## ID:205

## The Role of Communication and Social Marketing in The Implementation of Renewable Energy Policies and Strategies



## HAFIZE NURGUL DURMUS SENYAPAR

H. Nurgul DURMUS SENYAPAR earned a master's degree and a doctorate in communication sciences from the Social Sciences Institutes of Ankara University and Gazi University, respectively. She holds a bachelor's degree in both communication sciences and business administration. In addition, she is a student in the Faculty of Health Management. She conducts multidisciplinary research with an emphasis on the social aspects of engineering studies and technology to provide a holistic perspective. She has conducted research on environmental sustainability as a prerequisite for human health, the health co-benefits of green energy, the public adoption of innovations like smart grids and electric vehicles, as well as consumer attitudes,

intentions, and behaviors toward environmentally friendly technologies and communication. She teaches management and organization, quality and strategic management, health communication, and social psychology at Gazi University.