

ÖZGEÇMİŞ

1. **Adı Soyadı** : Serra İnci Çelebi
2. **Doğum Tarihi** : 21 Eylül 1971
3. **Unvanı** : Doç Dr.
4. **Öğrenim Durumu** : Ph.D.

Derece	Alan	Üniversite	Yıl
Lisans	Halkla İlişkiler ve Tanıtım	Ege Üniveristesi	1995
Yüksek Lisans	Halkla İlişkiler ve Tanıtım	Ege Üniveristesi	1999
Ph.D.	Halkla İlişkiler ve Reklam	Doğu Akdeniz Üniveristesi	2008
Doçent	Halkla İlişkiler ve Reklam	Yaşar Üniversitesi	2012

5. **Çalıştığı Kurum** :

Derece	Alan	Üniversite	Yıl
Doç Dr.	İletişim Fakültesi	Yeni Yüzyıl Üniversitesi	2019-
Doç Dr.	İletişim Fakültesi	Girne Amerikan Üniversitesi	2018 Bahar- 2019 Bahar
Doç. Dr.	İletişim Fakültesi	Yaşar Üniversitesi	2012-2016
Yrd. Doç. Dr.	İletişim Fakültesi	Yaşar Üniversitesi	2009-2012
Dr. Öğr. Gör.	İletişim Fakültesi	Yaşar Üniversitesi	2008-2009
Öğr. Gör.	İletişim Fakültesi	Doğu Akdeniz Üniversitesi	2005-2007
Okutman	İletişim Fakültesi	Doğu Akdeniz Üniversitesi	2001-2005

6. **Akademik Unvanlar**

Yardımcı Doçentlik Tarihi : 2009
Doçentlik Tarihi : 2012
Profesörlük Tarihi :

7. **Yönetilen Yüksek Lisans ve Doktora Tezleri**

6.1. Yüksek Lisans Tezleri

6.2. Doktora Tezleri

8. **Yayımlar**

8.1. Uluslararası hakemli dergilerde yayınlanan makaleler (SCI,SSCI,Arts and Humanities)

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

8.2. Uluslararası diğer hakemli dergilerde yayınlanan makaleler

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

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

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

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

Çelebi, S. İ. (2020). Real Life vs. Virtual Life: Big Five Personality Traits, Facebook Use and Leisure Activity Engagement. *Selçuk İletişim*, 13 (3), 1176-1201 DOI: 10.18094/JOSC.691841

Çelebi, S. İ. & Terkan, R. (2020). Social Media and Employee Productivity at Workplace. *International Review of Management and Marketing*, 10 (6), 37-41. DOI: <https://doi.org/10.32479/irmm.10806>

Terkan, R. & Çelebi, S. İ. (2020). How WhatsApp Changes the Way Business Work? *International Review of Management and Marketing*, 10 (5), 179-184. DOI: <https://doi.org/10.32479/irmm.10769>

8.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

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

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

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 2nd *International Conference in Communication and Media Studies: Communication in Peace/Conflict in Communication*, Eastern Mediterranean University, Famagusta, Turkish Republic of North Cyprus.

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 2nd *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. (2007, 16-18 May). Advertising vs. article: Effect of content type on attitudinal and behavioral change. Proceedings of the 5th *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>).

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 12th *Annual AUSACE International Conference: Communication at the Crossroad of Globalization*, Zayed University, Dubai/United Arab Emirates.

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.icbmbangkok.com>

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

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

8.4. Yazılan uluslararası kitaplar veya kitaplarda bölümler

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*).

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.)*).

8.5. Ulusal hakemli dergilerde yayınlanan makaleler

8.6. Ulusal bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

8.7. Diğer yayınlar

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).

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*).

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.

9. Projeler

10. İdari Görevler

11. Bilimsel ve Mesleki Kuruluşlara Üyelikler

12. Ödüller

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

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

2010 Acknowledgement by Aras Cargo for educational seminars titled as "Persuasive Techniques" for its staff.

2010 Acknowledgement by Yasar University for Aras cargo 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.

- 2011** Acknowledgement by Aras Cargo for educational seminars titled as "Persuasive Techniques" for its staff.
- 2011** Acknowledgement by Yasar University for ESHOT educational seminars titled "Effective Communication" for its staff.
- 2011** Acknowledgement by İzmir Gelişim Koleji for University Presentation Days.
- 2012** (10-17 May) Grant for ERASMUS teaching staff mobility of Yasar University, Artevelde Hogeschool, Belgium.
- 2015** Acknowledgement by Yasar University for Yasar University educational seminars titled "Body Language" for Senior Managers of High Schools in Izmir.
- 2015** Acknowledgement by Yasar University for achieving 5 year devoted working at Yasar University.
- 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.