

Paper ID: 191 - Social Adoption of Smart Grids: The Research Agenda

H. Nurgul DURMUS SENYAPAR completed her master's and doctoral degrees in communication sciences at the Gazi University Social Sciences Institute and Ankara University, respectively. She received her undergraduate education in communication sciences and business administration. To provide a holistic perspective, she conducts multidisciplinary research emphasizing the social aspects of engineering studies. She studied environmental sustainability as a prerequisite for human health, the health cobenefits of green energy, the public adoption of innovations such as smart grids and

electric vehicles, and consumer attitudes, intentions, and behaviors toward environmentally friendly technologies. At Gazi University, she teaches management and organization, quality and strategic management, health communication, and social psychology. She functions as the assistant quality coordinator at Gazi University.