

# Asst. Prof. Esra Bayhantopçu

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## Education

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Ph.D., **Université Paris 1. - Panthéon Sorbonne**, Department of Political Science, 2017

Ph.D., **Galatasaray University**, Department of Media and Communication Systems, 2017

M.A., **Galatasaray University**, Department of Marketing and Communication, 2010

B.A., **Dokuz Eylül University**, Department of Business and Administration, 2004

**Doctoral Thesis:** ‘Analysis of the Social Representation of the Marriage of Underage Girls Problem in Turkey: Between the Narrative of Experienced Actors and Symbolic Presentation of Turkish Print and Social Media’. 2017.

## Work Experience and Administrative Functions

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Istinye University                      Asst. Prof.                      August 2018-Present

Faculty of Communication - Public Relations and Advertising Department

ISU International Sustainability Research Center Director                      July 2023-Present

Jaume I University, Spain                      Post-Doctoral Researcher                      April 2022-June 2023

Istinye University                      Head of Department - Public Relations and Advertising  
August 2018-May 2020 / July 2021-April 2022

ISU A Member of Advisor Board of Rector - Strategic Process Management Consultant  
November 2020-January 2022

ISU International Sustainability Research Center Vice Director                      February 2021-April 2022

Bahçeşehir University - Guest Lecturer at Social Sciences Institutions                      February-June 2018

FCS Financial Communication Systems - Corporate Social Responsibility/Sustainability Consultant  
March 2010-July 2018

Corporate Social Association of Türkiye - Sustainability Expert - Volunteer  
2009-2010

Turkon Holding - Communication Executive                      2007-2009

## Scholarships

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TUBITAK (The Scientific and Technological Research Council of Türkiye) Research Fellowship Programme for International Postdoctoral Researchers / 2022-2023 (Spain – Universitat Jaume I)  
TUBITAK Research Fellowship Programme for International Doctoral Researchers / 2014-2016 (France Université Paris 1. - Panthéon Sorbonne-Paris)

## Research Interests

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Sustainability / Corporate Social Responsibility  
Equality / Gender Equality  
Media Communication / Critical Media Analysis

## Publications

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### Articles:

Bayhantopçu, E. & Aymerich, O. I. (October, 2023). “Integrated Sustainability Management and Equality Practices in Universities: A Case Study of Jaume I University”, *International Journal of Sustainability in Higher Education*, Vol.25, No.3, 631-648. ISSN: 1467-6370 (SSCI). <https://doi.org/10.1108/IJSHE-02-2023-0054>.

Bayhantopçu, E. (October, 2023). “Child Marriage: Representation of the Marriage of Underage Girls Problem in the Turkish Print Media”, *Children&Society*, 00:1-17. ISSN:1099-0860 (SSCI). <https://doi.org/10.1111/chso.12805>.

Bayhantopçu, E. (June, 2023). “Overview of Spanish Universities’ Sustainability and Sustainability Communication Performance”, *Communication PapersMedia Literacy & Gender Studies*, Vol.12 - No24, 7/21. ISSN 2014-6752. <https://communicationpapers.revistes.udg.edu/article/view/22905/33>.

Bayhantopçu, E. (December, 2021). “Child Marriages: The Role of Twitter on the Child Marriages Problem in Turkey”, *KADEM Women Research Journal*, 8(2), 191-219. DOI: 10.21798/kadem.2022.57.

Birben İçkale, T. & Bayhantopçu, E. (November, 2021). “Assessment of Corporate Social Responsibility and Communication Practices BIST Sustainability Index Companies”, *İNİF E-Journal*, 6(2), 430-449. DOI: 10.47107/inifedergi.883480.

Gökçin Özuyar, P., Gürcan, E. C. & Bayhantopçu, E. (June, 2021). “The Policy Orientation of Turkey’s Current Climate Change Strategy”, *Belt & Road Initiative Quarterly*, 2(3). 31-46.

Özuyar, P. & Bayhantopçu, E. (June, 2021). “A Comparative Analysis on Measuring the Social Impacts of Higher Education Institutions”, *Beykoz University Beykoz Academia Journal*, 9(1), 136-149. DOI: 10.14514/BYK.m.26515393.2021.9/1.136-149.

Bayhantopçu, E. & Özuyar, P. (May, 2021). “A Proposal for Sustainable Universities’ Governance-Strategy and Communication Studies by a Comparative-Based Approach”, *Selçuk University Soc. Sci. Ins. Journal*, (45): 396-412. DOI: 10.52642/susbed.929913.

Bayhantopçu, E. (December, 2017). “The Role of Women Representation in Print Media on Gender Inequality”, *The Journal of Social Science*, 1(2), 83-93. DOI: 10.30520/tjsosci.360198.

**Books:**

Bayhantopçu, E. (2024). *Child Marriage in Türkiye: Analysis of Experienced Women's Narratives*. Routledge Studies in Middle Eastern Society. ISBN 9781032574264. London: Routledge.

Bayhantopçu, E. & Özuyar, P. (2023). (Eds.) *Sustainability in Academic Disciplines*. Istanbul: Nobel Publication.

**Book Chapters:**

Bayhantopçu, E. (2022). Media of China. In: *Republic of China in All Its Dimensions in the 21<sup>st</sup> Century*. (Eds. Mesut Hakkı Çaşın, Sina Kısacık, Can Donduran). Istanbul: Nobel Publication. Book1. Pp. 361-390.

Bayhantopçu, E. (2021). The Role of Gender Equality and Sustainability Communication on Environmental Sustainability. In: *Sustainability and Green Practices Creating Value*. (Ed. Deniz İlhan, U.). Istanbul: Nobel Publication. Pp. 110-128.

Bayhantopçu E. (2020). Pro-Gender Development Strategies. In: *No Poverty. Encyclopedia of the UN Sustainable Development Goals*. (Eds. Leal Filho W., Azul A., Brandli L., Lange Salvia A., Özuyar P., Wall T.). Switzerland: Springer, Cham. Pp. 707-716.

Bayhantopçu, E. (2020). Consumption Practices and Identity Reflections of Postmodernism. In: *Projection of Postmodernism*. (Ed. Ekin, V.). Istanbul: Kriter Publication. Pp:115-127.

Bayhantopçu, E. (2019). Social Marketing and Sociology. In: *Marketing and Sociology*. (Ed. Unsalan, M.). Istanbul: Beta Publication. Pp:383-398.

**Supervised Master Thesis:**

Bahçeşehir University, Master Thesis. 'The Role of Corporate Social Responsibility Practices on Brand Management: Case of The Istanbul Stock Exchange Sustainability Index Companies'. January, 2020.

**Magazine Articles:**

Bayhantopçu, E. (2019). 'A Matter of Lovelessness: Girl Child Marriages in Turkey', Varlık, Feminisim in 21<sup>st</sup> Century, Volume 1343, Pp. 21-23.

**Conferences:**

Congere 2023, Girona University, Spain – 04-05 October 2023

Speaker: "Effective Communication of Equality Initiatives in Universities"

AASHE (The Association for the Advancement of Sustainability in Higher Education) - Global Conference on Sustainability in Higher Education / October 18,26 & November 3, 2022 - Attendee

Jaume I University - Human Rights and Gender Equality (Derechos Humanos e Igualdad de Genero), Castellon-Spain / October 27, 2022 - Attendee

MARUF (Marmara Urban Forum) - Equality in Cities, Istanbul-Türkiye / October 01-03, 2021

Speaker: "Relation Between Gender Equality and Urban Equality"

International Congress of Academic Research, Istanbul-Türkiye / December 7-9, 2020

Speaker with Pinar Özuyar: "The Importance of Research and Development and Their Communication in Sustainable Universities"

Izmir Economy University - The 2<sup>nd</sup> Communication in the Digital Age Symposium, Izmir-Türkiye / October 26-28, 2020

Speaker: “Sustainable Development and Importance of Sustainability Communication Practices About Gender Equality”

ICAES - International Conference on Arts, Education and Social Science, New York, USA / August 16, 2019

Speaker: “Marriage of Underage Girls Problem in Turkey: The Role of Twitter on the Problem of Child Marriages”

Istanbul Bilgi University, Türkiye - Female Agency and Subjectivity in Film and Television / April 11-13, 2019

Speaker: “New Presentation of Women on Turkish TV Series”

**Symposium Organizing Committee Member:**

Istinye University, 2<sup>nd</sup> International Symposium on Media and Society / 26-27 May 2022

**Projects**

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Büyükkçekmece Municipality Urban Transformation Studies - Sustainability Assessment and Development Project - December 2021 - April 2022

**Courses Given**

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Research Methods  
Communication Research  
Corporate Social Responsibility/Sustainability  
Introduction to Communication  
Media and Communication Theories  
Communication Campaign and Analysis

**Trainings Given**

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Corporate Social Responsibility / Sustainability  
GRI-CSR Reporting  
Determining CSR Strategy and Policy  
Developing Social Responsibility Projects