

Assoc. Prof. Nilüfer Fatma GÖKSU

Personal Information

Office Phone: [+90 212 440 0000](tel:+902124400000) Extension: 12740

Fax Phone: [+90 212 440 0316](tel:+902124400316)

Email: fgoksu@istanbul.edu.tr

Web: <http://aves.istanbul.edu.tr/2571/>

Post Address: İstanbul Üniversitesi İletişim Fakültesi Kaptan-ı Derya İbrahim Paşa Sokak 34116 Beyazıt/İstanbul

Education Information

Doctorate, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İletişim Bilimleri Anabilim Dalı, Turkey 2004 - 2006

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Doctorate, • “Sosyal Sorumluluk Uygulamalarının Marka İmajına Etkisi (Petrol İşletmelerine Yönelik Uygulamalı Araştırma)”, Marmara University, İletişim Bilimleri, Halkla İlişkiler , 2006

Post Graduate, • “Türk Tekstil ve Hazır Giyim İşletmelerindeki Halkla İlişkiler Faaliyetleri ve Türkiye`nin Tanıtımındaki Rolü”, İstanbul University, Halkla İlişkiler, Halkla İlişkiler Ve Tanıtım, 2000

Research Areas

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

Academic Titles / Tasks

Associate Professor, İstanbul University, Communication faculty, Public Relations and Publicity Department, 2015 - Continues

Lecturer PhD, İstanbul Üniversitesi, Communication faculty, Public Relations and Publicity Department, 1993 - Continues

Courses

İnsan Kaynakları Yönetimi, Under Graduate, 2016 - 2017

Madya Planlaması, Under Graduate, 2016 - 2017

Bütünleşik Pazarlama İletişimi, Under Graduate, 2016 - 2017

Medya Planlaması, Under Graduate, 2015 - 2016

Pazarlama İletişimi Teknikleri, Associate Degree, 2015 - 2016

Marka İletişimi, Under Graduate, 2015 - 2016

KİTLE İLETİŞİMİNDE SOSYAL SORUMLULUK KAMPANYALARI, Under Graduate, 2016 - 2017

GÖRSEL İLETİŞİM, Under Graduate, 2016 - 2017

MEZUNİYET PROJESİ, Under Graduate, 2013 - 2014, 2015 - 2016

Halkla İlişkiler, Associate Degree, 2015 - 2016

SOSYAL SORUMLULUK İLETİŞİMİ, Under Graduate, 2011 - 2012, 2015 - 2016

İLETİŞİM, Associate Degree, 2015 - 2016
Etkinlik Yönetimi, Under Graduate, 2013 - 2014
KİŞİSEL İMAJ YÖNETİMİ, Under Graduate, 2013 - 2014
GÖRSEL İLETİŞİM, Under Graduate, 2013 - 2014
İLETİŞİM TARİHİ, Under Graduate, 2013 - 2014
İLETİŞİM BİLİMİ, Under Graduate, 2012 - 2013
İLETİŞİMDE YÖNETİM VE KALİTE, Under Graduate, 2012 - 2013
MARKA YÖNETİMİ, Under Graduate, 2010 - 2011
MEDYA TARİHİ VE ETİK, Under Graduate, 2008 - 2009

Advising Theses

GÖKSU N. F. , BELİRLENECEK, Post Graduate, E.MERT(Student), 2019
GÖKSU N. F. , DEVAM EDİYOR, Post Graduate, E.TOKABAŞ(Student), 2018
GÖKSU N. F. , HALKLA İLİŞKİLER PERSPEKTİFİNDE GELİŞMEKTE OLAN ÜLKELERDE SİYASAL İMAJ OLUŞUMU:PAKİSTAN VE TÜRKİYE'NİN SİYASAL İMAJININ KARŞILAŞTIRILMASINA YÖNELİK BİR ÇALIŞMA, Post Graduate, S.MUSTAFA(Student), 2018
GÖKSU N. F. , ŞİRKETLERİN SÜRDÜRÜLEBİLİRLİK ANLAYIŞLARININ KURUMSAL İTİBARA ETKİSİ (TÜRK VE İSPANYOL MARKALARININ KARŞILAŞTIRMALI BİR ANALİZİ), Post Graduate, E.KARADENİZ(Student), 2017
GÖKSU N. F. , SOSYAL SORUMLULUK ANLAYIŞINA YÖNELİK OSMANLI'DA VAKIFLAR: RETROSPEKTİF BİR ÇALIŞMA, Post Graduate, O.DİLEYEN(Student), 2017
GÖKSU N. F. , SPOR İLETİŞİMİ VE SPONSORLUĞUN TÜRKİYE'DEKİ SPORUN GELİŞİMNE ETKİSİ, Doctorate, B.Özcan(Student), 2016
GÖKSU N. F. , ISO 500 SANAYİ KURULUŞLARINDA UYGULANAN SOSYAL SORUMLULUK KAMPANYALARI VE BU KAMPANYALARIN TÜRKİYE'DEKİ EĞİTİM, ÇEVRE VE SAĞLIK BİLİNCİNE ETKİSİ, Doctorate, M.Sevgili(Student), 2016
GÖKSU N. F. , SİYASAL YÖNETİMİN KENT KÜLTÜRÜNE ETKİSİ: İSTANBUL, Doctorate, B.BİLGİÇ(Student), 2016
GÖKSU N. F. , KURUMSAL SOSYAL SORUMLULUK UYGULAMALARINDA ÖLÇÜMLEME: TÜRKİYE VE AVRUPA'DAN BAŞARILI KURUMSAL SOSYAL SORUMLULUK ÖRNEKLERİNE YÖNELİK BİR ANALİZ, Post Graduate, M.AYDIN(Student), 2016

Articles Published in Other Journals

- **Migration and Integration Studies Analysis of Turkey**
GÖKSU N. F. , ÖNGÖREN ZAFER H., YAVAŞGEL E.
Journal of Strategic Research in Social Science, vol.8, pp.27-54, 2018 (Refereed Journals of Other Institutions)
- **The Impact of Turkish Series on the Perception of Turkey (Kuwait Investigation)**
ÖNGÖREN ZAFER H., YAVAŞGEL E., GÖKSU N. F.
Journal of Strategic Research in Social Science, vol.4, pp.37-54, 2018 (Refereed Journals of Other Institutions)
- **THE ISSUE OF WOMEN'S REPRESENTATION IN TURKISH POLITICAL CULTURE: INQUIRY OF JUSTICE IN REPRESENTATION**
GÖKSU N. F. , YAVAŞGEL E.
International Journal of Arts & Sciences, vol.9, pp.157-170, 2017 (Journal Indexed in ESCI)
- **Point of View to Social Responsibility Understanding from Social Media (Facebook Sample)**
GÖKSU N. F.
ScienceDirect Procedia - Social and Behavioral Sciences, vol.155, pp.283-288, 2014 (Refereed Journals of Other Institutions)
- **Reklam ve Paradoks**
Göksu N. F. , Kalay A. M.
Gazi Üniversitesi, İletişim Dergisi, pp.59-71, 2013 (National Refreed University Journal)
- **New Communication Trend Of The Corporations: Corporate Social Responsibility (An Analysis Regarding Corporate Social Responsibility Consciousness Of The Corporations Having The Highest Corporate Reputation In Turkey**

GÖKSU N. F.

İstanbul Üniversitesi İletişim Fakültesi Dergisi, pp.21-37, 2010 (National Refreed University Journal)

- **Spor Ürünlerine Yönelik Marka Sadakati Üzerine Bir Arastırma**

GÖKSU N. F.

İstanbul Üniversitesi İletişim Fakültesi Dergisi, pp.43-58, 2010 (National Refreed University Journal)

Book & Book Chapters

- **in: Academic Researches focused on Communication, Business and Tourism**

ÖNGÖREN ZAFER H., GÖKSU N. F.

BUILDING DIGITAL REPUTATION IN BANKING SECTOR (FACEBOOK AND TWITTER COMPARATION OF TURKEY AND AUSTRIA), Kalkan Gürkan, Editor, Sra Academic Publishing (Strategic Researches Academy), Viyana, pp.27-47, 2018

- **in: Lobcilik ve Halkla İlişkiler**

GÖKSU N. F.

Halkla İlişkiler ve Lobcilik Paradigmasında Halkla İlişkiler Fonksiyonu, Ertekin B.A., Editor, T.C.Anadolu Üniversitesi Yayını No: 3359, Açıköğretim Fakültesi Yayını No:2214, Eskişehir, pp.28-54, 2016

- **in: Media Research: Learning From The Past, Strategies For The Future**

GÖKSU N. F.

Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented to Real Estate Sector)), A.Bonin G, Pasadeos Y, Editor, Athens Institute For Education And Research, Atina, pp.273-285, 2013

- **in: Challenges in International Communication**

GÖKSU N. F. , GÜREŞÇİ M.

Turning Crisis into an Opportunity: 2009 Flood in Istanbul and Evkur Exampe, Kefalaki M., Pasadeos Y. , Editor, Athens Institute For Education And Research, Atina, pp.269-288, 2012

- **in: Halkla İlişkilerin İletişim Öznesi/Empati,**

GÖKSU N. F.

Grup İletişiminde Sihirli Güç: "Empati, ERTÜRK Y.D., Editor, Derin Yayınları, İstanbul, pp.213-239, 2010

- **in: POLİS VE HALKLA İLİŞKİLER**

GÖKSU N. F.

Halkla İlişkilerin Temeli İletişim ve Emniyet Teşkilatında İletişimin Önemi, ERTÜRK Y.D., Editor, Kutup Yıldızı Yayınları, İstanbul, pp.159-184, 2010

- **in: Medyada Olmayanlar (Medya Eleştirileri 2006)**

GÖKSU N. F.

Siyasal İletişim Sürecinde Etik Sorunsalı, BİLGİLİ C., Editor, Beta Basım Yayım Dağıtım A.Ş., İstanbul, pp.83-113, 2006

Refereed Congress / Symposium Publications in Proceedings

- **"GÖÇ VE ENTEGRASYON ÇALIŞMALARI TÜRKİYE ANALİZİ"**

GÖKSU N. F. , ÖNGÖREN ZAFER H., YAVAŞGEL E.

8th International Conference of Strategic Research in Social Science and Education (ICoSSReSSE), Viyana, Austria, 11 - 13 May 2018, vol.1, no.1, pp.17

- **"GLOBAL PARTNERSHIP UNDERSTANDING DEVELOPMENT IN WESTPHALIA PEACE FRAMEWORK: TURKEY'S GLOBAL POSITION AND HUMANITARIAN DIPLOMACY POLICIES IN SUSTAINABLE DEVELOPMENT"**

YAVAŞGEL E., GÖKSU N. F. , KARADOĞAN DORUK S.

International Conference of Strategic Research in Social Science and Education (ICoSSReSSE), Prag, Czech Republic, 12 - 14 May 2017, vol.1, pp.141-169

- **International E-Learning As An Emerging Cultural Diplomacy Practice**

GÖKSU N. F. , YAVAŞGEL E., MENGÜ S., KARADOĞAN DORUK S.

International Conference of Strategic Research in Social Science and Education (ICoSReSSE), Prag, Czech Republic, 12 - 14 May 2017, pp.1-13

- **MIGRATION MANAGEMENT AND LOCAL GOVERNANCE IN TURKEY SOCIAL INTEGRATION POLICIES FOR SYRIAN REFUGEE**
GÖKSU N. F. , YAVAŞGEL E., MENGÜ S., KARADOĞAN DORUK S.
International Conference of Strategic Research in Social Science and Education (ICoSReSSE), Prag, Czech Republic, 12 - 14 May 2017, pp.1-16
- **Sosyal Sorumluluk Projelerinin Görünen Yüzü Kamu Spotlarına Yönelik Göstergibilimsel Çözümleme**
KARADOĞAN DORUK S. E. , Göksu F.
1st International Communication Science & Media Studies Congress, Kocaeli, Turkey, 13 - 16 May 2014, pp.324-340
- **SEMIOTIC ANALYSIS RELATED TO PUBLIC SPOTS, THE EXPOSED FACE OF THE SOCIAL RESPONSIBILITY PROJECTS Sosyal Sorumluluk Projelerinin Görünen Yüzü Kamu Spotlarına Yönelik Göstergibilimsel Çözümleme**
GÖKSU N. F. , KARADOĞAN DORUK S.
1st International Communication Science & Media Studies Congress, Kocaeli, Turkey, 12 - 15 May 2014, pp.324-340
- **Importance and Reflections of Integrated Marketing Communication in Structuring of Turkish Brands (A Research Oriented to Real Estate Sector)**
GÖKSU N. F.
Tenth Annual International Conference on Communication and Mass Media, Atina, Greece, 14 - 17 May 2012, no.10, pp.250-266
- **“Use of Social Media in Turkey in the Context of Brand Communication**
GÖKSU N. F.
” International, Barcelona, Spain, 30 June - 01 July 2011, pp.311-319
- **Turning Crisis into an Opportunity: 2009 Flood in Istanbul and Evcir Exampe**
GÖKSU N. F.
9th Annual International Conference on Communication and Mass Media, Atina, Greece, 16 - 19 May 2011, pp.269-289
- **The Effect of Employee-Oriented Social Responsibility Activities on Job Satisfaction and Organizational Commitment**
GÖKSU N. F.
The Asian Conference on Arts&Humanities, Osaka, Japan, 11 - 13 June 2010, pp.2172-2185
- **New Communication Trend Of The Corporations: Corporate Social Responsibility (An Analysis Regarding Corporate Social Responsibility Consciousness Of The Corporations Having The Highest Corporate Reputation In Turkey**
GÖKSU N. F.
Mass Media Communication-2009, Moskova, Russia, 8 - 09 October 2009, pp.55-57
- **Kuruluşların Web Sayfalarında Yer Alan Sosyal Sorumluluk Projelerinde Çocuğun Yeri**
GÖKSU N. F.
4. “Uluslararası Çocuk ve İletişim Kongresi”, İstanbul, Turkey, 22 - 24 October 2007, pp.867-879
- **Windows Opening to Cultures: An Overview of Cultural Entities Through the Governmental Websites of Southeastern European Countries**
GÖKSU N. F.
Faculty of Journalism Mass Communication (FJMC) UNESCO Chair “Communication and Public Relations”, of the 10th Jubilee International Scientific Conference “Cultural Diversities and Communication amongst Cultures, Sofya, Bulgaria, 18 - 19 May 2007, pp.1-13

Other Publications

- **HALKLA İLİŞKİLER**
GÖKSU N. F. , KARABULUT A., CAN M., İNANÖZ N.
Other, 2015

Supported Projects

YAVAŞGEL E., MENGÜ S., KARADOĞAN DORUK S., GÖKSU N. F. , Project Supported by Higher Education Institutions, "Global Partnership Understanding Development In Westphalia Peace Framework Turkeys Global Position And Humanitarian Diplomacy Policies In Sustainable Development", 2017 - 2017

Invited Congress and Symposium Activities

Semiotic Resolution Of Public Spots Who Are Exposed Face Of Social Responsibility Projects International Journal of Arts and Sciences Academic Conference (IJAS) Boston, Attendee, BOSTON, United States Of America, 2013

• "Individual Personality and "Analyzing Personality according to Dunning-Kruger Syndrome" konulu makale International Journal of Arts and Sciences Academic Conference (IJAS) Boston, Attendee, BOSTON, United States Of America, 2013

International Conference on Communication and Reality:Life without Media, Attendee, BARCELONA, Spain, 2011

Mass Media Communication-2010, Attendee, MOSKOVA, Russia, 2010

. The Asian Conference on Arts&Humanities, Attendee, OSAKA, Japan, 2010

", 4. "Uluslararası Çocuk ve İletişim Kongresi, Attendee, İSTANBUL, Turkey, 2007

Sofia University "St. Kliment Ohridski" Faculty of Journalism Mass Communication (FJMC) UNESCO Chair

"Communication and Public Relations", of the 10th Jubilee International Scientific Conference "Cultural Diversities and Communication amongst Cultures, Attendee, SOFYA, Bulgaria, 2007

Yeni İletişim Ortamları ve Etkileşim Kongresi, Attendee, İSTANBUL, Turkey, 2006