



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

MARCH 18TH CANAKKALE VICTORY AND MARTYRS' DAY!

**WE COMMEMORATE THE GREAT
LEADER MUSTAFA KEMAL ATATURK
AND OUR MARTYRS WITH RESPECT
AND GRATITUDE...**



"International Congress of Applied Social Sciences (USBK2022)" Was Held with the Participation of Many Scientists From All Around the World and Turkey!

Istanbul Gelisim University, Faculty of Applied Sciences, between 10-11 March 2022, under the Presidency of the Organizing Committee, Prof. Dr. Nail Öztaş and Prof. Dr. Kamil Kaya, the "International Congress of Applied Social Sciences (USBK2022)" was successfully held. While scientists from 20 different countries participated in the "International Congress of Applied Social Sciences(USBK2022), various academic issues were discussed and discussed, where there were online and face-to-face presentation options



At the opening session of the "International Congress of Applied Social Sciences," held at the J Block Mehmet Akif Ersoy Hall, Istanbul Gelisim University Chairman of the Board of Trustees Abdulkadir Gayretli, Deputy Rector Nail Öztaş, Vice Rector Nuri Kuruoğlu, Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, Vice Deans of the Faculty of Applied Sciences Asst. Prof. Hilal Kılıç and Asst. Prof. Nevruz Berna Tatlısu took part.

Also, in the opening session of the congress, respectful scholars and scientists such as from Montenegro State University, Emeritus Prof. Dr. Serbo Rastoder, Prof. Dr. İlber Ortaylı, from Middle East Technical University Prof. Dr. Mustafa Türkeş, from Leiria Polytechnic Institute Prof. Dr. Francisco Teixeira Pinto Dias, and Prof. Dr. Ahmad Jamal took part.



Our Chairman of the Board of Trustees, Abdulkadir Gayretli, who made the opening speech of the USBK2022 Congress, emphasized the importance of unity and solidarity, added, "I wish a good congress to be held, I wish our congress to lead to success in the name of Turkey, our world, and humanity. As Istanbul Gelisim University, we wish that this congress, which we organize for the first time, will continue every year. Welcome."

In his speech, Deputy Rector Prof. Dr. Nail Öztaş pointed out the importance of Istanbul Gelisim University, foreign lecturers, the physical facilities of our university, and the importance of creating research studies at the university within the framework of the principle of sustainability, "We are very happy to be host of the congress and host of our guests. Istanbul Gelisim University has been operating for 11 years with 32 thousand students. Our university is on its way to being recognized around the world, with 6,000 students from 100 different countries, coming for education."

Deputy Rector Prof. Dr. Nail Öztaş, addressing the participants at the congress, stated that Istanbul Gelisim University welcomes collaborations and partnerships in academic studies.





At the opening speech Pointing out that our faculty, which was founded as the School of Applied Sciences (UBYO) in the 2013-2014 academic year, was transformed into the Faculty of Applied Sciences with the President's decision published in the Official Gazette as of June 25, 2021, numbered 31522, Dean of the Faculty of Applied Sciences, Prof. Dr. Kamil Kaya added, "As a young faculty of a young university, we are so excited and happy to host an international organization.

I would like to thank and express my gratitude to all participants on behalf of myself and my faculty for your participation in the "International Congress of Applied Social Sciences," especially to Emeritus Prof. Dr. Serbo Rastoder and Prof. Dr. İlber Ortaylı, who accepted our invitation and honored us with their presence."

Mentioning that the "International Congress of Applied Social Sciences" is the first international scientific organization organized by our Faculty, Dean of the Faculty of Applied Sciences, Prof. Dr. Kamil Kaya added, "To our congress from 20 different countries; A total of 237 academics, 116 of whom are Turkish participants and 121 of whom are foreign participants, contribute with their papers. A total of 176 papers, 82 of which are domestic and 94 of which are foreign, will be presented at our congress. Our congress will be held both face-to-face and online."





After the opening speeches, the first session of the congress took place under the moderation of Prof. Dr. Nail Öztaş. The participants of first session are Emeritus Prof. Dr. Serbo Rastoder, Prof. Dr. Mustafa Türkeş, Prof. Dr. Francisco Teixeira Pinto Dias and Prof. Dr. Ahmad Jamal. Prof. Dr. İlber Ortaylı was also attended the session by online .



After the presentations and speeches of the first session the plaques were presented to the guests by Prof. Dr. Nail Öztaş.



**Emeritus Prof. Dr. Serbo Rastode-
Montenegro State University**



**Prof. Dr. Francisco Teixeira
Pinto DiasLeiria Polytechnic
Institute**



**Prof. Dr. Ahmad Jamal -
Cardiff University**



**Assoc. Prof. Dr. Sibel Akova -
Yalova University**



**Prof. Dr. Mustafa Türkes-
Middle East Technical
University**



**Lecturer Esmira Kazimova -
Baku Eurasian University**

The sessions on the first day of the congress continued and after the presentations, the participating scientists who presented their papers received their participation certificates.



Assoc. Prof. Dr. Sibel Akova -Yalova University

Assoc. Prof. Dr. Igor Destot-Zagreb University

Prof. Dr. Meri Josifovska- Macedonian Language Institute

Prof. Dr. Amira Turbic Hadzagic- Tuzla University

Assoc. Prof. Dr. Dimitar V. Atanasov- Bulgarian Academy of Sciences



After the face-to-face session, , Vice Dean of the FoAS, Asst. Prof. Dr. Nevruz Berna Tatlısu presented the Congress Certificates to the participants.



Lecturer Ali Karpuz - Bilecik University



**Asst. Prof.Dr. Mehran Rostamzadeh-
Istanbul Gelisim University**



**FoAS Department of Public Relations and
Advertising- Res. Asst. Nevra Üçler**



Alessia Gareduu- King's College London

After the face-to-face session, Vice Dean of the FoAS, Asst. Prof. Dr. Hilal Kılıç presented the Congress Certificates to the participants.



**Asst. Prof. Dr. Mehran
Rostamzadeh - Istanbul Gelisim
University**



**Assoc. Prof. Dr. Lale Veliyeva-
Azerbaijan Sumgayit State University**



**Lecturer Esmira Kazimova-Baku
Eurasian University**



**Asst. Prof. Dr. Lokman Kantar-
Istanbul Gelisim University**



**Asst. Prof. Dr. Özgür Cengiz- Afyon
Kocatepe University**



**Asst. Prof. Dr. Abbas Ali
Husseini- Istanbul Gelisim
University**



After the face-to-face session, , Vice Dean of the FoAS, Asst. Prof. Dr. Mustafa Özan presented the Congress Certificates to the participants.



**Res. Asst. Onur Türker- IGU Istanbul
Gelisim University FoAS**



**Res. Asst. Enver Tatlısu-Istanbul
Technical University**



**Asst. Prof. Dr. Ibrahim Uzpeder
Beykent University**

After the face-to-face session, , Vice Dean of the FoAS, Assoc. Prof. Dr. Ebru Nergiz presented the Congress Certificates to the participants.



**Res. Asst. Naim Gökteş - FoAS
Electronic Commerce and Management**

FoAS Dean Prof. Dr. Kamil Kaya presented their plaques to the distinguished scientists and participants in the Scientific Committee of the International Congress of Applied Social Sciences (USBK2022).



**Prof. Dr. Abdullah Şevki Duymaz- Ankara
Social Sciences University**



**Assoc. Prof. Dr. Tuncay Ercan
Sepetcioğlu - Aydın Adnan Menderes
University**



**Assoc. Prof. Dr. Mehmet Ali Karaman
- Mehmet Akif Ersoy University**



**Assoc. Prof. Dr. Sibel Akova -Yalova
University**



**Scientific Committee Member of
USBK2022 Lecturer Esmira
Kazimova presented Baku Eurasian
University's plaque to the Dean of
FoAS Prof. Dr. Kamil Kaya.**

While face-to-face sessions continued for two days at the International Congress of Applied Social Sciences (USBK2022), online sessions were also held in five different halls. While FoAS academicians were also managing the online sessions, our faculty's Research Assistants also provided technical support.



**Res. Asst. İlknur Külekçi-
FoAS Banking and Insurance
Department**

**Assoc. Prof. Dr. Sezer Cihan Günaydın-Istanbul
Gelisim University,
Res. Asst. Abdullah Can Al FoAS Aviation Electrical
and Electronics Department**



**Asst. Prof. Dr. Ali Çelik
Istanbul Gelisim University**



Asst. Prof. Dr. Adem Ayten- Istanbul Gelisim University
Res. Asst. Engincan Yıldız-
FoAS Public Relations and Advertising Department

Asst. Prof. Dr. Sevinç Koçak-
Istanbul Gelisim University
Res. Asst. Hamza Uysal-
FoAS Television Reporting and Programming Department



Asst. Prof. Dr. Şebnem Gürsoy Ulusoy-
Istanbul Gelisim University
Res. Asst. Naim Göktaş-
FoAS Electronic Commerce and Management Department



Lecturer Esmira Kazimova
Baku Eurasian University



Asst. Prof. Dr. Pınar Bacaksız-Istanbul Gelisim
University
Res. Asst. Türkan Öykü Büyükçelikok
FoAS New Media and Communication Department



Res. Asst. Gizem Hülağa Kaderoğlu
FoAS Gastronomy and Clunary Arts (Eng.)
Department



Assoc. Prof. Dr. Tuncay Ercan Sepetcioglu -Aydın
Adnan Menderes University

During the congress, the guests rested with a music concert during the breaks after the long sessions...



Muhammet Şentürk, Baha Berek Ekici



The scientists participated in the congress exchanged academic ideas and immortalized the congress memories at the special congress stage...



**Asst. Prof. Dr. Hacer Handan Demir,
Asst. Prof. Dr. Parisa Alizadehfanaeloo,
Asst. Prof. Dr. Semiha Ümit Arat, Asst.
Prof. Dr. Mehmet Emin Begtemur -
Istanbul Gelisim University**



**Res. Asst. Niger Hacı, Res. Asst. Muzaffer Çakmak, Res. Asst.
Ahmet Devlet Özçelik - Istanbul Gelisim University.**



**FoAS Vice Dean Asst. Prof. Dr.
Hilal Kılıç, FoAS Vice Dean Asst.
Prof. Dr. Nevruz Berna Tatlısu,
Res. Asst. Dr. Esra Sayın - Istanbul
Gelisim University**



Our participants, who took part in our congress, which attracted great participation and interest both in face-to-face sessions and online sessions, expressed their satisfaction and made wishes for future congresses. We, as the Faculty of Applied Sciences of Istanbul Gelisim University, would like to thank our participants and our colleagues who worked hard in this process.

You can access the Abstract Proceedings booklet of the International Congress of Applied Social Sciences (USBK2022) from the link below.:

<http://acikerisim.gelisim.edu.tr/xmlui/bitstream/handle/11363/3452/USBK2022%20%c3%96zet%20Kitap%c3%a7%c4%b1%c4%9f%c4%b1%20-%20Nihai%20kopya.pdf?sequence=1&isAllowed=y>

You can access the video recording of the International Congress of Applied Social Sciences (USBK2022) from the link below:

<https://youtu.be/jAc-bEiZqB0>



FoAS Research Assistants Take Part in the "International Congress of Applied Social Sciences"

Istanbul Gelisim University (IGU), Faculty of Applied Sciences (FoAS) Research Assistants took part in the "International Applied Social Sciences Congress" which was held between 10-11 March 2022, organized by the Faculty of Applied Sciences.

116 Turkish citizens in many cities of Turkey and 121 foreign participants from various countries of the world and universities participated with their papers. The number of papers of the participants with nationality is 82, and the number of papers of the foreign national participants is 94.

UBF Research assistants, who took part in the "International Congress of Applied Social Sciences" which was held online and face-to-face, provided technical support both in the online presentations via the zoom program and provided the necessary guidance in the face-to-face presentations.

Asst. Dr. Esra Sayın, Res. Asst. Abdullah Can Al, Res. Asst. Ahmet Devlet Özçelik, Res. Asst. Berika Akçay, Res. Asst. Engincan Yıldız, RRes. Asst. Fırat Baranaydın, Res. Asst. Gamze Çakır, Res. Asst. Gizem Hulağa Kaderoğlu, Res. Asst. Hamza Uysal, Res. Asst. İlknur Külekçi, Res. Asst. Niger Hacı, Res. Asst. Mehmet Kayın, Res. Asst. Metehan Özırmak, Res. Asst. Naim Gökteş, Res. Asst. Nevra Üçler, Res. Asst. Nuran Akdağ, Res. Asst. Oğuzhan Köklü, Res. Asst. Onur Türker, Res. Asst. Muzaffer Çakmak, Res. Asst. Türkan Öykü Büyükçelikok, Res. Asst. Yiğit Caner Çelebi.



We thank them for their successful work in our congress....

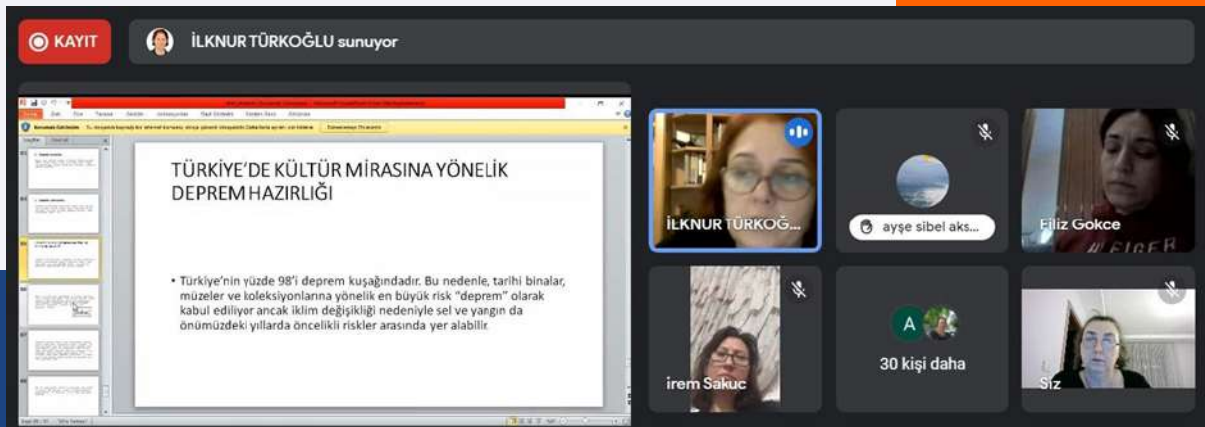
Events

"Disaster Solidarity Network" Seminar Was Held!

Head of the Department of Conservation and Restoration of Cultural Heritage, Asst. Prof. İlknur Türkoğlu, a member of the Disaster Solidarity Network group seminars which was held on February 24, 2022, attended the seminar with her study titled "Disaster Management for Cultural Heritage."

She explained how disaster management should be executed for cultural assets against disasters such as fire, flood, earthquake, vandalism, war, and the precautions to be taken.

Mentioning the disasters experienced in Turkey and Istanbul, one of the richest countries in the world in terms of cultural heritage, Dr. Türkoğlu emphasized the importance of raising individual awareness on this issue and completed her speech by answering the questions of the participants.



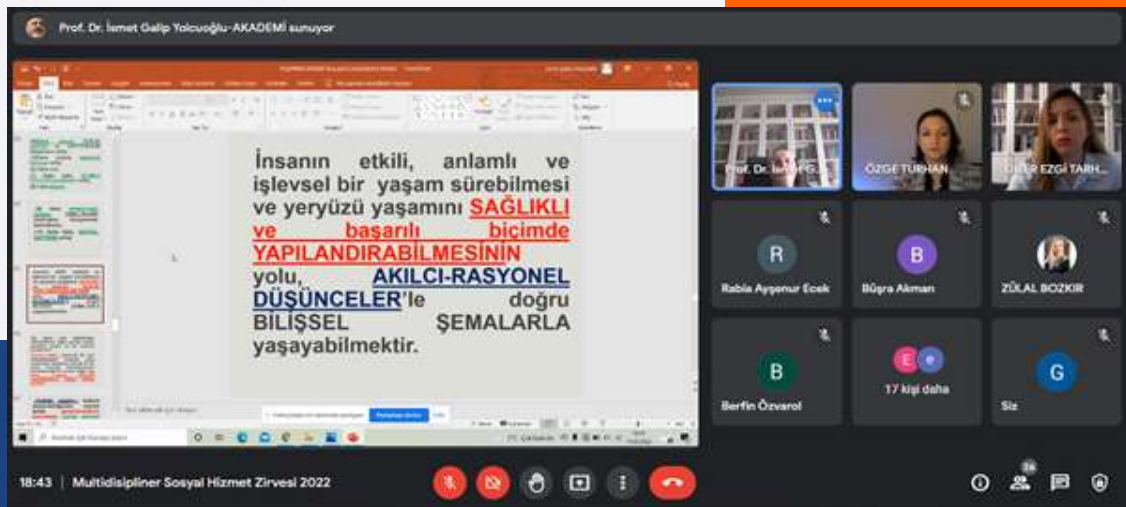
Events

"Multidisciplinary Social Work Summit 2022" Event Was Held

"Multidisciplinary Social Work Summit 2022" was held on March 14, 2022, within the scope of cooperation between the Faculty of Applied Sciences, Department of Social Work, and Social Work and Lifelong Education Association (SOHYED).

At the event, Prof. Dr. İsmet Galip Yolcuoğlu from Istanbul Gelisim University Faculty of Applied Sciences, Asst. Prof. Member Bahlul Aliyev, Asst. Prof. Diler Ezgi Tarhan and Asst. Prof. Özge Turhan participated as the speakers. In addition, from Istanbul Esenyurt University Social Work Department, Assoc. Prof. Kemal Er and Social Services Specialist and therapist İsmail Şeber from the Child Services Unit of the Provincial Directorate of Social Services attended.

The relationship of social work with philosophy, social policy and sociology was discussed. Lastly, information was given about social work practices and functioning abroad.



Events

Apron Dressing Ceremony was Held for Gastronomy and Culinary Arts Department Students

An Apron Dressing Ceremony was organized for first year students on the 7th of March 2022 by Istanbul Gelisim University, UBF Gastronomy and Culinary Arts (TR)/(ENG) departments and Fine Arts Faculty Gastronomy and Culinary Arts Department.

The opening speech of the ceremony, which started at 12:30 at Mehmet Akif Ersoy Hall, was delivered by Istanbul Gelisim University Secretary General and Gastronomy Coordinator Assoc. Prof. Serdar Çöp. In his speech, Assoc. Prof. Serdar Çöp pointed out the transformations that gastronomy is going through and drew attention to the position of IGU in Turkish gastronomy education.

In the ceremony attended by the first year students of three departments, aprons specially sewn for the students were delivered to their owners. After all students received their aprons, Head of the GSF Gastronomy and Culinary Arts Department Prof. Dr. Aslı Albayrak helped students to read the "Cookery Oath."



Events

"Professions of Aviation-1" Panel Was Held!

Aviation Professions 1 Panel was successfully held by the Aviation Management Department and Anka Club on March 17, 2022 at K Blok Firnas Auditorium.

State Airports Authority Air Traffic Controller Tahsin Cem Gürsel, State Airports Authority Air Traffic Supervisor Ertuğrul Tarkan Kıldıl, Bilen Air Dispatcher Nilay Karadaş, Bilen Air Station Deputy Manager Serkan Mamati, Turkish Airlines Feyza Esiner and Aircraft Maintenance Technician Hasan Yılmaz attended the event. Yılmaz participated as a speaker and introduced his profession to the audience.

While the students were informed about how to apply for the relevant job positions, information was provided on the advantages and disadvantages of the professions.

The event was concluded with the presentation of plaques to the participants after the students' questions were answered.



Events

The "Digital Journalism" Event Was Held

On March 22, 2022, the Department of Television Journalism and Programming organized an online conversation event named "Digital Journalism" was organized via Google Meet.

At the event, where publisher Kemal Efe took part as a speaker, the effects of digitalization in journalism and the understanding of new generation journalism were emphasized. The event ended after the students' questions were answered.



ISTANBUL
GELİSİM
ÜNİVERSİTESİ

TELEVİZYON
HABERCİLİĞİ VE
PROGRAMCILIĞI
BÖLÜMÜ

Dijital Dergicilik

-Online Söyleşi-



KADİR EFE
Yayıncı

22 MART 2022 SALI 11:30

GOOGLE MEET:



Events

BASF Corporate Communications Manager Aslı Çelikten Met with the Students of the Public Relations and Advertising Department!

In the online interview, the students of the Public Relations and Advertising Department received information about chemistry and sustainability approach with the presentation of "The Importance of CSR Campaigns in the Understanding of Sustainability".

In the interview that took place online on March 22, 2022, Public Relations and Advertising Department students watched BASF Turkey and Azerbaijan Corporate Communications Manager Aslı Çelikten's presentation on "The Importance of CSR Campaigns in the Understanding of Sustainability" and the presentation on the relationship between Corporate Social Responsibility (CSR) and Sustainability in the sector. They were informed about the campaigns. Answering students' questions, Çelikten also gave information about BASF's internship opportunities.



ISTANBUL GELİSİM ÜNİVERSİTESİ

Uygulamalı Bilimler Fakültesi Halkla İlişkiler ve Reklamcılık Bölümü

Söyleşi

SÜRDÜRÜLEBİLİRLİK ANLAYIŞINDA KSS KAMPANYALARININ ÖNEMİ

Aslı Çelikten
BASF Kurumsal İletişim Müdürü,
Türkiye - Azerbaycan

22 Mart Salı 14.30-15.30

Google Meet
meet.google.com/vqf-zqx-izv

gelisim.edu.tr



Events

"SPL and SEGEM Exams in Banking and Insurance" Seminar Was Held!

A seminar event named "SPL and SEGEM Examinations in Banking and Insurance" was held by Res. Asst. İlknur Külekçi from Banking and Insurance Department, on Thursday, March 24, 2022, at IGU Rectorate Building A Blok E-101 Hall.

Capital Market Activities Licensing Examinations (SPL) organized by the Capital Markets Board (SPK) were organized by the Insurance Training Center (SEGEM) in the event, which was organized with the aim of graduating the students of the department to be employed in the banking and insurance sectors with sufficient academic background, necessary certificates and licenses. Participants were informed about the Technical Personnel Qualification Exam (TPYS) and the Electronic Private Pension Intermediaries Exam (e-BEAS) organized by the Pension Monitoring Center (EGM).

The event, where Oğuzhan Taşdemir, a senior student of the Banking and Insurance Department, who achieved successful results in the said exams, also shared his personal experiences, was completed by answering the questions of the participants.



ISTANBUL
GELİŞİM
ÜNİVERSİTESİ

Seminer

Uygulamalı Bilimler Fakültesi Bankacılık ve Sigortacılık Bölümü

**BANKACILIK VE SİGORTACILIKTA
SPL VE SEGEM SINAVLARI**



İlknur KÜLEKÇİ
Arş. Gör.

24 Mart 2022
Perşembe

11.30-12.30

A BLOK-E101
KONFERANS SALONU

gelisim.edu.tr

Events

"English Speaking Club" Student Club and IGU Dean of Students Joint Event Was Held!

Whose advisor is Asst. Prof. Tariq Elhadary, Head of the Department of English Translation and Interpretation of the Faculty of Applied Sciences, The "English Speaking Club" joint event was organized in partnership with IGU Dean of Students.

In addition to club members, our university students who want to practice English attended the event which was held on the 17th floor of K block on March 25, 2022. In the "English Speaking Club" activity, participants were asked "is it a must to be extraordinary all the time?" They practiced speaking by looking for an answer to the question.



Events

Gender and Media Workshop Begins!

Organized by the Department of Television Journalism and Programming, the Gender and Media Workshop is held with the contributions of department scholars and the participation of the workshop coordinator, Researcher Sare Öztürk.

The Gender and Media Workshop, the first of which was held on March 25, will continue to be held every Friday in A Blok-D302 between 11.30-12.30 for a total of 4 weeks.

In the Workshop which was held on Friday, March 25, 2022, the focus was on "Introduction and Basic Concepts." Making necessary studies for the definition of gender, addressing the relationship between gender and media, explaining the forms, roles and construction of gender conveyed in the media were discussed.

YER: A BLOK D302	TARİH: 25.03.-15.04.2022 <small>tarifleri arasında her hafta Cuma günü gerekleŖtiflecektir.</small>	SAAT: 11:00- 12:30
TOPLUMSAL CİNSİYET VE MEDYA ATÖLYESİ		
Atölye Yürütücüsü: AraŖtırmacı Sare ÖZTÜRK		
<small>TELEVİZYON HABERCİLİĞİ VE PROGRAMCILIĞI BÖLÜMÜ</small>		

Events

The program regarding the weekly distribution of topics to be covered in the workshop is as follows:

Friday, April 1, 2022-Advertising, Representation and Roles: Reflections of the sexist division of labor on women's labor, reproduction of gender roles with media and advertising content, discussion of women's labor through advertisement examples.

Friday, April 8, 2022- News and Feminist Perspective: The reflections of gender on news content and news language through news samples, and the evaluation of the news emerged after the news writing practice to be carried out by the participants within the framework of gender and feminist news writing.

Friday, April 15, 2022- TV Series and Hegemonic Masculinity: Examination of the representations of men and women in television series and the examples of hegemonic men in the media, bringing the discussion of masculinity to the agenda through television and media.

Thus, it is planned to give a certificate of participation to our students who attend the workshop, where the examples of a different discipline of communication science will be handled within the framework of gender every week and the practices related to the subject will be made.

We invite all UBF students to our workshop...

Interview

Gastronomy Department Students Attended "Culinary Forum 2022" Event!

As a team of students and academicians, our university's gastronomy departments participated in the Culinary Forum 2022, which was held in Antalya on 16-17 March 2022. In this event, Istanbul Gelisim University Secretary General and Gastronomy Department Coordinator Assoc. Prof. Serdar öp. Lect. İbrahim Levent Demirakmak took place as speakers.

Istanbul Gelisim University Vocational School of Culinary, GSF Gastronomy and Culinary Arts, UBF Gastronomy and Culinary Arts TR-ING department students actively participated in the event and had the opportunity to meet one-on-one with chefs and academics from the sector.



Interview

Anadolu Agency (AA) Made an Interview with Res. Asst. Fırat Baranaydın!

An interview was made about the ancient city of Ephesus, Ayasuluk Hill and St. Jean Church by Anadolu Agency (AA) with Res. Asst. Fırat Baranaydın, from Istanbul Gelisim University (IGU), Faculty of Applied Sciences (UBF), Cultural Heritage Conservation and Restoration Department.

In this interview, Baranaydın stated that the works carried out on the structures and walls in the region shed light on the Early Hellenistic Period, and that new scientific studies will reveal details about the urbanism on Ayasuluk Hill and the settlement of the Ancient City of Ephesus in the Hellenistic Period.

For accessing the interview:

<https://www.aa.com.tr/tr/kultur-sanat/efes-antik-kentinin-etrafini-saran-surlar-analiz-ediliyor/2531530>



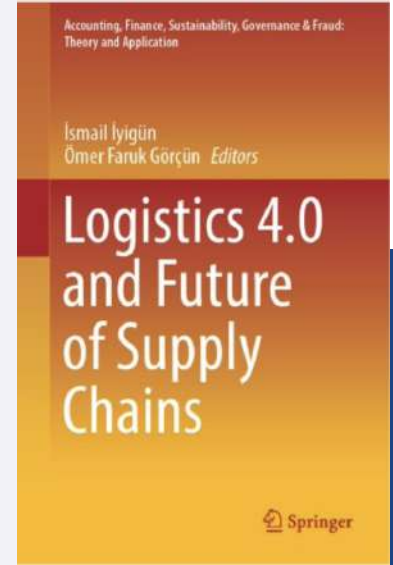
Academic Books

The Book Chapter Titled "Sustainability and Industry 4.0" Was Published!

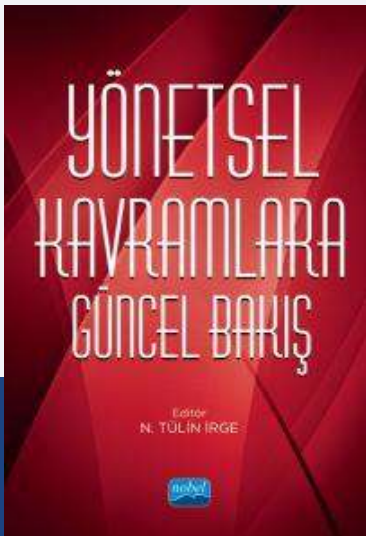
From the Faculty of Applied Sciences, Department of Logistics Management, Asst. Prof. Mustafa Özan's book chapter titled "Sustainability and Industry 4.0" was published in the book titled "Logistics 4.0 and Future of Supply Chains." In this study, it is aimed to explain how industry 4.0 can be used effectively in ensuring sustainability and to reveal the benefits that digital technologies can provide to businesses' sustainability efforts.

You can access the book from the link below:

<https://link.springer.com/book/10.1007/978-981-16-5644-6>



The Book Chapter "The Examination of Authentic Leadership Concept in the Context of Strategic Management Model" Was Published!



From the Department of Management Information Systems, Asst. Prof. Canan Tiftik's study titled "The Examination of the Concept of Authentic Leadership in the Context of the Strategic Management Model" was included in the book "A Current View on Managerial Concepts" published by Nobel Publications.

In her study, which is included in the book prepared under the editorship of Asst. Prof. Tülin İrge, Dr. Tiftik reviewed the concept of authentic leadership in the context of strategic management.

You can access the book from the link below:

<https://www.nobelyayin.com/yonetsel-kavramlara-guncel-bakis-18145.html>

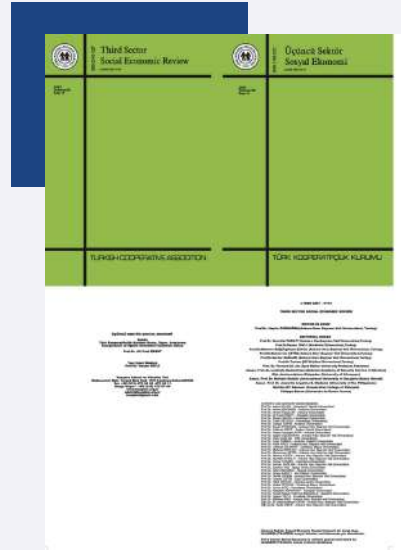
Academic Articles

The Study Titled "A Research on the Analysis of the Effects of Strategic Management Applications on Business Crisis Management" Was Published!

From the Faculty of Applied Sciences, Department of Logistics Management, Asst. Prof. Mustafa Özan and Prof. Dr. İzzet Gümüş from the Faculty of Economics and Social Sciences, Department of International Trade and Management, the mutual article titled "A Research on the Analysis of the Effects of Strategic Management Practices on the Crisis Management of Businesses" was published in the Third Sector Social Economy Journal, Volume 56, Issue 4 of 2022.

You can access the full from the link below:

http://tisej.com//makale_ozet.php?MSID=3DWAbyDtjzeL_UqMVS-tsb TF0bSPt0zxXM6voKF9Us%



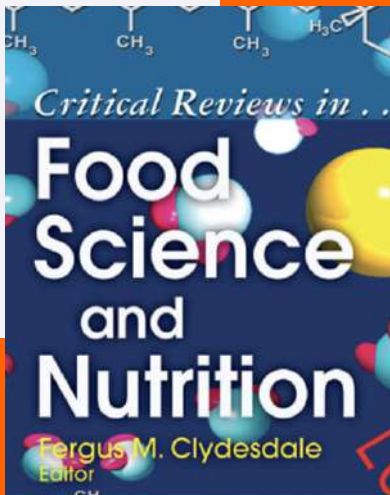
The Study Titled "A New Trend Among Plant-Based Food Ingredients in Food Processing Technology: Aquafaba" Was Published!

From Istanbul Gelisim University UBF Gastronomy and Culinary Arts Department, Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Gizem Hılağa Kaderoğlu's review article titled "A New Trend Among Plant-Based Food Ingredients in Food Processing Technology: Aquafaba" was published in the journal Critical Reviews in Food Science and Nutrition in the Q1 category.

In this review, there are many important topics such as the global needs and nutritional importance of legumes, the methods of obtaining the protein content of legumes, and the functional properties of these proteins in the field of food processing.

You can access the full text from the link below:

<https://www.tandfonline.com/doi/full/10.1080/10408398.2021.2002259?scroll=top&needAccess=true>



Congresses

Prof. Dr. Sahavet Gürdal and Res. Asst. Onur Türker Attended the "International Congress of Applied Social Sciences"

From Marmara University, Business Administration Department, Prof. Dr. Sahavet Gürdal and from Istanbul Gelisim University (IGU), Faculty of Applied Sciences (UBF), Department of Logistics Management, Res. Asst. Onur Türker participated in the "International Congress of Applied Social Sciences," with their mutual work titled "Examination of Operational Risks Affecting the Distribution Network within the Framework of Risk Management," which was held face-to-face and online between March 10-11, 2022.

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

You can access the Congress Booklet from the link below:

<http://acikerisim.gelisim.edu.tr/xmlui/bitstream/handle/11363/3452/USBK2022%20c3%96zet%20Kitap%c3%a7%c4%b1%c4%9f%c4%b1%20%20Nihai%20kopya.pdf?sequence=1&isAllowed=y>



Asst. Prof. İlknur Türkoğlu Attended the "International Congress of Applied Social Sciences"

From the Faculty of Applied Sciences (UBF), Head of the Conservation and Restoration of Cultural Heritage Department, Asst. Prof. İlknur Türkoğlu participated in the "International Congress of Applied Social Sciences," with her work titled "Site Management as a Sustainable Model for the Protection of Cultural Heritage," which was held face-to-face and online between March 10-11, 2022.

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

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Congresses

Asst. Prof. Şebnem Gürsoy Ulusoy Attended the "International Congress of Applied Social Sciences"

From the Faculty of Applied Sciences (UBF), Head of the New Media and Communication Department, Asst. Prof. Şebnem Gürsoy Ulusoy participated in the "International Congress of Applied Social Sciences," with her work titled "Sustainability and Cultural Indicators in Children's Film Contents," which was held face-to-face and online between March 10-11, 2022.

For reaching the web page of the congress:

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Asst. Prof. Çağla Kaya İlhan and Assoc. Prof. Özge Gürsoy Atar Attended the "International Congress of Applied Social Sciences!"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Department of New Media and Communication, Asst. Prof. Çağla Kaya İlhan and Assoc. Prof. Özge Gürsoy Atar from Beykent University Faculty of Fine Arts Department of Radio, Television and Cinema attended the "International Congress of Applied Social Sciences," with their work titled "The Relationship of Documentary Films with Sustainability," which was held face-to-face and online between 10-11 March 2022.

For reaching the web page of the congress:

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Congresses

Prof. Dr. N. Melda Cinman and Res. Asst. Nevra Üçler Attended the "International Congress of Applied Social Sciences"

From Marmara University, Public Relations and Advertising Department, Prof. Dr. N. Melda Cinman and from Istanbul Gelisim University (IGU), Faculty of Applied Sciences (UBF), Department of Public Relations and Advertising, Res. Asst. Nevra Üçler participated in the "International Congress of Applied Social Sciences," with their mutual work titled "The Effect of Discourses in Election Declarations on Representation of Women in Politics: Examples of General Elections Between 2002-2015," which was held face-to-face and online between March 10-11, 2022.

For reaching the web page of the congress:

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Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ Attended the "International Congress of Applied Social Sciences"

From the Faculty of Applied Sciences (UBF), Department of International Trade and Finance, Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ participated in the "International Congress of Applied Social Sciences," with their mutual work titled "The Relationship between Technological Progress and Skilled and Unskilled Women's Labor in EU-15 Countries: Panel Simultaneous Equation System," which was held face-to-face and online between March 10-11, 2022.

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

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Congresses

Asst. Prof. Ayşegül Ertuğrul Ayrancı Attended the "International Congress of Applied Social Sciences"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Banking and Insurance Department, Asst. Prof. Ayşegül Ertuğrul Ayrancı participated in the "International Congress of Applied Social Sciences," which was held face-to-face and online between 10-11 March 2022, with her study titled "Statistical Evaluation of the Score Values of the Banks in the Sustainability Index."

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

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Asst. Prof. Diler Ezgi Tarhan Attended the "International Congress of Applied Social Sciences"

Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Department of Social Service, Asst. Prof. Diler Ezgi Tarhan attended the "International Congress of Applied Social Sciences" which was held face-to-face and online between 10-11 March 2022, with her study titled "The Crisis of European Sciences and Phenomenology."

For reaching the web page of the congress:

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Congresses

Assoc. Prof. Sezer Cihan Günaydın and Öncü Caner Koyuncu Attended the "International Congress of Applied Social Sciences"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Aviation Management Department, Assoc. Prof. Sezer Cihan Günaydın and Öncü Caner Koyuncu participated in the "International Applied Social Sciences Congress" which was held face-to-face and online between 10-11 March 2022, with their study titled "Examination of Entrepreneurship Self-Efficacy in the Context of Organizational Culture and Supportive Leadership Model."

For reaching the web page of the congress:

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Asst. Prof. Ayşegül Ertuğrul Ayrancı and Lect. Salih Dinçel Attended the "International Congress of Applied Social Sciences!"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Banking and Insurance Department, Asst. Prof. Ayşegül Ertuğrul Ayrancı and Lect. Salih Dinçel from Haliç University participated in the "International Congress of Applied Social Sciences" which was held face-to-face and online between 10-11 March 2022 with their study titled "A Situational Analysis on Sustainability of Agricultural Lands in Turkey and in the World."

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

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Congresses

Prof. Dr. İsmet Galip Yolcuoğlu Attended the "International Congress of Applied Social Sciences"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Social Service Department, Head of Department Prof. Dr. İsmet Galip Yolcuoğlu participated in the "International Congress of Applied Social Sciences" which was held face-to-face and online between 10-11 March 2022, with his study titled "General Functions of Social Sciences - Paradigm and Social Work Discipline."

For reaching the web page of the congress:

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Asst. Prof. Pinar Bacaksız and Asst. Prof. Tutku Tuncalı Yaman Attended the "International Congress of Applied Social Sciences"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Department of Electronic Commerce and Management Department, Asst. Prof. Pinar Bacaksız and Asst. Prof. Tutku Tuncalı Yaman from Marmara University Faculty of Business Administration Department of Business Informatics, participated in the "International Applied Social Sciences Congress" which was held face-to-face and online between 10-11 March 2022, with their mutual study titled "Examination of the Causality Relationships of the Dimensions of Corporate Sustainability Performance with the Dematel Method."

For reaching the web page of the congress:

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Congresses

Asst. Prof. Lokman Kantar and Asst. Prof. Tarana Azimova Attended the “International Congress of Applied Social Sciences”

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Banking and Insurance Department, Head of Department Asst. Prof. Lokman Kantar and Asst. Prof. Tarana Azimova from Istanbul Aydın University participated in the “International Applied Social Sciences Congress” which was held face-to-face and online between 10-11 March 2022, with their mutual study titled “Sustainable Current Account Deficit: Turkey Practice.”

For reaching the web page of the congress:

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Res. Asst. Gamze Çakır and Prof. Dr. Doğaç Niyazi Özçelik Attended the "International Congress of Applied Social Sciences"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Social Service Department, Res. Asst. Gamze Çakır and Istanbul University-Cerrahpaşa Faculty of Health Sciences Department of Social Service, Prof. Dr. Doğaç Niyazi Özçelik participated in the “International Applied Social Sciences Congress,” which was held face-to-face and online between 10-11 March 2022, with their mutual study titled “Social Media View of Poverty in the Covid-19 Pandemic: The Example of Twitter.”

For reaching the web page of the congress:

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Congresses

Asst. Prof. Emel Tozlu Öztay and Ruken Katar Attended the "International Applied Social Sciences Congress"

From Istanbul Gelisim University (IGU) Faculty of Applied Sciences (UBF) Department of Public Relations and Advertising Department, Head Asst. Prof. Emel Tozlu Öztay and Master's student Ruken Katar from Maltepe University, Graduate Education Institute, Marketing Communications Department, attended the "International Applied Social Sciences Congress," which was held face-to-face and online between 10-11 March 2022. Their mutual study is titled "A Field Study on Sustainability in Political Public Relations Approach."

For reaching the web page of the congress:

<https://igucon.gelisim.edu.tr/uygulamali-sosyal-bilimler-kongresi>

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Asst. Prof. Canan Tiftik, Asst. Prof. Bilge Turp Gölbaşı and Asst. Prof. Hande Ayhan Gökcek Participated in the "5th International Aegean Social and Human Sciences Congress"

From the Department of Management Information Systems, Asst. Prof. Canan Tiftik, Asst. Prof. Bilge Turp Gölbaşı and Asst. Prof. Hande Ayhan Gökcek attended the "5th International Aegean Social and Human Sciences Congress" with their paper titled "Career Transformation in Human Resources Management in Businesses and Evaluation of Digital Transformations in terms of Marketing."

For reaching the web page of the congress:

<https://www.aegeanconference.com>



Conference

Banking and Insurance Department Students Attended the Banking and Finance Sector Career Days Conference...

Istanbul Gelisim University, UBF Banking and Insurance Department students attended the Career Days Conference which was organized online by the Banks Association of Turkey (TBB) between February 23-24, 2022.



More than 800 students from 62 different universities attended the conference, and 12 institutions made presentations. Important companies such as Yapı Kredi, Vakıfbank, Ziraat Bank, İşbank, ING Bank, Akbank, Garanti Bank, Denizbank, HSBC, TEB and Ziraat Katılım shared their information on recruitment processes, internship opportunities and career development with students.

Our Official Social Media Accounts:



/ iguubf

News from Our Alumni

Hello, it is Aytaç Emir...

In 2019, I completed my undergraduate education at Istanbul Gelisim University, Applied Sciences Faculty, Gastronomy Department. After my undergraduate education, I also completed my master's degree at Istanbul Gelisim University, Graduate Education Institute, graduated in February 2022.

While I was studying for my undergraduate education, I had the opportunity to experience practically the theoretical and applied courses I had at various hotels in the Mediterranean Region. In this way, reinforcing the practical lessons I have taken from my valuable teachers in my education life has taken me one step forward. I have witnessed all the adventures of a food before it enters our kitchen by following the chemistry of food closely with the expert staff of Istanbul Gelisim University and my very valuable scholars. We published this information I learned in Foodlab Magazine with the contribution of my valuable scholars in order to help everyone who is curious and interested in this field. Thus, we have opened different doors to those who are curious about the neurogastronomy adventure of a food. After completing my undergraduate education, I decided to apply to Istanbul Gelisim University Graduate Education Institute, as I thought that knowing the food industry closely would not be enough to become a business owner in the future. Food Features, Menu Planning, Cost Control and Business Management courses that I took in my master's degree made me better equipped in the sector. Inspired by the magazine we published at the university, I opened the FoodLab Acibadem Cafe. Here, I provide sweet and boutique pastry services blended with different flavors.

I have very valuable professors at Istanbul Gelisim University and the Faculty of Applied Sciences, who play the leading role in my education life in my ability to take a quick step in the food sector and adapt all the theoretical and practical knowledge I have acquired to my daily life. I would like to thank all my teachers who take their students one step further with the right guidance and disciplined teaching method.



Interview

Head of the Risk Management of Deutsche Bank Inc., Kumru Besim:

“Globalization, both as technology and as the dynamics of existence in different countries and markets, has changed and continues to change the way banking primarily works, service quality, speed and banking understanding.”

Dear Kumru Besim, first, we would like to thank you for sparing time for us in your busy schedule. Ms. Besim, what exactly does a bank’s Risk Management unit cover?

A bank may have to cope with many crises in its cash flow, loans or dividends due to market conditions, the effects of national or international money markets. Before the crisis occurs, it is a must for banking to deal with the situations that may be the subject of the crisis as risk management, with sensitive forecasts or predictions or follow-ups. To make a full definition, Risk Management is the definition and measurement of the risks exposed through the policies and implementation procedures determined to monitor, control and, if necessary, change the risk-return structure of the bank's future cash flows, and accordingly the nature and level of the activities. reporting, monitoring and controlling.



Interview

Banks' Risk Management departments are responsible for ensuring that the risks are understood and adequately evaluated before entering into a transaction, to determine risk management policies and implementation procedures based on risk management strategies, and, if deemed necessary and appropriate, to be effective for significant risks and in accordance with the level of intensity and complexity of the activities that create the risk. They carry out studies based on the design, selection and implementation of the measurement system and models, regularly reviewing the models and making the necessary changes, ensuring that the quantifiable risks remain within the determined limits, and changing the strategy and risk appetite when necessary according to the risk measurement and risk monitoring results. With these efforts to manage risks, the bank's short-term and long-term sustainability, financial reputation, general reputation and, of course, objectives that are compatible with the basic steps of its regular functioning are determined.

Ms. Besim, globalization affects banking as well as all sectors. What are the changing dynamics in banking with the globalizing world?

The banking sector has been intertwined with global markets for many years and the international interaction potential of money markets has always directly concerned the banking sector. These have enabled banks to take more far-sighted and future-oriented steps in their management and strategies. Globalization, both in terms of technology and the dynamics of existence in different countries and markets, has changed and continues to change the way banking works, service quality, speed and understanding of banking. Artificial intelligence products directly affect banking services and make the features of the service comprehensive.



Interview

Artificial intelligence products directly affect banking services and make the features of the service comprehensive. Changing customer expectations for any product today also applies to banking products. In other words, personalized solutions, personalized services, personalized and rapid product development, and dynamic customer relationship management are expected. Moreover, these services are waiting for your customers wherever they are in the world. In my opinion, the most important effect of globalization on banking has been the dissemination of solutions to meet customers' expectations immediately. Customers now demand the same attention, solution, speed and technology from every bank every hour of the day.

Dear Besim, Sustainability understanding has become a rising value in almost every sector. What do you think about the relationship between the banking sector and the Sustainability approach interact?

Of course, Sustainability is a concept that is aware of everyone living in the world and is our responsibility. The banking sector also attaches importance to the understanding of sustainability. We can say that this happens in two ways. The first is the social responsibility activities that banks carry out as an indication that they fulfill their responsibilities towards the world. Bank customers want to see the contributions of their banks to the society, the world and nature...

Second, banks adapt the concept of sustainability to their work, banking activities and understanding. For example, banks have begun to integrate climate risk into their overall risk management framework. In addition, they began to develop taxonomies specific to climate risk and sustainability. New assessment methods have started to come into play, such as the inclusion of sector weaknesses and reputational risks in the transaction evaluation process, and as a result, climate risk-specific customer assessment in certain situations. At the same time, climate risk measurement approaches are being developed.

In parallel with the changes in the climate, banks will reflect the climate crisis factors, especially under credit risk, by taking into account the climate risk-related factors of customers' credit ratings from the point of view of capital demand. Incorporating climate risks into capital demand models; It faces some challenges due to the limited data available and the risk being emerging and long-term in nature. In the coming years, studies will continue for the full inclusion of climate risk factors into more than one risk type.

Interview

What is your advice to our students who want to work in the banking sector?

I would advise young people who want to become a banker to have knowledge about the sector first. In addition to receiving banking education, I particularly recommend them to improve their foreign language knowledge. Human relations have a very important place in banking as in every sector. It is very important to be customer-oriented and to be efficient in teamwork. It is necessary to be very open to innovations because it is one of the sectors that are constantly affected by innovations. It will be very beneficial for their careers to follow the innovations and changes in the sector very closely and adapt quickly.

Dear Kumru Besim, thank you very much for your enlightening information and your participation in our conversation.

Actually, I would like to thank Istanbul Gelisim University, Faculty of Applied Sciences for giving me this opportunity...

KUMRU BESİM

Kumru Besim was born in 1973, graduated from Austrian High School and Istanbul University, Department of Business Administration. After completing the certificate program at the University of California, Berkeley, he worked in the Financial Control and Planning units of various banks since 1998. In 2006, he started to work in the Financial Control unit of Deutsche Bank A.Ş. After establishing the Internal Control unit under the umbrella of Compliance and Internal Control in 2011, he was appointed as the Manager in charge of Risk Management in April 2015, and he still continues in this position.

News From Sector

"TwitterShops" feature is coming for in-app shopping on Twitter...

In the profile of a user using the TwitterShops feature, it is possible to see and buy the products on the screen with the "View Store" option at the top of the timeline. In order to pay on the original site where the product is located, a redirect to the product takes place via the in-app browser. Currently in beta, TwitterShops is only available for certain users in the US. Although there is no clear date, it will be available to all users. It will provide users with the convenience of browsing and purchasing products without ever leaving the application to display on Twitter.

News Source: <https://www.pazarlamasyon.com/twitter-da-twitter-shops-donem>

Greater Record From Akinci B...

Baykar production AKINCI B Assault Unmanned Aerial Vehicle broke its altitude record. Continuing its test flights, Bayraktar AKINCI B TİHA flew a record in the test flight that took place today. AKINCI broke the altitude record of our national aviation history by climbing to an altitude of 40,100 feet. In a statement made by Baykar Technology leader Selçuk Bayraktar on the subject, "AKINCI B has just broken its altitude record. It reached the highest altitude ever reached by a national and original design aircraft. May it be beneficial and auspicious to our country and nation.

News Source: <https://www.airturkhaber.com/haberler/akinci-bden-buyuk-rekor/>

The New Video of the National Combat Aircraft (MMU) has been Released...

The new digital video of the National Combat Aircraft (MMU), developed by Turkish Aerospace Industries (TUSAŞ) as a domestic alternative to fighter jets, has been released. With this video, it was possible to see the design details of the MMU more clearly. One of the most important projects of the Turkish defense industry, MMU is expected to leave the hangar on March 18, 2023. The aircraft, which is planned to make its first flight in 2025, is planned to start mass production in 2028. With the introduction of the MMU, the F-16s will be retired.

Haber kaynağı: <https://www.donanimhaber.com/milli-muharip-ucak-in-mmu-yenivideosu-yayinlandi-14604>

News From Sector

Garanti BBVA Portfolio established the Garanti Asset Management Metaverse and New Technologies Variable Fund (MET)...

In this newly established fund, there are companies in the technology, information technologies, technological hardware, communication, telecommunications, electronic commerce, biotechnology, medical technology, software sectors that use and support metaverse technologies and carry out R&D activities for these technologies. It is also planned to include capital market instruments issued by institutions that provide services, services and products to related companies in these sectors.

Investments can be made in Garanti Asset Management Metaverse and New Technologies Variable Fund through Garanti BBVA branches and digital channels. At the same time, those who have an account in another institution can make transactions with Turkish lira without a lower limit, through TEFAS, the branch, internet or mobile channels of the institution they wish.

News Source: <https://www.aa.com.tr/tr/sirkethaberleri/finans/garanti-bbva-portfoy-den-metaverse-ve-yeni-teknolojiler-degisken-fonu/671703#>

Cargill will innovate in Turkey...

Cargill Turkey has invested in a high-tech INFUSE™ Application Center and ingredient blending facility in Bursa Orhangazi to enable dairy producers in the META region, which includes the Middle East and Africa, to respond more quickly and effectively to the changing expectations of consumers. The facility established by Cargill to expand the INFUSE™ service, which will operate as a regional innovation center, will provide technical support and product development opportunities to dairy producers in Turkey, the Middle East and Africa as a solution partner. offers content solutions that meet product demands. INFUSE™ also provides the opportunity to bring innovations to the market faster with its solutions that accelerate product development processes.

News Source: <https://www.gastronomiturkey.com/haber/cargill-inovasyonu-turkiye-deyapacak-h1503>

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Aslı Meşinci-Ceren Yalçın- Elif Açar- Emine Karanfil-Esma Avcı-Ezgi Sekmen-İremnur Kamalı

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