



# FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

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

*98<sup>th</sup> Anniversary of the Republic of Turkey*



*Happy*

**OCTOBER 29**

**REPUBLIC DAY!**

## News from IGU

### Istanbul Gelisim University is Sponsor for Ephesus Excavations!

Istanbul Gelisim University became the sponsor for Ayasuluk Hill and St. Jean Statue site excavations in which Res. Asst. Fırat Baranaydın is the site vice director of the excavations, from Istanbul Gelisim University Conservation and Restoration of Cultural Properties Department.



Carried out by a team including Res. Asst. Fırat Baranaydın, site vice director, from Istanbul Gelisim University Conservation and Restoration of Cultural Properties Department, Ayasuluk Hill which is believed to be the first and the last settlement in Ephesus has continued to offer data about the Anatolian World History. For this matter, Res. Asst. Fırat Baranaydın states that " Istanbul Gelisim University's support enables the foundlings of the excavation to be searched and analyzed multidisciplinary along with archeological methods." Within the BAP Project of Asst. Prof. Cansu Noberi and Res. Asst. Fırat Baranaydın, Istanbul Gelisim University provides the testing of the inorganic supplements for the excavations. With these testing results, the dating and the originality of the supplements are revealed.

## News from FoAS

### Aircraft Maintenance and Repair Department is Awarded to “Aircraft-Body Engine Maintenance of the Year” by Bluesky Awards!

Conducting and managing a comprehensive, magnificent, prestigious aviation awards organization each year in the aviation industry, Bluesky Awards rewards Istanbul Gelişim University Vocational School Flight Operation Management Department to “Flight Operations Specialist Training Organization of the Year,” rewards Aircraft Technology Department to “Aircraft Technology Department of the Year,” rewards Engineering and Architecture Faculty Aircraft Engineering Department to “Aircraft Engineering Department of the Year Award.”

Bluesky Awards 2021 rewards Istanbul Gelişim University Applied Sciences Faculty Aircraft Maintenance and Repair Department to “Aircraft-Body Engine Maintenance of the Year.”

Aviation awards organization gives awards each year in the aviation industry and its affiliated sectors as the Bluesky Awards that aims to identify, reward and celebrate success, excellence in all key sectors of the aviation industries. Bluesky Awards is the first and only digital aviation awards organization. The organization gives rewards in 4 categories that one of them is given to the Applied School Faculty Aircraft Maintenance and Repair Department. And, we would like to thank the Aircraft Maintenance and Repair Department and the ones who contribute efforts and take part in this success.



## News from FoAS

### "Air Vehicle Technic and Task Application" Training Completed!

Having a "Recognized School" certificate, Istanbul Gelişim University Applied Sciences Faculty Aircraft Maintenance and Repair Department students and Gelişim Vocational School Aircraft Technology Department students completed their "Air Vehicle Technic SHY 147 and SHY 146 Task Application" Training.

As a result of the Civil Aviation Commission meeting between the Directorate General of Civil Aviation and Council of Higher Education, is entitled to get the "Recognized School Approval Certificate" has been obligated to organizations for leveling up the education in civil aviation. In this context, Istanbul Gelişim University, School of Applied Sciences has been entitled to get a "Recognized School Approval Certificate" pursuant to SHY-147. As Faculty of Applied Sciences is entitled to get "Recognized School Approval Certificate," this certificate enables both students and graduates of Aircraft Maintenance and Repair Department to gain opportunities in the exemption of exams and job experience duration with the license which requires employment in the aircraft maintenance sector.

Carried out on August 1 - October 2, 2021, the training was held by 2 technician specialists to 70 students in Pilot Melike Kuvvet Aircraft Hangar. According to training, the required applicable training for being A1 Level certified technician was given to the participant students in a workplace atmosphere and on synthetic education gears. The students who will be assistant technicians in the sector utter their satisfaction and complacency for the practical education that would help them in terms of technical information, skill, and sector orientation. They also stated that they will benefit from this training in every aspect and they are waiting for the upcoming useful training.



## News from FoAS

### The Certificate Ceremony of "Entrepreneur Mothers Academy" was Held!

Led by Istanbul Gelişim University Public Relations and Advertising Department professors, a training series named "Entrepreneur Mothers Academy" was offered to mothers between the dates June 12, 2021 and August 1, 2021 and The Certificate Ceremony of "Entrepreneur Mothers Academy" was Held!

The training series involves supporting mothers of 0-12 years old or who want to be moms who are residents of Avcılar about entrepreneurship. In this sense, the modules were established according to needs in entrepreneurship.

Their participation certificates are also given on October 20, 2021. Attended the certificate ceremony, Istanbul Gelişim University Vice Rector Prof. Dr. Nail Öztaş, Faculty of Applied Sciences Dean Prof. Dr. Kamil Kaya, Avcılar Municipality Vice President Kimet Batmaz, Women and Family Services Manager Nuran Dağdelen, Avcılar Municipality Council Member Sevgican Yeşilirmak and Avcılar Municipality Women Solidarity Center authorities handled the certificates to mother entrepreneurs.

Avcılar Municipality Vice President Kimet Batmaz gave a speech and highlighted the importance of this training which was aimed to educate mother and female entrepreneurs. She also thanked Istanbul Gelişim University professors and those who contributed to this entrepreneurship project.



## News from FoAS

In his speech, Prof. Dr. Nail Öztaş highlights the importance of the “Entrepreneur Mothers Academy” project and adds, “As Istanbul Gelişim University, our philosophy is to collaborate, the universities is now being evaluated by not only its education and researches but also their service to the public. We are all, as students, academics, and university opportunities, ready for any collaboration.”

Pursuing their 2 months long training, 14 participants obtained their participation certificates. The names of participants; Adalet Kılıç, Ayşegül Mumcu, Banu Güneş, Bedriye Erdem, Berrin Uğurlu, Derya Talay, Eylem Dede Okur, Ferah Kıray, Gülbin Celaloğlu, Hasret Yılmaz, Mehtap Oğuz, Naciye Yıldırım Zengin, Pakize Bargan, and Sevgi Köse.



## News from FoAS

In terms of the project, entrepreneur mothers had training by Public Relations and Advertising Department professors. The training includes: By Asst. Prof. Emel Tozlu Öztay Public Relations and Advertising Training & Basic Communication and Rhetoric Training; By Asst. Prof. Sinem Eyice Başev Social Media Management Training & Image and Reputation Management Training; By Asst. Prof. Sevinç Koçak Brand Management/Branding Training & Entrepreneurship Training; By Asst. Prof. Zeynep Burcu Şahin Crisis Communication Training & Leadership Training; Project Consultancy Assistants Res. Asst. Nevra Üçler & Res. Asst. Engincan Yıldız.





## News from FoAS

### **Academic Staff of Faculty of Applied Science Continues to Grow...**

#### **Indrit Myderrizi was appointed to the Department of Avionics as Associate Professor**

Completed his BA and MA degrees in the Department of Electronics and Communications Engineering at Istanbul Technical University, Assoc. Prof. Myderrizi obtained his PhD in the Electronic Engineering Department. His research areas include the electronic communication field.

#### **Pınar Bacaksız was appointed to the Electronic Commerce and Management Department as Assistant Professor**

Completed her BA degree in the Business Department at Anadolu University, Asst. Prof. Pınar Bacaksız pursued her Phd in the Marketing Department at Anadolu University. Took charge in many universities in schools and senate, Asst. Prof. Pınar Bacaksız's interest areas are consumer perception, consumer behaviors, and neuromarketing.

#### **Mustafa Çanakçiođlu was appointed to the Electronic Commerce and Management Department as Assistant Professor**

Pursued his BA degree in the Finance and Business Department at Istanbul University, he completed his MA degree and PhD degree at Istanbul University International Trade Department. Asst. Prof. Çanakçiođlu's interest areas include accounting and financial reporting

## News from FoAS

### **Hande Ulusoy was appointed to the Television Journalism and Programming Department as Assistant Professor**

Pursued her BA in the International Relations Department at Bilkent University, MA degree in the Printing and Publishing Department from Anadolu University, and completed her PhD degree in the Journalism Department at Istanbul University, Asst. Prof. Hande ulusoy's interest areas include intercultural communication, alternative media, new media and communication

### **Ahmet Esad Yurtsever was appointed to the Information Management Systems Department as Assistant Professor**

Completed his BA and MA degrees in the Business Department at Mersin University, Asst. Prof. Ahmet Esad Yurtsever pursued his PhD degree in the Business Department at Niğde Ömer Halisdemir University. His interest areas include marketing and consumer behaviour.

### **Naim Göктаş was appointed to the Electronic Commerce and Management Department as Research Assistant**

Completed his BA in the Labor Economics and Industrial Relations Department at Marmara University, MA in the Labor Economics at Marmara University, Res. Asst. Naim Göктаş is pursuing his PhD in Labor Economics at Marmara University.

### **Abdullah Can AI was appointed to the Department of Avionics as Research Assistant**

Completed his BA degree in the Department of Mechatronics Engineering at Istanbul Gelisim University, Res. Asst. Abdullah Can AI has been pursuing his MA in the Aircraft Engineering Department.

# Erasmus+

## Our Banking and Insurance Department Student is at Malaga University with Erasmus+ Program!

Banking and Insurance Department senior student Diyanet Kaya has been pursuing her education at Spain University of Malaga (Universidad de Malaga) with the Erasmus+ student exchange program for the 2021-2022 semester.



Our student has not only accredited courses such as finance and economy to improve her academic skills but also courses like English and Spanish to improve her language skills with practice.

We would like to congratulate our student and wish success in Spain.

## Academic Articles

### The study entitled "Conscious Experiences and Modification in Husserl Phenomenology" was published

The study of Asst. Prof. Diler Ezgi Tarhan, from the Social Service Department, entitled "Conscious Experiences and Modification in Husserl Phenomenology" was published in WOS indexed Beytulhikme An International Journal of Philosophy Journal of 11th issues in September 2021.

**You may access the full version:**

<http://www.beytulhikme.org/DergiTamDetay.aspx?ID=1699&Detay=Ozet>



### The article entitled "Investigation of the Relationships Between Compulsive Use, Fear of Missing Out, Impulse Buying, Fatigue due to Internet and Anxiety in Online Shopping" was published!



The mutual study of Asst. Prof. Hande Ayhan Gökcek, Asst. Prof. Ahmet Esad Yurtsever, from the Department of Information Management Systems, and Res. Asst. Engincan Yıldız, from Public Relations and Advertising Department, entitled "Investigation of the Relationships Between Compulsive Use, Fear of Missing Out, Impulse Buying, Fatigue due to Internet and Anxiety in Online Shopping" was published in the 13th volume 3th issue of the Journal of Business Research-Turk.

**You may access the full version of this article:**

<https://www.isarder.org/index.php/isarder/article/view/1496>

## Academic Articles

### The study "The Relationship Between Awareness and Behavioral Change in the Context of the Issue of Violence Against Women from the Perspective of Digital Public Relations and Online Events" was published!

The study of Asst. Prof. Emel Tozlu Öztay, head of the Public Relations and Advertising Department, entitled "The Relationship Between Awareness and Behavioral Change in the Context of the Issue of Violence Against Women from the Perspective of Digital Public Relations and Online Events" was published in the 12(2) issue of the WOS indexed Journal of Education Culture and Society, in September 2021.

**You may access the full version of this article:**

<https://jecs.pl/index.php/jecs/article/view/1364>



### The study entitled "The Effect of Perception of Corporate Social Responsibility on the Context of Public Relations on Organizational Commitment: A Research Aimed at the Faculty Members" was published!



The article of Asst. Prof. Emel Tozlu Öztay, head of the Public Relations and Advertising Department, entitled "The Effect of Perception of Corporate Social Responsibility on the Context of Public Relations on Organizational Commitment: A Research Aimed at the Faculty Members" was published in the 13(3) of the Journal of Business Research-TURK in September, 2021 which is indexed by Ulakbim.

**You may access the full version of this article:**

<https://www.isarder.org/index.php/isarder/article/view/1527>

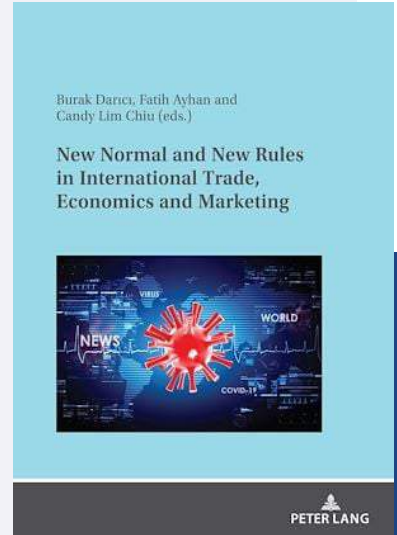
## Academic Books

### The book chapter "The Logistics Costs in E-Commerce Platforms and Its Effect on the Processes After COVID-19 Outbreak" was published!

The book chapter of Asst. Prof. Mustafa Çanakçıoğlu, Electronic Commerce and Management Department, entitled "The Logistics Costs in E-Commerce Platforms and Its Effect on the Processes After COVID-19 Outbreak" was published in the book "New Normal and New Rules about International Trade, Economics and Marketing."

**For accessing the book and the chapter:**

<https://numerique.lalibrairie.com/1337325/New-Normal-and-New-Rules-in-International-Trade-Economics-and-Marketing.ebook>



### The book chapter "The Relation of International Capital Movements and Economic Growth: Turkey Example" was published



From the Department of International Trade and Finance, Asst. Prof. Ali Çelik's book chapter entitled "The Relation of International Capital Movements and Economic Growth: Turkey Example" was published in the book entitled "Selected Topics in Economics Field-2." In the study, the relation between international capital movements and neoliberal solutions to the economic crisis in 1970's was examined.

**For accessing the book and the chapter:**

<https://efeakademi.com/urun/iktisat-alaninda-secilmis-konular-2/>

## Academic Books

### The book chapter "The Effect of Youtuber Advices on Participation in Marketing Public Relations Practices: A Generation Z Oriented Research" was published!

Head of the Public Relations and Advertising Department, Asst. Prof. Emel Tozlu Öztay's book chapter entitled "The Effect of Youtuber Advices on Participation in Marketing Public Relations Practices: A Generation Z Oriented Research" was published in "Communication Studies in The New World" which was edited by Assoc. Prof. Hasan Çiftçi from Harran University, printed by İKSAD publishing house.

**For accessing the book and the chapter:**

<https://iksadyayinevi.com/home/communication-studies-in-the-new-world/>

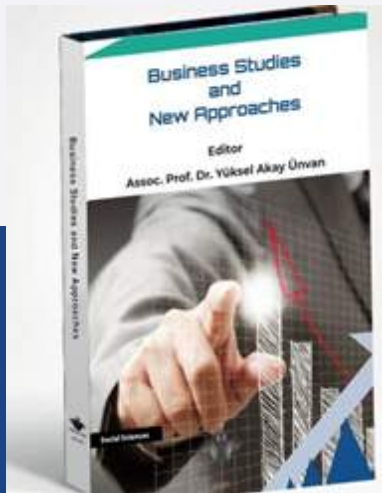


### The study "Impact of Role Ambiguity of Public Relations Professionals Employed in Private Schools on Their Task Performance" was published!

The book chapter of Asst. Prof. Emel Tozlu Öztay, head of the Public Relations and Advertising Department, entitled "Impact of Role Ambiguity of Public Relations Professionals Employed in Private Schools on Their Task Performance" was published by Livre de Lyon publishing house, which is edited by Assoc. Prof. Yüksel Akay in "Business Studies and New Approaches."

**For accessing the book and the chapter:**

[https://academicworks.livredelyon.com/soc\\_hum\\_ad\\_sci/59](https://academicworks.livredelyon.com/soc_hum_ad_sci/59)



# Academic Books

## Asst. Prof. Lokman Kantar's book chapter entitled "Hedging and Derivative Products" was published

Head of the Banking and Insurance Department, Asst. Prof. Lokman Kantar's book chapter entitled "Hedging and Derivative Products" was published in the "Financial Risk Management" which was edited by Assoc. Prof. Murat Akkaya. Using a holistic approach, the study "Hedging and Derivative Products" contains initially basic derivative products such as forward, futures, swap and bullish spread, bearish spread strategies, butterfly spread, straddle, strip ve stap strategies, and lastly strangles strategies.

**For accessing the book and the chapter:**

<https://www.seckin.com.tr/kitap/478765638>



## Asst. Prof. Hande Ayhan Gökcek and Asst. Prof. Bilge Turp Gölbaşı's book chapter entitled "Digital Marketing Combination" was published

From the Information Management Systems Department, Asst. Prof. Hande Ayhan Gökcek and Asst. Prof. Bilge Turp Gölbaşı's mutual book chapter entitled "Digital Marketing Combination" was published in the "Current Digital Marketing Paradigms."

The book chapter "Digital Marketing Combination" highlights the variables of digital marketing that creates a familiarity on customers for buying, the personalization of the traditional marketing combination, security, privacy, web sites, system, and the variables like opponents. This study also aims to analyze e-marketing as an innovator way for customer satisfaction research.

**For accessing the book:**

<https://www.dr.com.tr/Kitap/Guncel-Dijital-Pazarlama-Paradigmaları/Egitim-Basvuru/Egitim/urunno=0001945292001>





# Congresses

## Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Gizem Hulağa Kaderoğlu Attended the "International Congress of Emerging Trends in Tourism"

From the Department of Gastronomy and Culinary Arts, Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Gizem Hulağa Kaderoğlu attended the "International Congress of Emerging Trends in Tourism" which was held between September 30-October 2 2021. Res. Asst. Gizem Hulağa Kaderoğlu presented the mutual paper entitled "Responsible Tourism: An Overview of Sustainable Gastronomy Tourism" which is about sustainable gastronomy tourism that is examined by giving examples of using local products and choosing environmentally friendly places.

**You may access the conference page:**

<https://sempozyum.erbakan.edu.tr/ICETT/en/anasayfa>



## Asst. Prof. Mustafa Çanakçioğlu Attended the "I. International Congress on Digital Business, Management, and Economics"

From the Electronic Trade and Management Department, Asst. Prof. Mustafa Çanakçioğlu attended the "I. International Congress on Digital Business, Management, and Economics (ICDBME2021)" which was organized online by Faculty of Applied Sciences Tarsus University on October 8-9, 2021. Mutual paper of Asst. Prof. Mustafa Çanakçioğlu and Asst. Prof. Hande Küçükönder, from Bartın University, was entitled as "Evaluation of Payment Methods with Crypto coins and Bitcoin in International Trade with an Integrated Intuitionistic Fuzzy Decision Method."

**You may access the conference page:**  
[icdbme2021.tarsus.edu.tr](http://icdbme2021.tarsus.edu.tr)



# Congresses

## Asst. Prof. Mustafa Çanakçioğlu Attended the 35th International Public Finance Conference

From the Department of Electronic Trade and Management, Asst. Prof. Mustafa Çanakçioğlu attended the 35th International Public Finance Conference which is organized by Bandirma Onyedi Eylül University Faculty of Economics and Administrative Sciences Public Finance Department, between 14-17 October 2021, and he presented his paper entitled "Evaluation of e-Document Applications in Turkish Tax System."

**You may access the conference page:**  
<https://www.maliyesempozyumu.org/>



## Assoc. Prof. Gülgün Çiğdem Attended the Economic Research and Financial Markets Congress

From the Banking and Insurance Department, Assoc. Prof. Gülgün Çiğdem attended the Economic Research and Financial Markets Congress with International Participation (IERFM) is one of the largest organisations in the area of finance in Turkey. It is hosted by Nisantasi University and Trakya University which is held in a different city every year, and was held between the dates of 14-15 October 2021 on hybrid. Assoc. Prof. Gülgün Çiğdem both became the chair and the presenter, her paper entitled "The Foreign Attention to Turkey during COVID-19 From RALS Perspective: Is There a Debt Crisis?"



**You may access the conference page:**  
<http://ierfm.com/tr/anasayfa/>

# News from Our Alumni

## Hello! It is Rümeyşanur Çayırılı...

I am a graduate of '18 from Istanbul Gelişim University, Applied Sciences Faculty, Public Relations and Advertising.

After graduation, I started working at Istanbul Gelişim University Health, Culture and Sports Department as "Event Operation Specialist." I have always had a special interest in event management. This is why I am now working in an "creative event" agency as event coordinator. I have been using in my job what I have learnt both theoretically and practically throughout my 4-year education with integrating.

Throughout my BA degree education, I went to Poland with Erasmus+ student's exchange program in the 2016-2017 fall semester. I am so appreciative of the year I have spent there. As a communicator, to encounter new cultures and icons was so helpful for me. The Erasmus+ coordinator office and the departmental coordinators helped so much in the process of before going and the after the exchange program which made it easier for me to enjoy my time in Poland.

The corporate and practical courses that I had in 4 years, which were in the Department of Public Relations and Advertising, helped us to adapt easily to the sector after graduation. The theoretical education we had served a role for practical courses beforehand. We had a chance to get practical knowledge in our school years. The projects we had are like a preview of the real world. The departmental professors spent so much labor for 4 years on us who are head of the department Asst. Prof. Emel Tozlu Öztay, Res. Asst. Nevra Üçler, and Res. Asst. Engincan Yıldız. I would like to thank them for enlightening our paths and their belief in us.



# Interview

*NTV Washington DC Correspondent Mr. Hüseyin Günay:*

**"When we look worldwide, the only weapon of television journalism against social media is being truthful, trustful, and unbiased!"**



Dear Hüseyin Günay, we would like to thank you for accepting our interview offer from overseas. I want to ask the questions right away. What would you say about today's TV journalism and its future? What is the effect of thematic news on TV channels' journalism?

Television journalism is under construction and change. This change, both happens in the entertainment/knowledge/tracking device and writing news ability that may be detected. Television has become a device to spare time, yesterday is not like that because there is no alternative to it. For today's people, it is expired to wait for a production. You are able to reach far away with smart devices and social media devices that enable it to be accessible. There is no need to look away, just ask yourself this question, what is your current television watching duration compared to 5 year ago.

The same problem occurs for the television journalism as well, to wait until the broadcasting of the news, the content and the style of the news's dependence to the editor, the audiences' disappearance makes television journalism less desirable.



# Interview

When we look worldwide, the only weapon of television journalism against social media is being truthful, trustful, and unbiased! The ones who cannot meet the conditions turn into a monitor which is followed by certain groups.

Thematic television channels meet the need of getting information for a long time. The thematic channels which centered around economics, sports, music, and news made their owners earn money and made their audiences satisfied. In today's world, it has also changed, they are not that profitable anymore compared to old days and they have become so minor in many places. There is no doubt, if both television and television journalism want to be a charming point, they should recharge themselves, change themselves, be authentic and fast. In spite of the negative atmosphere mentioned above, television news has been seen as the first source for getting information. This is why it is important to how it will be analyzed for the process both for television and television journalism for their future.

**Apart from your explanation, what is the digitalization's effect on TV news content and application?**

Digitalization creates a positive effect on traditional journalism. The long sentences give their places to simple and short ones. The contents get rich and long paragraphs leave their places to simple ones. On the other hand, digital settings have become a place for sharing news and the sources. There is a new trend in the USA named "Fact Check" which is not in Turkey, that enables you to check the interviews simultaneously, which makes lying harder than ever in front of the cameras!

# Interview

There are also risks of digitalization, for example the challenge of getting exact information! Information pollution helps lies to spread more. Here, both the viewer and the journalist should not forget to look critically and search more for. For writing news, there are two sources needed, asking for two different opinions. From now on, viewers and audiences should not also forget to believe what they see for the first time, but should reach for many sources for clarification. Or else, someday humans can believe that aliens invade the world.

Digitalization offers many benefits to independent journalists, enabling them to establish their own platforms to earn money. As it is not possible to resist the technology, it is not evitable to resist the digitalization so that television journalism needs to find a way to use digital platforms effectively. And, from now on, we should get rid of the click traps (clickbait)! I have never seen such a method which is so far away from creativity!

**Clickbait headlines could be so annoying... Mr. Günay, lastly, what would you suggest for the students of TV Journalism who want to improve themselves?**

Being a journalist requires a dynamic life. It is classic but you may see when you experience it that it is not a job but a lifestyle which remains 24/7. Furthermore, you should not forget that you should have many skills such as writing news, editing, video recording, reading perform which is your main job. You will see the difference after putting more beside them.



# Interview

Do not wait to graduate from your Bachelor's, it would be so late! The saving of yours help in this occupation! Additionally, "just read..." You should know what others do not know. You should search for different sources. And, most importantly, you should smile, because you should keep your positivity in a negative environment. Stay positive and have hobbies that will keep you smiling.

The sentences like the sector is hard, there is no job, needs a contact to enter, always remain, I am sure there is still. I am a son of a retired plumber, and have no contact, so there is no reason for you to find a job like mine. You should only be ready to work hard and show this.

**Dear Hüseyin Günay, you have shared valuable information so our students will benefit from it... We would like to thank you and wish you more success...**

It is a pleasure for me if it is beneficial... I would like to thank Istanbul Gelişim University Applied Sciences Faculty students and send my compliments...



**Mr. Hüseyin Günay graduated from the Communication and Media Department, at Istanbul University and he also completed his Master's degree in International Business at London Metropolitan University. Being a journalist in Turkey, England, and USA, he is now working for NTV Television as Washington DC correspondent for 6 years. Spending his work hours at the White House, he enjoys traveling such as to Cuba, Jamaica, and Iceland.**

**FACULTY OF APPLIED SCIENCES**  
**MONTHLY BULLETIN**

**OCTOBER 2021 - ISSUE 10**

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