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## **Smart Grid Customer Engagement: Impactful Marketing Initiatives in the Modern Energy Landscape**



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PhD. H. Nurgul DURMUS SENYAPAR is a dedicated academic with a strong focus on marketing, renewable energy, and strategic quality management. She earned a master's and doctorate in communication sciences from the Social Sciences Institutes of Ankara University and Gazi University, respectively, and holds bachelor's degrees in business administration. Currently, she is also a student in the Faculty of Health Management. Ph.D. DURMUS SENYAPAR serves as the Quality Coordinator at Gazi University.

Ph.D. DURMUS SENYAPAR's research covers a wide range of topics, including the integration of artificial intelligence in marketing communication, strategies for healthcare branding and reputation management, and sustainability marketing within the energy sector. Her studies often emphasize the importance of sustainable development, as evidenced by her analyses of clean energy markets and the social impacts of renewable energy. Additionally, she has contributed to understanding digital marketing through her work on cybersecurity practices and influencer marketing. Her research also extends to consumer behavior, particularly in relation to electric vehicles and the broader implications of digital transformation in marketing communication. Ph.D. DURMUS SENYAPAR's interdisciplinary approach and substantial publication record highlight her commitment to advancing knowledge, and her scholarly contributions provide valuable insights and practical implications for academic and industry audiences.