



**İSTANBUL
GELİŞİM
UNIVERSITY**



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

Istanbul Gelisim University 13th Term Graduation Ceremony Was Held!

Istanbul Gelisim University (IGU), 2021-2022 academic year, 13th term graduation ceremony was held on June 21, 2022 at Yahya Kemal Beyatlı Exhibition Center.



Graduation Ceremony

The opening speech of the ceremony was made by Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin and Chairman of the Board of Trustees Abdülkadir Gayretli.



Our student Buse Özding, Department of Aviation Management, FoAS, graduated ranking third in the university at the graduation ceremony. Her award was given by Prof. Dr. Bahri Şahin, Rector; and Abdülkadir Gayretli, Chairman of The Board of Trustees. Buse Özding graduated ranking first in the FoAS and her award was given by Prof. Dr. Kâmil Kaya, The Dean of FoAS. We congratulate Buse Özding and wish her a lifetime success.

Graduation Ceremony



FoAS Dean Prof. Dr. Kamil Kaya, Deputy Deans Asst. Prof. Hilal Kılıç and Asst. Prof. Nevruz Berna Tatlısu and FoAS academic staff attended the ceremony, and after the opening speeches, students were presented with their diplomas in order of faculties.

After the diplomas were awarded, the swearing-in ceremony and cap throwing took place. Text of oath was read by Assoc. Dr. Serdar Çöp, General Secretary, to the students. Ceremony ended with cap throwing after the swearing-in ceremony.



News from FoAS

FoAS Academic Board Meeting Was Held...

FoAS 2021-2022 Academic Year Academic Board meeting was held on 22 June 2022 with the participation of Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin. FoAS Dean Prof. Dr. Kamil Kaya, Deputy Deans Asst. Prof. Hilal Kılıç and Asst. Prof. Nevruz Berna Tatlısu and Heads of Departments, Faculty Members and Research Assistants of all departments within UBF were present at the meeting.

Rector Prof. Dr. Bahri Şahin, in his speech at the Academic Board meeting, explained the developments that Gelisim University has made since its establishment, by presenting numerical data within the scope of the number of faculty members, the number of students, the number of accreditations and their contents, various research centers and projects. Then, giving a perspective on the future goals of Gelisim University, Prof. Dr. Bahri Şahin touched upon the new breakthroughs that need to be planned and underlined the importance of adopting sustainable approaches in all matters and keeping the enthusiasm of each employee alive and high as the most important elements necessary for the realization of the goal of becoming a Research University.

FoAS Prof. Dr. Dean Kamil Kaya made a presentation on the Faculty of Applied Sciences and conveyed all the studies carried out on the basis of departments in the 2021-2022 Academic Year. After the questions-answers and contributions of the UBF Academic staff, the meeting ended with the expression of wishes.



News from FoAS

Res. Asst. Onur Türker Received his Doctor's Title!

From the Logistics Management Department, Res. Asst. Onur Türker received his doctorate with his doctoral thesis titled "Operational Risk Management in the Distribution Network: An Application in the Industrial Market", at Marmara University Department of Marketing, supervised by Prof. Dr. Sahavet Gürdal. We congratulate Dr. Onur Türker and wish him a lifetime success.



16TH IN WORLD
1ST IN TURKEY

World Impact Ranking 2022
Quality Education - SDG4

Events

Banking and Insurance Student Symposium (BSS 2022) Was Held!

The “Banking and Insurance Student Symposium (BSS 2022),” in which the Head of Applied Sciences, Banking and Insurance Department Asst. Prof. Lokman Kantar, Asst. Prof. Ayşegül Ertuğrul Ayrancı and Res. Asst. İlknur Külekçi took part in the organizing committee, was held on May 12, 2022 at the IGU Tower Firas Auditorium.

Asst. Prof. Lokman Kantar, Asst. Prof. Ayşegül Ertuğrul Ayrancı, Asst. Prof. Hakan Özcan and Assoc. Prof. Bumin evaluated all the papers in the symposium, which aimed to support the Banking and Insurance Department students to participate in academic studies and to take an active part in the learning process.

After the sessions moderated by Asst. Prof. Lokman Kantar, Asst. Prof. Ayşegül Ertuğrul Ayrancı and Asst. Prof. Hakan Özcan, the owners of the three best papers were announced.

Kübra Demir received the Best Paper Award with her paper titled “Study on the Impact of Covid-19 on the Health Insurance Branch for the Period 2020-2022”, and Kübra Demir received the Second Best Paper award with her statement titled “Study on the Effect of Covid-19 on the Transport Insurance Branch for the Period 2020-2022,” Diyanet Kaya and Berat Özgün won the Third Best Paper Award with their paper named “Fire Insurances in Turkey.” All the presenters received their participation certificates and the best three papers plaques at the ceremony held on May 26, 2022.



Events

Internship Orientation Was Held for Banking and Insurance Department Students!

Internship orientation was given to the students of the Banking and Insurance Department by Res. Asst. İlknur Külekçi on May 26, 2022 at IGU Tower Fırnas Auditorium. Detailed information was given about the applications for the '2021-2022 Academic Year Compulsory Summer Internship', the issues to be considered in the internships and the internship reports.

Then, the questions of the students were answered by the Head of Department Asst. Prof. Lokman Kantar and Res. Asst. İlknur Külekçi.



Events

Assoc. Prof. Emel Tozlu Öztay Attended the Environment Panel!

Head of Department of Public Relations and Advertising, Assoc. Prof. Emel Tozlu Öztay participated in the environmental panel organized by Avcılar Municipality on 3 June 2022 from Gümüşpala Paşaeli Picnic Area Gönül Invitation Hall as part of the "World Environment Week."

Assoc. Prof. Emel Tozlu Öztay mentioned the importance of communication and environmental sustainability in her speech. In addition, organized by senior students of the Department of Public Relations and Advertising that is "Don't Throw, Color!", Burak Dönmez, Duygu Selvi, Emre Güzel, Ezgi Daniş, Fatma Melis Öztürk, Gülten Rastgeldi, Güray Berber, Karahan Erdal, Selin Tekin and Tolga Kartal, the information was given by emphasizing the importance of the concept of sustainability.



Events

Attended the Meeting Held at the Istanbul Chamber of Commerce on University-Sector Cooperation!

From the Department of Banking and Insurance, Head Asst. Prof. Lokman Kantar and Res. Asst. İlknur Külekçi attended the meeting held at the Istanbul Chamber of Commerce on 14 June 2022 with the Management of the Insurance Professional Committee of the Istanbul Chamber of Commerce (ITO).

ITO Professional Committee Chairman Hüseyin Duru, TOBB HRH President Levent Korkut, Professional Committee Members Hasan Hoşben, Eyyub Çelik, Veysel Eren, Mustafa Dikgitmez, Ragıp Yazgan and ODSED President Engin Özaydın attended the meeting, where the education of the students of the insurance department, the difficulties they experienced and There was an exchange of ideas about internship opportunities.



Events

Asst. Prof. İlknur Türkoğlu gave a talk on Archeology, Cultural Heritage, Conservation and Politics at the Maltepe Branch of the Chamber of Architects.

Asst. Prof. İlknur Türkoğlu, Head of the Department of Conservation and Restoration of Cultural Heritage at Istanbul Gelisim University Faculty of Applied Sciences, gave a talk on archeology, cultural heritage, conservation and politics at the Maltepe Branch of the Chamber of Architects.

Answering the questions of the audience, mostly architects, who participated in the talk, Dr. Türkoğlu discussed the importance of education and public awareness in the protection of cultural heritage. Touching on the current problems in the protection of cultural heritage, Asst. Prof. İlknur Türkoğlu also emphasized the example of Göbeklitepe, which has become popular in recent years, emphasizing that our cultural heritage is our social and economic wealth.



Academic Articles

The Article Titled “The Evaluation of Frege’s ‘Attribute-Feature’ Distinction over the ‘Concept-Object’ Distinction in the Context of Kerry’s Pol” Was Published!

From the Department of Social Service, Asst. Prof. Diler Ezgi Tarhan’s article titled “Evaluation of Frege’s ‘Attribute-Feature’ Distinction over the ‘Concept-Object’ Distinction in the Context of Kerry’s Pol” was published in an international refereed journal, Temaşa Erciyes University Journal of the Department of Philosophy, on the 17th issue of 2022.

The open access link for the article:

<https://dergipark.org.tr/tr/download/article-file/2238269>



The Article Titled “The Philosophical Foundations of Kepler's Harmonices Mundi Project” Was Published!



Asst. Prof. Diler Ezgi Tarhan’s article titled “The Philosophical Foundations of Kepler's Harmonices Mundi Draft” was published in the 33rd issue of the Journal of Philosophy and Social Sciences.

The open access link for the article is below:

<https://dergipark.org.tr/en/pub/flsf/issue/69953/1014237>

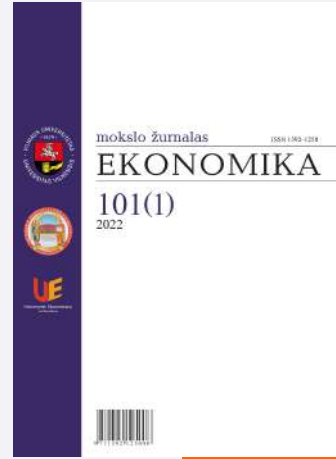
Academic Articles

The Article Titled “Dynamics of Exchange Rate Fluctuations in Turkey: Evidence from Symmetric and Asymmetric Causality Analysis” Was Published!

From the Department of International Trade and Finance, the article titled “Dynamics of Exchange Rate Fluctuations in Turkey: Evidence from Symmetric and Asymmetric Causality Analysis,” of Asst. Prof. Ali Çelik, was published in Scopus Indexed Ekonomia Magazine Vol 101 Issue 1.

You may access to the article from the link below:

<https://www.journals.vu.lt/ekonomika/article/view/26205>



The Study Titled “Examination of the PERMA Model in the Context of Demographic Factors: A Large-Scale Study in the Service Industry and Generation Z” Was Published!

The article “Examination of the PERMA Model in the Context of Demographic Factors: A Large-Scale Study in the Service Sector and Generation Z” prepared by Assoc. Prof. Dr. Sezer Cihan Günaydın and İbrahim Haşim İnal, Head of Aviation Management Department, Faculty of Applied Sciences, was published in 2022 Volume 4, Issue 2 of the İlek Academic Journal.

The open access link for the article is below:

<https://dergipark.org.tr/tr/pub/izlek>



Academic Articles

The Study Titled “Sustainability in Health Sector Businesses: A Systematic Compilation Study” Was Published!

The article titled “Sustainability in Health Sector Businesses: A Systematic Compilation Study” by Asst. Prof. Canan Tiftik, from the Department of Management Information Systems, was published in Düzce University Journal of Social Sciences, Volume 12 number 1 in 2022.

You may access to the article from the link below:

<https://dergipark.org.tr/tr/pub/dusbed/issue/69925/998422>



The Article Titled “Ecological Sustainability in Emerging Market Economies: Linear and Non-Linear Unit Root Analysis” Was Published!

The study “Ecological Sustainability in Emerging Market Economies: Linear and Nonlinear Unit Root Analysis” by Asst. Prof. Ali Çelik from the Department of International Trade and Finance was published in Selçuk University Vocational School of Social Sciences Journal 2022, Volume 25 Issue 1.

The open access link for the article is below:

<https://dergipark.org.tr/tr/pub/selcuksbmyd/issue/69764/958440>



Academic Articles

The Article Titled “The Effect of Conscientious Leadership on Business and Business Performance: Kütahya Province Example” Was Published!

The study “The Effect of Conscientious Leadership on Business and Business Performance: Kütahya Province Example” by Asst. Prof. Dursun Boz from the Department of Management Information Systems was published in the 9th issue of Kütahya Dumlupınar University İİBF Magazine.

The open access link for the article is below:

<https://dergipark.org.tr/tr/pub/dpuiibf/issue/70376/1122530>



Our Official Social Media Accounts:



/ iguubf

Academic Books

The Book Titled “Meaning in Husserl and Frege” Was Published!

Asst. Prof. Diler Ezgi Tarhan, who works in the Social Service Department, has published the book titled “Meaning in Husserl and Frege” for Dergah Publications.

The study, which deals with the philosophies of Husserl and Frege, contains two difficult philosophers in the field of philosophy, made its first edition as the first and only study in Turkish in this field. The study, which was prepared by making use of approximately 300 foreign sources, was compiled from the doctoral thesis of our faculty member and published.

You can access the book from the link below:

<https://www.kitapyurdu.com/kitap/husserl-ve-fregede-anlam/620290.html>

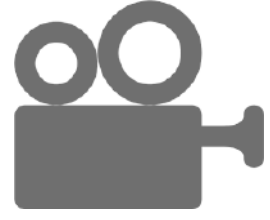


ISTANBUL
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ABOUT 2021-2022 ACADEMIC YEAR SUMMER SCHOOL ANNOUNCEMENT

[Click here](#) for detailed information about the 2021-2022
Summer School courses and attendance conditions





June / Culture & Art

Is the city of Istanbul a Mound?

In the archeology literature, a mound(höyük) is an artificial hill formed by the destruction of the settlement created by humans in a certain period of history for various reasons and settling over and over again in different periods. Although there are differences between the settlements in such layered mounds, mostly cultural continuity is observed.

From this point of view, the city of Istanbul is a multi-layered mound. At the bottom, there are prehistoric periods defined by settlements such as Yarımburgaz, the oldest of which are dated to approximately 300,000 years ago, and Fikirtepe, Pendik, Yenikapı, which are dated to approximately 8,000 years ago.

Istanbul was declared the capital of the Great Roman Empire in 330 and the Eastern Roman (Byzantine) Empire in 395. During this period, pagan temples that were built before Christianity were converted into churches, as in the case of Hagia Sophia, or churches were built in their place. Istanbul was taken by the Turks in 1453 and served as the capital of the Ottoman Empire from 1453 to 1923. We can call the period from 1923 to the present day as the Republican period. Since the day it was founded, Istanbul has continued to grow both as a population and as a residential area.

The cultural layers formed from prehistoric times to today are also permeable, that is, some cultural elements develop and show continuity. This has enriched the culture of Istanbul for centuries and brought it to the present.

Asst. Prof. İlknur Türkoğlu
Department of Conservation and Restoration
of Cultural Heritage



June / Culture & Art

Today, some areas of Istanbul, such as the Hippodrome (Sultanahmet Square), Mese Yolu (tramway from Aksaray to Sultanahmet), Theodosius Harbor (Yenikapı Port), which belong to the Byzantine period, continue to be used in the same functions today. Below is an engraving drawn by the Florentine cartographer Cristoforo Buondelmonti in the 1420s.

Byzantine structures were used in the lands taken after the conquest of Istanbul in 1453, a new mosque was not built in the first ten years after the conquest of Istanbul, and the religious structures of Byzantium were converted into mosques and continued to be used. The most important of these is Hagia Sophia, which started to be used as a mosque right after the conquest. In the next period, when Suleiman the Magnificent wanted to build a mosque for himself, Mimar Sinan, who was appointed for this job, benefited from the plan of Hagia Sophia. Sinan solved the problem of the dome, which the Byzantine masters could not solve, and built larger domes as in Edirne Selimiye Mosque.

In this context, the comparison of the Zeyrek Mosque (Pantokrator Church Monastery) built between 1118 and 1136 and the Süleymaniye Mosque built between 1550 and 1559, located in the Zeyrek region today, gives important results. The comparison made over these two structures has shown that there is a continuity of culture even though the names of the states and periods have changed in the history of the city of Istanbul. In both these structures, hospital services and medical education were provided. Again, in both structures, the service provided to people in need of care - the sick and the elderly - was free of charge. The expenses of these services were met with the incomes obtained from the foundations of the founders, and their graves were built on the land of the structures, considering the welfare of the founders and their families in the hereafter. In the regions where the buildings were built, structures for education and health services continue to exist today. These similarities between these two structures, which were built 400 years apart, show the continuity and importance of urban memory.



**Pantokrator Monastery Church
(Zeyrek Mosque)**

June / Culture & Art

Istanbul, which has been inhabited since ancient times and can be described as a multi-layered mound, continues to develop and grow rapidly. In this context, it is clear that this fact should not be ignored in urban history studies and education, and that the continuity of urban memory should be given importance in urban archeology and inventory studies. Period and culture selection should not be made while carrying out the inventory, and the cultural assets inventory should cover all historical periods and cultures. As a second step, the awareness level of the people should be increased on the protection of our cultural heritage by informing the local people about the cultural assets of our city.

References:

- Türkoğlu, İlknur (2020) "İstanbul'da Kentsel Hafızanın Devamlılığı: Pantokrator Manastırı İle Süleymaniye Külliyesi'nin Karşılaştırılması" **Journal of Vaqfs**, issue 53.
- https://tr.wikipediam.org/wiki/Dosya:Constantinople_mediaeval_map.jpg
- Kaplan, M. (2016) "Büyük Bir İmparatorluk Vakfı: Pantokrator (Zeyrek Camii)" **Byzantium, Buildings, Squares, Lives**, ed. Kitap Publishing, Istanbul, p. 118- 134.



Süleymaniye Complex



June / Geust Writer

THE WORLD OF ADVERTISING DESIGN BEYOND THE LIMITS OF CREATIVITY...

Designing advertisements in the advertising world offers a rich world where people who love design can display their creativity one step ahead. The aim here is to produce remarkable and original works by knowing how to use design resources in order to create creativity in design. In advertising design, it is very important to use the general principles of design and to be able to put right designs. When we examine what advertising design means and general design concepts; In advertising design, it primarily refers to deciding how to use graphic elements and how to organize the design in the digital environment. Depending on the design purposes in advertising design studies; In addition to digital works such as photoshop, illustration, and images such as photographs and pictures, other elements such as text, title, slogan, logo should be designed as a meaningful whole. An advertising designer, while deciding how to create the visual and textual elements that they will create while conducting the advertisement work, should ensure that the advertisement is visually aesthetic and functional within the visual framework, as well as carrying out its work in a way that takes into account the aims and objectives of the advertisement. While creating the advertising message as content, it is important that it can be conveyed in economical, clear, aesthetic and striking ways. Features such as the creation of the layout of the texts, the title, the slogan, the arrangement of the text, the arrangement of the appropriate spaces in the advertisement design ensure that the advertisement has a visual meaning.

It is necessary for an advertising designer to create the highest level of impact on the ad audience/reader and to be able to create all the visual materials, symbols, texts and colors in the design area in a way that creates meaning. It is important to leave the necessary gaps in the design of the visual and content materials in the creation of the whole of the advertisement. Leaving appropriate gaps in the advertisement design allows the design of a poster design to make the design more interesting and to give the product a prestigious and more easily perceptible form in the areas it exhibits. As an important element of graphic design in advertising works, it is also effective in the selection of the medium where the advertisement will be set up. In addition to the creation of graphic principles in advertising, it also includes taking into account the relationships between visual perception and verbal and visual communication and making arrangements in accordance with the media where the design is made.

It is also important to use design principles such as integrity, harmony, rhythm, emphasis and contrast in design in line with the basic principles of advertising design. In ad design, there must be harmony between all elements of the ad outline. In order for an advertisement design to be effective, it should not contain different fonts, sizes, or incompatible photography and design works that may be opposite each other. In the creation of the advertisement, it should also be taken into account which society and culture it appeals to. In general, their work is often used in conjunction with Z and S arrangements, as they have a theme that can be read from left to right and from top to bottom. In this direction, creating advertisement designs that can make visual elements and logos, emblems and texts appear visually rich and remarkable in advertising works seems to be an important work in increasing the attractive dimension of the advertisement.



Asst. Prof. İpek Sucu
Communication Coordinator
FoEAaSS
Advertising Department

June / Book Review



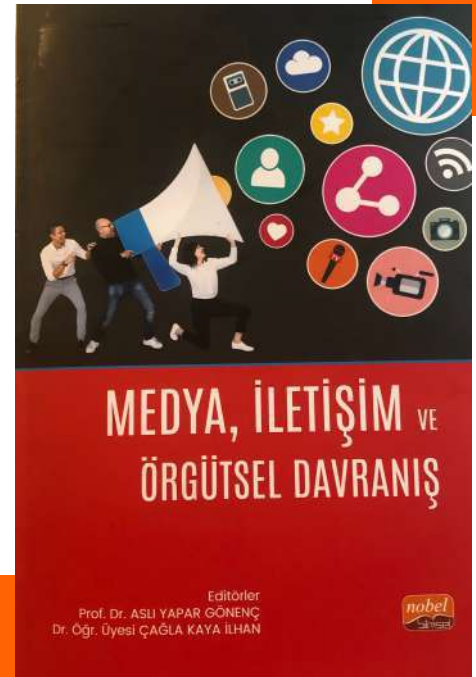
MEDIA, COMMUNICATION AND ORGANIZATIONAL BEHAVIOR...

One of the most talked and debated topics today is the concept of media. Especially with the recent increase in digitalization processes, the concept of media has started to gain a different momentum after the 2000s. A new era has begun in which the concepts of new media, social media and digital media come to the fore. In this period, the concept of media ceased to be one of the means of obtaining news in traditional mass media and became a means of producing information. Today's new media, which has changed the concept of communication and the concept of media, has allowed communication to continue in different processes. Digital or online communication processes, which have replaced face-to-face communication, have become an example of this. Changes in this field have caused the subject of media studies to become a rising research field. Recently, especially in the 5-year period, the concepts of new media and digital communication, which have replaced the traditional communication concept, have started to come to the fore. It has started to be seen that the publications produced in this field have also increased in this sense.

The book *Media, Communication and Organizational Behavior*, edited by Prof. Dr. Aslı Yapar Gönenç and Asst. Prof. Çağla Kaya İlhan, looks at the changing processes of the media from an objective and critical point of view. Especially in this sense, it examines the concept and change of media in different sectors with an innovative and holistic perspective. The work focuses on the positioning processes of new media processes and changing mass media in different sectors for the field.

Current problems in media and communication studies, production of digital television content, rethinking on the concept of "news value," media reviews of the Covid-19 period, the changing meaning of the changing television medium in the digital world, the motivation of media workers, their job satisfaction and their commitment to their organizations; In the context of current problems, the phenomenon of digitalization in media and communication studies: The strategic role of human resources management, sustainability communication and public relations in the Covid-19 pandemic process: Examples of the Covid-19 pandemic period, Covid-19 pandemic and corporate social responsibility, digital literacy. It is seen that it consists of innovation and innovation-based research articles written by competent and expert academicians. It is stated that the book *Media, Communication and Organizational Behavior* will have an important place in the academic framework in the field of communication and media studies.

Asst. Prof. Şebnem Gürsoy Ulusoy
Applied Sciences Faculty
New Media and Communication Department
Head of Department



News from Our Alumni

Hello! I'm Kübra Çakır...

I graduated from the Faculty of Applied Sciences, Public Relations and Advertising Department in 2019. I chose the department I chose because I wanted to be an advertising copywriter. The theory and practices in our department's curriculum, courses and our departmental compulsory summer internship have been very helpful in preparing us for the sector. In the last year, under the consultancy of Assoc. Prof. Emel Tozlu Öztay, we prepared a social responsibility project titled "Child Bride." Within the scope of the project, we tried to raise awareness about child brides by hanging posters with the words "There is no sale of wedding dresses to persons under the age of 18, hairdresser services are not provided" in hairdressers and stores that sell wedding dresses. Our social responsibility project was a resounding one and the news of our project took place in the press and there were demands for our posters from different provinces. Each work and project we prepared within the scope of the course enabled me to have a strong portfolio. Before I graduated, I started working in advertising agencies, and I applied to competitions in the field of communication. I received the first prize in the radio advertisement field of the Radio and Television Broadcasters Professional Association (RATEM), and the second prize in the State Hydraulic Works (DSI) world water day. After graduating, I started working at Concept Advertising Agency. I have received awards in different categories with the work I have done within the agency. Vestel brand's Valentine's Day commercial film and crystal award, and JEEP/radio crystal apple second prize are some of the awards we have received. After graduation, I always kept in touch with the faculty members of my department.

I attended the seminar titled "An Advertising Journey" at the Continuing Education Center (SEM). In addition, I was invited to the Applied Communication Festival and held a seminar called "A Campaign Journey." I would like to thank scholars of my department, who prepared me for the sector before I graduated and helped me to do successful work in the sector with theoretical and applied knowledge.



News from Sector

Turkcell Establishes a “Digital Insurance Company”!

Turkcell is establishing a new company, Turkcell Digital Insurance, to provide online insurance services and innovative data-based insurance solutions. After establishing the company that mediated insurance transactions with Güvencell before, Turkcell is now establishing a digital insurance company under Financell with a capital of 1,000,000. A statement was made to the Public Disclosure Platform (Public Disclosure Platform) on the subject. In the statement made by Turkcell to KAP: It was stated that an application was made to the Ministry of Commerce for the establishment permission of Turkcell Digital Insurance and that after the approval of the Ministry of Commerce regarding the establishment, the license application process will begin with the registration of the establishment.

News Link: <https://www.donanimhaber.com/turkcell-dijital-bankacilik-sirketi-kuracagini-acikladi-150085>, 27.06.2022.

MIGROS is Competing With Getir Yemek And Yemeksepeti!

Migros, one of Turkey's largest chain stores, competed with platforms such as Yemeksepeti and Getir Yemek. In the written statement made to the Public Disclosure Platform (KAP), it was stated that a new platform named "MigrosYemek" was established and food service would be provided through this platform. In the statement on the Public Disclosure Platform, it was stated that the service scope of the platform will be expanded and spread to 81 provinces of Turkey. food platform was established.

News Link: <https://www.marketingturkiye.com.tr/haberler/migros-yemek/>, 27.06.2022.

Yayla Became The 37th Most Valuable Brand In Tukey!

Brand Finance, an international brand valuation organization, has published its 2022 “Turkey's Most Valuable Brands-Turkey100” research. Yayla, the leading brand of rice and pulses industry, took place in the list as the 37th Most Valuable Brand of Turkey. Yayla, the only pulses brand in the list, was ranked as the third most valuable brand in the main category of Food.

News Link: <https://www.sonsaat.com.tr/is-dunyasi/yayla-bakliyatta-turkiyenin-en-degerli-37-markasi-odu/194770/>, 27.06.2022.

Sector News Student Team :

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

News from Sector

From Television Boxes To Original Designs...

In line with its Back to Nature vision, Samsung has implemented the "Eco-Package" project, curated by the In-Between Design Platform. "Eco-Package" exhibition, curated by six design studios of Samsung Turkey and In-Between Design Platform, with the aim of inspiring consumers about upcycling. It started to be exhibited at Akaretler Number:37-39. Collaborating with Onaranlar Club, Beril Ateş, Öykü Baştaş, Architecture for All Association's Serap Kaçmaz and Kubilay Ercelep, Figure's İlke Beyaz and Ottan Studio's Ayşe Yılmaz for the project, the brand gave a second life to television boxes that complete their function with the magic of design. gave.

News Link: <https://mediacat.com/televizyon-kutularindan-ozguntasarımlara>, 27.06.2022.

Metro Turkey Published The Sustainable Restaurant Guide!

Carrying out its activities with a focus on sustainability and adopting a holistic approach in this regard, Metro Turkey has been working on its own activities for many years, from the prevention of food waste to the protection of local producers and products, from the traceability of the products to the use of sustainable resources; expanding its sphere of influence by including its business partners and customers. Finally, Metro Turkey has prepared the "Sustainable Restaurant Guide" in order to support the food and beverage industry in terms of sustainability and to ensure that the practices in the sector become widespread. This guide, which was created with the contributions of the 'Sustainable Restaurant Committee', which consists of associations, universities and important stakeholders from the industry, is the biggest challenge in the spread of sustainable practices in the food and beverage industry in our country, the absence of a common and standard definition, criteria and the adoption of different practices by businesses in this regard. It was built on the basis of the fact that The spread of sustainable practices in the food and beverage sector will be a factor that will protect and develop sustainable agriculture and local products in our country. This transformation will support water and energy saving, prevent food waste, which is a great loss for the economy, as well as contribute to the protection of Turkey's natural resources and create significant value for the economy.

News Link: <https://www.gastronomidergisi.com/gastronomi/metro-turkiye-surdurulebilir-restoran-kilavuzu-nu-yayinladi/>, 27.06.2022.

Sector News Student Team :

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

News from Sector

The “For All Soil” Project, Started in Rize, Will Extend to All Lands Where Tea Grows...

The “Every Sheaf of Soil” project, which aims to show the producers the right agricultural practices through exemplary gardens for sustainable tea farming and to spread these practices, continues without slowing down.

Thanks to the project, which started with awareness-raising activities for social stakeholders about the acidification problem in tea soils and continued successfully for 6 years, a 55 percent increase in yield was achieved in the exemplary gardens. Selected sample gardens in the provinces of Trabzon and Artvin were included in the project, which was initiated in Rize, one of the world's leading tea production centers, in cooperation with the TEMA Foundation and Doğuş Tea in 2016. With the works to be carried out in 2022, it is aimed to disseminate exemplary practices in tea gardens in these provinces.

News Link: <https://www.marketingturkiye.com.tr/haberler/her-dem-toprak-projesi/>, 27.06.2022.

Anadolujet's New Aircraft Made Its First Scheduled Flight!

The Boeing 737 MAX8 type aircraft with TC-LAG tail registration, added to the fleet of AnadoluJet, a sub-brand of Turkish Airlines (THY), made its first flight from Esenboğa Airport to Antalya Airport. In the statement made by Turkish Airlines, it was stated that AnadoluJet will serve its goals with the new generation aircraft it has added to its fleet in line with its efforts to expand its domestic and international flight network and increase passenger satisfaction. In the statement, it was stated that new generation aircraft provide fuel advantages compared to existing aircraft and bring environmental compatibility, and it was emphasized that growth targets were supported by reducing the costs per seat thanks to the seat configuration.

News Link: <https://www.airporthaber.com/havacilik-haberleri/anadolujetin-yeni-ucagi-ilk-tarifeli-seferini-gerceklestirdi.htm>, 27.06.2022.

Sector News Student Team :

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

News from Sector

THK'S Firebirds Are Back!

CL-215 type firefighting planes, known as "Firebirds" within the body of the Turkish Aeronautical Association, are returning to the sky after a 3-year hiatus. The technical maintenance of the aircraft, which was called "Old" and not used in forest fires, by Bekir Pakdemirli, the Minister of Agriculture of the period, was carried out by TAI. A few of the planes were re-flyable after months of effort. Some pilots who were fired before were rehired. One of the planes, whose engines were once nested by birds, will make a short demonstration and test flight tomorrow at Ankara Etimesgut Airport. Technically capable aircraft will be deployed on behalf of the General Directorate of Forestry at the fire points on 30 June.

News Link: <https://www.airporthaber.com/havacilik-haberleri/thknin-ates-kuslari-geri-donuyor.html>, 27.06.2022.

Data Breach At Pegasus: The Information of the Pilots and Cabin Crew Was Stolen!

The Personal Data Protection Authority (KVKK) announced that the personal information of pilots and cabin crews working at Pegasus Airlines was stolen, with the data breach notification it published on June 7. According to the KVKK's statement, the vulnerability detected on March 21 was fixed on March 24 by turning off the browser listening feature. However, with the detection made by the intelligence services on May 31, it was revealed that the service was accessed by unauthorized third parties. Unauthorized persons published texts introducing themselves on the internet. Accessed personal data is; identity, contact and location, information, flight information they have made in the past, and photographs and signature images of some of these employees. It is not yet known how many people the violation affects and it is said that the studies are continuing.

News Link: <https://www.marketingturkiye.com.tr/haberler/pegasus-veri-ihlali/>, 27.06.2022.

Disney+ is Live in Turkey!

Disney+, the digital broadcasting platform of The Walt Disney Company, started broadcasting in Turkey. With a content selection and broadcast stream specially prepared for Turkey, Disney+; It is ready to present its content on a single platform with more than a thousand films, 170 of which are original, more than 400 series consisting of more than 16 thousand episodes, documentaries and special content archives and strong, local original productions. The platform, whose membership fee is announced as 34.99 TL per month or 349.90 TL per year, can be accessed from all compatible devices as of 14 June 2022.

News Link: <https://www.pazarlamasyon.com/disney-turkiye-de-yayinda>, 27.06.2022.

Sector News Student Team :

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Interview

Cenk Akıncılar, Deputy General Manager of QNB Finansbank Human Resources:

“As Human Resources; we think not only career-oriented, but also “life”-oriented. “What kind of career?” beyond the question; our reason for existence and purpose, who we are, how we work, how do we grow? We believe that knowing what kind of life you want to live in the future, what kind of environment you want to work with and what kind of people you want to be with is an important issue. In this context, the beginnings can be very important when guiding the career...”

Dear Cenk Akıncılar, thank you very much for accepting our invitation and participating in our interview. And we want to ask right away. What do you think about the importance/scope of the development of banking for the national and world economy?

Today, the banking and finance sector, which is sectorally within the service sector, constitutes a very important place. The fact that banks are strong and reliable means that the country's economies are also strong. The growth of the sector indirectly causes the growth and development of the economy.

In this sense, all technological developments that will occur in the banking sector will grow both the sector and the country's economy. At this point, there are financial institutions with great brand value not only in our country but also all over the world. We can say that these financial institutions take a leading role in the sector and the most important feature of banks with significant brand value is that they attach great importance to customer satisfaction. Customer satisfaction and technology adaptation are the most important factors in ensuring sustainable growth...



Interview

Dear Akincilar, What are the differences between Retail Banking and Corporate Banking?

The biggest difference is the customer base. Corporate banking, dealing directly with retail customers, banks with corporate customers; that is, it provides loan products for companies, financial institutions and governments, while retail banking provides financial services to individual consumers rather than businesses. In other words, we can say that it is the visible face of the bank for its people. However, whether we talk about retail banking or corporate banking, there is an important topic that comes to the fore. It's the customer experience. It is the most important criterion for each customer to have the best banking experience and receive the best service.

How has banking transformed with the impact of digitalization, which is the most important dynamic of today?

As banks, we have a responsibility to support the economy and provide the necessary financing. In our country, as in many other sectors, we see important developments in the digitalization process in the banking sector. With the recent breakthroughs in regulation, banks are rapidly renewing themselves and bringing innovative solutions to their business models. As QNB Finansbank, we have always been a bank that steers digitalization with the products and services we offer.

At this point, what would you like to say about the developments in the banking sector in Turkey and in the world?

Along with digitalization and the great transformation process in the world, the boundaries of institutions are redrawn, concepts and ways of doing business are different. Considering the organizational structure of the future, we can say that creativity will be at the forefront. Our need for people who think more and emphasize creativity rather than employees will increase. Even in this period when we live in the first phase of the digital age, we can say that people have difficulty in managing and interpreting information rather than accessing it. For this reason, we need to think about what people will do with this intense information, that is, how they will use technology. For this reason, it is necessary to develop competencies in areas such as project management, analysis, risk management, problem solving, decision making, customer management and take actions accordingly.



Interview

Mr. Akincilar, a banking model in the form of “Open Banking” has recently emerged. How would you evaluate this issue in terms of Turkey?

We have been talking about Open Banking and Service Banking for a long time. We were closely following the legislation published in Europe on this subject, and immediately after the publication of the relevant legislation in Turkey, we, as QNB Finansbank, became the first bank to set up the Service Banking team.

Open Banking and Service Banking is a model that will change banking. From now on, our customers will be faced with many alternative platforms from which they can get banking services, and they will choose from which platforms they will receive these services. This will positively affect individual and corporate users, who can view their financial data and perform banking transactions from different platforms, to increase their customer experience and benefit in the competitive environment.

As QNB Finansbank, we continue to work on the Service Banking service, which will enable institutions to deliver banking products and services to their customers through their own platforms. Today, QNB Finansbank is a leading bank in the digital field such as Digital Bridge, Enpara.com, Q and QNB eFinans, as well as playing a pioneering role in Open Banking and Service Banking. We are in talks with many institutions in the field of Service Banking to see the potential. At this point, we attach great importance to business partnerships. We aim to deliver the best and fastest service to our customers with a new banking experience through these partnerships. With Service Banking, we plan to increase our coverage by serving a much wider customer base.



Interview

As you mentioned, considering the new formations where the customer is gaining more and more importance, what would you like to say in terms of the interaction of the Customer Relationship Management and the banking system?

The concept of Customer Relationship Management is the banking industry's tendency to establish and maintain long-term relationships with customers in order to provide value for customers and banks. This concept allows the bank to identify, segment, communicate and establish long-term relationships with customers on an individual basis. Using modern technologies is one of the methods of maintaining the existing structure and development of a quality customer base. A better understanding of customers' needs and attitudes, defining strategies with the help of modern technology, adjusting organizational structure, culture and internal processes are among the most important criteria of the Customer Relationship Management concept in the banking sector. Satisfying customers, being there for them whenever they need them, and making their lives easier also ensure a sustainable relationship between customers and the bank.

Banks have been investing and working on the production and integration of many digital solutions in line with the development speed of technology for a long time. Our customers can make transactions 24/7 via our Mobile and Internet Branch channels, without the need to visit the branch. Since we stand by our customers whenever they need us through digital channels, we can say that many of our customers never come to our branches anymore. With the investments we make in technology with the right resources and focusing on the right point, today we can offer our customers an excellent banking experience with our uninterrupted, easy and digital channels that meet all their needs; this puts us one step ahead in the industry. We think that customers' perspective on banks investing in technology has changed positively. Therefore, we believe that customer gains will be permanent with investments made at the right point at the right time.



Interview

Mr. Akincilar, based on your experience and expertise, what are your suggestions to our students who are interested in the banking sector and want to improve themselves in this field?

I think that having self-confidence and dreams about himself is an important factor that will lead that person to success. Because, a person who knows himself, has high self-confidence and knows what he wants, takes the right steps in his life journey and lives with great desire and excitement. I also think that it is very valuable for both parties to understand the motivations of the person correctly and to guide them in the negotiations. The person who can understand and explain why he/she is heading to the point he/she has reached and who can convey his/her motivation on the way to his/her goals correctly is the person who knows what he/she wants for me. The motivation and energy of a candidate who knows what he wants or does not want is directed correctly. From here, we can understand the signals that he will work with great determination for the job he wants, for the life he dreams of. For this reason, I believe that these questions are very effective in order to understand and evaluate our candidates who want to work at QNB Finansbank.

As Human Resources; we think not only career-oriented, but also "life"-oriented. "What kind of career?" beyond the question; our reason for existence and purpose, who we are, how we work, how do we grow? We believe that knowing what kind of life you want to live in the future, what kind of environment you want to work with and what kind of people you want to be with is an important issue. In this context, the beginnings can be very important when directing the career. Where we start can shape our future. That's why we should have a dream about what kind of life we want. Because the dreamer has a life. to dream; guides perception. We perceive a sound as we imagine a color. At the same time, dreaming liberates us. It saves from the limits set by reality, opens the field of view; fuels excitement and motivation. It allows us to be more hopeful and see the opportunities around much more clearly. The brain therefore reshapes the way of thinking.



Interview

When you imagine doing something, it almost feels like you did it in the brain and body. Dreaming opens different windows for us, makes us want to change what is, and gives energy to live for a kind of goal. The first purpose of dreaming is to be happy. The second is the desire to get us somewhere. "Imagination is more important than knowledge; because knowledge is limited, but imagination covers the whole world". says Albert Einstein. Allow your mind. Ask, imagine. I believe that the more we cling to our dreams, the clearer our future will become...

Dear Cenk Akıncılar, thank you very much for your valuable information and your sincere support for our bulletin.

I would like to thank the e-bulletin of the Faculty of Applied Sciences of Gelisim University.

Cenk Akıncılar

Born in 1973, Akıncılar graduated from Eskişehir Anadolu/Osmangazi University, Faculty of Arts and Sciences, Department of Mathematics in 1996. He worked as a mathematics teacher for 3 months. Between 1998 and May 2003, he worked at Pamukbank Human Resources as a Specialist Officer in charge of Wages and Industrial Relations. Akıncılar started to work at QNB Finansbank as of May 2003, he also worked as Human Resources Recruitment Assistant Manager, System Development and Projects Assistant Manager, Organizational Development, Performance, Strategic Reporting and Revenue Management Unit Manager, Human Resources Management Systems and Revenue Management, Personnel and Systemic, Authority Management Unit Manager, Human Resources Management Systems and Revenue Management, Personnel and Systemic Authority Management Department Manager.

Akıncılar, who became the Human Resources Director in July 2018, was appointed as the Assistant General Manager of Human Resources as of January 2019.

In these days when people-oriented restructuring is at the forefront, Cenk Akıncılar develops strategies to create an employee experience with the philosophy of "Know the Financier, Listen to the Financier," that takes into account the tools and technologies that increase productivity and the trainings aimed at ensuring that employees exhibit their best performance. It aims to make the relationship between us and the financiers better and stronger.



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