

AYSAR J. J. YAHYA

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EDUCATION

Communication and Information PhD: Advertising

University of Tennessee, Knoxville, TN, USA | Aug 2026 – Present

Ph.D. in Public Relations and Advertising

Anadolu University, Turkey | Sep 2024 – Expected completion: 2028

M.A. in Public Relations and Advertising

Anadolu University, Turkey | Oct 2022 – Apr 2024

Turkish Language Certificate (C1)

TÖMER, Anadolu University, Turkey | Oct 2021 – Jul 2022

B.A. in Public Relations and Communication

An-Najah National University, Palestine | Aug 2016 – Dec 2019

High School Diploma (Literature Specialization)

Kur'rai Secondary School, Palestine | Sep 2015 – Jul 2016

GRANTS & FELLOWSHIPS

Turkish Government Scholarship (Türkiye Bursları)

Anadolu University, Eskişehir, Türkiye | Sep 2024 – Present

Awarded by the Presidency for Turks Abroad and Related Communities (YTB) for full Ph.D. studies in Türkiye.
Covers tuition, living expenses, and research funding.

Summer Institute in Computational Social Science (SICSS)

Carnegie Mellon University, Pittsburgh, USA | May 12–23, 2025

Participated in an intensive program combining computational methods and social science. Training included R programming, machine learning, digital trace data, text analysis, network analysis, topic modeling, ethics in CSS, and collaborative group projects.

RESEARCH INTERESTS

- Digital Privacy and the Privacy Paradox.
 - Usable Privacy and Responsible AI in Advertising.
 - Computational Social Science (CSS) Applications in Communication.
 - Artificial Intelligence in Digital Advertising: Ethics and Innovation.
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TEACHING INTERESTS

Teaching Interests (Undergraduate & Graduate Levels):

- Principles of Advertising.
- Integrated Marketing Communications.
- Digital & Social Media Advertising.
- Influencer Marketing.
- Advertising Ethics, Privacy, and Responsible AI.
- Consumer Behavior in Digital Environments.
- Research Methods in Communication.
- Data Analytics for Marketing and Communication.

Teaching Approach:

- Research-informed, student-centered, and ethics-oriented teaching.
 - Integration of real-world cases and digital data analysis tools.
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PUBLICATIONS

Yahya, A., & Çınar, N. (2024). Revealing the hidden: The effect of advertisement disclosure on heavy and light Instagram users' influencer avoidance. *Journal of Marketing Communications*, 1–29. <https://doi.org/10.1080/13527266.2024.2413919>

Çınar, N., & **Yahya, A.** (2025). Twenty-five Years of Privacy in Advertising: A Bibliometric Analysis and Thematic Review. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2025.2548646>.

Yahya, A., & Bayçu, S. (2026). Corporate Social Advocacy in the Age of AI: How Stances on Automation Impact Consumer Perceptions of Corporate Reputation. (Under review in a highly reputable Q1 journal in the field of marketing and communication).

Çınar, N & **Yahya, A.** (2026). The Role of Familiarity and Cookie Banner Interface in Privacy Consent Decisions. (Under review in a highly reputable Q1 journal in the field of information technology and communication).

Yahya, A. (2027, forthcoming). Surveillance and advertising. In Van Brakel, R., Steeves, V., & Wood, D. M. (Eds.), *Elgar Encyclopaedia of Privacy and Surveillance*. Edward Elgar Publishing.

PROJECTS

Doctor Student Scholarship Holder in - Privacy in Advertising (Scientific Research Project funded by Anadolu University, Project Coordinator: Assoc. Prof. Naim Cinar, March 2025 – September 2025).

Doctor Student Scholarship Holder in - The impact of familiarity and cookie interfaces on user consent (Scientific Research Project funded by Anadolu University, Project Coordinator: Assoc. Prof. Naim Cinar, September 2025 – May 2026).

CONFERENCES & PRESENTATIONS

Çınar, N. and **Yahya, A.** (2025). Thematic Evaluation of Research Trends in Privacy in Advertising. Paper presented at the 8th International New Media Conference, themed “Surveillance Capitalism: Algorithms and Culture,” 04–05 December 2025.

DISSERTATIONS

Master’s Degree, Anadolu University, Institute of Social Sciences, Public Relations and Advertising (Master's Degree) (Thesis title: The Effect of Disclosure on Influencer Avoidance in Influencer Ads), 2024.

TECHNICAL SKILLS

- **Programming/Software:** R, SPSS, LATEX, SciMAT, Gephi, VOSviewer.
 - **Digital Tools:** Microsoft Office Suite, Adobe Photoshop.
 - **Marketing Tools:** SEM, SEO, Social Media Analytics.
 - **Computational Social Science Methods:** Text Analysis, Network Analysis, Topic Modeling, Shiny Dashboard.
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PROFESSIONAL EXPERIENCE

Media and Public Relations Manager

Jenin Chamber of Commerce and Industry, Palestine | Aug 2019 – Nov 2019

Customer Service Representative

Reach, Palestine | Mar 2018 – Sep 2018

Public Relations Volunteer

An-Najah National University, Palestine | Aug 2016 – Dec 2019

LANGUAGES

Arabic	Turkish	English	Hebrew
Native	C1 (Proficient)	B2 (Upper-Intermediate)	B2 (Upper-Intermediate)

KEY SKILLS

- Communication & Public Speaking.
 - Strategic Thinking & Problem Solving.
 - Social Media Strategy & Analytics.
 - Campaign Management & Branding.
 - Intercultural Competence & Leadership.
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REFERENCES

Assoc. Prof. Naim Çınar: Faculty Member, Faculty of Communication Sciences, Anadolu University, Turkey

Email: naimcinar@anadolu.edu.tr

Prof. Dr. Sevil Bayçu: Faculty Member, Faculty of Communication Sciences, Anadolu University, Turkey

Email: suzoglu@anadolu.edu.tr

Prof. Dr. Necip Serdar Sever: Head of the Public Relations and Advertising Department at Anadolu University

Email: nssever@anadolu.edu.tr