CORPORATE IDENTITY BUILDING OF UNIVERSITIES IN THE CONTEXT OF ORGANIZATIONAL COMMUNICATION: AN ANALYSIS ON UNIVERSITY WEBSITES

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ABSTRACT

Corporate websites are one of the most effective tools for the organization to communicate with its target audience. In addition to being effective communication tools, corporate websites also support corporate communications and help the formation of corporate identity. Corporate identity is a completely planned process in which the character of the corporation is expressed. Determining the extent of the usage of these tools and applications in the websites of corporates is important in terms of presenting the current situation and making predictions for the future. Universities use web sites to communicate effectively, efficiently and quickly with their internal and external stakeholders and hence make use of websites as promotional tools. In this study, the websites of the universities ranked top ten according to URAP 2020-2021 (University Ranking by Academic Performance) have been analyzed with content analysis method in the context of cultural identity dimensions. Study results have shown that, applications about corporate communications and its tools and the visual elements of corporate identity take place in all of the corporate websites; the websites are tried to be made interesting, especially with animated images; the elements about corporate culture take place in faculty home pages; the elements about corporate behavior is featured with the purpose of information after alteration or activity; the senior management staff are featured more on the component of corporate structure and the industry identity components of universities have similar programs hence it can be said that they gain industry identity. For future studies, conducting a comparative analysis on private and public universities and a comparative analysis on the context of different themes of the websites of the universities in our country and the universities operating abroad can be presented as suggestions.

Keywords: *Corporate Communications, Corporate Identities, Websites, Universities.*

659

ÖRGÜTSEL İLETİŞİM BAĞLAMINDA ÜNİVERSİTELERİN KURUMSAL KİMLİK İNŞAASI: ÜNİVERSİTE WEB SİTELERİ ÜZERİNE BİR ANALİZ

ÖZ

Günümüzde kurumsal web siteleri kurumun hedef kitleleri ile iletişimini sağlamada en etkili araçlardan biri olarak karşımıza çıkmaktadır. Kurumsal web siteleri, etkili bir iletişim aracı olmasının yanı sıra kurumsal iletişimi desteklemekte ve kurumsal kimlik oluşumuna yardımcı olmaktadır. Kurum kimliği, bir kurumun kişiliğinin ifade edildiği, tamamı planlanmış bir süreçtir. Kurumların web sayfalarında bu araç ve uygulamaların ne ölçüde kullanıldıklarının belirlenmesi hem mevcut durumun ortaya konması hem de geleceğe yönelik kestirimler yapabilmek adına önemlidir. Bu noktada üniversiteler, iç ve dış paydaşlarıyla etkin, verimli ve hızlı iletişim kurmak amacıyla web sitelerini kullanmakta, bu doğrultuda web sitelerinden tanıtım amaçlı bir araç olarak faydalanmaktadır. Bu araştırmada, URAP 2020-2021 (University Ranking by Academic Performance) verilerine göre sıralamada ilk 10 içerisinde yer alan üniversitelerin web siteleri kurumsal kimlik boyutları bağlamında içerik analizi yöntemi ile analiz edilmiştir. Araştırma sonucunda kurumsal iletişim faaliyetleri ve araçlarına ilişkin uygulamalar ile kurum kimliğinin görsel unsurlarının tüm üniversitelerin kurumsal web sitelerinde yer aldığı; web ana sayfalarının görseller ile ilgi çekici hale getirilmeye çalışıldığı; kurum kültürüne yönelik unsurların daha çok fakülte ana sayfalarında yer aldığı ve endüstri kimliği bileşenlerinin tüm üniversitelerde belirli standartlara bağlı kalarak şekillendiği sonucuna varılmıştır. Sonraki çalışmalarda özel ve kamu üniversitelerinin web sitelerinin karşılaştırmalı analizi ve yurtdışında faaliyet gösteren üniversiteler ile ülkemizdeki üniversitelerin web sitelerinin farklı temalar bağlamında karşılaştırmalı analizlerinin yapılması öneri olarak sunulabilir.

Anahtar Kelimeler: Kurumsal iletişim, Kurumsal Kimlik, Web Siteleri, Üniversiteler

INTRODUCTION

Rapid developments and globalization in the field of information communication technologies have made the market environment of all organizations more competitive, whether they are for profit or not and it has made it inevitable for businesses to adapt to these technologies and follow new developments. The strategic use of communication resources is undoubtedly very important to achieve corporate goals. Because institutions are social structures. Like every social being, they are established, serve, and grow old and inadequate. The most important way to stop this deficiency is to restructure the institution or to give it a new corporate identity. This corporate identity should introduce the company, product-service so differently that the company's product-service should come to the fore among the existing products and should be the reason for preference.At this point, the concept of corporate identity has gradually expanded to include behavior, culture and other communication tools with the research of consultants and academicians from different disciplines; It is generally accepted that a company's business strategy is a multifaceted concept that is related to each other, such as the philosophy of key executives, corporate culture, behavior and corporate design, and consequently distinguishes one company from another.

From the perspective of corporate communication, corporate identity is the materialization of the characteristics of the institution's personality that differentiate it from others, and in this way, the institution is communicated to the buyers. Identity generally consists of four elements. These are the behaviors of the employees and the institution, the communication styles, philosophy and visual design elements of the institution. The specific use of these elements for an institution creates the identity of that institution. (Okay, 2013: 25-26; Steyn, 2004: 168)

On the other hand, with the developments in internet and information technologies, corporate communication has become much more important than before; parallel to this, the number and quality

of the environments in which corporate identity can be reflected has increased considerably. Web sites have become powerful tools that support corporate communication in this respect (Topalian, 2003: 1121).

Today, as in every sector, institutions serving in the field of education also strive to adapt to the requirements of the age with the internet and websites. Universities use websites as a promotional tool in order to attract qualified human resources to the institution, to enable students to choose the appropriate education field for the sector, and to establish effective, efficient and fast communication with target audiences (Yurdakul ve Coşkun, 2008: 142). So much so that universities can be considered as cultural communication centers that play an active and leading role in the economic and political life of societies. Universities are of undeniable importance in terms of conducting scientific research, producing and disseminating knowledge, providing education, training qualified manpower, leading the society and creating public opinion. In this respect, universities play a leading role in many changes in the world and are at the center of scientific and technological change (Günter vd., 2012).

All of this information in mind, URAP (University Ranking by Academic Performance) in this study in the 2020-2021 list, and Clarivat Analytics / InCites with HEC determined using data released by the "top 10 universities in Turkey" web page content analysis in the context of corporate identity subscales It was analyzed by the method. The university was examined by web browsing model; Corporate identity sub-dimensions were discussed in the context of the seven sub-dimensions included in the corporate identity model developed by Balmer and presented in tables by the author. For this purpose, the concept of corporate communication and corporate identity was included in the first part of the study; Both concepts were discussed in the light of domestic and foreign literature and research data. Again, in this section, a literature review regarding the use of websites and universities' websites was included. In the second part of the study, the websites of the universities included in the URAP (University Ranking by Academic Performance) 2020-2021 list were analyzed in the context of corporate identity sub-dimensions.

THE CONCEPT OF ORGANIZATIONAL COMMUNICATION

The concept of communication isn't just a set of tactics or methods for organizations. Communication involves a strategic perspective rather than short-term techniques and methods; It offers a way to improve the interaction with stakeholders to support internal and external institutional goals (Holm, 2006: 24; Mohr and Nevin, 1990: 44) In this context, at the beginning of the 2000s, it became popular to consider corporate communication management on the basis of a strategic point of view. Corporate communication is defined as a management function based on planning and coordinating communication processes; corporate communication management is defined as an effective communication process that coordinates interconnected communication resources and improves corporate performance with various strategies (Steyn, 2003: 168; Dozier et al., 2013: 14). In another definition, corporate communication, as an umbrella term that encompasses the whole, is defined as an effort to bring together and manage all internal and external communication activities of the institution from a single source (Christensen et al., 2008: 2; Cornelissen, 2004: 23).

The dialogue process starts with corporate communication, and then continues with or without a plan (Grönroos, 2000: 107). Therefore, organizations that have adopted corporate communication management should see the communication process as a functional strategy (Hooghiemstra, 2000: 60). Because the management function in corporate communication is part of a long-term process. In this process, internal and external stakeholders maintain their interactions through communication resources that include their own methods. In this context, stakeholders; They can find the opportunity to define or reshape the institution-specific communication resources (Varey, 1998: 178-179). These resources are the result of strategic decisions and have long-term effects. At this point, corporate culture associations with corporate identity elements such as keywords, labels, distinctive short messages, symbols and sounds enable the identification of the main communication resources specific to the organization. For

this reason, it is important to predefine communication sources in corporate communication management. In addition, the communication strategy of the institution should focus on the development of systematic communication in line with the corporate mission and vision and the goals within the scope of corporate policy (Argenti, 2007: 3-5; Dolphin, 1999: 44). In this context, corporate communication management should include all of the corporate managers and corporate personnel and should be closely connected to strategic management and stakeholder relations. In addition, corporate communication resources; institutional capacity, strengths and basic values of the institution should be established on the axis of corporate identity (Van Riel ve Fombrun, 2007: 2-3; Kaya, 2003: 13).

Purposes and Functions of Corporate Communication

At the basis of corporate communication, achievement of corporate goals and the transfer of information, which is the basis of communication that will ensure this, lies. In this context, corporate communication has a number of goals that address different dimensions of the organization (Gökçe, 2010:169; Güllüoğlu, 2011: 23; Gürgen, 1997: 37-38; Pelsmacker vd., 2010: 184; Tutar, 2009: 23; Riel ve Fombrun, 2007: 25; Uzunoğlu vd., 2009: 35). Corporate communication is a managerial point of view and the primary purpose of the management is to influence and direct its employees in line with corporate purposes. In this context, the primary purpose of corporate communication is to ensure the harmonious and coordinated functioning of employees and all units and to create a normative bond between the organization and the target groups. In this context, corporate communication includes purposes such as spreading corporate information by individuals and increasing corporate efficiency. On the other hand, creating awareness, perception and understanding among stakeholders outside the institution, increasing their knowledge and attitude levels, thus ensuring the preference of an institution is another purpose of corporate communication. Similarly, informing institution members about corporate culture and ensuring their identification with corporate culture and in the relations of institutions with the public; Managing critical processes in order to adapt to environmental factors that lead to the redefinition of the corporate vision can be considered among the main objectives of corporate communication.

In line with all these purposes, we can summarize the functions of corporate communication as follows (Richmond vd., 2005: 25-26; O'Hair vd., 2005: 13; Gürgen, 1997: 33-34; Riel ve Fombrun, 2007: 25; Tutar, 2009: 102; Gökçe, 2010: 167; Dolphin, 2000: 2):

- Corporate communication carries information.
- Corporate communication mediates relationships and interaction.
- Corporate communication ensures the implementation of decisions.
- Corporate communication carries orders and instructions.
- Corporate communication provides feedback.

As a result, corporate communication is one of the managerial tools that can effectively use all internal and external communication methods for corporate purposes in order to regulate the relations of the organization with the groups to which it is affiliated (Theaker, 2006: 119). Nowadays, if it is desired to run a corporate identity process in line with the corporate strategy, an integrated communication, consistent messages and content should be communicated, especially in order to establish relationships with internal and external audiences (Dolphin, 2000: 2; Sriramesh and Vercic, 2009: 92). One of the aforementioned content is the internet environment and corporate use of websites. In recent years, advances in communication technologies and internet applications used by institutions to reach their target audiences have brought significant gains in terms of communication in general and corporate communication and corporate identity in particular.

In this context, in the other part of our study, the concept of corporate identity will be discussed with its multiple components.

662

THE THEORETICAL FRAMEWORK OF THE CORPORATE IDENTITY CONCEPT

The concept of corporate identity emerged as a design concept and attracted managerial attention as a design problem in the 1970s. Over time, this situation has led to the corporate identity being seen as a strategic tool and a resource providing competitive advantage (Hepkon, 2003: 176). Changes in technology, market dynamics, consumer values and behaviors played an important role in the increase in interest towards the concept (Malewar, 2003: 195). So much so that with the start of commercial life, institutions have also started to search for identity; institutions have entered the process of acquiring identity with introductory logos, emblems, names and colors in order to be preferred by consumers (Sampson, 1995: 26). At this point, we can define that the concept of corporate identity is from the name, logo, letterhead of a company, product or service to the design of vehicles, the general appearance of the company building, the interior decoration, from the clothes of the workers to the behavior of the employees, from the management style of the company to the management system, from the quality of the executives to the production all kinds of images, styles and messages as a system integrity with strategies (Garbett, 1988:74; Wood, 2001: 95; Melewar ve Karaosmanoğlu, 2005).

The concept as common in the definitions regarding corporate identity is seen as a collection of meanings how a company is recognized and how people allow people to define, remember and describe the company (Topalian, 1984: 56; Olins, 1989; Hepkon, 2017: 176; Sampson, 1995: 26). While the corporate identity is reflected on the stakeholder groups, the codes used represent how the institution wants to be perceived (Markwick and Fill, 1997: 397). At this point, according to Wally Olins (1990: 108), corporate identity reflects four points belonging to an institution:

- Who it is
- What it does
- How it does
- For whom

As can be seen, corporate identity is the focal point of defining the institution. It includes the verbal and visual presentation of the company, market positioning, and competitive differentiation at corporate, commercial unit and product levels. Therefore, the concept is closely related to the activity styles of the organization and the strategies it adopts (Malewar, 2017: 200). From this point of view, we can say that the corporate identity of a company consists of three main identities (Ak, 1998: 17).

1. **Business identity: - Business / Management, Production / Service, Marketing / Sales / Service:** while business identity does business in management it can be defined as the system and standards applied and the behavior of the employees within the system.
2. **Publicity identity: - Visual identity, Advertising, Public Relations** It is the type of identity that encourages the consumer to buy a product and enables the product to be distinguished from its competitors.
3. **Behavioral Identity**: It is the type of identity that determines how the company communicates with its employees or customers.

While the concept of corporate identity was initially limited to logos and other elements of visual design, over time it has become to encompass all forms of communication and outward-looking behavior of the market. In recent years, the meaning of corporate identity has been expanded one step further, so it has been recognized that it includes not only the visible external presentation of the company, but also core qualities such as stability and consistency that give the company its specificity (Cornelissen et al., 2007: 7). Corporate identity management by many people; It is seen as an indispensable part of motivating broad stakeholders including voters, employees, shareholders and consumers (Wood, 2001: 95).

663

Importance and Corporate Benefits of Corporate Identity

Corporate identity is the internal view of the institution and is related to how the institution sees and perceives itself. All the benefits provided by the corporate identity have expanded and gained importance with the instant access of institutions to large masses in channels such as social media. There are many research results regarding the importance and benefit of corporate identity. Some of these are listed below:

- Corporate identity plays the role of a central force that motivates employees. Employees will show greater support and commitment to their organizations if they clearly understand the goals, orientations and characteristics of their organizations.
- It is widely accepted that corporate audiences act according to the reputation of companies when making investment decisions, career decisions and product choices (Wood, 2001: 96).
- Corporate identity helps companies attract to itself highly skilled executives (Olins, 1990).
- Corporate identity makes it easier for employees to adapt and integrate with the existing culture with greater sensitivity.
- An institutional identity adopted by all its members will reflect positively on its stakeholders with whom it is in contact and create a positive image (Melewar and Saunders, 1998).
- Corporate identity is the focal point of defining the institution. It includes the verbal and visual presentation of the company, market positioning, and competitive differentiation at corporate, commercial unit and product levels (Malewer, 2005).
- The corporate stakeholders of a company help the organization to be aware of its business capacity, management power, competitive difference and product and service diversity thanks to the reflections of corporate identity (Lippincott and Margulies, 1998).
- Corporate identity ensures the recognition of the organization and it becomes easier to distinguish it from similar ones. This especially helps build trust in the target audience. Anyone who has some relationship with the organization can predict what it will encounter and with whom it will do business (Hürel, 1998).
- Through corporate identity, consumers can be informed about product quality, which provides support for a company's products and brands. In addition, corporate identity provides strong corporate brand formation that ensures the loyalty of corporate stakeholders (Balmer, 2001; Markwick and Fiil, 1997).
- Enables the financial community to better understand a company and this provides investors' attention to a more equitable valuation of the company's assets and increases the company's access to capital markets.
- Corporate identity helps companies overcome the crisis and recruit qualified employees (Gray and Smeltzer, 1985, 1987).
- Corporate identity is an important element for the construction of corporate image. An open and well-managed corporate identity is a strategically important way of image realization (Wood, 2001: 96).

For all these reasons, companies should plan corporate identity well and manage it professionally. In this way, organizations can exist in the long term and communicate well with the target audience. Undoubtedly, this process should be managed professionally and should be included in the communication strategy of the institution.

Corporate Identity Goals and Development Process

Corporate identity feeds inward and outward oriented goals. What goals the business wants to achieve is possible with an extensive research and environmental analysis. The goals of the corporate identity are classified in two categories as Introverted Goals and External Goals (Kiessling and Spanagli, 1996: 123-127):

Introverted Goals

The reason for the existence of corporate identity is to increase production and success. The decisions, processes and structure made together with the corporate identity will be clearer and more evident. Employees will know what is expected of them and will structure their behavior in line with the requests of the management. So much so that it is becoming increasingly important to consider the wishes and expectations of employees today. Because employees are an "investment" for corporations in business life, and if there is no employee in the context of total quality management, there will be no institution. The philosophy of satisfaction starts inside is a sign of the importance given / to be given to employees, and corporate loyalty is the igniter of many corporate outputs, especially corporate performance and corporate efficiency (Güllüoğlu, 2012: 13).

Outward-Oriented Goals

Outward goals in corporate identity are to ensure the adaptation of the enterprise to the market and the environment. The corporate identity should set a target defined in the eyes of the target audience and thus establish its identity. The unchanging characteristic image enables the business and the product to get out of the unknown and information flow. Recognition, sympathy, trust strengthen the behavior of the business and support the behaviors of the target audience. We can list outward-oriented goals of corporate identity as follows:

- It provides the brand to protect itself against its competitors.
- It enables the consumers to look at the product and brands more critically.
- It encourages investors.
- It is effective in being distinctive / attracting attention.

Undoubtedly, corporate identity goes through a certain formation process in order to achieve these goals. This process should proceed strategically in the context of corporate communication and the internal and external goals of the institution should be addressed in all aspects. This long and difficult process consists of **Analysis, Planning, Application and Control stages.**

The first stage, **Analysis**, involves revealing and organizing basic problems related to corporate identity. At this stage, information needs to be collected, processed and evaluated in detail. For each step to be effective, it must be considered and decided individually. Analysis is a pre-research strategic process that helps develop the necessary communication strategy for the development of an identity. Within the scope of this process, the following issues should be emphasized (Ak, 1998: 180):

- What is the organization,
- How the organization is perceived,
- Organization's requests,
- Expectations from the future,
- How it wants to be somewhere?
- How does it want to look?

The second stage, **Planning**, involves determining a desired future and the steps to be taken to achieve it and the management and administration of an organization necessitates the determination of the objectives first, the development of the policy followed and the preparation of an execution plan. The benefits of the planning phase in the corporate identity process can be listed as follows (Tek, 1997: 75):

- The planning stage prompts the management of the institution to be systematic and thinking prospectively.
- Provides coordination of the organizational effort.
- It facilitates the development of performance standards for an effective control.
- It encourages the determination of basic organization goals and policies.

At this point, the planning phase should be dynamic, adaptable to changes easily, prepared in accordance with corporate objectives, results should be reviewed, and problems should be prevented. In order to increase the implementation and success of the plan, it must first be adopted by the implementers and the public.

The third step is the **implementation** stage. At this stage, the visual design activities of the institution are prepared to cover the whole institution; Logo, emblem… etc. elements are revealed and all these are shared with the internal and external stakeholders of the institution. The purpose of visual applications is to use the corporate identity in communication tools in the formation of the product and the packaging of the prepared plan. In this process, designs bearing all corporate colors and fonts, from the staff's clothes to the signs at the door, from flags to letterheads, notices, packaging, office decoration and bags, are included (Yıldız, 1995: 175). This stage, where all the visual products of the institution are produced, is almost a mirror of the corporate identity. Because in this way, companies differ from their competitors in the market; they manage to stay in the mind of the target audience and be remembered.

The fourth and final stage is the **control** stage, and it refers to the point where the progress of the corporate identity process and the results are checked and tested whether the goals and objectives are achieved within the specified time and measure. The control stage may sometimes require going back to the information gathering phase in the context of the results achieved. At this point, pre-tests are carried out to ensure that the measures of a campaign or application are evaluated in advance. Direct ratings, Portfolio tests and Lab tests are some of the pretests. This stage especially helps to understand whether the target audience is reached or not, what data is taken and how it is processed, how an image is created and changed (Okay, 2003; Garbett, 1988).

Corporate Identity Structures
Identity can explain an organizational structure and clearly reveal its shape with the goals it sets. Corporate identity structures are divided into three:

Monolithic (Single) Identity
In this type of identity structure, the organization uses a single identity everywhere. Although its fields of activity are diverse, it expresses itself with a single identity. For this reason, the company and its products can be easily remembered and perceived. The main strength of single identity is that every product and service introduced by the organization has the same name, style, qualities and character (Ak, 1998: 21). Businesses acting with a monolithic identity have the following characteristics (Wally, 1996: 85):

- It has a long life span.
- The rate of recognition of businesses with a single identity is higher. This is a great advantage for the market.
- It is mostly preferred by banks, oil companies and airlines.
- They work in a narrow space.

Supported Identity
Subsidiaries affiliated with a parent organization also have their own identities. Such an understanding of identity is called a supported identity. Organizations with multiple identities have the following characteristics (Okay, 2000: 50):

- These organizations are multi-sectoral organizations, serving in a wide range of activities. Production, wholesale, retail sales and the production of a product with everything within their own organization.

- Often they have competitive products. Therefore, there may be competition problems between companies, customers and often their own employees.
- The products produced by these organizations, which frequently operate in different countries, may also be different.

Brand identity

The policy of specifying the product with a certain mark is a powerful tool to support the sale of a product (Wally, 1999: 115). The link between the brand and the consumer is formed by identity. At this point, brand identity is an important step for the brand to continue its development and achieve profitable growth in a competitive environment (Akıncı, 1998: 239). Today, organizations producing branded products stand out with the identities of the brands they own rather than their own identities. Here, the consumer is only interested in the product, not with the main organization. In summary, brand identity is the set of rational as well as emotional associations that a person or group shows to a product. In other words, it is the whole of feelings and thoughts that the product evokes to the person (Peltekoğlu, 1998: 287). The psychological differences come to the fore with the brand identity rather than the physical and functional differences of the product or business (Yaylacı, 1999: 154).

Corporate Identity Dimensions

Just as people have an identity with their physical appearance and personality traits as a whole, organizations also have personality traits with their corporate design corporate culture, philosophy, behavior and communication styles. Studies on corporate identity have led to the development of sub-dimensions for the concept and to take place in the literature over time. The seven main dimensions included in the study of Wally Olins (1990: 60) and used in defining the corporate identity developed by Balmer are listed as corporate communication, corporate design, corporate culture, corporate behavior, corporate structure, industrial identity and corporate strategy. These main dimensions and sub-components are included in Table 1.
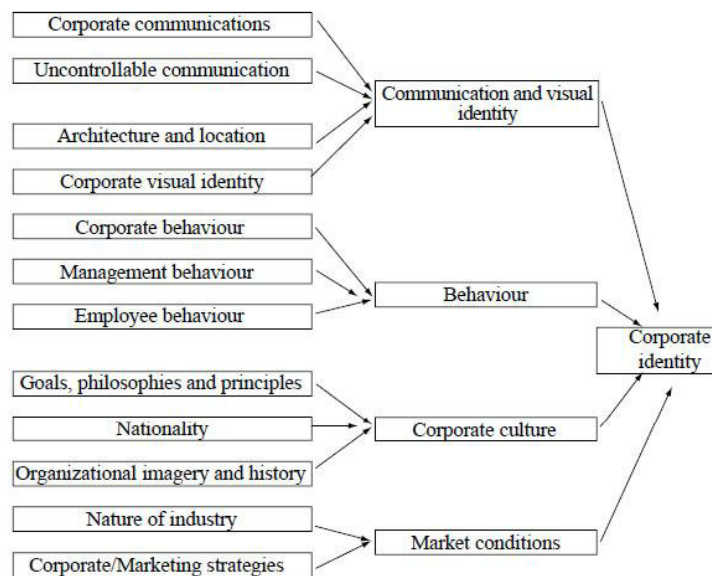

Figure 1: Wally Olins (1990: 60) Corporate Identity Model

When it comes to corporate identity, the first things that come to mind for many are the visual elements such as the logo of the organization, the colors it uses, and the emblem. However, these are insufficient to explain the institution's identity. Because corporate identity is an interactive process that consists of corporate design that includes the visual elements listed above, as well as corporate communication, corporate behavior and corporate philosophy. The use of these elements in an institution-specific manner constitutes the 'corporate identity' of that institution (Okay, 2000: 38) and once the corporate identity is

formed, it can be used in printing works, advertising, clothing of the employees, decoration and painting of the building, transportation and all other physical identity. Everyone responsible for affairs should be aware of this identity and its requirements (Jefkins, 1995: 34). Therefore, a detailed examination of the sub-dimensions of corporate identity will be important in assimilating the broad spectrum of the concept. In the other part of our study, the elements of corporate identity in Table 1 will be examined in the context of domestic and foreign literature.

Corporate Design Dimension
Corporate design, so the visual aspect of corporate identity, constitutes the most important part of an institution's identity (Melewar and Saunders, 1998). Corporate identity design is the visualization of the features and design elements of the institution in the most effective way. Institutional design; It is a whole that expresses visual communication elements such as logos, fonts, slogans, colors, environmental elements such as factories or buildings belonging to the institution (Van den Bosch vd., 2006: 871) and design elements that aim to differentiate the products or services consumed by customers. In particular, it provides visibility and remembrance in symbolically representing the visual identity institution / brand. Hence visual identity; The name, logo, letterhead of an institution, service or product appear in all areas from the design of vehicles to the general appearance of the institution building, interior architecture, sales, service or distribution personnel clothing (Dündar, 2013: 95). In this respect, the concept supports the corporate image with visibility, distinctiveness, reliability, transparency and consistency (Oliver, 2007: 74).

Corporate Visual Identity
According to Henrion and Parkin (cited in 1967: Maleward, 2003: 213), every company has a face it wants to show to its corporate stakeholders and the face determined by the company for itself constitutes its visual identity. However, corporate identity is considered by many to put the corporate logo on papers, envelopes, goods, websites or to paint the cars of the workplace in corporate colors. However, these are only a certain aspect of the visual identity, which is one of the elements of corporate identity, and the primary purpose is to underline the cultural values of the organization and to form the basis of the organization's communication efforts (Melewar and Saunders 1999).

Corporate visual identity is the graphic design at the core of the company's visual identity (Melewar and Saunders, 1999) and is an external indicator of the company's internal commitment (Abratt, 1989; Melewar and Saunders, 2000). At this point, we can define visual identity as a comprehensive phenomenon that includes the organization's products, printed materials (correspondence, business forms, and promotional literature), and interior and exterior design proposals (factories, offices, warehouses, showrooms and wholesale bargain stores). Dowling (1994) argued that the elements that help people to recognize the company, such as the architecture of the company buildings, location, interior design of the offices, the uniforms of the employees, are the components of the corporate visual identity. Melewar and Saunders (1999), on the other hand, argued that corporate visual identity is a piece that reflects their own quality, prestige and styles to the corporate stakeholders of the companies, and they stated that each company sends its own clearly designed messages with the materials it produces. The way all these factors are reflected on consumers, users, the banks where the company works, distribution channels, government and society determines the image of the organization. At this point, there are four common features of the images that companies reflect (Malewar, 2003: 212):

- Simplicity in brand / symbol combination
- Strong visual identity
- Continuity in symbol/identity relationship
- Memorability

In this context, a methodological process should be followed when starting to develop visual identity studies. The various stages and conditions involved in this process; It should be expanded in accordance

with the results of the research. The company's corporate culture, philosophy, corporate communication, vision and the image it wants to give should be analyzed and discussed. When the synthesis consisting of these elements is transferred to the visual language, it is possible to see how the correct communication is reflected in the inner and outer groups in the best way.

Corporate Culture

Although there is no consensus on the elements of corporate identity, it is generally accepted that corporate culture is a part of corporate identity construction (Görpe, 2001: 26). At this point, the corporate culture of the business managers and employees; It can be defined as the values, beliefs and thinking system adopted and accepted by all members of the business, guiding them while doing their work in order to realize the goals of the business (Ülgen and Mirze, 2004:380). The concept reflects the recognition of the organization in the environment, its value, social standard, the form and level of relationship with other organizations and individuals in the environment. With this function, culture is an important tool that connects the organization to the society and determines its place, importance and success in society (Eren, 2002: 425). In fact, determining the corporate culture of an organization includes all means of communication, culture, mission, goals, strategies, organizational structure, centralization of control mechanisms, products and services, and the market or sector it serves (Olins, 1990; Markwick and Fill, 1997).

In summary, corporate culture is the control of norms showing how the activities that determine the attitudes, beliefs, assumptions and expectations of the employees in the same institution and the behaviors of individuals and the relations between individuals (Erengül, 1997: 25) and corresponds more to an intellectual process. The concept has been included in the framework of the business policy and has begun to take shape from the first day the institution was established. Therefore, the main task of corporate identity policy is to create or support a corporate culture that increases the driving force of corporate ideas, strategies and measures in competition (Okay, 2000: 253).

Corporate Behavior

Institutional behavior is the behavior exhibited during the continuation of the activities within the organization (Güney, 2011: 29) and it is defined as the sum of planned or spontaneous institutional actions as a result of institutional attitudes (Melewar, 2003: 195). Northart (1980) emphasized corporate behavior as an element of identity. Hatch and Schultz (1997:360) argued that corporate identity is primarily related to the way employees define themselves within the organization. Therefore, corporate behavior refers to how the employees and managers of the institution interact with each other and with external audiences during the organization's activities. While the reflections of corporate behavior on internal relations are behavior during the employment period, executive speech, communication style, crisis and conflict management behavior; The reflections in foreign relations are listed as the method of choosing and applying for a job, the style of talking with the customer, the style of handling complaints, and the behavior towards market partners (Akıncı Vural, 1998: 180).

In terms of employees, corporate behavior includes the responses, decisions and behaviors of employees to events, but also includes their behavior towards the target group (İnce, 2013: 3). However, corporate behavior is not the only way for employees to communicate with stakeholders individually. The personality of the employees can also affect the process. The general tendency in the corporate identity literature is that the top management determines the corporate identity.

Corporate Strategy Dimension

Corporate strategy; It is the main plan that outlines a company's products and market space, the overall goals and policies the company uses when competing in the markets it has chosen (Gray and Balmer, 2001). Markwick and Fiil (1997) consider corporate strategy and strategic management as part of corporate identity. Birkight and Stadler (1986), on the other hand, put corporate strategy into a corporate identity mix of communication, personality, symbolism, behavior, strategy and image. Balmer and

Soanen (1997) also define strategy as the corporate identity component that describes the "what the organization is" that includes the "soul", "thought" and "voice" of the organization.

Van Riel (1995) and Morison (1997) drew attention to the role of corporate strategy in corporate identity change programs and suggested that corporate strategy is one of the key functions of corporate identity. According to them, corporate strategy determines what the company produces, how much profit it will make, and how these products affect customers' feelings about the company.

Differentiation strategies create differences in the products and services of the enterprise and in all activities that create value; it responds to the demands and expectations of its customers.

On the other hand, under the title of corporate strategies, there are differentiation strategies and positioning strategies elements (Kotler and Armstrong, 2010: 233). While the consumer makes every purchasing decision, he organizes products, services and companies in one place in his mind in order not to make repeated evaluations and to simplify the purchasing process. The location of a product; It is a mixture of perceptions, effects and emotions that the consumer has as a result of comparing the product with its competitors. In other words, positioning is also known as the place of the product or service on the consumer's perceptual map. Differentiation strategies create differences in the products and services of the enterprise and in all activities that create value; it responds to the demands and expectations of its customers. The company differs from the companies that offer similar products and services by creating a change in its products and services and creates customer loyalty. Therefore, we can say that the corporate strategy is in the identity of the organization (Blythe, 2001: 81).

Websites as a Corporate Communication Tool
The uses of the basic elements of the internet are varied and different. One of them is websites that are promotional tools. According to Poulter vd. (1999), a website is defined as a collection of pages that are generally related to each other and placed on the same server. According to Berthon vd. (1996), a website is a new form of media with features such as users' ability to access websites easily, being quite cheap compared to other media tools, global accessibility, and interaction when necessary (Başfirincı, 2008: 54).

The most basic feature that distinguishes the internet environment from traditional tools is that it provides an interactive environment and it is a new type of communication tool due to this different feature (Esrock and Leichty, 1998: 306). With an increasing demand day by day, web pages, e-mail and other services have started to be used interactively, especially for promotion and marketing, in line with the expectations of the users (Tutar, 2005: 185).

Due to the fact that technological innovations and internet facilities provide access to every individual, organizations have largely carried out their communication and promotional efforts over the web pages they have prepared, thus, they have found the opportunity to interact and direct their own establishment policies as well as the information function (Bilbil, 2008: 68). Thanks to the corporate websites, which are one of the communication tools that organizations apply to create a positive perception in their target audience and to ensure the continuity of this positive perception, institutions have the opportunity to share their information with their stakeholders and target audience (Genç, 2019: 885). In this respect, websites make it possible to reach larger audiences with lower costs compared to other mass media by providing data such as voice, image and text (Koç, 2015: 60). In addition, through websites, organizations carry out promotional activities regardless of time and place, and also contribute to the process of developing mutual understanding with their target audiences by taking advantage of the feature of receiving feedback (Koçer, 2017: 59).

On the other hand, Web sites offer important opportunities for public relations practitioners in terms of showing both the society and the world how an organization serves its target audiences and how it

creates a dialogue environment with them. (Esrock and Leichty, 1998: 305-319; Kent and Taylor, 1998: 321-334). There are promotional films, photographs, virtual tours, animations, maps, audio promotions, e-magazines, e-brochures, promotions, guest book and many necessary information on the promotional "web" pages. At this point, we can list the main usage areas of websites in institutions as follows (Okay and Okay, 2001: 669-670):

- Providing information to media organizations,
- To communicate with all target groups daily,
- Gathering information about different target groups,
- To improve the corporate image,
- Strengthening the corporate identity,
- To communicate with employees,
- Creating a status symbol for an organization,
- Selling online,
- To reach international markets,
- Reaching a person browsing the Internet,
- Performing other public relations functions.

Another classification for web sites is the function features and presentation features within the scope of the information it contains about the institutions. While function features include the information / information flow, communication network, participation and campaign features of the corporate website, the presentation features include the visuality, accessibility, navigability, up-to-dateness and visibility features of the corporate website (Gibson vd., 2001).

With new communication technologies, it is seen that the content and format of many concepts such as conventional management, marketing, public relations, promotion, communication, business processes have changed, and all institutions have become to provide services to internal and external customers by taking advantage of new communication technologies (Yavuz vd., 2011 : 65). However, the virtual world also has some limitations; It doesn'tt have the advantages of face-to-face communication, but has communication tools to bring it closer to face-to-face communication. There are also big risks in the virtual world too. A negative news about the institution can quickly take place in social networks, forums, and blocks. For this reason, institutions should follow the news in the virtual world and intervene in the events through open communication (Koçer, 2017: 757).

Considering these features, it is increasing day by day that all institutions, universities, which are the source of science and technology, should prepare their "websites" in the best way and present them to the users. Faculties, research centers, institutes, etc. within the units of universities and universities, different departments or units direct the target audiences to their "web" sites with a link given directly over the university, enabling the target audiences to get detailed information from these sites (Yurdakul ve Coşkun, 2008). Therefore, effective and fast transformation of information dissemination is made easier with "web" pages, and most of the time, web sites are a communication tool that creates, strengthens or weakens the corporate image. In this context, the structuring of the website, which universities and faculties effectively use to create a positive image in the minds of the target audiences, is an issue that should be seriously addressed by both university and faculty management and public relations experts.

Universities and Websites as a Corporate Communication Tool
In the higher education law, the university provides high level education, scientific research, publication and consultancy with scientific autonomy and public legal personality and it is defined as a higher education institution consisting of faculties, institutes, schools and similar institutions and units (IKU, 2006).

In this context, universities are addressing young people who will be educated in these institutions, faculty members, experts and university staff in charge of the education of young people, and then to all institutions and organizations outside the university. In this respect, in the information age we are in, one of the tools that enable universities to reach their target audiences in the easiest way is websites (Yurdakul and Coşkun, 2008: 143; Esrock and Leichty, 1998: 305-319; Kent and Taylor, 1998: 321-334). In this context, websites fulfill the function of being one of the mediums that are effective in promoting the institutions, reflecting the corporate identity and corporate image (Başok vd., 2009: 1955). Therefore, the development of information communication technologies, which play an active role in every aspect of daily life, has become an important tool for universities to exist on the internet, as in all other institutions. In this respect, universities perform a number of functions such as controlling the flow of information, disclosing information, delivering specific information to target audiences and reducing communication costs through websites, which are an interactive environment (Maynard and Tian, 2004: 285-286).

At this point, universities introduce themselves on their corporate websites in order to be preferred and to attract higher quality students and faculty members. Corporate websites are an important tool for establishing corporate identities in the virtual world (Koçer, 2017: 757). For this reason, universities should create their websites in an interactive structure that will allow the feedback of their target audiences and in which the two-way communication process will be carried out, as is the case with for-profit businesses.

All this information will be given to the findings of the analysis with content analysis in the context of corporate identity elements of our work in research in light of the 2020-2012 data URAP (University ranking by academic performance) light entering the top 10 universities in Turkey website.

METHODOLOGY

Purpose of the research
Web sites fulfill the function of being one of the effective mediums in the promotion of the institutions, reflecting the corporate identity and corporate image. Universities can communicate with their internal and external target audiences quickly and effectively through the websites, which are an interactive environment. In this context, the main purpose of the research is to determine how universities reflect their corporate identity on their corporate websites. Although there are studies on the determination of corporate identity, the number of studies conducted specifically for universities and examining corporate websites is quite limited. The study also aims to emphasize the importance of web sites in general, corporate identity in particular, in public relations, promotion and stakeholder communication of institutions, and thus draw attention to the necessity of addressing the corporate identity building process in a professional context.

Population and Sampling of the Research
The universe of this study are all private and public universities operating in Turkey. The sample of the study is the universities that rank among the top 10 according to URAP 2020-2021 (University Ranking by Academic Performance) data. The universities in the top 10 are listed below:

672

No	University	City	Article Score	Citation Score	Scientific Document Score	Doctoral Score	Faculty Member / Student Score	Total Score
1	Hacettepe University	Ankara	169.18	185.93	188.9	191.08	58.09	793.17
2	Middle East Technical University	Ankara	186.92	172.88	189.32	182.27	38.31	769.7
3	Istanbul Technical University	İstanbul	177.12	166.32	187.49	179.1	43.12	753.15
4	İstanbul University	İstanbul	149.25	170.66	187.24	194.58	47.22	748.96
5	Koç University	İstanbul	182.01	176.09	177.14	133.02	67.79	736.05
6	Gazi University	Ankara	148.14	147	168.33	192.77	58.52	714.75
7	Ankara University	Ankara	152.72	148.71	163.16	200	47.11	711.7
8	Gebze Technical University	Kocaeli	166.68	144.89	163.54	140.55	57.67	673.34
9	İhsan Doğramacı Bilkent University	Ankara	164.26	186.64	174.9	102.26	43.93	672
10	Ege University	İzmir	140.23	145.62	161.46	164.93	59.05	671.29

Table 1: URAP 2020-2021 List, URL 1

URAP (University Ranking by Academic Performance Laboratory) in Turkey every year 166 of the university's academic performance Clarivat Analytics / HEC criteria published by the InCites is a list that summarizes the line. The mentioned list is determined within the framework of the number of articles, number of citations, total number of scientific documents, number of doctorate, number of students per faculty member, citation score, article score, scientific document score, doctoral score, faculty / student score.

In the study, the typical case sampling method, which is a purposeful sampling type, was used and in this way, the web pages of the universities included in the URAP (University Ranking by Academic Performance Laboratory) list were analyzed by content analysis method within the scope of institutional identity dimensions.

Limitations of the research

The main limitations of the study are listed as follows:
- In the research, while examining the corporate websites of universities; Faculty, college, institute and other unit pages aren't included in the analysis. The information that can only be accessed from the university website home page was included in the study; Categories and variables not included in this field were excluded from the scope of the study.
- In terms of the effectiveness of the research, only the information obtained through the websites was taken as a basis, and the communication messages spread using other communication media weren't taken into account. This is because most of the visitors to the website enter the home page.
- Web sites are constantly updated and changed due to their dynamic structure, and the fact that the

673

data obtained are between the dates of research is another constraint.

Research Method

The content on corporate websites has been scanned for the elements of corporate identity. In the study, Koçer's (2017) "The Investıgation of Corporate Website In Terms Of Corporate Identity: An Analysis On The Most Preferred Universities" was handled in line with URAP (University Ranking by Academic Performance Laboratory) data. The main dimensions and sub-components in the study were subjected to content analysis by adding and removing in accordance with the content of the university websites.

Content analysis method is considered as the method that best reflects the nature of the study. Content analysis is a qualitative research method. Data that are similar to each other are brought together within the framework of certain concepts and arranged and interpreted in a way that readers can understand (Usta, 2007: 250). A more detailed definition; Content analysis is a scientific research method that involves scanning all kinds of data with message value for a purpose, categorizing, summarizing, and analyzing and interpreting the findings for the purpose of research (Başfırıncı, 2008: 53). Content analysis provides a systematic opportunity for people doing research in the field of social sciences to gain a meaning from various documents and all kinds of recorded documents and archives. Content analysis, which is based on analyzing texts recorded in a certain way, focuses on the message that the text carries and the meaning with the information it conveys. In this context, universities' websites were analyzed within the scope of corporate identity dimensions in our study. In the study, a coding form consisting of different categories and subcategories was developed. This form was developed and expanded by the researcher in line with the research purposes, using the information in the literature and the coding forms of the related researches.

Research Questions

The following research questions have been developed within the scope of the research.

Research Question 1: What are the "Home page design elements" in university websites?

Research Question 2: What are the "Visual identity indicators" on university websites?

Research Question 3: What are the "Corporate communication activities and tools" on university websites?

Research Question 4: What are the "Corporate culture elements " on university websites?

Research Question 5: What are the "Corporate behavior elements " on university websites?

Research Question 6: What are the "Institutional structure elements" in university websites?

Research Question 7: What are the "Industry identity elements" on university websites?

Research Question 8: What are the "Corporate strategy elements" in university websites?

Research Findings

Findings on the corporate websites of the top 10 universities determined in line with URAP (University Ranking by Academic Performance Laboratory) 2020-2021 data are presented below.

Examination of Corporate Web Sites in Terms of Home Page Design

While analyzing the home page view; Entry page, institution name in URL, Loading time, Links in the center of the page, graphic presence on the website, Background and Text color, Mobility and Images, Fluent image, Menu, English Version sub-dimensions were evaluated.

Table 2: Home Page Design Elements of Corporate Web Sites

Website Design	f
Login Page	10
Institution name in the URL address	10
Load time	10
Links are in the center of the page	9
Graphic presence on the website	3
Background Color Clear	5
Text color is dark	5
Mobility and images	3
Fluent display	10
Menu	10
English Version	10
Search in site	10
Page height	8

Table 2 includes the data distribution according to the design elements of the home pages of the corporate websites of the universities subjected to content analysis. The criteria for linking in the center of the page were determined on 9 websites, Background Color Light, Text Color Dark sub-dimensions were determined on 5 websites, Graphic Presence and Mobility and Images sub-dimensions were determined on 3 university websites. While the page height is located on 8 university websites, the criteria of home page, institution name in URL, Fluent display, Menu, Search in Site, English Version and loading time are similar to all universities. In this respect, it has been determined that all university web pages are similar and close to ideal in terms of homepage design features. **Research Question 1** developed within the scope of our study in the context of these results: What are the "home page design elements" in university websites? The question has been answered.

Examination of Visual Identity Indicators on Corporate Websites
As visual identity indicators; Institution name, Emblem, Corporate writing style, Institution color, Institution's slogan, Letterhead paper, External appearance, information about the institution's logo, interior and exterior appearance elements of the spaces were examined.

675

Table 3: Visual Identity Indicators of Corporate Websites

Visual Identity Indicators	f
Institution name	10
Corporate Emblem	10
Information on the corporate logo	7
Corporate writing style	5
Corporate color	10
The motto of the institution	9
Letterhead paper	7
External view (outdoor spatials of the campus)	10
Interior view (Interior visuals of the campus)	10
Institution's slogan	8

In Table 3, visual identity elements on the websites of universities are determined. Names, , emblems, institution color of all universities, interior and exterior images of the campus are available on the website. Information about the corporate logo was provided on 7 university pages, 5 universities specified their corporate writing style, and 7 universities published their letterheads on their websites. **Research Question 2** developed within the scope of our study in the context of these results: What are the "visual identity elements" on university websites? The question has been answered.

Examination of Corporate Communication Activities and Tools on Corporate Websites

As elements of corporate communication activities and tools; Intranet, address, telephone and fax number, e-mail, social media account, corporate promotional film, press bulletin, establishment publication, announcements, archive, events and legal legislation information were included. In this section, the Social Media Usage dimension was also tabulated (see Table 4b).

676

Table 4a: Distribution of Data on Corporate Communication Activities
and Tools on Corporate Websites

Corporate Communication Activities on Websites	f
İntranet	10
Address	10
Phone number	10
Fax number	10
email	10
Social media account	10
Corporate promotional film	8
Press release	9
Organization broadcast	10
Announcements	10
Media archive	7
Activities	10
Legal legislation information (Regulation, Tender ... etc.)	8

Table 4 includes the corporate communication activities on universities' websites. Accordingly, all universities; They included intranet network, address, phone number, e-mail address, social media account, organization broadcast, announcement and event news. Corporate promotional film and legal legislation information on the websites of 8 universities, press releases on the websites of 9 universities, and the media archive on the websites of 7 universities took place.

Table 4b: Social Media Usage Dimension

Social media	f
Facebook	10
Blog	10
Youtube	10
Twitter	10

In addition, as seen in Table 4b, all universities examined have Facebook, Twitter and Youtube accounts. This is in line with the number of users of social networks in Turkey. In some social networks such as Facebook, Twitter, the ratings of universities, shares, notifications, communication networks are followed, used and implemented quickly. In some social networks such as Facebook, Twitter, the ratings of universities, shares, notifications, communication networks are followed, used and implemented quickly. As in for-profit businesses, "web" pages in universities should be created in an interactive structure that will allow feedback from target audiences and a two-way communication process will be realized (Yurdakul and Coşkun, 2008). Thus, the "web" sites of universities can provide the desired information and service to their users in a timely and fast manner and increase the reputation

and usability of the university. **Research Question 3** developed within the scope of our study in the context of these results: What are the "Corporate communication activities and tools" on the university websites? The question has been answered.

Examination of Corporate Culture Elements on Corporate Websites

Information about the organization as elements of corporate culture, Core Values, Vision, Mission, Policies, Ethical Principles, Founders, History and Ceremonies have been are researched on the websites.

Table 5: Distribution of Information on Corporate Culture Elements
on Corporate Web Sites

Corporate Culture Elements	f
Information About Organization (About us)	10
Vision	8
Mission	8
Policies	4
Ethical principles	4
Founders	4
Management-Administrative Sciences	10
History	10
Ceremonies	8

Table 5 is available the distribution of information on the corporate culture element on the corporate websites of universities. In all universities, information about the establishment is available on the Administration-Administrative Units and History web page. Vision, mission and ceremonies were included on 8 university pages, policies, ethical principles and founder information were on the pages of 4 universities. While core values were included on 6 university websites, university ethical principles and founders were included in 4 university websites. **Research Question 4** developed within the scope of our study in the context of these results: What are the "elements of corporate culture" on university websites? The question has been answered.

Investigation of Corporate Behavior Elements on Corporate Websites
Table 6 included the distribution of information on corporate behavior elements on corporate websites. These behaviors were discussed under the main headings of Information Behavior, Quality Behavior, Political Behavior, Economic Behavior, Social Behavior and divided into sub-headings. Manager and Employee behavior sub-dimensions have also been added to the scope of corporate behavior.

Table 6: Distribution of Information on Corporate Behavior Elements on Corporate Websites

Corporate Behavior Elements	f
Informing Behavior	
Information for prospective students	9
Information for registered students	10
Communication with graduate students	7
Information for employees	10
Scientific activities announcement	10
Quality behavior	
Informing in the field of quality	10
Corporate Awards	10
Individual Awards	10
Employee behavior	10
Manager behavior	10
Taking part in ceremonies	10
General protocol	10
Political behavior	
Messages published in the face of social events	10
Relations with central governments	8
Relations with local governments	8
Economic behavior	
Relations with industrial organizations	6
Relations with students	9
Relations with Non-Governmental Organizations and professional organizations	8
Relations with institutions and universities abroad	10
Relations with other universities in Turkey	9
Social behavior	
Social informing	9
Social responsibility campaigns	10
Ethical Rules	7

When Table 6 is examined, the sub-dimensions of scientific behavior, scientific events announcement, informing for employees and informing for registered students were availableon the websites of 3 universities and The informative dimension for prospective students were availableon the websites of 9 universities and the communication with graduate students sub-dimension were available on the

679

websites of 7 universities.On the other hand, it was observed that the sub-dimensions of the quality behavior dimension, general protocol, institution awards, individual awards, employee behavior, manager behavior, taking part in ceremonies and informing in the field of quality, were available on the websites of all universities.

While the messages published in the face of social events, which is the sub-dimension of the political behavior dimension, were available on the websites of all universities, it was observed that only 8 university websites were available information on the sub-dimension of relations with central administrations and relations with local governments.

It was observed that relations with foreign institutions and universities, which are the sub-dimension of economic behavior were available on the websites of all universities and information on relations with other universities in Turkey and relations with students sub-dimension were available on the websites of 9 universities and information about the relations with Non-Governmental Organizations and Professional Organizations sub-dimension were available on the websites of 8 universitiesand finally information about the relations with industrial organizations sub-dimension were available on only 6 universities' websites.

Finally, the social responsibility campaigns sub-dimension of the social behavior dimension was available on the websites of all universities. While information about the social information sub-dimension of this dimension was available on 9 university websites, the ethical rules sub-dimension was available on the websites of 7 universities. **Research Question 5** developed within the scope of our study in the context of these results: "What are the elements of institutional behavior in university websites? The question was answered.

Examination of Institutional Structure Elements on University Websites
As institutional structure elements; Organizational chart, Senior management staff, Campus in one place, Campus in different places, monolithic identity, supported identity elements were searched on the websites.

Table 7: Information on Corporate Structure Elements on Corporate Websites

Institutional Structure Elements	f
Monolithic identity	10
Supported identity	0
Organization chart	3
Senior management staff	10

Table 7 includes the distribution of information on the corporate structure element on corporate websites. While all universities were available information on Monolithic identity elements and senior management staff, the organizational chart was available on 3 universities' websites, while the supported ID wasn't included on any university website. **Research Question 6** developed within the scope of our study in the context of these results: "What are the institutional structure elements in university websites? The question has been answered.

Investigation of Industry Identity Elements on Corporate Websites
As elements of industry identity; Mevlana Programs, Bologna Structuring Process, Farabi, Erasmus and diploma supplement elements were searched on the websites.

Table 8: Information on Industry Identity Elements on Corporate Websites

Industry Identity Elements	f
Dictoma Supplement	10
In-country student exchange programs, Farabi	10
Foreign student exchange programs, Erasmus,	10
Foreign student exchange programs, Mevlana	10
Bologna process training structuring and quality process	10

Table 8 includes information on industry identity elements on corporate websites. Accordingly, it was observed that all universities were available information on the diploma supplement, Bologna restructuring and quality process, Farabi, Mevlana and Erasmus programs representing student exchanges within and outside the university on the website. **Research Question 7**, developed within the scope of our study in the context of these results: What are the "industry identity elements" in university websites? The question was answered.

Investigation of Corporate Strategy Elements on Corporate Websites

As corporate strategy elements; Differentiation strategy and Positioning topics are examined. As differentiation strategies in universities Distance education, Vocational education, Student counseling (other than academic consultancy), Continuing education center, Campus services elements were searched on the websites.

Table 9: Information on Corporate Strategy Elements on Corporate Websites

Corporate Strategy Elements	f
Campus services	
Creche	9
Lodging	8
Social facilities	10
Shuttle service	9
Student dormitories	9
Cinema / theater hall	8
Student clubs	10
Positioning	9
Differentiation Strategy	
Distance Learning	10
Study abroad	10
Student counselor programs	7
Continuing education Center	10

Table 9 includes the distribution of information on the corporate strategy element on corporate websites. In this context, campus services and differentiation strategy dimensions were examined in the context of sub-dimensions. Social facilities and student clubs are available on all university websites. Creche, positioning, shuttle service and student dormitories are located on 9 universities' websites, while lodging and cinema / theater halls are located on 8 university websites. On the other hand, when the websites were examined in the context of the main dimension of differentiation strategies, it was observed that the sub-dimensions of distance education, abroad education and continuing education center were available on all university websites. Student advisor programs are available on the websites of 7 universities. **Research Question 8** developed within the scope of our study in the context of these results: What are the "corporate strategy elements" on university websites? The question has been answered.

CONCLUSION
We can say that the most important feature that distinguishes today's successful businesses from other businesses is to be more recognition and trust. In order to create such an image, the enterprise must first successfully create and manage its corporate identity. Corporate identity is a concept that defines what an institution is, where it is heading, its history, business mix, management style, communication policies and practices, terminology, competencies, market and competition differences, and reflects the organization's own character and identity.

In this study, in line with the URAP (University ranking by academic performance) data, the corporate identity management in the corporate websites of the universities ranked in the top 10 in Turkey in 2020-2021 has been examined. Which of the elements related to corporate philosophy, corporate design, corporate communication and corporate behavior, which constitute the corporate identity, was reflected on the websites to what extent are analyzed by content analysis method.

Web sites, which we can describe as the reflecting face of universities, contribute to the image of the university, and have become an indispensable medium for conveying information about the institutional culture and the services of the institution to the target audience first-hand. Therefore, the following points should be taken into account when preparing websites based on similar studies in the literature and our current study:

- Every institution should first get to know itself and then develop a strategy to explain itself.
- Corporate identity needs a stable management to provide a good reputation and competitive advantage.
- It is important that websites created for public relations and promotional purposes are created in accordance with the structure of the university and the process is followed in the consensus of the university administration and public relations experts.
- It is important to reflect the identity in a clear, consistent and integrated manner in every environment where corporate communication takes place.

Consequently, the importance of websites in construction of corporate identity increase due to improving and evolving world order, competitive market and probable crises. In terms of corporate identity, corporate communications correspond to a two sided relationship consisting of the corporate's conveying of their own actions and receiving its reflections. Therefore, corporate communications in general and corporate identity in specific state a process that should be managed by the corporates in the new world order. For future studies, conducting a comparative analysis on private and public universities and a comparative analysis on the context of different themes of the websites of the universities in our country and the universities operating abroad can be presented as suggestions.

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683

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