

## Res. Asst. BETÜL ARTUKARSLAN

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: GQZ-4249-2022

Yoksis Researcher ID: 371063

### Education Information

Doctorate, Kocaeli University, Sosyal Bilimler Enstitüsü, Public Relations and Publicity, Turkey 2023 - Continues  
Postgraduate, Anadolu University, Sosyal Bilimler Enstitüsü, Public Relations and Advertising, Turkey 2021 - 2023  
Undergraduate, Anadolu University, Faculty Of Communication Sciences, Department Of Public Relations And Advertising, Turkey 2015 - 2020

### Dissertations

Postgraduate, Consumer approaches to the concept of "Femvertising" in brand activism, Anadolu University, Sosyal Bilimler Enstitüsü, 2023

### Research Areas

Social Sciences and Humanities, Mass Communications and Mass Media, Public Relations, Advertising and Acquaint

### Academic Titles / Tasks

Research Assistant, Kocaeli University, İletişim Fakültesi, Halkla İlişkiler ve Tanıtım, 2022 - Continues

### Articles Published in Other Journals

#### I. SANAL BİR INFLUENCER ÜZERİNE DUYGU ANALİZİ: AY PERA

Bayçu S., Artukarslan B.

İnönü Üniversitesi İletişim Fakültesi Elektronik Dergisi, vol.8, no.1, pp.189-205, 2023 (Peer-Reviewed Journal)

### Supported Projects

Şimşek Kandemir A., Özkan G., TUBITAK Project, Bilimin Kamusal İletişimi: Devlet Üniversitelerinin Bilim İletişiminde Dijital Medya, 2023 - 2025

## Metrics

Publication: 1