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International Researcher IDs

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Biography

Mustafa Cingi completed his primary, secondary and high school education in Istanbul. He received his undergraduate degree from Anadolu University, Department of Business Administration. He completed his master's and doctorate degrees at Erciyes University, Department of Public Relations and Publicity.

During his undergraduate and graduate education, he worked in various fields in the private sector in Istanbul and Kayseri. While doing his PhD, he started working as a lecturer at Erciyes University, Faculty of Communication, Department of Public Relations and Publicity. In December 2015, he became an assistant professor at the faculty.

During the period when he was the coordinator of the PR Lab and Advertising Lab, the projects he advised won important awards in various competitions in their fields.

Cingi, who focuses on digital communication studies, has articles, papers, books, book chapters and articles in these fields. He gives lectures in this field and teaches courses on qualitative research methods and mixed methods research in master's and doctoral programs. He is currently working at Erciyes University, Faculty of Communication, Department of Public Relations.

Education Information

- I. Doctorate, Erciyes University, Sosyal Bilimler Enstitüsü, --, Turkey 2010 - 2015
- II. Postgraduate, Erciyes University, Sosyal Bilimler Enstitüsü, --, Turkey 2008 - 2010
- III. Undergraduate, Anadolu University, Faculty Of Business Administration, Department Of Business, Turkey 2002 - 2007

Foreign Languages

- I. English, C2 Mastery

Certificates, Courses and Trainings

- I. Finance, Finansçı Olmayanlar İçin Finans, ABİGEM (European Turkish Business Centres Network), 2008
- II. Finance, A' dan Z' ye Dış Ticaret Sertifikalı Eğitim Programı, Mediterranean Exporters' Association of TR. Prime Ministry Under Secretariat of Foreign Trade, 2006

Dissertations

- I. Doctorate, A practical study on social media planning in tourism publicity: Mount Erciyes case, Erciyes University, Sosyal Bilimler Enstitüsü, --, 2015

Research Areas

Social Sciences and Humanities, Social Stratification and Mobility, Strategic Marketing and Brand Management, Mass Communications and Mass Media, Public Relations, Advertising and Acquaint, Communication Sciences

Academic Titles / Tasks

- I. Assistant Professor, Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2018 - Continues
- II. Assistant Professor, Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2015 - 2018
- III. Lecturer, Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2011 - 2015

Academic and Administrative Experience

- I. Coordinator of the Public Relations Lab., Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2023 - Continues
- II. Deputy Head of Department, Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2020 - 2023
- III. Deputy Head of Department, Erciyes University, İletişim Fakültesi, Halkla ilişkiler ve Tanıtım, 2017 - 2019
- IV. Coordinator of the foreigner students, Erciyes University, Yabancı Uyruklu Öğrenciler Bürosu, 2011 - 2015

Courses

- I. Mixed Methods in Communication Research, Doctorate, 2023 - 2024, 2022 - 2023
- II. Internet Strategies and E-trade, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
- III. Digital Content Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022
- IV. Qualitative Research Methods, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
- V. Professional Public Relations Researches I, Undergraduate, 2023 - 2024, 2022 - 2023, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
- VI. New Communication Technologies in Public Relations, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
- VII. Modern Approaches in Public Relations, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012

- VIII. Public Relations Campaigns, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012
- IX. Qualitative Data Analysis in Communication Research, Doctorate, 2023 - 2024
- X. Production Processes in Public Relations II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
- XI. Public Relations Production Process I, Undergraduate, 2021 - 2022, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012
- XII. Professional Public Relations Research II, Undergraduate, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012
- XIII. Social Media Practices, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018
- XIV. Public Relations and Media Management, Postgraduate, 2020 - 2021
- XV. New Communication Technologies, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019
- XVI. Consumption Culture and Consumer Behaviour, Postgraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018

Advising Theses

- I. Cıngı M., The relationship between Advergame and purchase behaviour: A study on players, Postgraduate, T.İPEK(Student), 2021
- II. Cıngı M., Native advertising as a type of digital advertising: A research on Onedio.com, Postgraduate, S.ECE(Student), 2020
- III. Cıngı M., Generations and brand preferences: A qualitative research on brand preferences of Y generation, Postgraduate, B.BARIŞ(Student), 2020
- IV. Cıngı M., Instagram as a digital marketing tool: A research on small enterprises, Postgraduate, F.ADMIŞ(Student), 2020
- V. Cıngı M., The use of social media as the corporate communication tool of municipalities: The Twitter case, Postgraduate, S.AKSEKİLİ(Student), 2020
- VI. Cıngı M., A critical view on adult child image use in advertising in the context of advertising ethics: A research on children journals, Postgraduate, S.ÇİĞDEM(Student), 2019
- VII. Cıngı M., The effect of the interaction on Instagram posts on the sense of self: The case of Erciyes University Faculty of Communication Students, Postgraduate, A.ULUER(Student), 2019
- VIII. Cıngı M., Image as a view point of attractiveness of a tourism region and Mount Erciyes example, Postgraduate, R.TOKER(Student), 2019
- IX. Cıngı M., Comparison of the Justice and Development Party's 3rd November 2002 and 24th June 2018 general elections declarations in terms of conservative identity building and transformation, Postgraduate, S.KESKİN(Student), 2019
- X. Cıngı M., The use of digital media for public relations: A qualitative research intended for cafes and restaurants, Postgraduate, D.DEMİRKAYA(Student), 2019
- XI. Cıngı M., İletişim aracı olarak işaret dilinin kullanılması ve işaret dilinin medyada temsili üzerine uygulamalı bir çalışma, Postgraduate, Ö.ÖPENGİN(Student), 2018

Jury Memberships

- I. PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Erciyes Üniversitesi, January, 2020
- II. Doctoral Examination, Doctoral Examination, Erciyes Üniversitesi, December, 2019
- III. Post Graduate, Post Graduate, Erciyes Üniversitesi, December, 2019
- IV. Doctorate, Doctorate, Erciyes Üniversitesi, December, 2018

Designed Lessons

- I. Cıngı M., Qualitative Data Analysis in Communication Research, Doctorate, 2023 - 2024
- II. Cıngı M., Digital Content Management, Undergraduate, 2021 - 2022
- III. Cıngı M., Qualitative Research Methods, Postgraduate, 2021 - 2022
- IV. Cıngı M., Mixed Methods in Communication Research, Doctorate, 2021 - 2022
- V. Cıngı M., Overview of Communication Sector, Undergraduate, 2017 - 2018
- VI. Cıngı M., Social Media Practices, Undergraduate, 2017 - 2018
- VII. Cıngı M., Public Relations and Social Media, Undergraduate, 2013 - 2014

Articles Published in Other Journals

- I. **Can I become a social media specialist? A descriptive content analysis on the skills and qualifications necessary in job postings in Türkiye**
Cıngı M.
OPUS Toplum Araştırmaları Dergisi, vol.20, no.55, pp.592-611, 2023 (Peer-Reviewed Journal)
- II. **Medyada Yer Alan Kadına Yönelik Şiddet Ve Kadın Cinayeti Haberlerine Toplumun Tepkisi Üzerine Nitel Bir Araştırma**
Cıngı Y., Cıngı M.
ERCIYES UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, vol.36, no.4, pp.1813-1840, 2022 (Peer-Reviewed Journal)
- III. **Turning the Webcam On or Not: What Does a Webcam Mean for Undergraduate Students Taking Remote Sync Education Classes?**
Cıngı M., Mirza E., Samen K.
Uluslararası Medya ve İletişim Araştırmaları Hakemli Dergisi, vol.5, no.2, pp.206-235, 2022 (Peer-Reviewed Journal)
- IV. **65 yaş ve üzeri bireylerin korona virüs sürecinde sosyal medya kullanım alışkanlıklarına yönelik nitel bir araştırma**
Cıngı Y., Cıngı M.
İstanbul Aydın Üniversitesi Sosyal Bilimler Dergisi, vol.14, no.4, pp.574-595, 2022 (Peer-Reviewed Journal)
- V. **Bireysel ve Sosyal Yönleriyle Dijital Oyun Bağımlılığı**
CINGI M.
Sosyoloji Divanı, vol.9, no.17, pp.103-128, 2021 (Peer-Reviewed Journal)
- VI. **İslamofobinin Bir Aracı Olarak Oyunlar**
CINGI M.
İstanbul Müftülüğü Din ve Hayat Dergisi, vol.12, no.38, pp.146-150, 2019 (Non Peer-Reviewed Journal)
- VII. **Views of Digital Game Lovers on Games with Islamophobic Content**
Cıngı M.
Medya ve Din Araştırmaları Dergisi (Online) , vol.1, no.1, pp.49-72, 2018 (Peer-Reviewed Journal)
- VIII. **Nesnelerin İnterneti ve İşbirliği Çağı**
Cıngı M.
TRT Akademi, vol.1, no.2, pp.796-797, 2016 (Peer-Reviewed Journal)
- IX. **The effect of the video contents in online marketing communication to the publicity of a product**
Cıngı M.
Humanities Sciences, vol.10, no.4, pp.145-163, 2015 (Peer-Reviewed Journal)
- X. **The Impact Of Internet And Social Media On Kids And Parents Game Habits**
Akdağ M., Cıngı M.
Epiphany Journal of Transdisciplinary Studies, vol.7, no.1, pp.63-89, 2014 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Turizm Tanıtımında Sosyal Medya Planlaması - Erciyes Dağı'nın Tanıtımına Yönelik Bir Plan Önerisi**
Cıngı M.
Kimlik Yayınları, Kayseri, 2022
- II. **Halkla İlişkiler ve İletişim Çalışmalarında Sürdürülebilirlik**
Koçer M. (Editor), Başarır M. (Editor), Cıngı M. (Editor)
Nobel Yayınevi, Ankara, 2022
- III. **Sürdürülebilirlik Kapsamında Dijital Eşitsizliğin Halkla İlişkileri ve Halkla İlişkilerde Dijital Eşitsizliğin Etkileri**
Cıngı M.
in: Halkla İlişkiler ve İletişim Çalışmalarında Sürdürülebilirlik, Koçer Mustafa, Başarır Murat, Cıngı Mustafa, Editor, Nobel Yayınevi, Ankara, pp.55-94, 2022
- IV. **Aşırı İnternet Kullanımı**
Cıngı M.
in: Yeni Medya Çağında Popüler Dijital Sorunlar, Fikret Yazıcı, Hakan Aydın, Editor, Nobel Yayın Dağıtım, Ankara, pp.93-132, 2020
- V. **Dijitalleşmede Hukuksal ve Etik Düzenlemeler**
Cıngı M.
in: Dijital Kültür ve Sosyal Medya, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.276-295, 2020
- VI. **Dijital Mecra Reklamcılığı**
Cıngı M.
in: Dijital Kültür ve Sosyal Medya, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.233-254, 2020
- VII. **Ticarette Dijitalleşme: E-ticaret**
Cıngı M.
in: Dijital Kültür ve Sosyal Medya, Mustafa Akdağ, Editor, Erzurum Üniversitesi Açıköğretim Fakültesi, Erzurum, pp.255-275, 2020
- VIII. **Dijital Oyunseverlerin İslamofobi İçerikli Oyunlara Bakışı**
Cıngı M.
in: Medya ve İslamofobi, Hakan Aydın, Metin Eken, Mustafa Derviş Dereli, Editor, Nobel Yayın Dağıtım, Ankara, pp.213-239, 2019
- IX. **Uluslararası Halkla İlişkiler ve Yeni İletişim Teknolojileri**
Cıngı M.
in: Uluslararası Halkla İlişkiler, Emel Tanyeri Mazıcı, Editor, Türkiye Alim Kitapları (Omniscryptum GmbH & Co. Kg), Saarbrücken, pp.255-286, 2016
- X. **Halkla İlişkiler Kampanya Süreci: 4 Adım Yönetimi**
Cıngı M.
in: Halkla İlişkilere Giriş, Metin Işık, Editor, Eğitim Kitabevi, Konya, pp.92-117, 2012

Refereed Congress / Symposium Publications in Proceedings

- I. **What are the key skills of social media experts? A content analysis on job postings of communication agencies in Türkiye**
Cıngı M.
#communication_culture New Media - New Opportunities - New Perspectives, Torun, Poland, 15 - 16 May 2023
- II. **Web kamerayı açmak ya da açmamak: Uzaktan senkron eğitimde derse giren öğrenciler web kameraya nasıl bir anlam yüklüyorlar?**

Cıngı M., Mirza E., Samen K.

5th Cultural Informatics, Communication&Media Studies Conference (CICMS), Aydın, Turkey, 16 - 18 May 2022, pp.66

III. **Orta Yaş ve Üzeri Bireylerin Sosyal Medya Kullanımına Yönelik Fenomenolojik Bir Araştırma**

Cıngı M., Suküt M., Yazılıtaş K.

3. Uluslararası Medya Çalışmaları Sempozyumu, Antalya, Turkey, 1 - 03 November 2018, pp.59

IV. **Sosyal Medyada Benliğin Sunumu: Erciyes Üniversitesi Öğrencileri Kapsamında Bir Araştırma**

Cıngı M., Koçak Ö. F., Suküt M., Eriş S.

Uluslararası Dijital Çağda İletişim Sempozyumu, Mersin, Turkey, 18 - 19 October 2018, vol.1, pp.163-164

V. **Sosyal Medya Kampanyası: Bir Model Önerisi**

Cıngı M.

3. Uluslararası Sosyal Bilimler Sempozyumu, Kahramanmaraş, Turkey, 26 - 28 October 2017, pp.418

VI. **An examination of skiing tourists' socio-demographic features and skiing-specific preferences in Erciyes Ski Centre**

YILMAZ E., ÖZEN G., CINGI M.

9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017, pp.41

VII. **The Effect of Social Media on the Selection of Ski Center by Ski Lovers: Erciyes Ski Center Example**

CINGI M., YILMAZ E., ÖZEN G.

9th Conference of the International Society for the Social Sciences of Sport, Çorum, Turkey, 13 - 15 October 2017, pp.43

VIII. **OYUN ALIŞKANLIKLARI BAĞLAMINDA YENİ İLETİŞİM TEKNOLOJİLERİNDEN İNTERNET VE SOSYAL MEDYANIN EBEVEYNLERE VE "DİJİTAL NESİL" ÇOCUKLARA ETKİSİ**

AKDAĞ M., CINGI M.

Uluslararası Yeni Medya-Yeni Yaklaşımlar Konferansı, Çanakkale, Turkey, 8 - 09 May 2014, pp.472-488

IX. **The Impact Of Internet And Social Media On Kids And Parents Game Habits**

AKDAĞ M., CINGI M.

International Conference on Education, Culture and Identity (ICECI), Saraybosna, Bosnia And Herzegovina, 6 - 08 July 2013, no.1

X. **internet ve sosyal medyanın çocukların oyun alışkanlıklarına etkisi**

AKDAĞ M., CINGI M.

2 nd International Symposium "New Communication Technologies and Social Transformation, Kyrgyzstan, 1 - 04 July 2012, pp.681-700

Supported Projects

- I. Cıngı M., Tekin Z., TÜBİTAK Project, Comprehension and Reactions of Middle-Aged and Older Individuals to Deepfake Images Prepared by Artificial Intelligence, 2023 - 2024
- II. Cıngı M., Minsin E., TÜBİTAK Project, Reflections of disinformative content in social media on the behaviors of pregnant and new mothers within the scope of health literacy, 2023 - 2024
- III. Cıngı M., Çağlıışlek Ö., Oflaz M., Oktar H. İ., TÜBİTAK Project, What Has Changed in Employment Expectations of Communication Agencies in the Post-Covid-19 Period? A Phenomenological Study to Improve Quality in Public Relations Education, 2023 - 2024
- IV. Cıngı M., Tağman A., Güler B., TÜBİTAK Project, Have the conditions for being a communication professional in the health sector changed? A qualitative study on communication professionals in healthcare organizations in Kayseri, 2023 - 2024
- V. Cıngı M., Green S., Pemperton A., TÜBİTAK - AB COST Project, Viktimoloji (Mağdur bilimi) Kültürleri: Avrupa çapında mağduriyet süreçlerini anlamak, 2019 - 2023
- VI. Cıngı M., Şimşek N., Bektaş O., Sucan S., Nahya Z. N., Taşcı S., Governorship, Hands Reaching from Street to Medal

with a Silky Touch Project, 2014 - 2023

- VII. Cıngı M., Vural C., Akgül M., Demirezen Yılmaz D., TUBITAK Project, Green Tomorrows of Yeşilhisar, 2018 - 2018
- VIII. AKDAĞ M., CINGI M., Project Supported by Higher Education Institutions, Turizm Tanıtımında Sosyal Medya Planlamasına Yönelik Uygulamalı Bir Çalışma: Erciyes Dağı Örneği, 2013 - 2015
- IX. AKDAĞ M., CINGI M., Project Supported by Higher Education Institutions, Yeni İletişim Teknolojilerinden İnternet ve Sosyal Medyanın Ebeveynler ve "Dijital Nesil" Çocuklarının Oyun Alışkanlıklarına Etkisi, 2012 - 2014

Memberships / Tasks in Scientific Organizations

- I. ILAD - The Communication Research Association, Member, 2024 - Continues, Turkey
- II. Kayseri Governorship Provincial Coordination Board for Combating Addiction, Chairman of the Scientific Committee, 2022 - Continues, Turkey
- III. TUHID - Public Relations Association of Turkey , Member, 2020 - Continues, Turkey
- IV. Kayseri Governorship Provincial Coordination Board for Combating Addiction, Member of Science Committee, 2019 - Continues, Turkey

Scientific Refereeing

- I. Yeni Medya, National Scientific Refreed Journal, October 2023
- II. İnönü Üniversitesi Uluslararası Sosyal Bilimler Dergisi, National Scientific Refreed Journal, October 2023
- III. Communicata, National Scientific Refreed Journal, September 2023
- IV. Sosyal Mucit Academic Review , National Scientific Refreed Journal, December 2022
- V. SÜLEYMAN DEMİREL ÜNİVERSİTESİ VİZYONER DERGİSİ, National Scientific Refreed Journal, August 2022
- VI. İletişim ve Diploması, National Scientific Refreed Journal, August 2022
- VII. TRT Akademi, National Scientific Refreed Journal, August 2022
- VIII. Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, December 2020
- IX. TÜRKİYE SOSYAL ARAŞTIRMALAR DERGİSİ, National Scientific Refreed Journal, November 2020
- X. TÜRK EĞİTİM BİLİMLERİ DERGİSİ, National Scientific Refreed Journal, November 2020
- XI. AKDENİZ ÜNİVERSİTESİ İLETİŞİM FAKÜLTESİ DERGİSİ, National Scientific Refreed Journal, September 2020
- XII. Simetrik İletişim Araştırmaları Dergisi, National Scientific Refreed Journal, July 2020
- XIII. OPUS Uluslararası Toplum Araştırmaları Dergisi, National Scientific Refreed Journal, May 2020
- XIV. Uluslararası Kültürel ve Sosyal Araştırmalar Dergisi, National Scientific Refreed Journal, May 2019
- XV. Medya ve Din Araştırmaları Dergisi , National Scientific Refreed Journal, October 2018
- XVI. Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi , National Scientific Refreed Journal, November 2017
- XVII. Erciyes İletişim Dergisi , National Scientific Refreed Journal, September 2017
- XVIII. Tourism Management, Journal Indexed in SSCI, July 2017

Mobility Activity

- I. Erasmus Programme, Lecturing, Torun University of Social and Media Culture, Poland, 2018 - 2018

Metrics

Publication: 30
H-Index (WoS): 1

Invited Talks

- I. Behavioral Addiction and Technology Addiction, Conference, Abdullah Gül Üniversitesi, Turkey, May 2022
- II. What Do We Overlook in Addiction?, Workshop, Republic of Turkey Ministry of Health Kayseri Provincial Health Directorate, Turkey, April 2022
- III. Combating Technology Addiction, Workshop, İlim Yayma Cemiyeti Kayseri, Turkey, February 2022
- IV. Conscious Use of Social Media, Seminar, İlim Yayma Cemiyeti Kayseri, Turkey, January 2022
- V. Public Relations and Communication Education in Traffic Controls, Conference, Kayseri Provincial Directorate of Security, Turkey, November 2020
- VI. How to use social media, Conference, Turkey Republic Ministry of National Education, General Directorate of Lifelong Learning, Turkey, November 2019
- VII. Use of Internet and Social Media, Conference, Erciyes Üniversitesi, Turkey, October 2019
- VIII. Social Media Addiction and Solution Suggestions, Seminar, Kayseri Governorship Provincial Coordination Board for Combating Addiction, Turkey, August 2019
- IX. Social Perception of Imam Hatip Schools, Perception Management, Corporate Image Management, Conference, Turkey Republic Melikgazi District Governorship Directorate of National Education, Turkey, April 2019
- X. Media and Internet Addiction, Conference, Erciyes College, Turkey, December 2018
- XI. Social Media and Internet Use, Conference, Erciyes Üniversitesi, Turkey, September 2017
- XII. Communication and The Social Media, Seminar, Turkey Republic Yeşilhisar District Governorship National Education Directorate, Turkey, June 2017
- XIII. Humanitarian Relief and Communication, Conference, Turkish Red Crescent Youth Services Directorate, Turkey, March 2017
- XIV. Social Media and The Media Plan, Conference, Turkey Youth Foundation Kayseri, Turkey, March 2017

Non Academic Experience

- I. Business Establishment Private, Motiva End. Dış. Tic.
- II. MOTİVA END. DIŞ TİCARET
- III. ADMİNAL MAĞZ. VE END. SİST. A.Ş.