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EDUCATION

PH.D	Anadolu University Public Relations and Advertising	2009-
M.A	Anadolu University Public Relations and Advertising	2008
Undergraduate	Uludağ University Business Administration	2004

PUBLICATIONS

Eyüboğlu, Ezgi. “Augmented Reality As An Exciting Online Experience: Is It Really Beneficial For Brands?”. **The 4th International Conference on Social Sciences. İzmir (7-8 October, 2011).**

Alan, Aygül and Eyüboğlu, Ezgi. “Generation Y Consumers In Turkey: Are They Really Social Media Nerds or Pretend to Be?”. **11th International Marketing Trends Conference Venice. Jan 19th-21st 2012.**

Eyüboğlu, Ezgi and Kodak, Dilge. “Individualization of Health Discourse: Case of SOLGAR”. **International Conference on Global Health and Crisis Communication, 19-21 June 2012, Eskişehir, Turkey.**

SCHOLARSHIP&AWARDS

Erasmus Exchange Program Buskerud University Collage, Norway,	11/04/2005
TUBITAK Research Fellowship Program for Doctoral Students	01.01.2013