

ANNEX-3
CURRICULUM VITAE

1. **Full Name** : Ayşe Aslı Bozdağ
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4. **ORCID** : 0000-0003-0647-8120
5. **Academic Title** : Dr.
6. **Education** : Doctorate
7. **Foreign Language** : İngilizce (TOEFL IBT 107 /IELTS 7.5)

Degree	Field	Education	Year
Bachelor's	International Relations	İstanbul Bilgi University	2011
Master's	Marketing Management	University of Westminster	2013
Ph.D.	Business Administration	İstanbul Bilgi University	2020

8. Supervised Theses

8.1. Master's Theses

- A Sentiment Analysis of Consumer Perceptions Towards AI-Driven Virtual Influencers in Marketing
- Examining the Effectiveness of Influencer Marketing: The Impact of Influencer Marketing on Consumer Brand Engagement in Tunisia
- Comparative Analysis of AI Integration in Smartphones: A Multi-Dimensional Study
- Decoding Player Sentiments Towards AI-Driven NPCs in the Gaming Industry
- AI-Driven Sustainability in Agriculture: Enhancing Resource Efficiency and Reducing Environmental Impact
- Impact of Wearable Technology on Fitness Goal Achievement

9. Publications

9.1. Articles in International Refereed Journals (SCI, SSCI, AHCI)

Bozdağ, A. A. (2024). The AI-mediated intimacy economy: A paradigm shift in digital interactions. *AI & Society*. <https://doi.org/10.1007/s00146-024-02132-6> (Q1)

Ozturkcan, S. & Bozdağ, A. A. (2025). *Responsible AI in Marketing: AI Booming and AI Washing Cycle of AI Mistrust*. *International Journal of Market Research*, 67(6), 696–722.

Bozdağ, A. A., & Durmus, B. (2023). The psychological underpinnings of Turkish consumer choices: Xenocentrism. *Journal of International Consumer Marketing*. <https://doi.org/10.1080/08961530.2023.2291817> (Q2)

9.2. Other International Refereed Journals

Bozdağ, A. A. (2023). Alsmosis and the pas de deux of human-AI interaction: Exploring

the communicative dance between society and artificial intelligence. *Online Journal of Communication and Media Technologies*, 13(4), Article e202340. <https://doi.org/10.30935/ojcmt/13414> (Q2)

Bozdağ, A. A. (2024). Digital Lazarus: Virtual immortality and innovator's dilemma in AI age. *The International Journal of New Media, Technology and the Arts*, 19(1), 1-22. <https://doi.org/10.18848/2326-9987/CGP/v19i01/1-22>

Bozdağ, A. A. (2023). Semiotics of a rivalry: Decoding the Musk-Zuckerberg phenomenon. *The Journal of Communication and Media Studies*, 8(2), 87-111. <https://doi.org/10.18848/2470-9247/CGP/v08i02/87-111>

Simsek, E., & Bozdağ, A. A. (2024). A visual social semiotic investigation into the popularity of Ronaldo and Messi's chess photo on Instagram: Implications for new media and audience engagement. *Online Journal of Communication and Media Technologies*, 14(3), Article e202432. <https://doi.org/10.30935/ojcmt/14603> (Q2)

Bozdağ, A.A. (2024). "Leadership Dynamics and Organizational Behavior in the Tech Industry: The Case of Open AI." *Journal of Organizational Behavior Review*. <https://dergipark.org.tr/tr/pub/jobreview/issue/86387/1400203>

9.3. Papers Presented at International Conferences and Published in Proceedings

Bozdağ, A.A. (2023). Unraveling the Web of Alsmosis: Opportunities and Challenges in the Evolving Communication Landscape and Society. 8th International New York Conference on Evolving Trends in Interdisciplinary Research & Practices, Manhattan, New York, USA.

Bozdağ, A.A. (2023). Ethical AI in Education: Harmonizing Data Privacy, Equity, and Human Connections for Inclusive Learning Experiences. 7th International Education and Innovative Sciences Congress, Azerbaijan State Pedagogical University, Baku, Azerbaijan.

Bozdağ, A.A. (2023). Digital Lazarus: The Innovator's Dilemma, Grief, and the Life Cycle of Talent in the Era of AI Resurrection. II. Klaros Philosophy-Art-Prophecy Congress, İzmir, Türkiye

Bozdağ, A.A. (2024). Nostalgia and Community Design in Gaming Environments: The Role of AI. 3rd International Video Games Studies Conference, SVI, Serbia.

Bozdağ, A.A. (2024). Authentic or Engineered? Redefining Artistic Creation with Generative AI. Congist'24, Istanbul University Faculty of Letters, Istanbul, Türkiye.

Bozdağ, A.A., & Ozturkcan, S. (2025). Driving Sustainability: AI Adoption Framework for the Fast Fashion Industry. Future of Sustainable Fashion Conference, Responsible Consumption Special Interest Group, London, UK.

Bozdağ, A. A., & Ozturkcan, S. (2025). *Leveling up intimacy: Gaming communities, datified bonds, and the emotional economies of young people's digital lives*. Paper presented at the Digital Intimacies, Young People and Everyday Life Conference, University of Padova, Padova, Italy.

9.4. Authored and Edited Books / Book Chapters

Bozdağ, A. A. (2026, forthcoming). *The Shaman and GenAI: Rituals, Resurrection, and Dark Mirrors*. In J. Lee (Ed.), *Electronic Shaman*. Springer Nature.

Bozdağ, A. A. (in press). *Tactical visibility: Algorithmic affect and the struggle over representation*. In I. Chiluwa & A. Szczepaniak-Kozak (Eds.), *Israeli–Palestinian Conflict in the Age of Social Media & AI*. Wiley-Blackwell.

Bozdağ, A. A. (2024). Dijital Dünyadaki Skandalların Anatomisi – Teknolojik, Sosyolojik ve Kültürel Bir Perspektif. Eğitim Yayınları. ISBN: 978-625-6658-68-4

Bozdağ, A. A. (2024). Çatal, Bıçak, Hashtag: Kanaat Önderleri ve Influencer’lar. P. S. Meral & B. Saygı (Ed.), *Yemek ve İçmenin İletişimi*. Türkiye. ISBN: 978-625-392-069-2

Bozdağ, A. A. (2025). Buzzing into the future: AI-driven social entrepreneurship in Turkish agriculture (The case of BeePlant). In E. Yolbulan-Okan (Ed.), *Unfolding the layers of social entrepreneurship in Turkey*. Peter Lang. <https://doi.org/10.3726/b22746> ISBN: 9783631935224

10. Undergraduate and Graduate Courses Taught in the Last Two Years

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2023-2024	Fall	Pazarlamada Güncel Konular (TR) (Lisansüstü)	3.0	0.0	25
		Theories of Media and Communication I (ING)	3.0	0.0	76
	Spring	İnovatif Sosyal Medya Yönetimi (TR) (Lisansüstü)	3.0	0.0	22
		İnovatif Sosyal Medya Yönetimi (ING) (Lisansüstü)	3.0	0.0	23
2024-2025	Fall	Theories of Media and Communication I (ING)	3.0	0.0	62
		İnovatif Sosyal Medya Yönetimi (ING) (Lisansüstü)	3.0	0.0	21
2024-2025	Spring	Sosyal Davranış Anlamak (ING)	3.0	0.0	27
		Medya ve İletişim Teorileri II (ING)	3.0	0.0	64
		İnovatif Sosyal Medya Yönetimi (ING) (Lisansüstü)	3.0	0.0	15

11. Previous Employment

No	Institution / Organization	Duration (dd.mm.yyyy)	Position / Title
1	Can Real Estate Consulting, Transportation and Foreign Trade Ltd. Co.	15.07.2020 – 07.11.2025	Strategic Consultant
2	İstanbul Bilgi Üniversitesi	20.09.2022 – 25.08.2023	Yarı zamanlı Dr. Öğretim Üyesi
3	Altınbaş Üniversitesi	15.02.2022 – 01.07.2022	Yarı zamanlı Dr. Öğretim Üyesi
4	PatientPop, a Tebra Company – USA / California	25.08.2021 – 04.08.2022	Contractor-Crisis Management
5	Zorlu Performans Sanatları Merkezi	01.09.2018 – 20.02.2020	Multidisciplinary Educator
6	Yolbulan Metal Sanayi ve Ticaret A.Ş.	15.10.2012 – 04.08.2016	Foreign Trade Specialist