http://universitypublications.net/ijbms/0201/pdf/RHS153.pdf>

Çelebi, S. İ. (2012). Customer satisfaction and store choice: The comparison of textile & apparel stores and cosmetics & personal care products stores in Turkey. *International Journal of Arts & Sciences*, 5 (1), 331-342. Available at: <http://www.universitypublications.net/ijas/0501/html/toc.html>

Çelebi, S. İ. (2012). The investigation of involvement and credibility across five leading media for receiving news and advertising. *International Journal of Arts & Sciences*, 5 (1), 507-517. Available at: <http://www.universitypublications.net/ijas/0501/html/toc.html>

Çelebi, S. İ. (2012). An exploratory investigation of public relations education and profession through the lenses of undergraduate PR students. *Public Relations Journal*, 6 (3) Available at: <http://www.prsa.org/Intelligence/PRJournal/Archives/>

Çelebi, S. İ. (2011). The effects of the mass media and demographics on pre-purchase, purchase and post-purchase activities, *Analysis & Metaphysics*, 10, 67-80.

Çelebi, S. İ. (2010). One route to attitude change: Peripheral and central route combined by the subjects in a study of the ELM and source credibility, *International Journal of Arts & Sciences*, 3 (13), 293-312. CD-ROM. ISSN: 1944-6934.

Çelebi, S. İ. (2009). Agency and client practitioners' perceptions and practices of IMC. *Journal of Yasar University*, 4 (14), 2205-2236. Available at: [http://joy.yasar.edu.tr/makale/no14\\_vol4/07-celebi.pdf](http://joy.yasar.edu.tr/makale/no14_vol4/07-celebi.pdf)

Çelebi, S. İ. (2009). The importance of the truth effect and source credibility for New FMCGs advertising. *Journal of Yasar University*, 4 (13), 1021-1045. Available at: [http://joy.yasar.edu.tr/makale/no13\\_vol4/07\\_celebi\\_.pdf](http://joy.yasar.edu.tr/makale/no13_vol4/07_celebi_.pdf)

Çelebi, S. İ. (2007). The credibility of advertising vs. publicity for new FMCGs in Turkey. *Corporate Communications: An International Journal*, 12 (2), 161-176.

#### **Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında (*Proceedings*) basılan bildiriler**

Çelebi, S. İ. (2016, 31<sup>st</sup> January-4<sup>th</sup> February). Distance Learning Evolution of Yaşar University: Engaging Learners & Issues. *International Journal of Arts & Sciences Conferences*, Al Ain, the UAE.

Çelebi, S. İ. (2015, April 16-17). Web 1.0 to Web 2.0 Results in More Dialogic Communication?: Dialogic communication of Fortune 500 Turkey Web sites. *Proceedings of the 20th International Conference on Corporate and Marketing Communications Excellence in Corporate and Marketing Communications: Present and Future Challenges*. Izmir University of Economics, Izmir, Turkey, 154-167.

Çelebi, S. İ. (2013, 17-21 June). The importance of internet based searching, studying, and activities among undergraduates. *International Journal of Arts & Sciences Conferences*, Bad Hofgastein, Austria.

Çelebi, S. İ. (2012, 2-7 December). Turkish female and male consumer's shopping attitudes and behaviors. *International Journal of Arts & Sciences Conferences*, Gottenheim, Germany.

Çelebi, S. İ. (2012, 26-29 June). Customer satisfaction and store choice: The comparison of textile & apparel stores and cosmetics & personal care products stores in Turkey. *International Journal of Arts & Sciences Conferences*, the joint premises of the Knights of Malta and the Anglo-American University, Prague, the Czech Republic.

Çelebi, S. İ. (2011, 31 October-3 November). The investigation of involvement and credibility across five leading media for receiving news and advertising. *International Journal of Arts & Sciences Conferences*, American University of Rome, Rome, Italy.

Çelebi, S. İ. (2010, 31 May-3 June). One route to attitude change: Peripheral and central route combined by the subjects in a study of the ELM and source credibility. *International Journal of Arts & Sciences Conferences*, Harvard University, Massachusetts/USA.

Çelebi, S. İ. (2009, 15-17 April). The importance of academia - industry relationship for professionalism in public relations. Proceedings of the *1<sup>st</sup> International Public Relations Symposium*, Akdeniz University Communication Faculty Publication, International Cyprus University, Nicosia, Turkish Republic of North Cyprus, 218-227.

Çelebi, S. İ. (2008, 21-23 November). Re-examination of the relationship between PR and marketing: Agency and corporate practitioners' ethical considerations of marketing PR, Proceedings of *Graduate School of Letters Conferences*, Hokkaido University, Sapporo, Japan, 23-45.

Çelebi, S. İ. (2008, 20-23 March). The elaboration likelihood model: The effects of content type, source, and involvement on consumer response. Abstract of the *2008 Global Marketing Conference at Shanghai*, Shanghai Jiao Tong University, Shanghai, China.

Çelebi, S. İ. (2007, 19-22 November). An experimental study of argument strength and source credibility on advertising effectiveness. Proceedings of the *International Colloquium on Business and Management*, University of Balamand, Bangkok, Thailand Available at: <http://www.icmbangkok.com>

Gorpe, S., Çelebi, S. İ., and Opiyo, B. (2007, 27-30 October). Public diplomacy & the quest to end international isolation by the Turkish republic of northern Cyprus (TRNC), Proceedings of the *12<sup>th</sup> Annual AUSACE International Conference: Communication at the Crossroad of Globalization*, Zayed University, Dubai/United Arab Emirates.

Çelebi, S. İ. (2007, 16-18 May). Advertising vs. article: Effect of content type on attitudinal and behavioral change. Proceedings of the *5<sup>th</sup> International Symposium: Communication in the Millennium*, Indiana University, Bloomington School of Journalism, Indiana/USA, 35-46. (Also available at: <http://cim.anadolu.edu.tr/pdf/2007/Celebi.pdf>).

Opiyo, B. and Çelebi, S. İ. (2007, 2-4 May). Public relations and nation-building under political isolation: The case of northern cyprus. Proceedings of the *2<sup>nd</sup> International Conference in Communication and Media Studies: Communication in Peace/Conflict in Communication*, Eastern Mediterranean University, Famagusta, Turkish Republic of North Cyprus.

Çelebi, S. İ. and Opiyo, B. (2007, 2-4 May). Official initiatives for peace & isolation: a case study of global PR Practices by TRNC government. Abstract of the *2<sup>nd</sup> International Conference in*

*Communication and Media Studies: Communication in Peace/Conflict in Communication*, Eastern Mediterranean University, Famagusta, Turkish Republic of North Cyprus.

Çelebi, S. İ. (2006, October). Sequence of PR / publicity and advertising for tangible product introductions in turkey. Proceedings of the 10<sup>th</sup> Slovene Conference on Public Relations: *Communication Evolution-From Information to Integration*, Ljubljana, Slovenia, 63-67.

Çelebi, S. İ. (2005, 14-15, April). Media influence on attitudes in cyprus: The importance of television for persuasion. Proceedings and abstract of the 5<sup>th</sup> International Congress on Cyprus Studies, Research Center for Cypriot Studies, Eastern Mediterranean University, Famagusta, Turkish Republic of North Cyprus, 2, 331-344.

### **Yazılan uluslararası kitaplar veya kitaplarda bölümler**

Çelebi, S. İ. (2016). I Have a Story to Tell You: Engaging Learners & Issues in Distance Learning of Yasar University, 44-71. In P. O. de Pablos & R. D. Tennyson (Eds.). *Impact of Economic Crisis on Education and the Next-Generation Workforce*. Hershey: IGI-Global, pp. 44-70 (Original is in English, ISBN 978-1-4666-9455-2 (hbk.) -- ISBN 978-1-4666-9456-9 (ebk.)).

Çelebi, S. İ. (2009). Re-examination of the Relationship between PR and Marketing: Agency and Corporate Practitioners' Ethical Considerations of Marketing PR. In *Applied Ethics: Life, Environment and Society*, Sapporo, Japan: Center for Applied Ethics and Philosophy, pp. 115-133 (Original is in English, ISBN 978-4-9904046-1-1).

### **Yazılan ulusal kitaplar veya kitaplarda bölümler**

Çelebi, S. İ. (with 2 other colleagues) (2012). *Araştırma Kültürü* (Research Culture) (Yasar University Distance Learning Textbook in pdf) The book has 14 chapters and 8 chapters are written by Çelebi. The book has been adapted for Yasar University Distance Learning Web site in the academic year of 2012-2013.

Çelebi, S. İ. (2009). Kolayda Malların Tanıtımı İçin Yapılan Haber ve Reklamların Güvenilirliği Üzerine Bir Alan Araştırması (A Survey Study on the Credibility of Publicity vs. Advertising for Promoting FMCGs) in Erkan Yüksel (Ed.) *Sihirli Aynanın Sırları*. Eskişehir: Anadolu Üniversitesi Yayınları No: 1899, İletişim Bilimleri Fakültesi Yayınları: No: 70, pp. 305-329 (Original is in Turkish, ISBN 978-975-06-0591-8).

Kocabaş, F., Elden, M., and Çelebi, S. İ. (1999). *Marketing PR* (2nd ed.). İzmir: MediaCat (Original is in Turkish, ISBN 975-8378-02-3) (Trade book).

### **Eğitim Seminerleri**

Çelebi, S. İ. (2015, 16<sup>th</sup> & 22<sup>nd</sup> June). Effective Communication and Body Language, 3 hours seminars for teachers of High Schools in Izmir, *Yaşar University*, Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2015, 20<sup>th</sup> January, 10<sup>th</sup> and 24<sup>th</sup> February, & 10<sup>th</sup> March). Body Language, 4 hours seminars for Senior Managers of High Schools in Izmir, *Yaşar University*, Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2014, 14<sup>th</sup> April). Global Glance Program, In recognition of commitment to promoting educational and cultural exchange in the Ohio State Community, *Ohio State University* (Presentation language is English).

Çelebi, S. İ. (2013, 17<sup>th</sup> October). Youngsters' Attitudes and Behaviors toward the Types of Internet Advertising. 90 minutes presentation for Attitudes & Persuasion Lab (APL), Department of Social Psychology, Ohio State University (*Colloquium* language is English).

Çelebi, S. İ. (2013, 13<sup>th</sup> September). Social Communication Apprehension and Attitudes & Behaviors toward Social Media, 90 minutes presentation for Group for Attitudes & Persuasion (GAP), Department of Social Psychology, Ohio State University (*Colloquium* language is English).

Çelebi, S. İ. (2012, 1st September- 16th October). Persuasive Communication, Communicating with Difficult People and Anger Management, 8 hours seminar, for ARAS Cargo employees, Yasar University Continuing Education Center (YUSEM) Certificate Program on Perfection in Customer Relationship (Müşteri Memnuniyetinde Mükemmellik Sertifika Programı), Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2012, 26th March). Social Responsibility Projects, 1.5 hour educational seminar for the students of social responsibility project course and their advisors, Yasar University Conference Hall, Izmir/Turkey- with other presenters from Izmir Municipality and Yasar University Media Center, I am the organizer, presenter, and moderator of this activity (Seminar language is Turkish) (I defined a specific unethical behavior of corporations as "Corporate Social Responsibility Myopia" in my speech. The idea is inspired from "Marketing Myopia").

Çelebi, S. İ. (2011, 23<sup>rd</sup> May-8<sup>th</sup> July). Effective Communication, 24 hours seminar for ESHOT employees, Yasar University Continuing Education Center (YUSEM) Educational Program on Interpersonal Communication, Communication and Stress Management (İnsan İlişkileri, İletişim ve Stres Yönetimi Eğitim Programı), Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2011, 7<sup>th</sup> May-14<sup>th</sup> May). Persuasive Techniques, 4 hours seminar for ARAS Cargo employees, Yasar University Continuing Education Center (YUSEM) Certificate Program on Perfection in Customer Relationship (Müşteri Memnuniyetinde Mükemmellik Sertifika Programı), Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2010, 15<sup>th</sup> May-13<sup>th</sup> June). Persuasive Techniques, 8 hours seminar for ARAS Cargo employees, Yasar University Continuing Education Center (YUSEM) Certificate Program on Perfection in Customer Relationship (Müşteri Memnuniyetinde Mükemmellik Sertifika Programı), Izmir/Turkey (Seminar language is Turkish).

Çelebi, S. İ. (2007, April). Body Language, 3 hours seminar for EMU academic and administrative staff, *Eastern Mediterranean University Continuing Education Center (DAUSEM)*, Famagusta/Turkish Republic of North Cyprus (Seminar language is Turkish).

Çelebi, S. İ. (2006, April). Body Language, 3 hours seminar for EMU academic and administrative staff, *Eastern Mediterranean University Continuing Education Center (DAUSEM)*, Famagusta/Turkish Republic of North Cyprus (Seminar language is Turkish).

Çelebi, S. İ. (2005, November). The Credibility of Content Type and Source: Advertising vs. Publicity, 2 hours seminar for *Research Colloquium Series of Faculty of Communication and Media Studies*, Eastern Mediterranean University, Famagusta/Turkish Republic of North Cyprus (*Colloquium* language is English).

Çelebi, S. İ. (2004, March). The Role of Third Party Endorsement in Persuasive Communication, 2 hours seminar for *Research Colloquium Series of Faculty of Communication and Media Studies*, Eastern Mediterranean University, Famagusta/Turkish Republic of North Cyprus (*Colloquium* language is English).

## Ödüller

**2017** Editor, Prof. Patricia Ordóñez de Pablos of *Impact of Economic Crisis on Education and the Next-Generation Workforce* has been chosen as IGI Global's 2017 InfoSci®-Journals Distinguished Fellowship winner.

**2015** Acknowledgement by Yasar University for achieving 5 year devoted working at Yasar University.

**2015** Acknowledgement by Yasar University for Yasar University educational seminars titled "Body Language" for Senior Managers of High Schools in Izmir.

**2012** (10-17 May) Grant for ERASMUS teaching staff mobility of Yasar University, Artevelde Hogeschool, Belgium.

**2011** Acknowledgement by İzmir Gelişim Koleji for University Presentation Days.

**2011** Acknowledgement by Yasar University for ESHOT educational seminars titled "Effective Communication" for its staff.

**2011** Acknowledgement by Aras Cargo for educational seminars titled as "Persuasive Techniques" for its staff.

**2010** (01 – 09 May) Grant for ERASMUS teaching staff mobility of Yasar University, Kemi Tornio University of Applied Sciences, Finland.

**2010** Acknowledgement by Yasar University for Aras cargo educational seminars titled As "Persuasive Techniques" for its staff.



**2010** Acknowledgement by Aras Cargo for educational seminars titled as “Persuasive Techniques” for its staff.

**2007** Prize for the “best doctoral paper” in Marketing stream, International Colloquium on Business & Management (ICBM), Thailand.

**2001** Special Merit Award for Achieving Consistent High Standards in Office and Administration Skills, Medirest, England.

### **Akademik Dergi Hakemlikleri**

**2018-** \_\_\_\_ Journal of Research on Technology in Education

**2014-** \_\_\_\_ Computers in Human Behavior

**2012- 2015** Journal of Yasar University

**2012-2014** Communication Studies

**2011-2013** Mass Communication and Society

**2009-2010** Management Research News

### **Koordinatörlükler**

**2018-** \_\_\_\_\_ Fakülte Uluslararası İlişkiler Koordinatörü & Fakülte Websitesi Koordinatörü, Girne Amerikan Üniversitesi, Kuzey Kıbrıs.

**2010-2011** Uzaktan Eğitim ders Koordinatörü, Yaşar Üniversitesi, Türkiye.

**2008-2011** Bolonya sürecinde ECTS Koordinatörü (European Credit Transfer System), Yaşar Üniversitesi, Türkiye.

**2008-2009** NewsLab (Haber Atölyesi) Koordinatörü, Yaşar Üniversitesi, Türkiye.

**2005-2006** Etkinlik Koordinatörü (SPIKE: Conferences on Socio-Cultural, Professional and Industrial Knowledge and Experience), Doğu Akdeniz Üniversitesi, Kuzey Kıbrıs.

### **Verilen Dersler**

#### **İngilizce Lisans Dersler**

Introduction to Public Relations

Public Relations Campaigns

Public Relations Cases

Public Relations in Non-profit Organizations

Marketing Public Relations

Principles of Marketing

Consumer Behavior

Advertising Principles and Practices

Integrated Marketing Communications

Digital Marketing Strategies

Social Media Marketing Strategies

Corporate Communication

Organizational Behavior

Presentation Design and Public Speaking

Research Methodology

Persuasive Communication

Mass Communication and Society

Interpersonal Communication

### **İngilizce Lisansüstü Dersler**

Public Relations Principles and Practices

Principles of Integrated Strategic Communications

Integrated Strategic Communication Cases

Persuasive Communication and Attitude Change

Research Methodology

Advertising Criticism and Analysis

Intercultural Communication

### **Türkçe Lisans ve Lisansüstü Derler**

Araştırma Yöntemleri

Bütünleşik Pazarlama İletişimi

Pazarlama İletişiminde Yeni Yaklaşımlar

İkna Edici İletişim ve Kuramları