

# ISTANBUL GELISIM UNIVERSITY



## SosyoCom

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# From Science Fiction to Reality: Apple Vision Pro

TECNO-  
AGENDA



Res. Asst. Caglar KARAKURT  
The Department of Aviation Management

Apple CEO Tim Cook recently took the stage at the Apple developer conference to announce the long-awaited virtual reality headset. Dubbed Vision Pro, Apple's new VR headset is the company's biggest product launch since AirPods. It is also Apple's first augmented reality headset.

Vision Pro looks like ski goggles and has a different design than other VR headsets, allowing users to see the outside world. With this structure, Vision Pro paves the way for users to have an experience without breaking away from the surrounding environment. In other words, when using Vision Pro, people around can be seen or isolation from the external environment can be provided optionally. In this way, Apple aims to make the virtual reality experience more social and realistic. It is also possible with Vision Pro to transform the surrounding space, resize it, and play with the external environment by choosing from beautiful landscapes (for example, turning the environment into a landscape, sky, ocean, etc.).



If we talk about the use of Vision Pro, it would not be wrong to say that it comes up with a structure and design with different features than many tools that have been experienced so far. In order to use or activate an item in Vision Pro, it is enough to look at it and touch fingers together. The extent to which the 3D interface makes the environment visible can be provided by eyes, hands and voice control. This offers a vision of a future where apps and digital experiences seamlessly merge with the physical world. When wearing the Vision Pro VR headset, users can use a range of applications that interact with the outside world to perform many of the same actions as they would with a computer, phone or tablet. For example, applications such as video players, photos and FaceTime become customizable to the real world when using Vision Pro. While it is possible to see all of this separately in some other smart apps and gadgets, Vision Pro seems to offer us a system to experience moments we recognize from science fiction movies.

Despite all these unique features, this system does not seem very accessible to us at the moment. Both the fact that the device is not yet available for sale and the prices are at levels that cannot be considered cheap in our country's conditions. However, knowing how fast technological developments are spreading makes us dream that we will soon have this experience. For more information and to access the videos shared by Apple about the product, just use the link below:

<https://www.apple.com/apple-vision-pro/?cid=wwa-us-soc-sust-avlche-socltwit-skvf-frww-flat-aos-mul-mbdk-gnt-broa-prlp-ftr-usen-cppd2-video-11ar-8s-avlch-na-na-lem-na-na-na-03488130>







# PROUDLY PRESENTED BY CHATGPT: ARTIFICIAL INTELLIGENCE'S INNOVATIVE SOLUTIONS FOR ACADEMICS

RES.ASST. ONUR TAYFUN  
THE DEPARTMENT OF AVIATION



I am an artificial intelligence model developed by OpenAI, ChatGPT. My aim is to assist you in your academic research and make your process more efficient. Here are some benefits I can provide:

- 1.Literature Review: I can conduct extensive research to find the most recent and relevant literature related to your topic. This can accelerate and broaden your literature reviews.
- 2.Data Analysis: I can perform statistical analyses, allowing you to analyze your data sets quickly and effectively. This enables you to obtain your research results faster.
- 3.Article Writing: I can draft your research paper, accelerating your writing process. This allows you to use your time more effectively.
- 4.Bibliography Creation: I can correctly format your references and create your bibliography. This simplifies your citation process and prevents errors.
- 5.Data Visualization: I can visualize your data in the form of charts, graphs, and tables. This makes your data more understandable and impactful.
- 6.Language Correction: I can correct and edit the language of your paper. This enhances the quality of your writing and improves readability.
- 7.Conference and Event Information: I can gather information about relevant conferences, seminars, and other academic events. This helps you expand your network and keep your knowledge up-to-date.

Each of these features can make your research process more efficient and effective. Don't hesitate to ask how I can assist on a specific task or project. I am here to help you on your academic journey.

Best regards,

ChatGPT

Search...



# HOW ARE THE EXCHANGE RATES WE SEE ON TV SCREENS FORMED?



**Asst. Prof. Yalçın PAMUK**

**The department of Aviation Management (English)**

Foreign currencies are called döviz in Türkiye. The TL equivalent of the currencies of other countries in Türkiye is known as döviz kuru (exchange rate). In our country, the floated exchange rate regime has been in effect since 2001. In contrast to the fixed exchange rate regime, where the value of the exchange rate is determined by the state authority (Central Bank, CBRT), in the floated exchange rate regime, the mutual values of different currencies are determined according to the supply and demand in the foreign exchange market. However, the value of the exchange rate in our country is not completely left to the operation of the market. The Central Bank intervenes in the market from time to time by buying and selling foreign currency. In other words, the system that is actually in effect can be called as the dirty float or managed float regime.

Developments that increase the demand for foreign exchange during the day cause an increase in the exchange rate. For example;

- The decrease in the TL interest rate by the CBRT causes a decrease in bank deposits and the money coming out of deposits tends to foreign currency.
- The increase in the current account deficit in the country, that is, the increase in imports faster than exports, increases the need for foreign exchange and thus the demand for foreign exchange.
- If the economic expectations for the future are negative, for example, if inflation is expected to rise, this may cause an escape from the domestic currency and an increase in the demand for foreign currency.

On the other hand, developments that reduce the demand for foreign currency, on the contrary, result in a decrease in the exchange rate. Increases or decreases in foreign exchange demand are reflected in the interbank foreign exchange market and the exchange rates there start to go up or down. The higher the demand for foreign currency, the higher the difference (margin) between the buying and selling prices. The Central Bank takes the average of the rates formed in this way in the interbank foreign exchange market from 10:00 to 15:00 every hour, i.e. six times, and declares this as the indicator rate. This is the CBRT benchmark exchange rate. These published exchange rates, in the words of the CBRT, “do not bind any person or institution, in transactions between real and legal persons other than the CBRT, the exchange rate to be applied is decided by these persons themselves”. In other words, the free market exchange rates determined according to supply and demand in the market may differ significantly from the CBRT benchmark exchange rate in some periods. Just like it happened in the recent past.



# A PLATFORM ECONOMY MODEL FOR AN AIRLINE COMPANY

**Asst. Prof. Oğuz YILDIZ**  
**The Department of Aviation Management**

The platform economy is the tendency for commerce to increasingly move towards and favor digital platforms, and business models. Platforms are underlying computer systems that can host services that allow consumers, entrepreneurs, businesses, and the general public to connect, share resources, or sell products.

AirAsia launched some novel practices for the aviation industry in 2019. First, they started to sell other airline companies' plane tickets on their web page. Of course, these destinations are not part of the AirAsia network. This is only a small clue from the vision of the company's CEO, Tony Fernandes. After 2001, the company changed its main marketing strategies and focused on being a leader in the one-stop flight market. The company modified its web page with new options, such as accommodation offerings and tourism agents' package holidays. Additionally, the company incorporated promising novelties into its web platform, such as machine learning and artificial intelligence technology, that tour operators competing in the platform economy have not yet used. AirAsia, which sells different airlines' plain tickets directly on its web page, has attracted 75 million visitors monthly. The company made 4 billion dollars in this way in 2018. Adding different business transaction options on the web page allows the company to distribute risks with different investments. In other words, when a business fails, the company has the opportunity to balance its losses with other gains.

On the other hand, business strategists warn the company representatives that focusing on distinct businesses causes lots of operational transactions, extends the labor force, raises costs, and, more importantly, faces intense competition. On top of these disadvantages, these different businesses might be a reason for the low level of quality in airline operations. Taking the information age that we are living in into consideration, using digital channels efficiently creates a specific market gap for airline companies, even against platform economy giants such as Amazon and eBay.





# PROMPT ENGINEERING: THE SHINING PROFESSION OF THE FUTURE

NEW  
OCCUPATIONS



**Res. Asst. Onur TAYFUN**  
**The Department of Aviation Management**

The technologies of the twenty-first century with the quickest growth rates include artificial intelligence and machine learning. Natural language processing (NLP), a subset of these technologies, stands out as a technique that permits computers to converse with human language. Prompt engineering, a branch of NLP, is preparing to take a prominent position among emerging vocations.

A language modeling approach called prompt engineering creates the input statement (prompt) required for a language model to produce a particular result. It is a method for managing and directing the language model's output. So it wouldn't be inaccurate to state that prompt engineering might become a very important profession in the future.

It is anticipated that professions focused more on prompt engineering and specializing in this subject will arise as the use of language models and NLP technologies grows.

This is especially true as language modeling and NLP spread throughout a variety of industries, including those that provide customer service, education, health care, and entertainment.

Currently, engineers, data scientists, and researchers working on language modeling and NLP projects view prompt engineering as a task or skill set. Prompt engineering will eventually be acknowledged as a distinct profession, and experts in this discipline will be in high demand given the innovations in this industry and its growing necessity.

We can conclude by stating that prompt engineering will be a significant career in the future. Future employment in technology will undoubtedly benefit from the knowledge and expertise in this area. So prompt engineering is a potential candidate for one of the bright careers of the future.



## Anatolia's Hidden History

# PHRYGIAN VALLEY

Res.Asst. Feleknaz Burcu DEMİR  
The Department of Aviation Management

Located in the middle of Eskişehir, Kütahya and Afyon and dating back 3000 years, the Phrygian Valley (Phrygia Epictetus (Small Phrygia)) represents a very magnificent geography.

Tribes migration started by Phrygians BC. They started in the 1200s and continued their existence as a very powerful state in Anatolia for years. Unlike the known valleys, the Phrygian valley is scattered and covers an area of 506 km. Consisting of three points, this valley covers the areas of Gordion (Polatlı, Ankara), Seyitler (Afyonkarahisar) and Yenice Çiftliği (Ahmetoluğu Village-Kütahya) and unites in Midas, which can be described as the "Heart of the Phrygians" and known as their religious center.

The tuffs that spread around during the active periods of the Turkmen Mountain, an ancient volcano located in the east of Kütahya, made the region have an easily workable rock feature. In this way, Phrygians carved the inside of the rocks centuries ago and built houses, castles and monuments, and in this way they built an enormous civilization. In addition to having natural rocks similar to Cappadocia, the region attracts attention as a different place covered with pine trees that can attract people's attention.

The Phrygians, whose roots are based on Indo-European, quickly adapted to their geography and created a unique Anatolian culture. The most important feature of this geography is that it is still a place that has remained untouched today, since it is not well known by tourists. Many of the buildings built at that time have survived to the present day. The Phrygian Valley has been on the UNESCO World Heritage Tentative List since 2015.



# THE LOGIC OF THE TURKISH LANGUAGE AND THE ORIGIN OF SEVERAL TURKISH WORDS

Assoc. Prof. Mustafa ASLAN  
The Department of Aviation Management (English)



It is always said that Turkish is like mathematics, but there is not much discussion on why it is like mathematics, because although there are studies on the Turkish language, studies on the origins of Turkish words are not "very few", but non-existent.

There is not even an etymological dictionary of the origins of Turkish words. However, the main reason why Turkish, the fifth most spoken language in the world, is like mathematics lies in the origins of words and the logic of their derivation.

In this study, the origin of a few Turkish words and the words derived from these words will be analyzed. This study is different in the sense that no previous study has been done in this direction, but for the same reason it becomes open to discussion.

Language is a system of symbols consciously put together by a society to convey feelings and thoughts to others and to make sense of the feelings and thoughts conveyed by others. Language elements are categorized into two basic classes:

- Class of semantic elements (such as root, stem, word group, sentence)
- Class of task elements (such as constructional affixes, inflectional affixes, prepositions)

In communication, meaning relations are created by using these two classes of elements together. This combination is called "the syntax of the language" and the rules governing its use are called "the syntax rules of the language". Syntax can cause polysemy even if it is done according to the rules of the language.

Siz karı-koca mısınız? (Are you husband and wife?)

Siz kocakarı mısınız? (Are you a crone?)



Forming new concepts in Turkish can be done in different ways. If we examine these:

· From roots with construction suffixes

gel-mek, gel-miş, gel-dim, gel-in (gelen; dışarıdan eve gelmiş olan-coming; coming home from outside)

sev-, sev-il-, sev-dir, sev-in, sev-inç, sev-gi

göz, göz-lük, göz-cü, göz-cü-lük, göz-lük-çü-lük

- Making nouns from nouns:
  - Türkçe, sanatçı, Ankaralı, bilgisiz, etçil
- Making nouns from verbs:
  - -mek, -me, -esi, -mez, -r, -ecek, -im, -gi, -gin
- Making verbs from nouns:
  - göz-le-mek, bilgi-len(mek)-dir(mek)
- Making verbs from verbs:
  - okut, çık-a-r, yazdır, itele
- With word groups
  - Demir-yolu
  - Baş-kent
  - Sivri-sinek
  - Olağan-üstü

Turkish is an agglutinative language. In agglutinative languages, word roots do not change, and different words can be derived with suffixes placed at the end or beginning of words. Each syllable can play a role in changing the meaning of the word. Languages such as Turkish, Finnish, Japanese, Korean, Hungarian are included in this group.

There are no studies examining the origins of Turkish words. There are a few studies claiming to be etymological dictionaries, but even in these, Turkish words are not shown as Turkish. As a result, the words they agree to be Turkish are very few. In other words, according to these studies, there are hardly any Turkish words in the language we use. In addition, these studies focus on the meanings of words, not their origins.

In this article, we will discuss 5 words (Kira, Kilim, Omuz, Dere and Deniz) and according to other studies, these words are not Turkish but have been borrowed from other languages. But as can be seen below, these words are literally Turkish words.

Before we start analyzing our vocabulary, let's look at the meanings of some words:

RA/RE in Turkish denotes a place: Ora (that place) bura (this place) şura (that place).

The word Kİ also means temporary: ki-ler (temporaries)

And the word LİM means a long thin piece. Kalbim lime lime oldu (My heart has been torn to shreds.)

Ki-ra: temporary place

Ki-lim: temporary thin long piece

In Turkish, the letter Z (-İZ, -UZ) at the end of a word indicates plural (like the letter S in English) Biz, Siz, İkiZ, Üçüz etc.

Om: Round bone end. Omuz (Shoulder): Round bone ends.

DeRe: A wet/watery place, so DE means water (Delik: a watering hole, i.e. a special thing made for water to flow through). Normally SU means soldier in our language (Su-bay: Ranking soldier)

De(n)jiz: A lot of water.





# UNITY IN DIVERSITY: THE CAMEROON CULTURE AND TRADITION

ASST. PROF. M.E.M. TARKANG MARY  
THE DEPARTMENT OF AVIATION MANAGEMENT (ENGLISH)

Cameroon is located partly in the West and partly in Central Africa. Because of its location in the African continent, it is considered as the hinge of Africa. It shares boundaries with Central African Republic to the east, Chad to the northeast, Equatorial Guinea, Gabon and the Republic of the Congo to the South, and Nigeria to the west and north. Yaoundé and Douala are the capital and the economic capital respectively (Pereltsvaig, Asya 2011; Kouega, Jean-Paul, 2007).

Cameroon is divided into 10 regions or provinces. It has two official languages, French and English. Officially the country is called CAMEROON in English and CAMEROUN in French.

## Location of Cameroon in Africa

The country is endowed with lots of natural resources with vast and beautiful terrain, making it exposed to foreign visits especially for tourism which has significant impact on the national economy. One visiting destination is the WAZA PARK.

## Culture and Tradition

Cameroon is very rich and diverse in culture with more than 250 ethnic groups and as many languages and customs as these ethnic groups. The country is considered as Africa in miniature because of its geographical and cultural diversity with coastline, mountains, plains, forest, rainforest, desert, all African geography in one country. (Nchia, Tamesse, Fonkeng, & Clement, 2015). As a result is similarly called "Little Africa".





This cultural diversity can be seen in their way of life of the local people, their traditional food dishes and these traditional delicacies vary with the different regions.

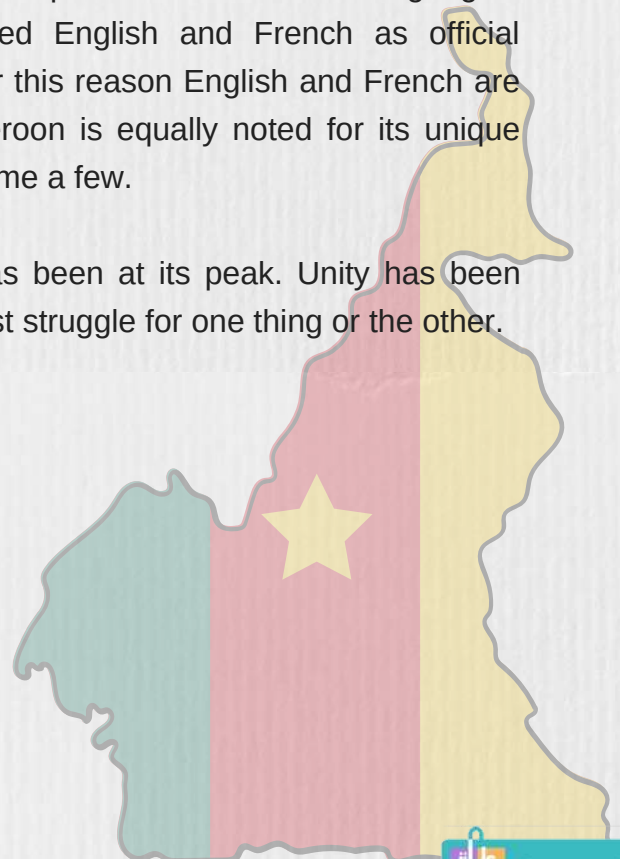
The local delicacies leave you salivating. Some of these dishes include, eru and garri, achu, ekwang, njama njama and fufu to name a few. Without mincing words, locals and even internationals crave these meals because they are both tasty and nutritious.



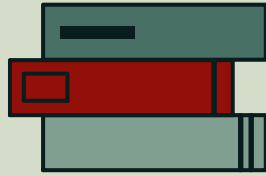
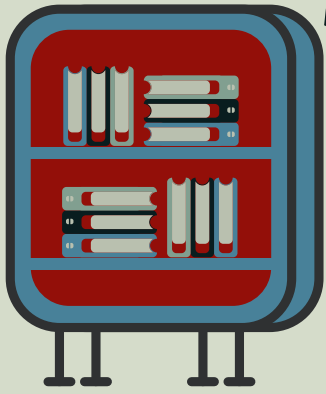
One of the countries on the African continent with the most diversified cultures and languages is Cameroon, according to linguists. Despite its rather small population, the country, just after Papua New Guinea, boasts the second-highest number of languages. Dated right back to the early 2000, there were more than 250 indigenous languages spoken in the country, which has a population of about 16 million people then, in addition to two official colonial languages English and French, and a number of lingua francas. Currently the population is about 28 million (Worldmeter 2023).

The most extensively used language in the nation is Pidgin, which is based on English (Atechi & Fonka, 2007; Tarh, 2007). Formerly it had three linguistic groups: the Bantu-speaking people, the Sudanic people and those who spoke the semi-Bantu languages. But, after colonisation, the country has maintained English and French as official languages, alongside more than 250 languages. For this reason English and French are mandatory in all schools all over the nation. Cameroon is equally noted for its unique style of music; Makossa and Bikutsi, especially to name a few.

Despite being a land of varying cultures, peace has been at its peak. Unity has been people's key word but as nature has it, humanity must struggle for one thing or the other.



# SOSYOCOM SHELF



A FILM

## DOWNFALL: THE CASE AGAINST BOEING

*Asst. Prof. Seda Mumlu Karanfil*  
*The Department of Aviation Management*

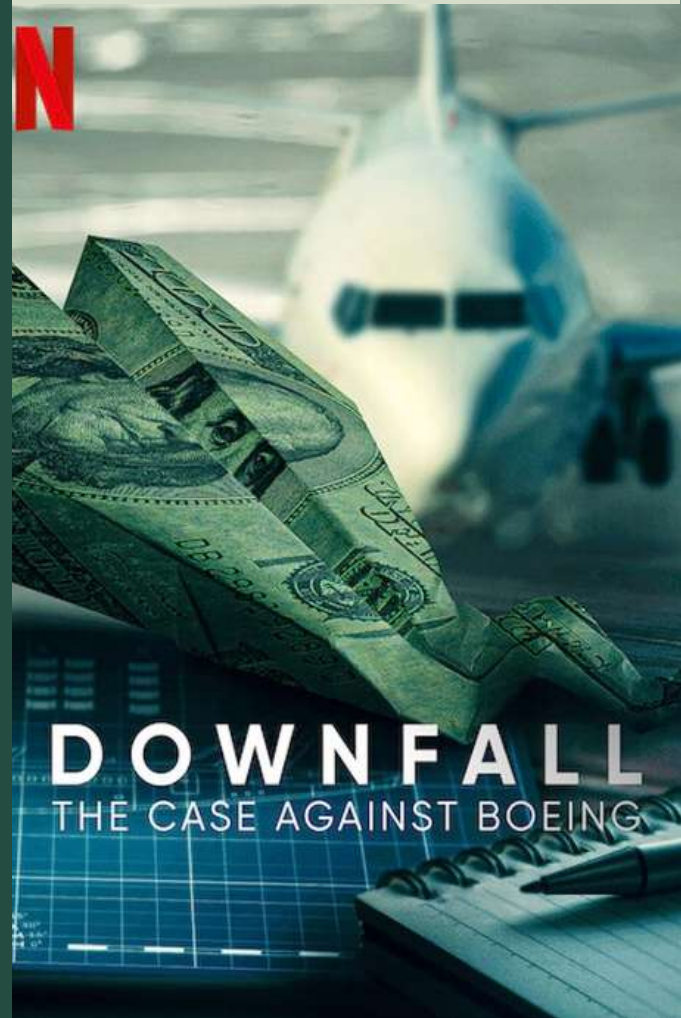
In the Netflix documentary series, "Investigators examine Boeing's claim that putting profits before safety may have contributed to two horrendous accidents in a row within a few months." The Fall: The Case of Boeing is directed by Emmy-winning and Oscar-nominated Rory Kennedy and signed by Brian Grazer and Ron Howard. This documentary is about the crash of Boeing 737 Max type passenger planes, which killed 346 people in Indonesia and Ethiopia.

Known for its motto "Let's do things right the first time, every time/ Let's do things right the first time, every time" and the fact that no fatal accident has been encountered in history with the 777 model, Boeing has gained the public's great trust. Such a reliable company updated the Boeing 737 model and produced the 737 Max series, but quickly launched the 737 Max series, which has not yet been trained due to the newly launched aircraft of its competitors, with the concern of making a profit. The MCAS (maneuvering control augmentation system) added to the 737 Max is software designed to compensate for the inclination of aircraft. Studies have also determined that accidents are caused by data mismatches in the sensors, which are used to compensate for the elevation angle of the aircraft, namely MCAS. Boeing does not accept this issue at first, but makes statements that will illuminate the issue as a result of ongoing court processes and investigations.

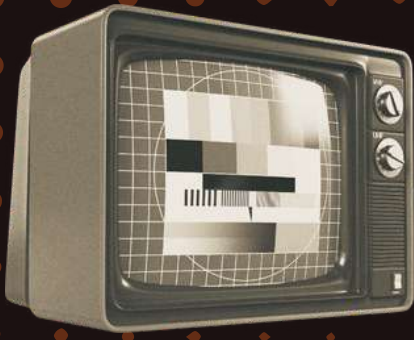
The documentary explores why the crashed Boeing 737 Max planes crashed and deals with the crisis and court processes of the Boeing company after the crashes.

Enjoyable viewing.

Director: Ruben Östlund  
Year: 2022  
IMDb: 7.3  
Duration: 140 minutes  
Genre: Dram / Comedy







A SERIES

# SUCCESSION

Res. Asst. Feleknas Burcu DEMIR  
The Department of Aviation Management

Succession, aired by HBO in the years between 2018 to 2023, can be considered a modern Game of Thrones. The screenwriter of the series, Jesse Armstrong, shows the power of his pen in this series as an important writer who has won many awards before. The cast of the series includes successful names such as Brian Cox, Jeremy Strong, Hiam Abbass, Sarah Snook, Kieran Culkin, Alan Ruck, Nicholas Braun, and Matthew Macfadyen. When the series made the finale of the 3rd season, it was nominated for the 25th Emmy Awards and showed significant success by leaving its mark on the award ceremony. The series, which tells about the inner conflicts of the Roy family, which has great power and wealth, contains both drama and comedy elements at the same time. The IMDB score of the series, which consists of 4 seasons, is 8.9.

The uncertainty of the future of the company and its successor due to the health problem experienced by Logan Roy, the owner of America's worldwide giant media company Waystar Royco, is the main subject of the series. The father's health problems and the children's desire to head the company create a serious power struggle. It is possible to find the verbal version of the bloody battles in the Game of Thrones in the series, which largely proceeds through dialogues. The series, which is the subject of an unbelievable war of money, greed and reputation, arouses serious curiosity in the audience with each episode. With its impressive lines and strong acting, the series stands out from the classic family dramas and gives it all the right to be an "HBO" series. In addition to impressing the audience with its visuals, the series also impresses with the music of Nicholas Britell.



## A BOOK

# BLINDING (DIE BLENDUNG)

Res. Asst. Merve TOSUN

The Department of Management  
Information Systems



The story in Elias Canetti's 1935 novel "The Blinding" revolves around Professor Peter Kien, a reclusive Sinologist with an extensive personal library, cut off from the outside world. The central theme of the book is that the characters are blind to the thoughts and needs of others, focusing only on their own obsessions. The novel depicts the conflict between idealism and materialism and consists of absurd misunderstandings. It is also an allegory of the conflict between a mind that only thinks and the harsh realities of the world.

Professor Kien always misinterprets the world outside books. Surrounded by his huge library, he lives a quiet and solitary life, removed from the world. His excessive love for books and his fear of people make him even more isolated. One of Professor Kien's misconceptions is that his housekeeper Therese Krumbholz is interested in his precious books and is in love with him. Therese gains Kien's trust by pretending that she, too, has a passion for books and takes care of the collection. However, after her marriage to Kien, Therese stops pretending and shows her true colors. The maid's blindness is that she is materialistic and insensitive to other people and their feelings. After a while, Therese starts stealing and selling Kien's books, first kicks him out of his room and moves in with him, abuses him, cheats on him and finally kicks him out of his own house. Kien leaves his home and his huge library and drifts into the underworld. He falls into streets he has never been to, mistakes a malicious dwarf he meets in a run-down bar that could be called a dive for a friend and is exposed to horrible events. What happens in these parts of the book is quite dark and depressing. Canetti's close interest in the relationship between the masses and power in the early 1930s, when the footsteps of the Nazis were just beginning to be heard, is intensely felt in this part of the book. He describes a period when Germany was still recovering from the defeat of the first world war and the psychology of defeat paved the way for Nazism, and the ordinary people who would become the base of Nazism in this period.

At the end of the book, Kien's anti-character, his brother George Kien, appears. George is a surgeon and psychologist, very good with women, unlike the Professor, and a sociable person. With his brother's help, Kien takes his house back and burns it down with his books, which he does not want to give up and share, which he thinks are more important than anything else, and takes his books with him when he leaves the world.

"The characters of The Blinding are all extraordinary people who arouse discomfort in the reader. Although they differ from each other socioculturally, their paths cross around certain defining characteristics such as greed, fixed-mindedness, selfishness, misogyny, abnormal behavior, neurotic tendencies and being trapped in their own world of thought. Each figure represents someone who is too extreme to be real and too much a part of life to be imaginary" (Çoraklı and Gürer, 2022). In his novel, Canetti criticizes "intellectuals" who have a great deal of knowledge but keep their knowledge to themselves, despise their surroundings and do not leave the ivory tower. The novel is undoubtedly one of the most important novels of its time and even today. Its depiction of evil and chaos is unique. He dealt with every aspect of the morbid distortions of a collapsing society, and chose the "intellectual" as a victim among the characters he created from all walks of life and all temperaments. This is exactly the message the reader should think about...



# Book Review of the Month



Asst. Prof. Habibe GUNGOR  
The Department of Aviation Management

## FUNDAMENTALS OF CIVIL AVIATION MANAGEMENT

The editor of the book is Dr. Habibe Gungör. The book, published by Akademi Titiz Publishing in 2023, consists of thirteen chapters handled by different authors. It begins with the History of Civil Aviation. Mustafa ASLAN examined the history of civil aviation in four periods and revealed that the developments in the aviation sector have not come to an end yet, on the contrary, they continue at an accelerated pace. Sarp GÜNERİ, the author of Aviation Organizations in the World and Turkiye, has examined in detail the international aviation organizations and aviation organizations in Turkiye and their mission/vision, fields of activity, history, duties and their place in the aviation sector. In the third chapter, Tuğba İMADOĞLU described the Importance of Aviation for the World Economy and revealed that aviation is both a factor affecting economic development and an indicator of economic development.



In the Safety Management System in Aviation, Ekrem SÜZEN discussed the relationship between safety management and risk; Büşra ÖNLER demonstrated the impact of Aviation Meteorology on the safe continuation of operations. Air Transport: In the Airline Companies Habibe GÜNGÖR has discussed the unique features of the air transport service and the basic airline business models. While Zübeyde Melek KAVRAZ reveals the management processes and environmental relations of ground handling management, in the Passenger Services Management department, Ahmet DENİZ focused on ground handling services, especially passenger services. Erdi BOZKIR, on the other hand, focused on the points that were considered during the establishment of airports that host ground services and evaluated them from a managerial point of view. In the Department of Human Resources in Aviation, Seda MUMLU KARANFIL examined the human resources functions and the importance of these functions in the aviation industry. Onur TAYFUN examined the market structure of the airline industry, the functioning and importance of marketing mix elements in the aviation industry.

Unmanned Aerial Vehicles (UAV), which is an interesting subject of recent years, was written by Kübra Nur UZUNTAŞ and Evren YILMAZ. Sustainability in aviation, another topic that the aviation industry focuses on, was handled by Oğuz YILDIZ under the title of Sustainable Aviation and Twinning of Consumption.

The book "Fundamentals of Civil Aviation Management", written by experts in the field, provides a comprehensive review of conducting safe and efficient aviation operations. It is a resource book for students, industry professionals and researchers who want to deepen their knowledge of civil aviation management.

Happy Readings...



# Movie Review of the Month

*Res. Asst. Yunus TURAN*

*The Department of Political Science  
and International Relations*

## BURNING DAYS: OBSERVING THE STATE FROM THE COUNTRYSIDE



"Kurak Günler" (Burning Days), directed by Emin Alper and released in 2022, offers a wide window into the relationship between the state and society in Türkiye, where the public and private spheres intertwine in rural areas. The film strikingly portrays the encounter of Emre, a young and idealistic prosecutor newly assigned to the town of Yanıklar, with the established power and authority relations in the town. The events that develop in the grip of corrupt power dynamics and the town's unresolved urgent problems, reach a similar level of suffocation that Emin Alper previously presented in "Abluka" (Frenzy) with the dominance of moral norms settled in the countryside.

The film begins with a gripping portrayal of the countryside, where a boar hunt spills over into the town, and continues with the pressures on the prosecutor to cover up the incident on behalf of the state. The prosecutor is invited to the mayor's residence for nocturnal revelries, where a rape takes place, and the threats and violence faced by everyone positioned against the mayor blur the boundaries between the public and private spheres, intensifying the image of Anatolian countryside. Consequently, the mayor, within the normative (dis)order of the countryside, evolves his authorized representative power, determined by the legal framework, into a relationship of domination to take captive the state by the "laws" of the countryside.

In the midst of all these complex relationships, a dilemma arises that leaves the prosecutor helpless: Mayor Selim's project to solve the town's water problem causes excessive use of underground water and the formation of sinkholes around the town. However, scorching heat waves, infuriating the townspeople, create social pressure in favor of the project. In other words, while expert reports and laws stand against the project, society remains aligned with it. Thus, the mayor's water project assumes the function of a "magic carpet" under which all corruption and lawlessness can be swept away. Consequently, compliance with the law means preventing the town from gaining access to water. The prosecutor who tries to investigate this corrupted order becomes the target of the mayor. However, the state's law that the prosecutor attempts to enforce succumbs to the normative order of the countryside due to the prosecutor's sexual orientation.

In short, Emin Alper vividly discusses the "orderly anarchy" that the state can only control by settling on the cultural main streets of society, as exposed by the judge's assimilation into town life in the film. Enjoy the screening...

# A SERIES REVIEW OF THE MONTH

*Res. Asst. Ahmet Can Şenlik  
The Department of  
Aviation Management*

## FOUNDATION



The Foundation series, originally a collection of short stories written by Isaac Asimov between 1942 and 1950, has since evolved into a classic in the realm of science fiction. Now, it is making a return to the screen with the second season of its series adaptation.

In the future, the Galactic Empire, which governs the entire Milky Way Galaxy, seemingly maintains its formidable power. However, one scientist contests this view, predicting the empire's imminent downfall. This man is none other than Hari Seldon, the progenitor of "psychohistory" – a science capable of forecasting the future behavior of large groups of people with near-perfect precision. The narrative follows Hari Seldon, the cadre of scientists he inspires, as well as their descendants, in their endeavor to restore civilization to its prime.

The series stars Jared Harris in the role of Hari Seldon, and Lee Pace as the Emperor. The first season was anticipated to diverge slightly from the original material, to better adapt the book's intricate, multi-generational narrative for television. This aspect of the series, though criticized, marks its return to screens starting July 14 with a new season.

For those eager to explore Asimov's universe from a fresh perspective, this series is a must-watch.



# ACADEMIC PLAYLIST



Res. Asst. Emre ERGEN  
The Department of Public  
Relations and Publicity

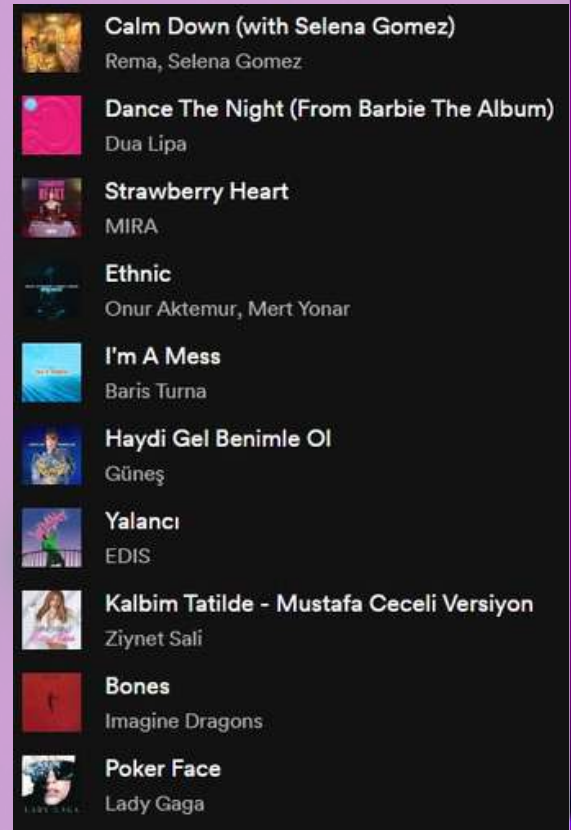
## Relieving Tiredness of the Academic Year with Music

As we reach the end of an academic year, our minds may be tired and our energy depleted. After a period filled with demanding schedules, exams, and projects, what we need is a way to rejuvenate our spirits and regain our energy. This is where we can benefit from the power of music. Music is the language of the soul and an art form that deeply affects us. It alleviates the burdens on a weary mind, reduces stress, and provides mental relaxation. Listening to our favorite songs or playing an instrument instantly gives us a sense of relief.

To shake off the fatigue of the academic year with music, we can explore different genres. We can choose fast-paced songs that elevate our energy and enhance our motivation. If we seek peace and tranquility, a playlist filled with classical music or nature sounds can soothe us. Additionally, creating our own music can be a form of therapy. Playing an instrument or singing brings forth our inner creativity and fills us with a sense of relaxation and peace.

Shaking off the fatigue of the academic year with music presents us with an opportunity for mental and emotional healing. Music can serve as a therapeutic tool for us, reviving us and preparing us for a new semester. Therefore, by stepping into the enchanting world of music at the end of the term, we can relax our minds and regain our energy. We have updated our playlists to shake off the fatigue of the academic year.

Click here to access our [playlists](#).





Asst. Prof. Magdaline Enow Mbi  
Tarkang Mary  
The Department of Aviation  
Management

# SMART PARTIAL LEAST SQUARES, STRUCTURAL EQUATION MODELING (PLS- SEM), MODEL SPECIFICATION, EVALUATION AND CORE FEATURES

Researchers from all academic disciplines are increasingly turning to structural equation modeling (SEM) mainly adopted now in the field of social sciences. Structural equation modeling enables the definition of complex associations between observable and latent variables. SmartPLS (Henseler, 2017) is the PLS-SEM analysis tool that is currently the most comprehensive. In line with many past studies of applying this method in various industries (Hair et al. 2017a; Cepeda-Carrion et al. 2019), SmartPLS remains a very popular PLS-SEM software. Even inexperienced researchers can specify and estimate PLS route models with ease thanks to the software's frictionless architecture.

Partial least squares, structural equation modeling (PLS-SEM), (Hair et al. 2011) are common techniques used to estimate these models and have recently earned a notable reputation in business research and other scientific domains (Khan et al. 2019). The rising number of publications shows a definite upward trend after the year 2000 and a notable increase of late

Some additional variables, including the debut of SmartPLS 2, a proprietary tool with a graphical user interface for PLS-SEM analysis, have probably contributed significantly to this evolution. SmartPLS 2 stands out for its ease of use and capacity to carry out standard PLS-SEM research.

SmartPLS 3 (Ringle et al. 2015) offers noticeably greater algorithmic options alongside upgraded usability compared to version 2, and expert support. It became available as a piece of commercial software almost 15 years after the original edition. The most recent release of Smart PLS is version 4.



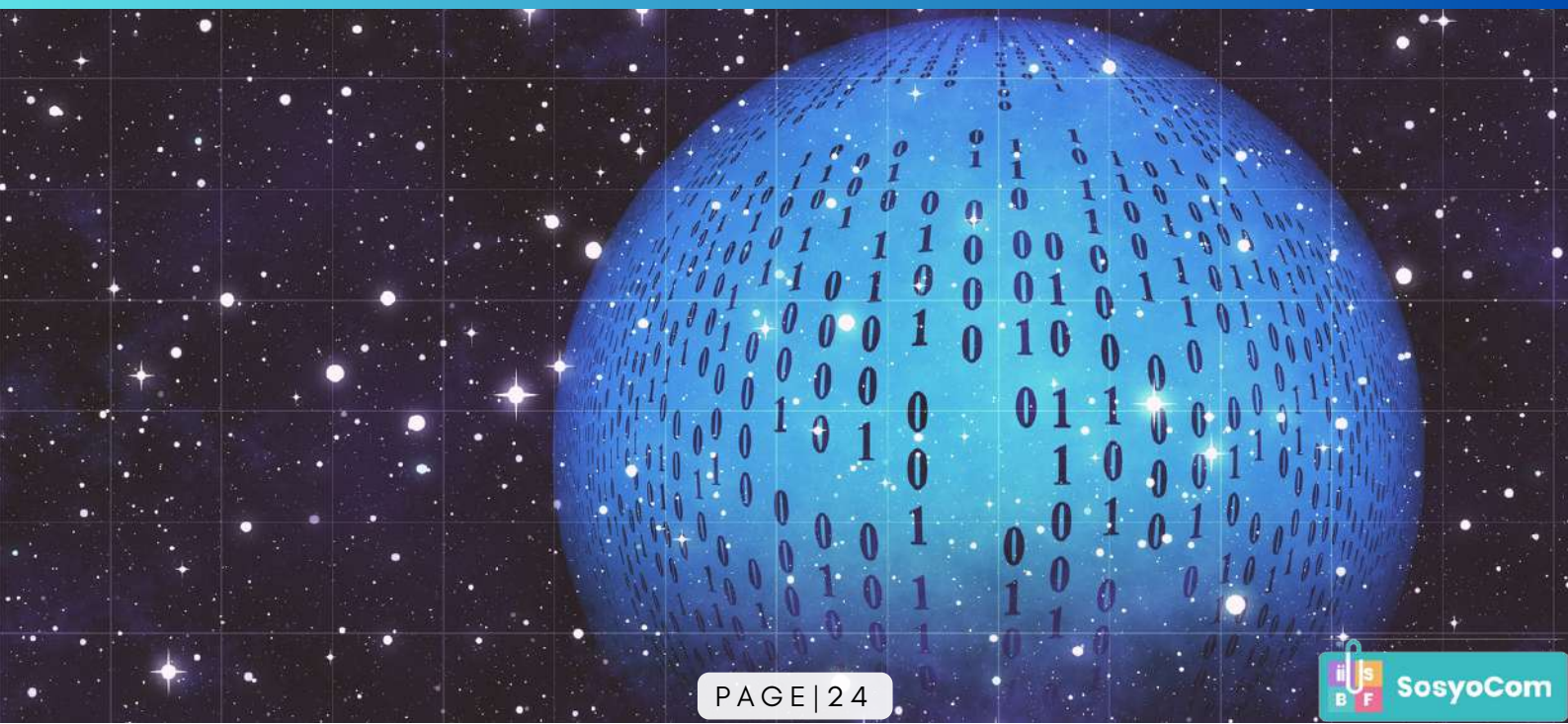
PLS-SEM model specification involves the structural and measurement models. The former shows the structural relationships between the constructs, whereas the latter shows the association between each variable and its items. A path model that displays the variable correlations and hypotheses that must be calculated in the PLS-SEM analysis frequently serves as a visual representation of both models.

Model evaluation in PLS-SEM must follow two steps . Depending on the type of measuring approach, different sets of measurements are used in the first stage, which entails reviewing the metrics. When evaluating a regression measurement model, researchers must evaluate the reliabilities, convergent and discriminant validities of the construct and indicator. When evaluating formative measurement models, multicollinearity, convergent validity, and the relevance significance of the weights of all indicators must be taken into consideration (Hair et al. 2019a; Sarstedt et al. 2017a). The structural model is examined in the second phase with an emphasis on the role and use of the route coefficients alongside the model's R2 explanatory and predictive power (Shmueli et al. 2016, 2019). Inline with (Sharma et al. 2019), model fit assessment employing tests (Henseler et al. 2014) should be carried out with extreme caution as a result of its conceptual constraints in the context of PLS-SEM. Researchers should focus on evaluating predictive models and take into consideration various model configurations by comparing models, according to Jöreskog and Wold (1982).

### Core Features of Smart PLS

Users must initiate a project or access an existing project following first software launching These operations are both clearly displayed in a distinct window. Different datasets and path models can be supported by each project. This functionality is extremely useful especially when users want to compare several model versions using the same dataset or estimate a model using various datasets, like in cross-cultural study,

Even users with little computer knowledge can easily design and estimate their path models because of the highly intuitive user interface of the software. Users can quickly create new structures with the allocated objects, by dragging elements from the indicator menu and dropping them into the modeling window. Below is a screenshot of the graphical user interface that displays the model estimates.





# SCITE.AI: SMART CITATIONS FOR ACADEMIC RESEARCH

**Res. Asst. Onur TAYFUN**  
**The Department of Aviation Management**

Scite.ai is an award-winning platform for discovering and evaluating academic articles. This platform shows how and in what context a publication has been cited through Smart Citations. This feature provides a classification that determines whether the citation supports or contradicts the cited claim.

Scite.ai allows researchers, students, and research evaluators to easily find relevant and well-supported results. This is made possible by the ability to see how all research has been cited in one place.

Scite.ai's unique database of Citation Statements allows you to discover interesting debates in your topics of interest by directly searching. In addition, you can evaluate your articles in groups and receive notifications when a new supporting or contradicting citation is made to one of your articles.

You can explore journal and institutional boards, find their publications, compare rankings, and see changes in their annual scite Index. Also, you can discover and evaluate how articles cite each other through scite Visualizations.

Scite.ai allows you to understand whether your citations are supported or contradicted by others, whether they have been retracted, or whether they are predominantly contradicted. These features help you complete processes that would normally take you a long time in a much shorter period.

Scite.ai is a powerful tool for conducting your academic research more effectively and efficiently.



Res. Asst. Çağlar KARAKURT  
The Department of  
Aviation Management

# ENTREPRENEURSHIP AND INNOVATION



## VENHUB: THE NEXT GENERATION RETAIL STORE

It is known that markets and grocery stores have reached billion-dollar sales volumes in the world and are the most frequently used retail outlets for fast-moving consumer goods. However, the high costs of these businesses, labor supply problems, working hours and frequent theft make their working and operating conditions difficult. An entrepreneur named Shahan Ohanessian founded VenHub to find solutions to these problems and to make these stores with high sales volume more profitable. This startup, which aims to overcome all these negativities, aims to revolutionize the retail industry in general by using artificial intelligence, robotics and other technologies.

VenHub's business model is based on an AI-driven inventory management system to help reduce costs and maximize profits, and aims to provide customers with a seamless and efficient shopping experience. In addition, VenHub solves both access and personnel problems thanks to its 24/7 operation, eliminates the risk of theft with its structure equipped with top security systems, forecasts stock and sales with its data-driven management system, and offers a unique technology by identifying customer needs.

The operation of VenHub is quite simple. As a first step, customers place their orders and pay via an app or the touchscreen in the VenHub store. Then, robotic arms inside the store sort and bag the products. In the final step, customers pick them up through a secure window. In this way, customers can order in advance and receive their products in as little as one and a half minutes on average, without having to deal with problems such as crowds, searching for their products in the aisles and waiting in line. In addition, these completely contactless transactions provide security and hygiene advantages.

VenHub's technology is not limited to grocery stores. Thanks to its rapid deployment, flexibility and mobility, VenHub will be able to expand into different sectors and help many businesses optimize their operations. In the future, other retail stores, filling station stores, drug collection centers and pick-up and delivery lockers will be able to benefit from Venhub's automation advantages. In addition, at live events such as concerts, festivals and sporting events, Venhub can be set up quickly and easily to provide practical service to attendees.

VenHub, which aims to revolutionize the retail industry, is currently only collecting pre-orders. Time will tell if this initiative, which will be used in some areas in the near future, will be possible to see more frequently soon.



# THEY ARE COMING BACK: SUPERSONIC JETS

*Asst. Prof. Oğuz YILDIZ*  
*The Department of Aviation Management*

Concorde was the first supersonic aircraft used for commercial purposes. British Airways and Air France failed with the business model that included all seats for first-class passengers. They missed the point that it is impossible to fill all first-class seats on all scheduled flights.

On the other hand, a limited number of companies are trying to prepare some new types of supersonic jets for specific market gaps. Aerion wants to be first in these specific market segments. First-movers have some difficulties promoting their innovations due to high technology costs and limited promotion budgets. But if they manage to get first in the market, they can charge high prices for their novel designs as well as their brand awareness. The company tries to offer supersonic boomless air travel with a speed of 1.2 Mach.

Another company, Boom Supersonic, wants to produce a supersonic jet named Overture to make distant places more reachable at 2.2 Mach. Overture has some interesting points, such as using 100% sustainable aviation fuel and gaining efficiency in fuel consumption. The capacity of the aircraft, which has 65–80 seats, makes it different from its competitors. Overture has already received some preorders from different aviation companies. The company uses a specific marketing strategy for the aircraft so that businesspeople can reach transoceanic destinations with supersonic air travel speed. They can come back to their home country with this design on the same day.

On top of these options, Aeroscope aims to be the first company to overcome the sonic boom problem. Their novel design, the S512, reaches 1.6 Mach with an 18-seat fuselage. They are hoping to produce the first supersonic aircraft that will produce quiet sonic booms. This technology might have a significant impact on the aerospace industry.

When all three companies' strategies are taken into consideration, each company has different strengths, such as quiet boom or boomless design and sustainable aircraft. Lastly, it can be inferred that Overture seems to be one step ahead of its rivals because the company has received approval from other companies with pre-orders.





# POLITICAL AGENDA

## 75TH ANNIVERSARY OF THE UNIVERSAL DECLARATION OF HUMAN RIGHTS

RES. ASST. ONUR KAYA  
THE DEPARTMENT OF POLITICAL SCIENCE AND  
INTERNATIONAL RELATIONS

Human rights are universal and express the inherent values of every individual. These values aim to protect human dignity, freedom and equality. Human rights have their origins in one of the most fundamental struggles in human history.

Following the Second World War, the world experienced a turning point for humanity and the United Nations Universal Declaration of Human Rights was adopted. Proclaimed on 10 December 1948, this declaration emphasized the universality, indivisibility and equality of human rights.

While the adoption of the Declaration is considered a historical turning point for human rights, what is more important is its development over the years. Human rights have become a global movement and a priority for states and societies; international treaties, conventions and legal frameworks, as well as various non-governmental organizations have become important instruments for the protection and promotion of human rights.

The United Nations is the most important instrument for the protection and promotion of human rights. Since the adoption of the Universal Declaration of Human Rights, the UN has established various bodies and mechanisms to strengthen the universality and protection of human rights. The Human Rights Council is one of the most important UN bodies in this field and monitors human rights violations around the world, prepares reports and calls countries to account. In addition, different organs and programs of the UN work to promote human rights, provide education and awareness-raising, and work to make societies respect human rights. These efforts of the United Nations reflect the importance and commitment of the international community to human rights. However, the UN needs to continuously improve and create more effective mechanisms to increase its effectiveness on human rights.

The struggle for human rights also includes gender equality, ending racial discrimination, combating torture and fighting poverty. With their courage and determination, human rights defenders fight against inequalities all over the world, and work is being carried out to spread the idea of human rights and make it part of the consciousness of societies. Day by day, human rights defenders and societies are working for a more just, free and equal world.

Today, as human rights celebrate 75 years, challenges remain. Human rights violations still occur in many countries and inequalities in all areas are on the agenda of the United Nations.

# Health- Psychology



## ATTENTION TO PSYCHOLOGICAL WELL-BEING IN NIGHT WORK!

**Asst.Prof. Seda MUMLU KARANFIL**  
**The Department of Aviation Management**



The development of industrial relations, ensuring the continuity of production, and unlimited needs cause the production of goods or services to continue 24/7. The continuity of production is ensured by shift systems. The shift system is defined by the International Labor Organization (ILO, 2004) as a system based on the principle of following the shifts of the employees one after the other and in which the working hours are arranged accordingly. Shift work is organized in the form of day, evening and night work. Night work is included in Article 69 of the Labor Law and covers the work done between 20:00 and 06:00. Night work cannot exceed 7.5 hours and the health conditions of people who will work at night must be suitable for night work. Night work creates a number of negative effects on employees. Personnel working primarily at night or in shifts have difficulty in balancing between work and life. The change in the sleep pattern and social life also causes the circadian rhythm, which is called the body rhythm of the person, to be disrupted. Disruption of the circadian rhythm appears as a change in body temperature and adrenaline secretion. Studies show that night workers experience more physical and psychological problems than those who work during the day. Physically, gastroenteral problems, high blood sugar, fatigue; On the other hand, psychological problems such as low motivation, decreased mental efficiency, depression, stress, anxiety disorder, and burnout have been detected. It was concluded that these problems were caused by being deprived of daylight, working outside of the lively and active hours of the day, and not being able to perform their social life according to their daily life order.

As a result, since the service continues 24/7, night work will continue to maintain its place in our lives, but the employees should be checked physically and mentally at regular intervals, and their working hours and days should be rearranged.





# ISTANBUL GELISIM UNIVERSITY AVIATION CLUB

## SOCIO- AGENDA



Founded in 2017, the Aviation Club has been working with the aim of becoming an exemplary student club in the aviation sector of our university for 6 years and has recently succeeded in opening up to the world.

Although it is thought that this club, which was founded by the Aviation Management students of iISBF Aviation Management students, is generally thought to appeal to Aviation Management students, our club organizes activities rich enough to appeal to all aviation departments at our university. By organizing 1 panel in the 2021-2022 academic year and 3 panels in the 2022-2023 academic year, it has achieved a difficult success among aviation clubs.

In addition to these, we regularly organize talks, technical trips, museum visits, fair visits, participation in festivals, workshops, certified training and internship-job opportunities specific to our club. By organizing 49 events in 15 months, we have broken a record that is hard to break in our field.

As a club; we carry out activities by being aware of every competence that an aviator should have. As the club management, we appeal to all aviation students at our university, and even to everyone who is interested in aviation, by adopting discipline, dedication, ambition to learn, respect for differences, dynamism and creativity as a principle.

Since the global language of aviation is English, we also organize activities in English to appeal to our international friends, who are the main source of the internationality of our university. In order to get to know the cultures of our international friends and gain a different perspective, we also include them in the management of our club.

As we mentioned, although we seem more disciplined because we are a sectoral club, we do our best as a club to live the university life fully by organizing regular social events and trips. We have always aimed for our dreams by saying "Land at the destination of your dreams", and that is why we have become a student club that has started to be recognized worldwide. We will do even better by developing!





**Res. Asst. Tuğçe  
BASAKCI**  
**The Department of  
Aviation Management  
(FAS)**

# Being an IGU Member

Hello, I am Tuğçe BAŞAKCI.

I was entitled to study Aviation Management at Istanbul Gelişim University School of Applied Sciences in 2017 with a full Scholarship. Taking advantage of the opportunities offered by Istanbul Gelişim University, I applied to the Double Major Program in the 3rd year and started the Department of International Trade at the School of Applied Sciences. I graduated from the Department of Aviation Management in 2021 with the first place in the Faculty.

Since we are a School of Applied Sciences, we see the lessons as more practical than theory. We carried out an Airport Installation Project in our Airport Management and Equipment course that I took in the 2nd year. The Model Study of this project we carried out in 2019 is used in the education of the students of the Aircraft Maintenance and Repair Undergraduate Program / Aircraft Technology Associate Degree Program in the Class G Block 083 of Istanbul Gelişim University Vocational School No. 083, Aircraft Systems III.

One of the reasons why I studied Aviation Management at Istanbul Gelişim University is the successful academic staff of our school. Istanbul Gelişim University received Accreditation in Aviation Management as in many other departments. At the same time, it has been entitled to be in the status of "**Recognized School Authorization**" within the scope of SHY 147 approved by the Authority General Directorate of Civil Aviation so that its students can receive education at international standards. I started to work as a Career Center Specialist at Istanbul Gelişim University right after I graduated as a well-equipped individual thanks to the training given when I graduated from this department and thanks to our teachers. Now, I continue my duty as a Research Assistant in the faculty and department I graduated from. I would like to thank my Aviation Management Department Instructors for their unwavering support on this path.

Love and respect.





# Time to Socialize



## FLORYA ATATÜRK MARINE MANSION

Res. Asst. Ahmet Mecid  
VERGÜL  
The Department of Tourism  
Guidance



It is known that Florya, which is a residential area on the coast of the Marmara Sea, between Yeşilköy and Küçükçekmece, was among the haunts of hunters in the 19th century. Florya, which gained importance with Atatürk's interest in this place, gradually turned into a summer recreation center.

The mansion, designed for Atatürk by the Istanbul Municipality by architect Seyfi Arkan in 1935, was built as a summer residence and opened for use on August 14 in the same year. The great leader lived here for a long time in June and July of 1936, used the mansion for various meetings, including a meeting with the English King Edward VIII. It hosted some important guests, including Edward and Madam Simpson.

This collection of buildings, which was transferred to the National Palaces Department of the Grand National Assembly of Turkey by the Presidency on September 16, 1988, was restored and turned into the Atatürk Museum, and a permanent photo exhibition with the theme "Atatürk is in Istanbul" was created. On the other hand, in a part of the mansion, various publications about Atatürk are promoted and sold. The aide-de-camp and the General Secretariat buildings were repaired and turned into the social facilities of the Grand National Assembly of Turkey, a structure serving as a cafeteria and restaurant was added to the space between these buildings. Again, the garden; cafeteria services have been brought to a position to be provided.

Bus, metrobus and Marmaray can be preferred to come to the mansion by public transportation vehicles.

# EVENTS IN ISTANBUL



## Istanbul Jazz Festival



The Istanbul Jazz Festival has been organized by the Istanbul Foundation for Culture and Arts (İKSv) in July every year since 1994. İKSv, with its innovative, inclusive and accessible aspects, started with this festival by choosing this music as its basic building block, and is putting its name to a wide-framed event that is not limited to bringing music lovers and artists together, but supports the works and new productions of Turkish artists and encourages new generations in this field.

Istanbul Jazz Festival, which is held in different concert and event venues in Istanbul, covers a wide geography from Latin America to Northern Europe, where discoveries and classics stand side by side, and does not limit itself to jazz music, but combines electronic music and jazz; It offers a diverse selection that includes different genres such as rock, pop, blues, reggae, funk and world music.

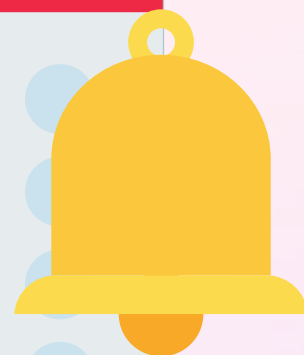
In 29th year, the Istanbul Jazz Festival continues its mission of bringing together the traditional city and beautiful music. The 29th Istanbul Jazz Festival will be held between June 25 and July 7, 2022, in parks spread all over the city, alongside well-established festival venues such as Harbiye Cemil Topuzlu Open Air Theatre, Cemal Reşit Rey Concert Hall, The Marmara Esma Sultan Mansion and Sultan Park – Swissotel The Bosphorus. It is preparing to bring summer to the city with nearly 40 concerts.



We have compiled some of the prominent events in Istanbul in July for you.

Res. Asst. Ahmet Mecid VERGÜL  
The Department of Tourism Guidance

# July in Istanbul



Type of Event	Name of Event	Location	Date
Theatre	Kibarlık Budalası	Trump Sahne	19 July 2023
Theatre	1984	Kadıköy Belediyesi Selami Çeşme	24 July 2023
Theatre	Cimri	Kadıköy Belediyesi Selami Çeşme	23 July 2023
Theatre	İmparator	ENKA Açık Hava Tiyatrosu	17 July 2023
Concert	Ajda Pekkan	Kuruçeşme	08 July 2023
Concert	Göksel	Jolly Joker Kıyı İstanbul	08 July 2023





# ERASMUS DIARY



## Asst. Prof. Sarp GUNERI The Department of Aviation Management

I am Assistant Professor Sarp Güneri. My Erasmus adventure in 2023 started on May 27th. First, I went from Istanbul to Prague. Prague, the capital of Czech Republic, is a very historical city. The city, which runs the Vltava river in the middle, has a population of approximately 1.5 million. Museums, historical buildings, artistic and cultural activities, and sports activities are constantly held in Prague. I also saw the fans who came to the city for the UEFA Europa Conference League final. I took a boat ride on the river, visited the market, shopped, and tasted local delicacies.

I left Prague on Sunday and set off for Poland since my visiting route is the University of Information Technology and Management (UITM) in Rzeszow, Poland, our Erasmus partner. I arrived in Rzeszow via the Polish city of Katowice by bus. By renting a house overlooking the historic square of the city of Rzeszow, I had the opportunity to feel better about the city with its history and culture. Locals and tourists often play the piano in the square. There were many large parks and wide streets in the city. In the city center, there were kebab shops opened by the Turks and restaurants with some local and world delicacies.

I went to UITM as of Monday, May 29. The Erasmus Office officials of the university welcomed me warmly. Poles are humble and helpful people. I had useful conversations with the university. Since I am at the Career Center at Istanbul Gelisim University (IGU), I also shared some of my experiences. I agreed to strengthen the cooperation and continue the visits and invited the Erasmus office officials to our institution in Turkiye. In the meantime, I met an IGU student who went to Poland with the Erasmus program and had the opportunity to chat in Turkish. The student also stated that he is my former student and that he is happy there.

On the weekend that we would return to our country, we passed through the city of Poznan to Germany. We spent the weekend in the capital Berlin. Berlin is one of the most special cities in Europe and I recommend it to those who have not seen it. In the city, which has lived through many periods of history, I visited important points such as the Brandenburg Gate, Checkpoint Charlie that used to separate East and West Berlin, the East Germany museum, Alexanderplatz and the Parliament Building.

I returned to Istanbul on Sunday, June 4th.





# Living up to Its Name: *The Beautiful Tantuni*

Res. Asst. Ahmet  
Can SENLİK  
The Department  
of Aviation  
Management



The essence of this unique flavor is beef tenderloin, finely and skillfully chopped by a master hand. The beef is cooked until the juices are absorbed, then transferred to a special tantuni plate, flat on the sides with an oval hollow in the middle. The use of cottonseed oil is another secret that gives tantuni its distinctive taste. The blending of the meat with cottonseed oil, salt, and a variety of spices brings us one step closer to the magic of tantuni, but the climax of this taste experience is the precise amount of water the Tantuni Chef drips onto the hot plate! When the water is poured, the regular or lavash bread, pressed against the steam that suddenly arises, captures all the flavors of the meat, oil, and spices along with the toppings of tomatoes and onions, ripened under the Mediterranean sun.

Another point I must mention is the choice of bread. In cities outside of Mersin, tantuni is served with a loaf bread or lavash. However, in Mersin, it is additionally made with a type of bread known as "open bread." This bread is thinner than lavash bread and thicker than phyllo dough, offering a unique texture and flavor to the dish. This way, you can savor the full flavor of the meat and greens rather than the bread itself. Therefore, whenever I visit Mersin, the first tantuni I eat is always made with "open bread". In recent years, innovations such as Chicken Tantuni and Yogurt Tantuni have spread from Mersin to the other sections in Turkiye. There are also two options for beef: "Fatty Beef" and "Lean Steak" Tantuni

Tantuni, this elegant and delicious gift of Turkish cuisine, can be found both at street vendors and restaurants. However, in Mersin, the homeland of tantuni, trying this delicacy is a genuine privilege. If you ever find yourself in Mersin, don't miss the chance to taste this unique delight, because tantuni is not just a meal, it's an experience. If you're looking to try it in Istanbul, I recommend Suat Usta in Taksim or Mersin Memoş in Ataşehir.

Lastly, as a famous street vendor once said,  
"Tantuni - Ayran! The rest is a lie."





## ABOUT ACADEMIC LIFE

### PUBLICATIONS

- **Asst. Prof. Aman Sado Elemo's** article titled "*Investigating the link between procrastination, Big Three perfectionism and psychological vulnerability in academic staff*" was published in **Personality and Individual Differences**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Spatiotemporal influencing factors of energy efficiency in 43 European countries: A spatial econometric analysis*" was published in **Renewable and Sustainable Energy Reviews**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Does religiosity matter in impulsive psychology buying behaviors? A mediating model and empirical application*" was published in **Current Psychology**.
- **Asst. Prof. Magdaline Enow Mbi Tarkang Mary and Asst. Prof. Uju Violet Alola's** article titled "*Antecedents of customer loyalty in mobile telecommunication companies in Cameroon*" was published in **Information Development**.
- **Asst. Prof. Nurhan Toğuç's** article titled "*The role of solar energy usage in environmental sustainability: Fresh evidence through time-frequency analyses*" was published in **Renewable Energy**.

### ASSIGNMENT-UPGRADE

- **Asst. Prof. Ayşe KÜÇÜK** was appointed to the Department of Political Science and International Relations (English).
- **Assoc. Prof. Hüseyin ALKIŞ** was appointed to the Department of Business Administration.
- **Asst. Prof. Mehmet SAYA** was appointed to the Department of Economics and Finance.



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