



**İSTANBUL
GELİŞİM
UNIVERSITY**



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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OCTOBER 2022

HAPPY
OCTOBER 29
REPUBLIC DAY



99th
YEAR

www.isteataturk.com

News from IGU

IGU 2022-2023 Academic Year Opening Ceremony Was Held!

Istanbul Gelisim University 2022 - 2023 Academic Year Opening Ceremony was held at Mehmet Akif ERSOY Conference Hall on 04.10.2022 at 10:00 with the wide participation of faculty members from IGU.

The ceremony started with a moment of silence and the National Anthem of Turkey, followed by a concert by Soner Can Dinler. In the continuation of the program, University Climate Ambassador Emir Dişçeken and Student Council President Talat Canberk Ötumlu delivered their speeches.

The program was organized by Istanbul Gelisim University continued with the opening speech of Rector Prof. Dr. Bahri Şahin. In his speech, in which he stated that IGU is advancing with the vision of a research university, Bahri Şahin said, "We are the university with the highest number of internationally accredited programs in Turkey. By increasing this number, we want to accredit all our departments. Our university has a high number of international students and academics. We will continue the success of our university."



News from IGU

In the continuation of the program, Abdülkadir Gayretli, Chairman of the Board of Trustees of Istanbul Gelisim University, delivered his speech. Stating that it is necessary to work together for quality education and quality generation, Istanbul Gelisim University Board of Trustees Chairman Abdülkadir Gayretli added, "I assume all of our students as my own children. Their success is very important for all of us, for our future. We must focus on success by working together for quality life, quality education and quality generation."

At the end of the program, stating that Istanbul Gelisim University is a developing university, TÜBA (Turkish Academy of Sciences) President Prof. Dr. Muzaffer Şeker gave the opening lecture of the new academic year on "Interaction of Science Disciplines." Talking about the change in the world from the industrial revolution to Industry 4.0, Şeker said, "New technologies are advancing at a pace that humanity cannot overcome. The digital revolution is creating tensions between privacy, freedom and security." He also stated that the potential outputs and effects are on the agenda by directly dealing with the application areas that are expected to provide solutions to the rising technology trends.



News from IGU

Asst. Prof. Sinem Gürkan Aydın Won the "Aviation Green Innovation Project of the Year" Award!

The project named "Bio-Based Jet Fuel Production by Transesterification of Nettle Seed," numbered DUP-100920-SGA and supported by the Scientific Research Projects Application and Research Center (BAPUM), led by Asst. Prof. Sinem Gürkan Aydın, Head of Department of Aircraft Maintenance and Repair, received the "Aviation Green Innovation Project of the Year" award at the "Bluesky Awards 2022 Aviation Awards," which was the first and only independent aviation achievement awards organization of .

We congratulate Asst. Prof. Sinem Gürkan Aydın and wish her continued success.

You can find detailed information about the award at the link below:

<https://www.blueskyawards.com/award-winners-2022>



News from FoAS

A New Workshop and 2 More New Laboratories Joined the Faculty of Applied Sciences!

A new workshop, namely the Communication Workshop, and 2 new laboratories, the Simultaneous Translation laboratory and the B2 Avionics Laboratory, have been added to the Faculty of Applied Sciences of Istanbul Gelisim University. With these laboratories and workshops, students will have the opportunity to put their theoretical knowledge into practice.

With the Simultaneous Translation Laboratory, our students will be able to perform their applications focused on interpretation. Accordingly, there are 3 new cabins in our laboratory that allow our students to translate. Through these booths, our students experience interpreting. They also experience interpreting types such as andash and successor.



News from FoAS

With the B2 Avionics Laboratory, our students conduct practical aircraft maintenance experiments in the laboratory. In this laboratory, there are circuit elements such as thermoscope, avometer, signal generator, power supply, board, resistor transistor, capacitor and potentiometer. With the help of these elements, students carry out their experiments on the subsystems of the systems in the aircraft. With the help of the aircraft simulation in our laboratory, while the students learn the results of the forces acting when the aircraft is in the air and how to intervene, they receive detailed application training on the systems in the aircraft thanks to the communication systems.



News from FoAS

Within the scope of the Communication Workshop, they will have the opportunity to practice the courses of the New Media and Communication, Public Relations and Advertising and Television Journalism and Programming departments. IGU students, on the other hand, will have the chance to support their knowledge in the field of communication with practice, together with the communication workshop.



Events

Electronic Commerce and Management Department Organized Orientation Program for Freshman Students!

The orientation program organized by the Electronic Commerce and Management Department for freshman students with the participation of Head Asst. Prof. Pınar Bacaksız, Assoc. Prof. Mustafa Çanakçıođlu and Res. Asst. Naim Göktaş. The faculty members/staff of the department, who met the students who were interested in orientation program, gave information about the department to their students.

Within the scope of orientation program; in addition to the aim, target and curriculum of the department, information was given on the opportunities offered by our university to students.



Events

English Translation and Interpreting Department Organized Orientation Program for Freshman Students!

Head of Department Asst. Prof. Görsev Sönmez, Res. Asst. Niger Hacı and Res. Asst. Ensar Macit attended the Orientation Program organized by the Department of English Translation and Interpretation for freshman Students. The faculty members of the department, who met the students who were interested in orientation training, gave information about the department to their students.

In addition, many useful information such as exams, double major opportunities, summer internship and erasmus program were shared with the students.



Events

A Meeting Event for Freshman Students in Gastronomy Departments of Istanbul Gelisim University Was Held!

Students from FoAS Gastronomy and Culinary Arts (TR) and Gastronomy and Culinary Arts (ENG) departments, which are affiliated to the University Gastronomy Coordinatorship, as well as GSF Gastronomy and Culinary Arts and MYO Cookery and Pastry and Bakery Department, which accepted its first students this year, participated in the event.

The event, which started with the opening speech of Gastronomy Coordinator Assoc. Prof. Dr. Serdar Egeli, continued with the introduction of the department heads. The event, in which our student club Gastroart recruited new members, ended with the distribution of traditional rice. At the end of the event, White Uniform officials, one of our external stakeholders, took the body measurements of the 1st year students for the preparation of the uniform team.



Events

The Seminar Titled "Frequently Asked Questions About SPL and SEGEM Exams in Banking and Insurance" Was Held!

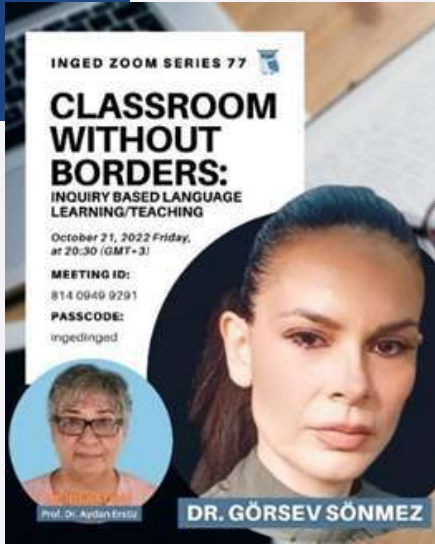
It is aimed that the students of the Banking and Insurance Department who will work in the banking and insurance sectors will graduate with sufficient academic background and the necessary certificates and license documents. In the light of this goal, Res. Asst. Safiye Top and Res. Asst. İlnur Külekçi gave a seminar on Tuesday, October 18, 2022 at the IGU A Blok-E101 Conference Hall to students who aim to have a career in finance, banking and insurance.

In the seminar, Capital Market Activities Licensing Exams (SPL) organized by the Capital Markets Board (SPK), Technical Personnel Qualification Exam (TPYS) organized by the Insurance Training Center (SEGEM) and Electronic Individual Pension Intermediaries Exam organized by the Pension Monitoring Center (EGM) (e-BEAS) topics are included.



Events

Asst. Prof. Görsev Sönmez Participated in the "INGED ZOOM Series 77" Event!



Asst. Prof. Görsev Sönmez, Head of the Department of English Translation and Interpreting, attended the "INGED ZOOM Series 77" event, which was held online at 20:30 on 21 October 2022, as an invited speaker.

Asst. Prof. Görsev Sönmez, with her speech titled "Classroom without Borders: Inquiry-Based Learning (IBL)"; she asserts that how instructors can raise awareness of students with IBL (Inquiry Based Learning), which is defined as a learning approach in which students are active.

IGU UPDATED ACCREDITATION RECORD

65 INTERNATIONALLY ACCREDITED PROGRAMS

Holding the Title of Higher Education Institution With **The Most Accredited Programs in Turkey**, IGU Crowned This Success Setting Another Hard-To-Break Record.

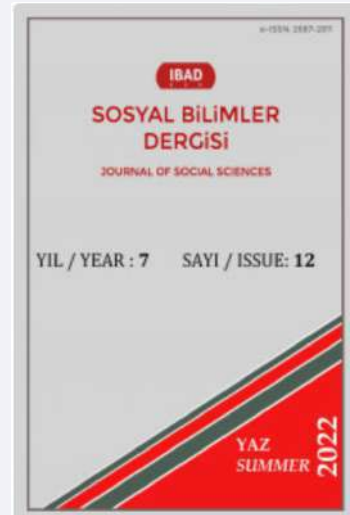
Academic Articles

The Article Titled "The Effect of Five Factor Personality Traits on Conflict Management Strategies" Has Been Published!

From the Department of Elektronik Commerce and Management, Asst. Prof. Dr. Özge Turhan and from the Department of Management Information Systems Asst. Prof. Dr. Canan Tiftik's article titled "The Effect of Five Factor Personality Traits on Conflict Management Strategies" was published in IBAD Journal of Social Sciences, issue 12 of 2022.

The open access link to the article is below:

<https://dergipark.org.tr/tr/pub/ibad/issue/64491/955563>



The Article Titled "Online Dimensions of Reputation: Evaluation of Online Reputation Approaches of Communication Professionals" Was Published!

The article cowritten by Asst. Prof. Sevinç Koçak from the Department of Public Relations and Advertising and Asst. Prof. Zeynep Genel, from the Faculty of Applied Sciences of Okan University, titled "Online Dimensions of Reputation: Evaluation of Online Reputation Approaches of Communication Professionals," published in Ankara Hacı Bayram Veli University Communication Theory and Research Magazine of the Issue 59, in September 2022.



The open access link to the article is below:

<https://dergipark.org.tr/tr/pub/ikad/issue/72778/1134116>

Academic Articles

The Article Titled "The Effect of Mobbing on Work-Life Balance" Was Published!

The article titled "The Effect of Mobbing on Work-Life Balance", co-authored by Asst. Prof. Dursun Boz from the Faculty of Applied Sciences, Department of Management Information Systems, was published in 2022, Volume 7, issue 19 of the Journal of Economic, Administrative and Political Studies.

The open access link to the article is below:

<https://dergipark.org.tr/tr/pub/iktisad/issue/72676/1023787>



The Study Titled "The Relationship Between Technological Progress and Skilled and Unskilled Women's Labor in EU-15 Countries: A Panel Simultaneous Equation System Analysis" Was Published!

The article titled "The Relationship Between Technological Progress and Skilled and Unskilled Women's Labor in EU-15 Countries: A Panel Simultaneous Equation System Analysis," cowritten by Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ from the Department of International Trade and Finance, Ankara Hacı Bayram Veli University, Journal of the Faculty of Economics and Administrative Sciences, published in 2022, Volume 24, Issue 2.

The open access link to the article is below:

<https://dergipark.org.tr/tr/pub/ahbvuibfd/issue/72340/1095061>



Academic Articles

The Study Titled "The Effect of Derivative Product Use on Market Value: An Application in the Banking Sector" Was Published!

Head of the Department of Banking and Insurance, Asst. Prof. Lokman Kantar's article titled "The Effect of Derivative Product Use on Market Value: An Application in the Banking Sector" was published in BDDK Banking and Financial Markets Journal, Year 2022, Volume 16, Issue 2.

You can find the full text of the article at the link below:

<https://www.bddk.org.tr/KurumHakkinda/Detay/26>

<http://doi.org/10.46520/bddkdergisi.1178339>



Social media accounts of FoAS:



/ iguubf

Congresses

Asst. Prof. Hande Ayhan Gokcek Participated in the "8th International Erciyes Scientific Research" Congress

Asst. Prof. Hande Ayhan Gökcek from the Department of Management Information Systems, attended the "8th International Erciyes Scientific Research" Congress with her study titled "A Compilation and Evaluation of the Relationship between Minimalist Consumption and Green Consumption Behavior with Sustainability."

You can reach the congress web page from the link below:

<https://www.erciyeskongresi.org>

8. ULUSLARARASI ERCİYES
BİLİMSEL ARAŞTIRMALAR KONGRESİ
1-2 Ekim 2022, Kayseri
yüz yüze ve online katılım

www.erciyeskongresi.org



Son Başvuru Tarihi
15 Eylül 2022
Kongrelerin Programının İlanı
20 Eylül 2022
Tam Metinlerin Gönderilebileceği Son Gün
(Tam metin zorunluluğu yoktur)
2 Ekim 2022
Kongre Kitabının Yayınlanması
15 Ekim 2022 (bu tarihtir)

Res. Asst. Berika Akçay, Participated in the "19th International Accounting Conference"...

From Management Information Systems Department, Res. Asst. Berika Akçay participated in the "MODAV-ICA 2022 19th International Accounting Conference," hosted by Anadolu University, between 22-25 September 2022 with the theme of "Accounting on the Verge of Planetary Boundaries."

You can reach the web page of the conference:

<https://modav.org.tr/index.php?lang=tr>



Congresses

Asst. Prof. Ayşegül Ertuğrul Ayrancı Attended the "International Social Sciences Conference-II" !

Asst. Prof. Ayşegül Ertuğrul Ayrancı from the Department of Banking and Insurance and Res. Asst. Gizem Arı from Hacettepe University participated in the International Social Sciences Conference-II with their study titled "Green Financing Tools in Green Development in Turkey: The Role and Importance of Banks."



You can reach the conference web page and full text book from the link below:

<https://usbkonferansi.comu.edu.tr/>

<https://usbkonferansi.comu.edu.tr/yayin-seceneksi/kongre-tam-metin-kitapcigi>

Res. Asst. İlknur Külekçi Attended the "6th Aegean International Social Sciences Congress"!



Res. Asst. İlknur Külekçi from the Banking and Insurance Department participated in the 6th Aegean International Social Sciences Congress with her paper titled "The Relationship of Insurance Premium Production with Money Supply and Inflation in Turkey."

You can reach the congress web page and full text book from the link below:

<https://www.egekongresi.org/>

<https://www.egekongresi.org/kongre-kitaplari>

Congresses

Asst. Prof. Bilge Turp Gölbaşı Attended the "8th International Erciyes Scientific Research" Congress...

Asst. Prof. Bilge Turp Gölbaşı from the Department of Management Information Systems, attended the "8th International Erciyes Scientific Research" Congress with her study titled "An Investigation on the E-Commerce and Car Rental Sector in Turkey."

You can reach the congress web page from the link below:

<https://www.erciyeskongresi.org>

8. ULUSLARARASI ERCİYES
BİLİMSEL ARAŞTIRMALAR KONGRESİ
1-2 Ekim 2022, Kayseri
yüz yüze ve online katılım

www.erciyeskongresi.org



Son Başvuru Tarihi
15 Eylül 2022
Kongrelerin Programının İlanı
20 Eylül 2022
Tam Metinlerin Gönderilebileceği Son Gün
(Tam metin zorunluluğu yoktur)
2 Ekim 2022
Kongre Kitabının Yayınlanması
15 Ekim 2022 (bu tarih kesindir)

Res. Asst. Berika Akçay, Attended the "9th International Accounting and Finance Congress"...

From the Department of Management Information Systems, Res. Asst. Berika Akçay attended the "9th International Accounting and Finance Congress" hosted by Tokat Gaziosmanpaşa University between 29 September -1 October 2022; organized by the Faculty of Economics and Administrative Sciences, Department of Business Administration.

You can reach the congress web page:

<https://icafr2022.gop.edu.tr/>

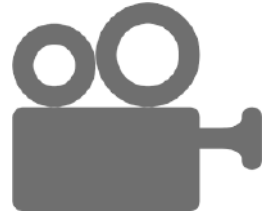


Congresses

Attended by Gastronomy And Culinary Arts Department, "The 6th Gastronomy Tourism Studies Congress", Was Held in Afyon Between 7-9 October...

While many domestic and foreign papers were presented at the congress, experts in their fields, academics, scientists, chefs and gourmets participated in the event. Res. Asst. Muzaffer akmak, from Istanbul Gelisim University Faculty of Applied Sciences Department of Gastronomy and Culinary Arts, also represented the Department of Gastronomy and Culinary Arts by presenting a paper on "An Evaluation of the Possible Effects of the Michelin Guide on Istanbul and Restaurant Businesses in Istanbul." In his paper, akmak talked about the possible effects of the Michelin guide on restaurant businesses in Istanbul by making use of the research results in the literature.





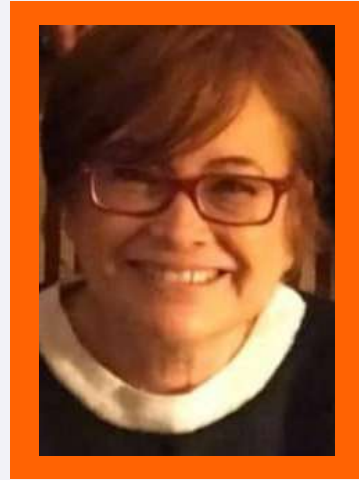
October / Culture & Art

French Writer Annie Ernaux Wins 2022 Nobel Prize in Literature!

The 2022 Nobel Prizes have been announced. The Nobel Prize in Literature was awarded to French writer Annie Ernaux “for her courage and clinical sensitivity in uncovering the roots, alienations and collective constraints of personal memory” at a press conference at the Royal Swedish Academy of Sciences.

Nobel Prize winners for Literature (Swedish: Nobelpriset i litteratur) are selected from authors who have made outstanding contributions to the field of literature and are presented annually by the Swedish Academy. The Nobel Prize is based on Alfred Nobel's 1895 will; Awards began to be given in five branches, namely chemistry, physics, literature, peace, and physiology or medicine. As Nobel stated in his will, the winner of the Literature Prize is decided by the five-member committee selected by the Swedish Academy and the award is borne by the Nobel Foundation. The Nobel Prize for Literature was first awarded in 1901, won by Sully Prudhomme from France. Each award winner is awarded with a medal, a diploma and cash, the amount of which varies according to the years.

When we look at the distribution by country: 112 people have been awarded the Nobel Prize in Literature so far. The distribution of 112 people by country is shown in the table below. For people with two countries, 0.5 points are added to the countries they belong to. That is, if a person is from both Poland and the United States, then 0.5 points are added to each of these two countries. The country with the most awards is France with 14.5, the United Kingdom is the second with 11, and the USA is at the third place with 12.5. From the beginning to this year, 102 of the award winners are male and 16 of them are female authors.



Asst. Prof. Semiha Ümit ARAT
FoAS Department of New Media
and Communication



October / Culture & Art

Annie Ernaux, birth name Annie Duchesne, Annie Ernaux was born in 1940 and grew up in the small Normandy town of Yvetot, where her family owned a grocery store and cafe. Born into a working-class family, Ernaux studied literature and worked as a literature teacher for many years.

Having a "poor but ambitious" childhood, Ernaux has consistently and from different perspectives explored a life marked by strong inequalities in gender, language, and class in her writings. French writer and literature professor, who published his first novel with the name "Les Armoires vides" (The Empty Cabinets) in 1974, preceded an autobiographical narrative in many of his works, including this one.

She won the Renaudot Award for his second novel, titled "La Place" and published in 1984. In the novel, she wrote about his life and experiences in the small French town where she was born and grew up, as well as her relationship with her father in an autobiographical narrative.

The French writer, who frequently deals with issues such as upgrading, marriage, women's freedom, sexuality, abortion, illness, old age and death through his personal experiences, presented a social narrative to his readers.

The author has some books translated into Turkish such as "My Father's Place," "Empty Cupboards," "Years," "Yan Passion" and "Abortion."

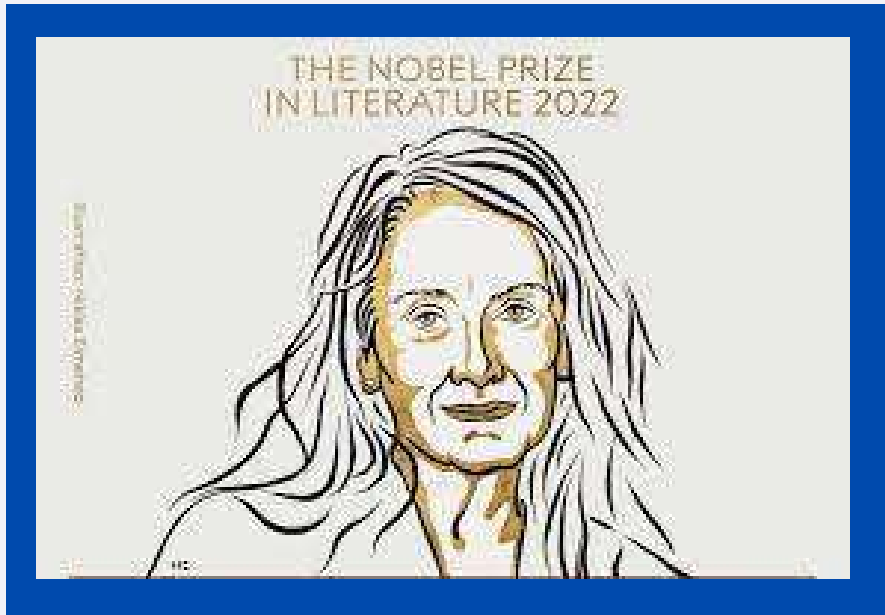
Her "ambition to tear the veil of fiction" led Ernaux not only to a methodical reconstruction of the past, but also to an attempt to write "raw" prose in the form of a diary that records purely external events. Saying that writing is a political act and that it opens people's eyes to social inequality, Ernaux used language, in his own words, as a "knife" to tear the curtains of his imagination.

Her most ambitious work was Les annees (The Years), which brought Ernaux international fame and many followers and literary students. This work has been called "the first collective autobiography." Believing in the liberating power of writing, Annie Ernaux's work reveals the agony of the classroom experience as shame, humiliation, jealousy, or the inability to see who you are. Speaking to Swedish channel SVT, Ernaux expressed her surprise and said that being the first French woman to win the Nobel Prize for literature is a "big responsibility."

October / Culture & Art

The chairman of the Nobel literature committee, Prof. Carl-Henrik Heldin, on the other hand, described the work of 82-year-old Ernaux, whose books are considered contemporary French classics, as “awe-inspiring.”

At the University of London specializing in contemporary French fiction, Dr. Ruth Cruickshank said, “It is always good news for a woman to receive a Nobel Prize for literature. Since 1901, 15 French white men have received the Nobel Prize, 13 of whom are now deceased.” Jacques Testard of Fitzcarraldo Editions, which publishes the English edition of Ernaux's books, said on the BBC World Service's Newshour program that he was an “exceptional and original” author.



[1] <https://www.aa.com.tr/tr/kultur/2022-nobel-edebiyat-odulunu-fransiz-yazar-annie-ernaux-kazandi/2704187>

[2] www.haberturk.com/ankara-haberleri/29083641-2022-nobel-edebiyat-odulunu-fransiz-yazar-annie-ernaux-kazandi

[3] <https://medyascope.tv/2022/10/06/nobel-edebiyat-odulu-sahibini-buldu/>

October / Guest Writer



Return to Garden Cities

In order to contribute to economic, social and environmental sustainability, we can bring agricultural production to regions close to cities, as we saw in the Garden Cities model created by Ebenezer Howard in the early 1900s by combining the advantages of the city and the countryside.

For this, necessary arrangements should be made first: The climate and vegetation should be examined, it should be researched what can be grown more efficiently in which region in line with the needs, and necessary measures should be taken to ensure that agricultural production can be carried out in areas that will not harm human health. In this context; Agricultural production should not be built around facilities that can emit harmful chemicals to the environment, facilities that are surrounded by agriculture, forests or settlements and emit emissions should be identified and resolved by using technology.

After intervening in the current situation in this way, it is necessary to deploy new production facilities and power plants, taking into account the environment and public health. Only then can we be sure of the safety of the origin of the agricultural products that come from the fields that are the supplier of the supplier to our table, and we know that we do not consume the crop of a soil exposed to chemicals (heavy metals, etc.) By moving agricultural production to regions close to cities, emitting carbon emissions and bearing high fuel costs in parallel with distance, we do not have to transport agricultural products from distant regions to big cities (environmental and economic sustainability), and we will not harm our environment and gain a cost advantage. For social sustainability, the best example of this situation is the pandemic period. In our world, which is a global village, countries that meet their needs from distant regions have been in a difficult situation and damaged during the pandemic period. During and after the pandemic, when the availability criterion gained great importance, countries tried to draw their supply sources closer in order not to be harmed, to take a proactive approach to possible different situations that may be encountered in the future, and to take precautions against possible negativities.

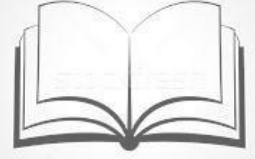
In this context, being a self-sufficient country especially in terms of agriculture will be a privilege in the world of tomorrow. Our country will be able to take its place in the first place among these privileged countries with the arrangements to be made; It is a country with a self-sufficient production potential with natural resources, large fertile lands and especially its young population.

Asst. Prof. Dr. Hacer Handan Demir

FoAS Department of
Logistics Management



October / Book Review



The Climate Casino Risk, Uncertainty, and Economics for a Warming World!

In this reader-friendly book, the author discusses the possibility of tackling climate crises. The author begins by dissecting the book to better analyze the accelerating ecological crises of our time and propose effective solutions. The first part of Nordhaus's visionary work highlights the century-old history of climate science regarding the first indicators of rising greenhouse gases.

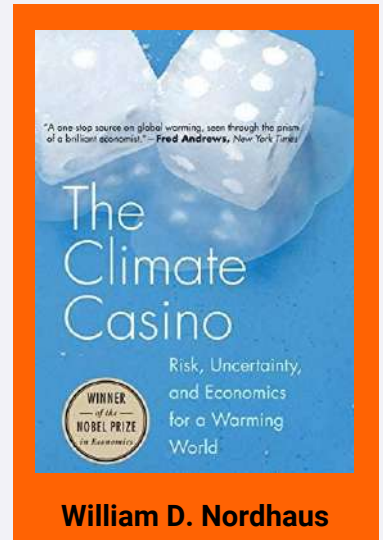
While Nordhaus underlines that people have not been aware of their effects on the planet for a very long time, he also mentions that planet earth has become fragile with the "climate denial industry" as he argues later in chapter 5. In addition, according to the author, the main culprit is economic growth. Nordhaus argues that in addition to increasing population rates, greenhouse gases that threaten the sustainability of human life, ecosystems and the environment are caused by the social and economic organization of modern societies. Being wary of the current polarized atmosphere around climate politics, he believes the social sciences should be part of the answer, not just polemics.

Nordhaus proposes the idea that well-established institutions and strong planning, in collaboration with climate scientists, economists and other related disciplines, can offer real solutions to global climate change.

Nordhaus argues that by effectively implementing the strategies of carbon tax, cap and trade, and decarbonization of infrastructure systems, modern civilizations may have a great chance to recover from the deadly consequences of climate change. Yet, as alarming data are continually being uncovered by climate scientists, it recognizes the urgency of tackling the tipping point and demands global cooperation for each actor to take an active role on their behalf.

Will changing climate patterns disrupt ecosystems? Will humanity and other creatures experience water scarcity? Will food be more expensive or harder to find? Will some species go extinct? Will the glaciers melt? What will happen to marine life as the oceans become more acidic? What is the impact of climate change on the liveability and economy of different regions? These are some striking questions that the human race should seriously focus on today. As mentioned in the first chapter of the book, human activities have a huge impact on increasing the rate of greenhouse gases in the atmosphere, more importantly, carbon dioxide gas is by far the source of the nuisance. What people do in daily life; Their mundane activities, such as driving a car, heating their homes, and cooking pizza, are changing the world's global climate, and even such simple things cause enormous and long-lasting changes on our planet. These changes can have a profound impact on human societies and natural systems in the future.

Asst. Prof. Dr.
Ahmet Esad Yurtsever
FoAS Department of
Management Information
System



William D. Nordhaus

October / Book Review

While the focus was on the determination of geophysical changes in the past, today the focus of studies is on estimating their effects on humans and other living systems. Nowadays, people are more curious about global warming and climate change and they are working on it. What are the important effects of global warming? To what extent can global warming affect financial crises? With questions like William Nordhaus, he highlights the main concerns about climate change and how difficult it can be to predict them.

As agriculture and health are concepts at the heart of society, these concepts are one of the main concerns and The Climate Casino has focused on these concepts. The reason why these concepts are thought to have a common feature is that they will be affected by rapid technological and social changes in the coming years. Beyond that, the increasing importance of technologies and human decisions will reduce the impact of climate on these sectors over time. For these reasons, studies and discussions will focus on the competition between the concepts of human adaptation and climate change.

Naturally, agriculture is one of the areas that are expected to be most affected by climate change. Since the infertility and desertification of the soil will directly affect people, it has become a matter of curiosity how much climate change and global warming will make agricultural lands inefficient and how much agricultural land will be lost by human beings every day. Another important factor is that the agricultural sector is still an important sector in technologically developed countries with a high level of agricultural knowledge.

Another area that is expected to be greatly affected by global warming and seasonal changes is the health sector. It is feared that these adverse events will lead to an increase and faster spread of tropical diseases such as malnutrition, heat stress, air pollution and malaria. There are different disaster scenarios in various sources on this subject. However, as in the field of agriculture, the assumptions and claims behind the predictions should be carefully investigated, mitigating factors and adaptations should be examined. For this, it should be asked how much progress has been made in terms of the rate of resolution of problems compared to the developments in the health sector, or more importantly, how effective the medical technologies that have developed with economic growth can be in eliminating these problems.

In addition to manageable areas, such as agriculture or the health sector, there are areas where people are more difficult to manage, such as ocean pollution, rising sea levels, melting glaciers, increasing the number and intensity of hurricanes, and issues affecting wildlife and natural ecosystems that also need to be considered. In order to explain the effects of climate change on the planet in more detail, one of the most important issues is to analyze the manageable and more difficult systems well and to determine the differences between them.

There are three approaches to dealing with climate change. Economic research shows that climate change projects to be implemented with effective and timely control strategies that countries will implement can be relatively inexpensive.

October/ Book Review

The first of these three approaches involves adapting to increasing world temperature rather than preventing or slowing climate change. The term adaptation refers to adjustments involving humans and other living systems to adapt to and avoid or avoid adverse effects caused by climate change. However, it would be unreasonable to rely solely on adaptation and not take any other action to combat climate change. This approach is generally preferred by those who think that the effects of climate change will be smaller than predicted and those who think that mitigating climate change will be too expensive.

The second approach is geoengineering, which aims to balance the heating from carbon dioxide by using cooling elements. Is it possible for geoengineering to stop or slow down global warming by making changes in the physical and chemical properties of the earth using modern technologies? This is a question scientists are still investigating. Although geoengineering is thought to be partially effective, it is still unidentified and is predicted to have potentially dangerous side effects.

The third and the most environmental and most emphasized approach in international negotiations consists of actions to reduce emissions and concentrations of carbon dioxide and other greenhouse gases in the atmosphere. While the positive aspect of this approach is that it is environmentally friendly, it is more difficult to implement and less preferred because it is the most expensive method in the short term. However, as a result of researches, practices and negotiations, it is argued that the first two approaches are not satisfactory enough. There is widespread support for the idea that the only long-term and most accurate solution will be the third approach, based on reversing greenhouse gas accumulation.

There are four different approaches to reducing carbon dioxide emissions. If we want to briefly talk about these four approaches:

- The overall growth of the economy can be slowed down, but this is definitely not the preferred or recommended route.
- People's energy consumption can be reduced. However, the fact that people do not want to give up their comfortable lives makes this approach difficult. On the other hand, even if energy consumption is reduced by 70-80%, it does not seem possible to reduce carbon emissions to zero.
- Reducing carbon intensity in the production of goods and services is another approach, but it's more about how production processes have changed than what they are.
- The last approach is the removal of carbon from the atmosphere, which is the largest approach in terms of both volume and cost. The last approach is the removal of carbon dioxide after combustion.

With the development of science, mankind is trying to understand the danger that uncontrolled climate change can create and to find solutions in line with the work of scientists and policy makers. Based on reports from different parts of the world showing negative results on climate change, most world leaders have agreed to focus on the approach to limiting temperature increases. Unfortunately, choosing and implementing targets for climate change policy is not as easy as it seems. The best goal to pursue would be to approach situations realistically and keep costs to a minimum. However, it is also a fact that most of the climate policies cannot be realized without economic competence.

October/ Book Review

The most logical approach to climate change seems to be the cost-benefit analysis, which economists also use, trying to balance cost reduction with climate damage. People often use this method consciously or unconsciously in their daily lives. For example, let's say that the market under your house sells a product for ten liras from the market a kilometer away, would you prefer to buy it from the market under your house or go to the far one? Do you think it's worth going to the other store for ten lira difference? Mankind today faces similar dilemmas to slow down climate change. Climate Casino includes structured examples of this method and explains in detail how the application should be.

In the last chapter, Nordhaus problematized two main phenomena: climate denial and barriers to climate policy. In the first place, Nordhaus sheds light on the false beliefs about the climate crisis and the dynamics that cause the inactivity it creates. In this section, various reasons for climate denial are presented and it is stated that the most important factor causing the questioning of the currently maturing climate science is the current political polarization in countries such as the United States and Russia.

Nordhaus also distinguishes the factors that play a role in shaping people's attitudes towards climate change. He draws a thick line between concepts such as education, personal values, prejudice and political ideology, and states that all of these concepts have different levels of influence on people. However, the book also states that as accelerating political polarization permeates people's beliefs and attitudes, a huge gap has been created between those who act on the warnings of science and those who ignore it. At the same time, it is stated that the different environmental policies implemented by the political voices of the countries cause even greater confusion.

Nordhaus mentions that especially poor regions and already disadvantaged groups are facing the severe effects of climate change, and states that urgent action is needed to ensure intergenerational justice as the accumulation of greenhouse gases will have dangerous effects half a century later. Finally, the author believes that despite all these adversities and difficulties, a strong economic mechanism that penalizes carbon emissions and low carbon technologies can one day be created as a happy ending to everyone's dreams, and we can protect and save our precious planet.

News from Our Alumni

Hello there! I am Sevda Sevimli!

I completed my high school education in the Department of Web Design at the Vocational and Technical Anatolian High School in Istanbul, Bağcılar. In the same period, I had the opportunity to do an internship at the General Directorate of Garanti Bank. I decided to study in the Department of Banking and Insurance due to the work of my close friends in the field of banking and most importantly, the effect of my internship. In 2018, I graduated from Istanbul Gelisim University Faculty of Applied Sciences, Banking and Insurance Department with a full scholarship.

During my education life, I participated in different trainings and seminars in order to improve myself in my field and got certificates in these fields. Banking and Insurance Department, who gave me the opportunity to improve myself in my field, I would like to thank all the faculty members and research assistant professors, including Head Asst. Prof. Lokman Kantar. Thanks to the certificates I received while I was still studying, I received positive feedback from many places where I applied for jobs and internships. I did an internship for 1.5 years at the agency to gain experience. I also became a member of the Gelisim Finance and Investment Club operating at our university and took part in our club's social responsibility project. In the 2021-2022 academic year, I also had the opportunity to receive training in the relevant field by participating in the "Leader Students Education" program held within our university. I have been involved in different academic studies. Under the consultancy of Res. Asst. İlknur Külekçi and Res. Asst. Safiye Top, my classmates participated in the project competition with the program code 2242 in TÜBİTAK under the theme of "Financial Literacy." Every research and literature review I have done within the scope of the project has been very beneficial for my personal development. It has been a teaching life that I have spent to the fullest...

I would like to thank all my department lecturers, academic and administrative staff of Istanbul Gelisim University for their support and experience throughout my education life.



Interview

Berrin Dinç, Chairman of the Board of ISAD (Istanbul Insurance Agencies Association):

"As the education rate increases, we see that people are making an effort to meet their insurance needs and are willing and conscious to insure their risks."

Dear Berrin Dinç, first of all, we would like to thank you for accepting our FoAS Monthly e-Bulletin interview request. Can you tell us about yourself and your entry into the sector?

I started my business life in a pharmaceutical company and I loved working in the health sector. In this way, I realized that human relations and helping people make me happy. Then I started working at Allianz Insurance head office.

After a while, I opened my own agency and I have been in business for 28 years. For years, I have been working in health, motor insurance and life insurance branches to make people feel protected and safe. Now, as the president of Istanbul Insurance Agencies Association (ISAD), I am explaining the importance and value of agencies. We carry out activities in order to increase the reputation of the profession and the awareness of insurance. Thanks to my role in the association, I am happy to support people to protect their rights.



Interview

What is the mission of Istanbul Insurance Agencies Association (ISAD) in the sector?

Istanbul Insurance Agencies Association has always been a pioneer for 60 years. Among our association members are founding members of many veteran agencies and people at the management level. ISAD is working to increase production by focusing on promoting insurance branches by increasing confidence in the sector. We undertake the mission of ensuring order, unity and harmony among insurance agents.

Mr. Dinç, could you please inform our readers about the Federation of Turkish Insurance Agents (TUSAF) and its activities?

TUSAF, which was established to serve the relevant institutions, especially the insurance sector, in the federation where I am still the Vice President at the same time, is the largest non-governmental organization throughout Turkey. It has the mission of bringing together insurance agencies in Turkey under one roof, enabling them to meet and mingle and exchange information on professional issues. There are 39 provincial associations within the federation. (You can find detailed information about TUSAF at <https://www.tusaf.org.tr/>.)

What do you think are the reasons why the insurance industry is one of the most affected and adapted sectors during the pandemic period?

The Covid-19 pandemic, which has affected the whole world since the beginning of 2020, has deeply affected the global economy and the Turkish economy has suffered significant losses in this process. Unlike many other sectors, the Turkish insurance sector showed a strong growth performance in 2020 and improved its technical results. However, contrary to the improvement in technical results, the long-standing structural problems of the Turkish insurance sector continued during the pandemic period; however, although increasing consumer health concerns revived the sector, its effect on the market size did not increase proportionally.

Mr. Dinç, What are your thoughts on the future of employment potential in the insurance sector?

The insurance sector is an important developing sector in Turkey. Insurance companies, reinsurance companies, insurance intermediaries (insurance agents and insurance brokers), actuaries and loss adjusters operate in the insurance sector. With its structure, the insurance sector creates an important employment area and provides employment to over fifty thousand people. As the insurance industry is an area that is open to development, it will need a large number of trained personnel now and in the future.

Interview

How do you foresee the increasing digitalization during the Covid-19 Pandemic period will affect insurance companies' employees and insurance agencies in the long run?

Today, digitalization in the insurance sector is given great importance as in all sectors. However, our priority in sectoral requirements is one-to-one contact with consumers and the priorities they care about. These needs can never be digitized. For example, when determining a woman's health insurance needs, we need to question whether she wants to become pregnant or even when she plans to become pregnant. In other words, in the insurance sector, we determine the product in line with the personal needs and wishes. Therefore, it is not possible to remove the human factor from the insurance industry. Even companies that say they sell online provide service with large customer communication lines. At this point, agencies form a much more comfortable leg of the industry. Insured people know exactly who to contact and how to take care of them in their most difficult moments.

Penetration (insurance rate) cannot reach the expected rates in both compulsory and voluntary insurance. What could be the reasons for this low rate in Turkey?

The most important factor determining the insurance rate is actually Turkey's socio-economic structure and educational status. As the education rate increases, we see that people make an effort to meet their insurance needs and are willing and conscious to insure their risks. The fact that educated people have a better income level shows us that it will be very comfortable to grow on a sectoral basis in Turkey.



www.isad.org.tr



www.tusaf.org.tr

Interview

Individuals under the age of 18 can join the system with the new legislation in PPS. What might be the long-term effects of this regulation in Turkey?

As a result of the arrangements made in 2021 that allowed those under the age of 18 to be included in the system, the individual pension system was revised to meet the savings needs of individuals at every stage of their life. Positive effects will definitely be economically, long-term investments are always needed by the economy. We will see in the process whether this awareness can arise in terms of consumers in Turkey. As a country, I think we always need support in directing all kinds of savings. We hope that this arrangement will have positive long-term results for the industry and society.

What are your suggestions for newly graduated insurer candidates who are interested in the insurance industry to improve themselves and continue their lifelong learning?

Insurance is a sector open to development. It is very important to follow the developments in this sector and to care about every component in the sector. If you take the industry as a whole and follow all the current movements with a broad perspective, a very entertaining future awaits you, where you will strengthen your careers and have a very open horizon.

Dear Berrin Dinç, thank you very much for your time and the comprehensive information you provided for the FoAS Monthly E-Bulletin...

I would also like to thank the Faculty of Applied Sciences of Gelisimm University for this interview.

Berrin Dinç

She was born in Istanbul and graduated from Istanbul University, Faculty of Economics and Anadolu University, Faculty of Social Sciences and Business. She started her career in the pharmaceutical industry and transferred to the insurance industry. She has been operating as Allianz Insurance Agency since 2007. Dinç has been serving as ISAD President since 2019 and as TUSAF Vice President in 2020.

Interview:

Asst. Prof. Dr. Üyesi Hakan Özcan
FoAS Banking and Insurance Department
&
Res. Asst. İlknur Külekçi
FoAS Banking and Insurance Department

News from Sector

Happy Roads series started with Yolcu360!

True road stories were turned into a 12-episode series with the collaboration of Yolcu360 and Var such Tipler. Yolcu360 has transformed the slogan #HappyYollar into a TV series in collaboration with Kivanç Talu, the Founder of There Are Such Types. "Every road taken has a story. We have been working for our guests 24/7 for years to ensure that these stories have a happy ending," said Yolcu360, and started to share their road stories on the social media channels of the brand under the name #MutluYollar.

News Link: <https://www.pazarlamasyon.com/yolcu360-ile-mutlu-yollar-dizisi-basladi>, E.T.23.10.2022

Sustainability Roadmap from Trendyol...

Trendyol has announced its long-term Sustainable Impact Plan, which it has prepared with the aim of creating value for a sustainable future and society. Trendyol Sustainable Impact Plan is the first and most comprehensive plan prepared in the Turkish e-commerce ecosystem. Trendyol aims to be inclusive and applicable and to reduce its footprint on nature by gathering the priority areas in its sustainability strategy under two main headings as "world" and "human". Priority issues related to the world and people; It was determined as "Packaging Management, Vendor and Supplier Compliance, Waste Management, Product Environmental Impact, Diversity and Inclusion, Product Safety and Quality, Talent Development and Retention, Social Investments, Carbon Emissions and Sustainable Product Options".

News Link: <https://www.marketingturkiye.com.tr/haberler/trendyol-surdurulebilirlik/> E.T.23.10.2022

New Feature for Instagram Videos!

Instagram will now publish videos shared under 15 minutes.

With this arrangement, videos and reels shared on Instagram will be gathered together. The regulation, which is currently in the trial phase, will be permanent in the coming periods. Videos of users who do not have profile privacy will thus be available to all users.

News Link: <https://www.pazarlamasyon.com/instagram-videolarina-yeni-ozellik>, E.T. 23.10.2022.

Sector News Student Team :

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

News from Sector

The Humanitarian Aviation Conference was Held in Istanbul!

SHGM General Manager Kemal Yüksek attended the 14th United Nations Global Humanitarian Aviation Conference held in Istanbul. In the opening speech of the conference, Yüksek talked about the contributions and assistance of Turkey, which is included in the United Nations World Food Program (WFP), in cooperation with the sector in the field of aviation. SHGM general manager Yüksek held bilateral meetings with ICAO officials, Pakistan and United Arab Emirates Civil Aviation stakeholders. At the conference, global warming, carbon emissions, the situation and future of the fuels used in aviation were discussed and opinions were presented on the solutions.

News Link <https://www.airturkhaber.com/haberler/insani-havacilik-konferansi-istanbulda-yapildi/> , E.T.23.10.2022

The World's first Traveling Cuisine Festival Omnivore Food Festival Hosted The Stars on Its Stage After 4 Years

Traveling to 3 continents and different cities of the world such as Paris, New York, Montreal, Shanghai, Moscow, London, Rio de Janeiro, and different cities, Omnivore Food Festival, with its format that makes cuisine more fun than ever before, brings everyone interested in food and beverage in a single project, a very successful company in its field. He met with Turkish chefs. Chef Maksut Aşkar, who was awarded 1 Michelin Star at the 2023 restaurants award ceremony of the Michelin Guide Istanbul, which was announced for the first time in Turkey, and Chef Murat Deniz Temel, who took his place in the Michelin Guide, also presented their unique tastes at the festival.

News Link: <https://www.gastronomiturkey.com/haber/dunyanin-ilk-gezici-mutfak-festivali-omnivore-food-festival-4-yil-aradan-sonra-sahnesinde-yildizlari-agirladi-h15456>, E.T. 23.10.2022.

Giant Statue from Cheetos!!

The brand has placed Cheetos on a hand-shaped sculpture located in Canada. Cheetos appreciated the long-standing statue in a village called Cheadle, Canada. There is a reason why the brand chose this village for the sculpture. Richard Hall, one of the comedians of the period in the 80s, actually referred to the village called Cheadle, when he named the powders that Cheetos left on his finger "cheetle" and the brand adopted this name.

News Link: <https://www.pazarlamasyon.com/cheetos-tan-dev-heykel>, E.T. 23.10.2022.

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News from Sector

Adidas Billboards are Running!!

Adidas used billboards differently in its new campaign. Adidas, which wants to promote the adidas Fwd-02 Sport in-ear headphones, designed specifically for runners, designed billboards running on the streets of Sweden by signing a different campaign with its advertising agency M&C Saatchi Stockholm. As part of the campaign, Stockholm Running Club athletes started running with the billboards on their backs. Those who could read the QR code on the billboards had the opportunity to get 50 percent discount on headphones. This original campaign also managed to attract attention on social media.

News Link: <https://www.pazarlamasyon.com/adidas-in-billboard-lari-kosuyor>, E.T. 23.10.2022.

Honorary Awards of the 33rd Ankara Film Festival Announced!

The 33rd Ankara Film Festival, which will be organized with the contributions of the Ministry of Culture and Tourism, will start with the opening ceremony to be held at the Ministry of National Education Council Hall on the evening of November 3 by the World Mass Media Research Foundation between 3-11 November. At the opening ceremony of the festival, Honor Awards in different fields will meet with their owners.

News Link: <https://www.haberler.com/magazin/33-ankara-film-festivali-nin-onur-odulleri-15355244-haberi/>, E.T. 23.10.2022.

Ability to Combine Media Content from Twitter!

Twitter now users; allows it to compile images, videos and GIFs in a single tweet.

With its new update, Twitter now allows sharing all media content with a single tweet. In general, there are no major changes in the way content is uploaded. Just click "media" or "gif" to select the media you want to add and share it on stream. The tweet can contain up to four images, videos or GIFs in any combination. The update is also available on all iOS and Android devices.

News Link: <https://www.pazarlamasyon.com/twitter-dan-medya-iceriklerini-bir-arada-kullanabilme-ozelligi>, E.T. 23.10.2022.

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