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

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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.