



# **FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN**

*Applied Science in Gelişim , For a Change In Your Life*



The biggest step of the  
War of Independence,  
**HAPPY 99<sup>th</sup>**  
**ANNIVERSARY** of  
**AUGUST 30<sup>th</sup>**  
**VICTORY DAY!**

## News from FoAS

### Asst. Prof. Dr. Nevruz Berna Tatlısu was appointed as the Vice Dean of the Faculty of Applied Sciences...

Asst. Prof. Dr. Nevruz Berna Tatlısu, head of the Gastronomy and Culinary Arts Department, was appointed as the Vice Dean of the Faculty of Applied Sciences, which was converted from the School of Applied Sciences in June 2021.

Pursuing her PhD education in Yıldız Teknik University, in the Food Engineering Department, between 2013-2019, she joined Istanbul Gelişim University family in 2014. While working as a lecturer in Istanbul Gelişim University Vocational School, in the Food Technologies Department, she was appointed to the Gastronomy and Culinary Arts Department of Faculty of Applied Sciences in 2019. Dr. Tatlısu has various national and international congress and symposium attendees and many publications in the Gastronomy and Culinary Arts area in terms of her academic studies.

We would like to congratulate Dr. Tatlısu for her new appointment as Vice Dean and wish her success.



### Res. Asst Ahmet Esad Yurtsever Successfully Defended his PhD Dissertation

From the Department of Management Information Systems, Res. Asst. Ahmet Esad Yurtsever successfully defended his dissertation and gain doctorship degree in the 27th of July 2021, in the University of Niğde Ömer Halisdemir, Department of Business. His dissertation is entitled in Turkish "Cep Telefonu Sektöründe Kullanılan Manipülatif Tekniklerin Z Kuşağının Tüketim Alışkanlıkları ve Davranışsal Niyetleri Üzerine Etkileri." We would like to congratulate him for his doctorship and wish success!

# News from FoAS

## UBF Got Excited with Meeting the Candidate Students of 2020-2021 Academic Year in Promotion Days...

Held between July 28-August 20, 2021, we were excited and happy to be part of the Promotion Days as the Faculty of Applied Sciences staff and be excited to exchange knowledge with the candidates for directing their futures.

With all kinds of logistic, technologic, and material support along with the all Covid-19 pandemic precautions taken, the candidates and their families showed an intense interest in the Promotion Days. We were not only happy to meet and connect with them but also shared their excitement.

We would like to say "Welcome!" again the candidate students who will start their education in Istanbul Gelisim University and Faculty of Applied Science in 2021-2022 academic year...

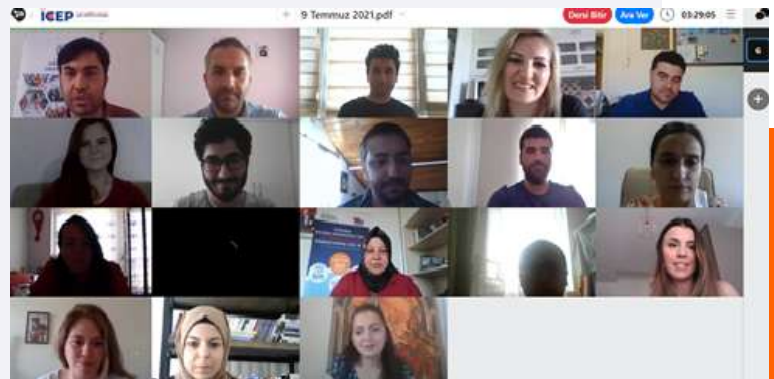


## Events

### The Event "Financial Economics Applications for the Social Sciences Institute Students" was held within TUBITAK 2237-a

Conducted by Asst. Prof. Dr. Lokman Kantar, Head of the Baking and Insurance Department, the event named "Financial Economics Applications for the Social Sciences Institute Students" was held online within TUBITAK 2237-a project between the dates July 05-09, 2021 with online participation. The instructors are from five different universities who are Assoc. Dr. Ayben Koy from Istanbul Ticaret University, assoc. Dr. Murat Akkaya from Istanbul Arel University, Assoc. Dr. Hasan Hüseyin Yıldırım from Balıkesir University, Assoc. Dr. İbrahim Bozkurt from Çankırı Karatekin University, and Asst. Prof. Dr. Murat Düzer from Bilecik Şeyh Edebali University. The project aims to give enough practical and theoretical knowledge about the e-views and GeoDa packages for applying empirical studies for the graduated students who pursue their education in MA and PhD. With the event, it is aimed to offer free education for the students who study in state or private universities. There were 209 applicants from 64 different universities and 60 students were chosen from 60 different universities. Concluded from the surveys done after the event, students enjoyed being part of the project.

**The website link for the event:** <http://fineco.gelisim.edu.tr/>



## Events

### The Department of Conservation and Restoration of Cultural Properties visited the Municipal of Avcılar for the Excavations

Head of the Department of Conservation and Restoration of Cultural Properties, Asst. Prof. Dr. İlknur Türkoğlu and Res. Asst. Esra Sayın attended the board of the Bathonea Ancient City excavation and restoration studies around Avcılar district, Küçükcekmece Lake.

Directed by Assoc. Dr. Şengül Aydingün, the excavation board visited the Avcılar Municipal president Turan Hançerli on the 4th of August, 2021 for briefing about the extended excavation which contains many scholars and academicians. The Ancient City Bathonea is one of the important treasures of Avcılar and the president Hançerli stated that he would always support the excavations for protecting our history and historical properties.



## Events

### The Banking and Insurance Department Students Applied TUBITAK 2242 Undergraduate Research Project Contest!

Under the supervision of Res. Asst. Safiye Top, Department of Banking and Insurance, 4th year students who are Onur Mübin, Zeynep Görgün, Büşra Çitil, and Azat Çiçek applied with their project entitled "Undergraduates After Savings", between April 9-June 25 2021.

Also, under the supervision of Res. Asst. İlknur Külekçi, Department of Banking and Insurance, 3th year students who are Diyanet Kaya, Sevda Sevimli and Oğuzhan Taşdemir attended the project contest with their project entitled "If Collapse, DASK helps." The results will be announced in August.

**For the contest call:**

[https://www.tubitak.gov.tr/sites/default/files/3835/2242\\_cagri\\_uyurusu\\_2020.pdf](https://www.tubitak.gov.tr/sites/default/files/3835/2242_cagri_uyurusu_2020.pdf)

**The link for the project contest:**

<https://www.tubitak.gov.tr/tr/yarismalar/oncelikli-alanlarda-universite-ogrencileri-proje-yarismasi>



## Academic Articles

### Res. Asst. Nevra Üçler and Res. Asst. Büyükçelikok's study entitled "Examination of the Faculty of Communications Curriculums Sufficiency to Meet Sectoral Expectations via Media Sector Job Postings" Published

The mutual study of Res. Asst. Nevra Üçler, from the Department of Public Relations and Advertising, and Res.Asst. from the Department of New Media and Communication entitled "Examination of the Faculty of Communications Curriculums Sufficiency to Meet Sectoral Expectations via Media Sector Job Postings" was published in the 3th of the Journal of Gaziantep University Social Sciences, in volume 20, in June 2021. The study examines the Faculty of Communications curriculum's sufficiency for their students, the employment problems, and the quality of the courses.

*"May access the full version of this article:*

<https://dergipark.org.tr/tr/pub/jss/issue/64299/879093>"



### "The Effects of Emotional Labor on Job and Business Performance: Example of Kütahya Province" Was Published

Asst. Prof. Dr. Dursun Boz, Department of Management Information Systems, published his study entitled "The Effects of Emotional Labor on Job and Business Performance: Example of Kütahya Province" in the Journal of International Journal of Afro-Eurasian Research (IJAR) as the 12th issue of the volume 6, in June 2021.

In this study, it is aimed to determine the effect of emotional labor on job and business performance in this study. For this purpose, 255 white and blue-collar employees of 2 different automotive enterprises operating in the Organized Industrial Zone of Kütahya were reached on a voluntary basis using an easy sampling method

*"May access the full version of this article:*

<https://dergipark.org.tr/tr/pub/ijar/issue/64457/941349>"





# Academic Articles

## The Study Entitled "An Example on the Role of NGOs in Cultural Heritage Education: Education Program for Primary Education Students Within the Scope of 'Üsküdar Cultural Heritage Participatory Protection Project" Was Published

The Head of the Conservation and Restoration of Cultural Properties, Asst. Prof. Dr. İlknur türkoğlu and Res. Asst. Esra Sayın's co-authored study was published in the education themed 23th issue of the Journal of Mimar Sinan fine Arts University Social Sciences Institute.

Within the scope of the study, the concept of cultural heritage, activities within the framework of education and the roles of non-governmental organizations in the field of out-of-school education were examined. In this context, the education model for primary school students implemented within the scope of the "Participatory Conservation Project of Üsküdar Cultural Heritage" carried out by the Istanbul Branch of the Archaeologists Association between 2010-2011 has been evaluated as an exemplary study.

**"May access the full version of this article:**  
<http://sosbildergi.msgsu.edu.tr/index.php/dergi-arsiv/46-23-sayi>"



24th in World Impact Ranking 2021  
Qualified Education - (SDG4)

#THEGlobalImpact

*Ecological, Economic and Social Sustainability*



World universities ranked according to their  
**"Power of Impact" : Istanbul Gelisim University  
Ranked 1st in Turkey Quality Education!**

# Academic Articles

## "Analysis of Inflation Determinants in Turkey by VAR Method (2008-2019)" Was Published



From the Department of International Trade and Finance, Asst. Prof. Dr. Ali Çelik's article entitled "Analysis of Inflation Determinants in Turkey by VAR Method (2008-2019)" was published in the Izmir Journal of Economics, as the first issue in August 2021.

The aim of the study is to investigate the post-2008 determinants of inflation for Turkey. In order to determine the relationship between the variables, monthly data covering the period 2008:1-2019:12 are tested with time series analysis. However, while there is a unidirectional causality relationship from CPI to money supply and policy interest rate, there is an unidirectional causality relationship from PPI and interest rate given to deposits by banks to CPI. The results of impulse-response functions and variance decomposition based on VAR analysis reveal the interaction level of the series more clearly.

**"May access the full version of this article:**

<https://dergipark.org.tr/tr/pub/ije/issue/64291/725614>"

ISTANBUL GELISIM UNIVERSITY  
**in the QS EECA 2021 RANKINGS**

Istanbul Gelisim University is ranked among the **top 300 universities** in the "QS EECA 2021" rankings.

Ranked **59th** in the  
"International Faculty" category the  
**UNIVERSITY**

is ranked among the  
**TOP 100 UNIVERSITIES**  
in the "Citations Per Paper" category

QS WORLD  
UNIVERSITY  
RANKINGS

ISTANBUL  
GELISIM  
UNIVERSITY

## Academic Books

### The Book Chapter entitled "The Historical Development of Supply Chain Management, Its Aims, and Business Processes" published

From the Department of Logistics Management, Res. Asst. Onur Türker's research study entitled "The Historical Development of Supply Chain Management, Its Aims, and Business Processes" was published in book "Theories and Discussions from the Marketing and Organization Viewpoint", in Gazi Publishing House, under the authorship of Asst. Prof. Dr. Şahin Karabulut from Karamanoglu Mehmetbey University.

The study examines the position of historical development of supply chain management and the aims of the supply chain along with the business processes in detail.

**"For reading the full version:**

<https://www.gazikitavevi.com.tr/urun/pazarlama-ve-organizasyon-perspektifinden-kuramlar-ve-tartismalar-dr-sahin-karabulut>



### Social media accounts of FoAS:



/ iguubf

## Congresses

### Asst. Prof. Dr. Sevinç Koçak, from the Department of Public Relations and Advertising, attended the World Conference on Pandemic Studies-II

Being held online on 10th of August 2021, the study entitled "Analysis And Evaluation Of Examples Of Public Relations Practices By The Tetrad Theory During The Covid -19 Pandemic Period" was presented by Asst. Prof. Dr. Sevinç Koçak to analyze today's changes in public relations in terms of Marshal McLuhan's Tetrad Theory, by giving examples about the changes in the public relations area.



# News from Our Alumni

## Hello! I am Aslıhan Bayram...

I graduated from the Department of New Media and Communication, Faculty of Applied Sciences, Istanbul Gelisim University as ranking the 1st. After completing my second year, I started my summer internship in “habertürk.com”, Ciner Publishing Holding. Thanks to the news writing techniques and applied courses, I completed my internship successfully without any hardship. Also, thanks to my professor’s experience sharing for the sector, I had a chance to be recognized by the supervisors.

The practical courses of the Faculty of Applied Sciences course pack helped me a lot to be successful in the sector. I had a chance to improve my self esteem by competing in events, taking part in debate contests, and taking part in writing opinion columns. Those experiences helped me to find a vacant position in “habertürk.com” as SEO specialist two months after my graduation. I have been working in the same position since then.

The university always became more than a place where students only take courses and read notes for passing those courses for me. Like butterflies, we enter as butterflies to the university, it takes four years to learn how to fly away... I label those four years as a process of reaching adulthood from childhood. I would like to say to those who want to be a part of Istanbul Gelisim University; you are so lucky to have such an equipped professor. You should also know that our professors are so helpful in the process of education and after graduation. The media sector is so challenging and hard to take part in. But if you improve yourself in those four years and listen to your professors advice, you would not have any difficulty finding a position. I owe so much to my professors who support me and they are still helping me, I am so grateful.



## Interview

*Brand Management Specialist Mehmet Ak:*

**"The digitalization, while making our lives easier in many ways, it also makes us work more compare to 20-30 year before!"**

**We have been experiencing digital development's interaction with communication. But I would like to ask about the digital transformations future and what are we waiting for in the future ?**

Last 40 years, the most rated discoveries are computers, the internet, and navigation devices... The first computers then the internet started digitization, then in the last 10 years they reached the peak point and are still developing. In digitalization within communication, the most rated transformation is in printed press (magazines and newspapers). They lost reputation and readers parallel to their selling (readers are now reading them online). For this reason, there is a decrease in the media sector... Contrary to this decrease in the media sector, there is an increase in digital advertising (internet environment advertising).

On the other hand, this causes PR agencies to decrease their work in press relations and start to use more digital PR techniques. Companies/brands are now choosing to work with bloggers, influencers, Youtubers, and online celebrities which rises in 5 years. We would say this is the effect of digitalization on the communication sector.

Now, we will come to the effects of digitalization on our lives... The shortest answer for this question would be our hard work with long hours, becoming more productive but spending more hours, becoming so distant to ourselves, reducing our conversation with others, spending less hours for physical activities such as walking and running...



# Interview

## Why?

It is a fact that the digitalization provides easiness and speeds up. For instance, an envelope was delivered in 15-20 days to USA in the past, but now it only takes a second. There is also no need to go to libraries or wandering around libraries for a piece of knowledge anymore. The searching engines such as Google and Yandex enable us to find hundred of information about only a phrase along with hundred of photos, videos, and news. Where our pc, iPad, and telephone is, the banks, companies, and school are closer to us... There is no need to go to the banks, with online it takes only few minutes even if we are not at homes, work places, or even in a different part of the Earth... It is easy to access any devices in anywhere, at home, at cafe, at holiday, at noon, at morning... With the pandemic, we start to make our meetings online with many people.

There is no need to go to offices or move to a new place. It is now available online even at a different place on Earth. The shopping moves to internet platforms. It is possible to access any thing in any time, in any place, 24 hours... While the cost of shops, employees, transportation, and storage costs are decreasing, we are now able to buy items cheaper than ever without going out and physical activities. We have been working nonstop, things quickest, it is "easy", "so easy", "now", "right now", "within 5 minutes" and so on. With digitalization, we spend less time with ourselves, our family, and our friends... In the past, our duty finished when we went out after shift was over. But, now anytime and any time, we are on duty. From morning to the night... Mails are needed to be replied, people are always waiting for an urgent job to be done. In 20-30 years, a standard people received 3-4 envelopes in a month, but now there are 3-4 mails are waiting to be replied.

This shows us that we are working 30 times more and have to be one all the time. We become working compare to 20-30 days earlier. We have lots of applications on our phones. We always use our applications, constantly using it, with phones, iPads, and computers... We are working non-stop. If we don't pick up any call or do not reply to any message, this makes us look bad in the eyes of people who are waiting for a reply instantly. When we sleep, eat, and get up we are being watched. There are cameras everywhere. There is none in the toilets for now! There is no privacy anymore. Our mails, consolations, writings, and calls are in the hands of everyone. Wherever we enter online, there are advertisements. Every company is in an urge to sell something to everybody. They are in a contest. It is almost impossible to avoid advertisements on the internet while reading something or watching videos on Youtube...

# Interview

Now, even kids have become so addicted to the online world and digital devices. From smaller to bigger, kids do not have their eyes on anywhere. There are no such activities like walking or wandering, no music, no drama, no cinema, no education, no hobbies, or friends... Yes, people become unable to talk at homes and cafes. face-to-face communication becomes impossible. Everyone has phones on their hands, looking at the scene, even if they are sitting in a cafe.

**Well, does digitalization really make things easy?**

**No!..**

Do not say what came out? Let me explain... there are hundreds and thousands of e-commerce websites; how many of them are working? If you count, there are not more than 50 websites that are working. When you enter those websites, you won't be able to find the things you will want, besides you will find all unnecessary things. Even in state websites, you probably won't find what you want. The searching engines won't work properly either. The reason for this problem is unconnected perception. What does it mean? IT specialists know how to manage technologies but don't know the perception management. They only find what they search for on those websites... For instance, a dental gadget can only be produced by a dentist, a mechanical engineer, an electric engineer, a software engineer combination. If one is missing, the gadget cannot be built. If the topic is building a website that is for e-commerce or state purposes, IT specialists should work with a graphic designer for managing perception, mostly they do not work with the specialists of the areas which makes us unable to not find what we look for.

Today, the only sectors who manage to use digitalization correctly are the banks' websites and a few e-commerce websites. Yes, it could be assumed that banks have managed to be part of digitalization. When a distant education system of a university requires up to 10-15 different options to access the main system, a banking website enables users to click a button to access all the options without any directions. There were millions of actions and transferring money every day without any problem, they are successful. In our country, there are few e-commerce websites that provide this convenience. There are thousands of customers who purchase items successfully and get out successfully...



# Interview

## **What is waiting for us about e-commerce, CRM,SEO, and SEM?**

E-commerce, CRM, (Customer Relation Management, SEO (Search Engine Optimisation), SEM (Search Engine Marketing)... These are the technical activities for the companies and brands, for becoming more visible, more well-known, more elevated, interested in selling more, dealing with research studies, planned in detail and put in action... The oldest national advertising has enormous budget projects and supporting theories such as "Media Planning," "Media Purchase" but for the online versions these techniques are more efficient and reach audiences easily...

When we look at the customer coverage and the reflections, these activities will tire more customers, as we consider in the first question, and have a negative effect when we consider today's variables. I would like to give an example, there are now Youtube videos containing many advertisements pop out throughout the video. It is almost impossible to watch the main video without being disturbed by those advertisements.

## **What would you recommend for the younger generation who fancies digitization and digital transformation?**

One way or another, the digitalization start to encompass the world, to us, and everything we have. The developments happen so quick. The press has changed, the advertising has changed, PR has changed, marketing has changed. They all have digital duplicates beside them. In the chart below, the section "Digital Marketing" is added to the today's marketing dynamics within 5-10 years. The new occupations and jobs are also occurring within this section. The developments are so in speed. As increasing in the world, the unemployment is increasing in our country. The ones who come from digital marketing and know everything are so rare to find and re-equipped.

# Interview

For instance, the one who knows media management, SEO, SEM, and so on is also so rare. The higher education organizations fell behind to give education in this area and unable to catch the trends. The students need to get an inclusive education about digital marketing or get to enter an internship to learn this area well enough, according to their education getting from the universities. These may help them to be the one for the companies, they will minimize the risk of unemployment, and they will earn more money.

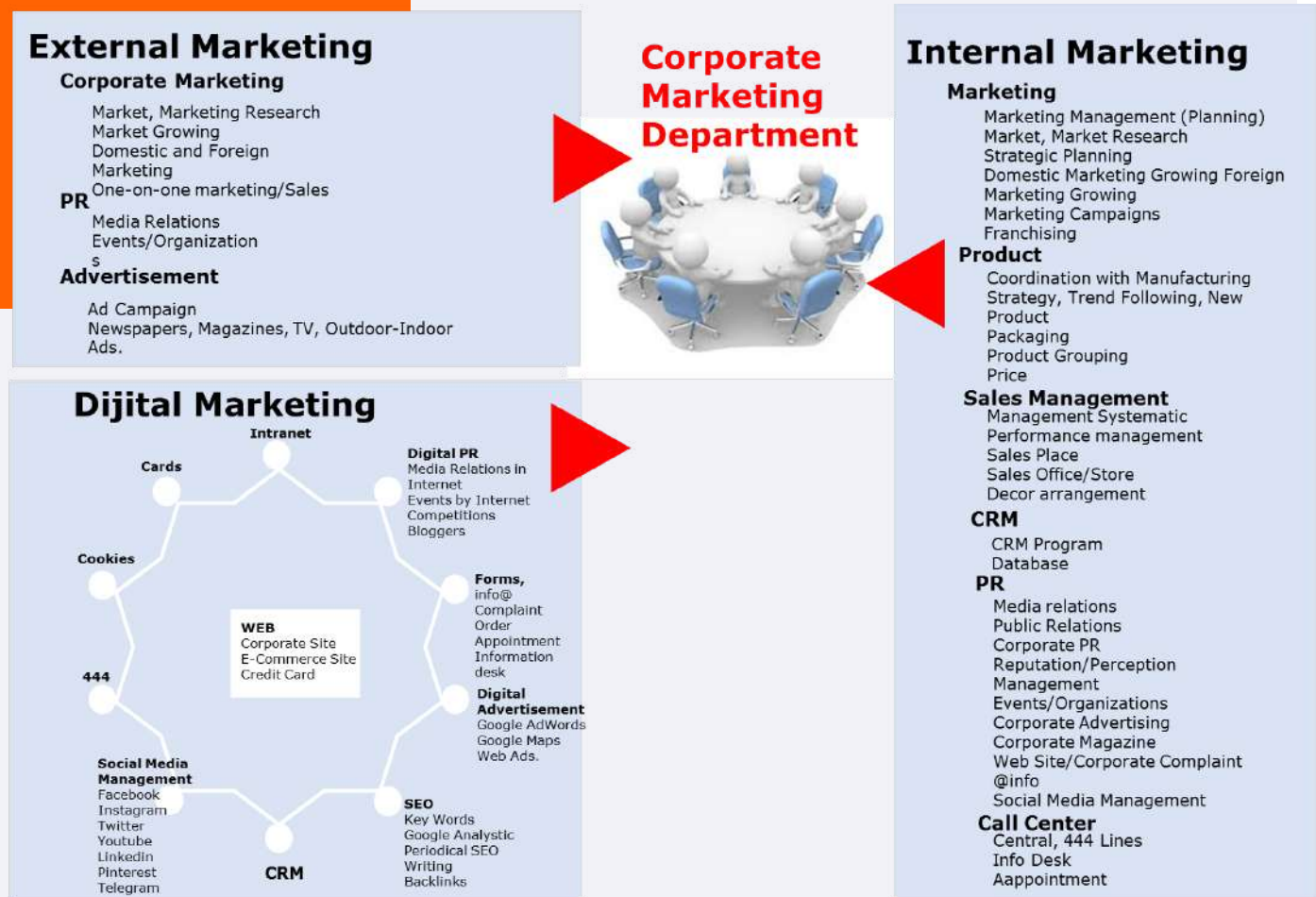


Chart: Mehmet Ak.

# Interview

**I think that this clear chart will help younger ones who want to be specialized in the digital sector in the down areas of digital marketing, with the detailed depictions and explanations in it. Dear Mehmet Ak, I would like to thank you for accepting this interview and sharing your experience and knowledge with the readers.**

I would like to thank you and wish success to the younger generation...

## *Mehmet Ak*

*After graduating from Mimar Sinan University - Graphic Arts Department, Mehmet Ak continued with his master's and doctoral studies on Marketing Communication at Istanbul University - Faculty of Communication, and also gave various training on Marketing, Sales, CRM, Human Resources Management, Total Quality Management and Fashion Photography.*

*With his academic-based knowledge and intensive work experience, Ak provides services to many companies / brands with the integration of 2 companies;*

- \* Brand / Project Management,*
- \* Franchising / Dealership Management (System, Image Creation, Management, Marketing)*
- \* Marketing, domestic and international business and market development,*
- \* Digital Marketing (E-Trade, SEO, Social Media Management, Digital Advertising, Digital PR),*
- \* Advertising, Creative (Graphics, Photo, Video, 3D, Web ...),*
- \* Press and Public Relations ...*

*Mehmet Ak, on the other hand, gives training seminars to the business world, gives periodic lectures in his fields of expertise at various universities, has over 500 articles, articles and interviews published in various newspapers and magazines, and is a guest on various TV programs related to his subject.*

*His published books as listed:*

- 1. Corporate Identity / Image (1997),*
- 2. Brand Management (published and distributed as a supplement to Platin Magazine in 2006),*
- 3. Brand Management and Image (2011)*

*ww.mehmetak.com*

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**ADMINISTRATION**

**Prof. Dr. Kamil Kaya**

Deputy Dean of the Faculty of Applied Sciences

**Assistant Professor Hilal Kılıç**

Vice Dean of the Faculty of Applied Sciences

**Assistant Professor Nevruz Berna Tatlısu**

Vice Dean of the Faculty of Applied Sciences

**EDITOR**

**Assistant Professor Sevinç Koçak**

skocak@gelisim.edu.tr

**WRITING AND GRAPHIC DESIGN**

**Research Assistant Engincan Yıldız**

enyildiz@gelisim.edu.tr

**Research Assistant Türkan Öykü Büyükçelikkok**

**Research Assistant Metehan Özırmak**

**Research Assistant Nevra Üçler**

**ENGLISH TRANSLATION**

**Research Assistant Niger Hacı**

nihaci@gelisim.edu.tr



/ iguubf

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**İSTANBUL GELİŞİM UNIVERSITY**

**CİHANGİR MAHALLESİ**

**ŞEHİT JANDARMA KOMANDO ER HAKAN ÖNER SK. NO: 1**

**AVCILAR / İSTANBUL**

**+90 212 422 70 00**

**www.gelisim.edu.tr**

