



**SCHOOL OF APPLIED SCIENCES  
MONTHLY BULLETIN  
MARCH-2021**

*Applied Sciences in Gelisim, For a Change in Your Life*



## NEWS FROM US

**Asst. Prof. Çağla KAYA İLHAN** was appointed as the Acting Head of the Department of New Media and Journalism of the School of Applied Sciences.

She completed her B.A. degree from İzmir University of Economics, Faculty of Business, International Relations Department, and also got her M.A. degree from the same university, Media and Communication Department. She also got her PhD from İstanbul University, Communication and Journalism Department. Her research areas are media, communication, new media, journalism, and television reporting.

**Res. Asst. İlknur KÜLEKÇİ** was appointed to the Department of Banking and Insurance of the School of Applied Sciences.

After completing her B.A. degree in Marmara University, Actuarial Science Department in 2013, she got her M.A. degree from İstanbul University, the program of Monetary and Capital Markets in 2018. She pursues her PhD in Marmara University, Department of Insurance. She is interested in insurance and financing.

**Res. Asst. Can Sevdâ GÜRSOY** was appointed to the Department of Aviation Management of the School of Applied Sciences.

She completed her B.A. degree in University of Turkish Aeronautical Association, Aviation Management Department. In her preparation year, she got English language education in Vaughn College of Aeronautics and Technology. She also completed her internships in TAV, SunExpress and THY. She pursues her M.A. degree in Erciyes University, Aviation Management Department.

**Res. Asst. Hamza UYSAL** was appointed to the Department of Television Reporting and Programming of the School of Applied Sciences.

He completed his B.A. degree in İstanbul Şehir University, Faculty of Communication, Department of Cinema and Television. He has an ongoing M.A. degree in Marmara University, Social Sciences Institute, Cinema and Television Department. His research areas are World cinema, Turkish cinema, and film theories.



## PUBLISHED ARTICLES

THE RESEARCH ARTICLE TITLED "ADAPTATION OF THE CAREER ENGAGEMENT SCALE THAT MEASURES PROACTIVE CAREER BEHAVIOR INTO TURKISH AND CONFIRMATORY FACTOR ANALYSIS STUDY" HAS BEEN PUBLISHED IN THE İSTANBUL GELİSİM UNIVERSITY SOCIAL SCIENCES JOURNAL

İSTANBUL GELİŞİM ÜNİVERSİTESİ

# SOSYAL BİLİMLER DERGİSİ

CİLT: 5 SAYI: 1  
ISSN: 2148-4287 E-ISSN: 2148-7189  
NİSAN 2018JOURNAL OF  
SOCIAL SCIENCES<http://dergi.gelisim.edu.tr>

Mutual research article of Assoc. Prof. Aziz Muslu from Ordu University, Fatsa Marine Science Faculty and Asst. Prof. Abdülnaim Temur from İstanbul Gelisim University, School of Applied Sciences, the Department of Banking and Insurance, "Adaptation of the Career Engagement Scale that Measures Proactive Career Behavior into Turkish and Confirmatory Factor Analysis Study" has been published. In the study, they studied the adaptation of the career engagement scale that measures proactive career behavior into Turkish. In the results of the analysis, a verification study was carried out with the Amos 21 structural equation model developed by Hirschi et al. According to the model fit indexes, it has been seen that the structural equation model fit values accepted in the scale literature. The scale has been adapted and brought into the Turkish literature due to the increasing importance of proactive career engagement behaviors.

Please click for reading the full article:  
<https://dergipark.org.tr/en/download/article-file/949165>

## THE RESEARCH ARTICLE TITLED "A STUDY ON THE DUAL INTERACTION OF MENTAL WELL-BEING AND HEDONIC CONSUMPTION BEHAVIOR: STRUCTURAL EQUATION MODEL APPLICATION" HAS BEEN PUBLISHED IN THE INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL RESEARCHES

Asst. Prof. Hande Ayhan Gökçek's from the Department of Management Information Systems and Asst. Prof. Sema Mercanoğlu Erin's from the Department of International Trade and Financing joint article titled "A Study on the Dual Interaction of Mental Well-Being and Hedonic Consumption Behavior: Structural Equation Model Application" has been published in the International Journal of Management and Social Researches.

[www.uysad.com](http://www.uysad.com)

### Uluslararası Yönetim ve Sosyal Araştırmalar Dergisi

Journal of International Management  
and Social Researches

ISSN 2148-1415  
e-ISSN 2651-3072

The purpose of the study is to reveal the dual effects of mental well-being on hedonic consumption behavior and hedonic consumption behavior on mental well-being. The originality of the study is that the modeling has not been studied before. As a result of the literature research, it was determined that mental well-being has no direct effect on online shopping, but it was determined that its effect on hedonic consumption behavior was not measured specifically and it was aimed to close this gap in the literature. An online questionnaire was chosen as the research method and it was made for consumers aged 18 and over who shop online. Snowball sampling method was preferred. Confirmatory factor analysis fit values, reliability analysis, structural equation modeling was also included. According to the results of structural equation modeling, it was concluded that none of the dimensions of mental well-being affect hedonic consumption, but 1 dimension of hedonic consumption significantly affects all dimensions of mental well-being. The result is considered to be an important contribution to the marketing literature. Please click for reading the full article:

[http://www.uysad.com/FileUpload/as907385/File/91\\_h\\_a\\_gokcek\\_\\_\\_s\\_mercan\\_erin\\_mental\\_yi\\_olus\\_hali\\_ve\\_hedonik\\_tuketim\\_davranisinin\\_cift\\_yonlu\\_etkilesimi\\_ne\\_yonelik\\_bir\\_arastirma.pdf](http://www.uysad.com/FileUpload/as907385/File/91_h_a_gokcek___s_mercan_erin_mental_yi_olus_hali_ve_hedonik_tuketim_davranisinin_cift_yonlu_etkilesimi_ne_yonelik_bir_arastirma.pdf)



# BOOKS AND BOOK CHAPTERS

## İŞPORTACI FİLOZOF

Prof. Dr. İsmet Galip YOLCUOĞLU  
Elif YOLCUOĞLU



kitapyurdu.com  
NAR

## THE BOOK "İŞPORTACI FİLOZOF" HAS BEEN PUBLISHED

Prof. Dr. İsmet Galip Yolcuoğlu's, the Head of the Social Service Department, and Elif Yolcuoğlu's cowritten book titled İşportacı Filozof has been published in Nar Publishing House.

In their book, Prof. Dr. İsmet Galip Yolcuoğlu and Elif Yolcuoğlu highlight how wisdom and hardwork in information societies could transform the societies with searching for answers to those questions: What does human live with? What is in human? What is the nature and the reality of life? What is human doesn't know that is not given?

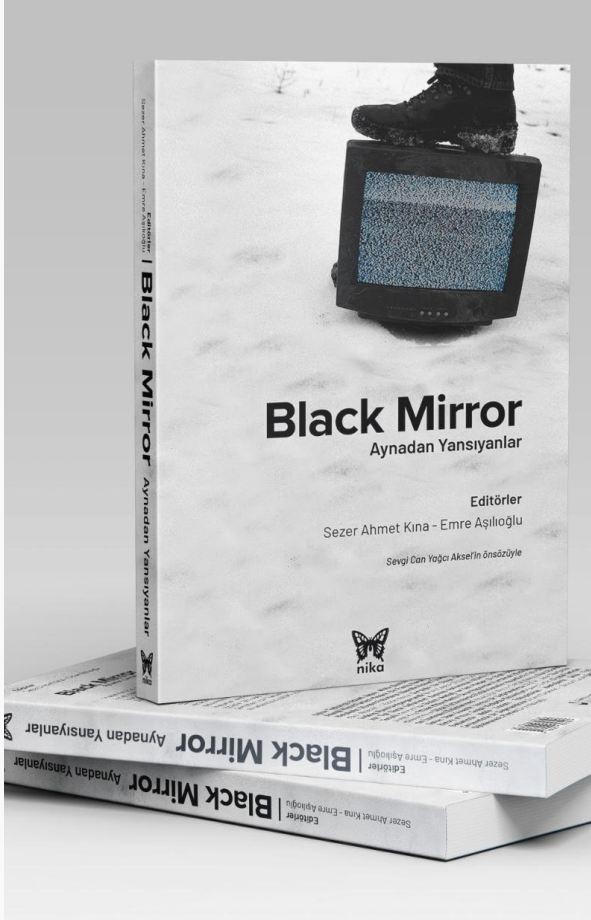
## THE BOOK CHAPTER TITLED “ARCH MODELS AND AN APPLICATION ON EXCHANGE RATE VOLATILITY: ARCH AND GARCH MODELS” HAS BEEN PUBLISHED



The Head of the Banking and Insurance Department, Asst. Prof. Lokman Kantar's book chapter titled “ARCH Models and an Application on Exchange Rate Volatility: ARCH and GARCH Models” has been published in the Handbook of Research on Emerging Theories, Models, and Applications of Financial Econometric.

Dr. Kantar contributed the area starting with the financial liberalization that began in the last quarter of the twentieth century caused sudden movements in the currencies and financial assets of the countries. Then, he discusses the GARCH models (GARCH, GJR, EGARCH), which are nonlinear models, and tests the validity of these models through a Turkey application on exchange rate volatility. The findings of the study have indicated that the GARCH (1,1) model successfully explained the volatility in the exchange rate.

## THE BOOK CHAPTER "FIFTEEN MILLION MERITS: IS IT POSSIBLE TO GET AWAY FROM THE SCREEN JAIL?" HAS BEEN PUBLISHED



From New Media and Communication Department, Res. Asst. Mehmet Kayın's book chapter titled "Fifteen Million Merits: Is It Possible to Get Away from Screen Jail?" has been published in Nika Publishing House.

The compile of different chapter analysis and discussions of the series Black Mirror, Res. Asst. Kayın's chapter contain the discourse analysis of the season 1 chapter 2, in terms of the rise of the visual culture that is considered as the allegations of the dominance of visuality.

## CONGRESSES AND SYMPOSIUMS WE ATTENDED

Asst. Prof. Tamer Saraçyakupoğlu, the Head of the Department of Aircraft Maintenance and Repair, Res. Asst. Heyzem Doğukan Delibaş and Res. Asst. Ahmet Devlet Özçelik attended the 2nd International Conference on Access to Recent Advances in Engineering and Digitalization (ARACONF-2021)



The 2nd International Conference on "Access to Recent Advances in Engineering and Digitalization" (ARACONF-2021) was organized by Nuh Naci University TURKEY on 10-11-12 March, 2021 with online participation. Saraçyakupoğlu, Delibaş, and Özçelik's mutual paper titled "The Use of Pressurized Air Inside the Fuselage of Unmanned Aerial Vehicle for Thrust and Maneuver Movements" contributes the area with their academic and sectoral experiences.





## ASST. PROF. LOKMAN KANTAR ATTENDED INTERNATIONAL SCIENTIFIC RESEARCH AND INNOVATIVE STUDIES (ISSRIS'21) SYMPOSIUM

Asst. Prof. Lokman Kantar, the Head of the Department of Banking and Insurance, attended the International Symposium of Scientific Research and Innovative Studies (ISSRIS'21)

The International Symposium of Scientific Research and Innovative Studies (ISSRIS'21) was organized by Bandırma Onyedi Eylül University TURKEY on 22-25 February, 2021 with online participation. Dr. Lokman Kantar presented his paper in Turkish titled "Testing Gold Prices with Bist 100 Index Using Johansen Cointegration Method". In the paper, Bist 100 Index and Gold prices' cointegration has been studied and concluded that there's not a long-term relationship but a short-term relationship amongst them.



## ASST. PROF. BİLGE TURP GÖLBAŞI ATTENDED THE UYSAD 6TH INTERNATIONAL MANAGEMENT AND SOCIAL SCIENCES CONGRESS

Asst. Prof. Bilge Turp Gölbaşı from the Department of Management Information Systems presented her paper at the 6th International Conference on Management and Social Sciences (UYSAD)

The 6th International Conference on Management and Social Sciences (UYSAD) was held in İstanbul on 16-17-18 January, 2021 with online participation. In her paper titled as "Investigation of Technological Innovations, Performed for Manage Future Technologies", Asst. Prof. Bilge Turp Gölbaşı studies the technoparks, technology centers, nanotechnologies and cyberspace to understand and manage the technologies of the future. Additionally, with including the technical information as well as information about the emergence, definitions and functions of innovations, it is concluded that these technologies will bring many kinds of modernity and innovations.



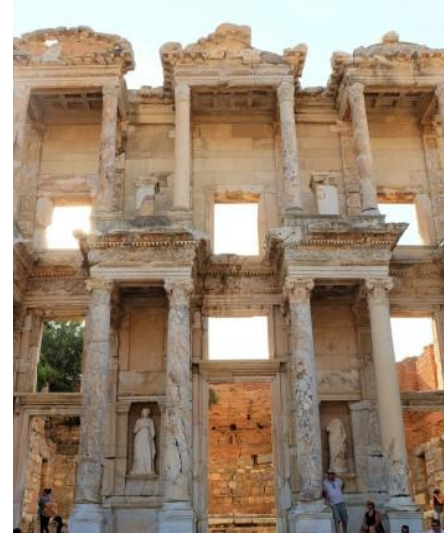
**Asst. Prof. Canan Tiftik from the Department of Management Information Systems, and Asst. Prof. Özge Turhan from the Department of Public Relations and Advertisement attended the 5th International Academic Studies Conference (UBCAK-2021)**

Asst. Prof. Canan Tiftik and Asst. Prof. Özge Turhan presented their papers titled “Modern Organizational Structures” in the 5th International Academic Studies Conference (UBCAK) was held between 15-17 March, 2021 with online participation. They survey the importance of organizational behavior management with analyzing organizational communication, terminology of organizational structure and its importance in terms of the organizational structure.

In addition to their highlighting of the emerging of investigating the employee’s behaviors that are shaped by society and in which organizational structure they belong to, they also declare that the determinant of their integration to the organization of the employees and organizational behavior that occur as a fact after the employees’ achievement to contribute the organizations goals are important.



## THE 2ND INTERNATIONAL CONSERVATION AND RESTORATION STUDENTS SYMPOSIUM (ICORESS-2021) WAS BEING HELD



Organized by eight universities, one of them is İstanbul Gelişim University, the 2nd International Conservation and Restoration Students Symposium (ICORESS-2021) was held between 11-13 March, 2021 with online participation. Three students from School of Applied Sciences, Conservation and Restoration of Cultural Properties presented their papers in the conference and meet with other Conservation and Restoration of Cultural Properties students.

The aim of the symposium (ICORESS-2021) is to bring all students internationally from different universities of the Restoration and Conservation Departments, and enable them a platform to share their knowledge and exchange academic ideas.

Please click for further information: <https://icoress.org/>



**ICORESS**  
INTERNATIONAL CONSERVATION &  
RESTORATION STUDENTS SYMPOSIUM

# EVENTS

## THE EVENT "FUTURE DAY" WAS ORGANIZED BY THE NEW MEDIA AND COMMUNICATION DEPARTMENT

İSTANBUL GELİŞİM ÜNİVERSİTESİ

UBYO Yeni Medya ve İletişim Bölümü

GEÇMİŞTEN GELECEĞE  
HİKAYELER (WEBINAR)

Fütürist bakış açısıyla gelecekle ilgili ortaya çıkabilecek konu ve durumları ele almak

1 MARCH 2021  
Pazartesi  
12:00

ATIF ÜNALDI  
IPTV Derneği Başkanı ve Bloomberg Businessweek Kışa yazarı

Google Meet  
meet.google.com/azw-xwq-nak

gelisim.edu.tr

New Media and Communication Department students and New Media and Journalism Department students attended the event "Stories from Past to Future" in 1 March, 2021.

With the attendance of well-known Atif Ünalı who is working as a consultant, writer of Bloomberg Businessweek, and the president of IPTV association, the topic of the history of internet in Turkey, the history of digitalization, and the future of the information and communication technologies into human history were issued and discussed.

## THE EVENT "TECHNOLOGY, MEDIA, ENTREPRENEURSHIP, AND WOMEN" WAS ORGANIZED

International Women's Day event "Technology, Media, Entrepreneurship, and Women" was organized mutually by the Department of New Media and Communication and Media Club.

One of the speakers, Özlem Kumum from Koç Financing Digital Transformation mentioned the role of women in digital transformation, the place of women in workplaces, and the new aspects that was issued after the digital transformation. Other speaker Gözde Tezer told her story as an entrepreneur, in terms of producing and managing content in YouTube. Students from the Department of New Media and Communication and the Department of New Media and Journalism attended the event and address questions about career planning.

İSTANBUL GELİŞİM ÜNİVERSİTESİ

Söyleşi

TEKNOLOJİ  
MEDYA  
GİRİŞİMCİLİK  
ve  
KADIN

08.03.2021  
Pazartesi  
1:00

GÖZSEL GÖKSU  
GAZETECİ, TELEVİZYONCU

GÖZDE TEZER  
DİJİTAL İÇERİK ÜRETİCİSİ

ÖZLEM EKŞİOĞLU KUMU  
DİJİTAL DÖNÜŞÜM LİDERİ

Google Meet  
meet.google.com/vwv-jwq-gyt



## NEWS FROM OUR GRADUATES



### I CROSSED WITH ISTANBUL GELİSİM UNIVERSITY IN 2016

I crossed with İstanbul Gelişim University in 2016. After getting both practical and theoretical education in the areas of communication and TV sector, I successfully completed my bachelor's degree in the School of Applied Sciences, Department of New Media and Communication. When I started to the department, especially in first two years, I had many questions in my mind which were how would I find a job, would I be happy in my workplace, would it be hard to find a place for internship. When I met professional in the sector, I figured it out that it was not hard and I had power in myself to manage.

One of my goals after graduation was to find a job without a year gap. But first, I had to make my internship. Due to Covid-19 pandemic, I thought it would be hard to find an internship. On contrary, I found a place in TRT immediately. When I applied, I was called to interview. In the interview, I answered the questions confidently. Those questions were about the education that I was getting and the social responsibility projects I was in.

My acceptance letter received in two weeks and I was so happy. I started my internship in July and worked 2 months in TRT. I especially chose TRT Sport to work because of my interest in football. Firstly, I worked at news center, wrote and read news along with learning new areas which were out my interest zone. After two weeks, I thought I should develop myself in technic so moved to directing department. After meeting the team, I joined live broadcasts both in the morning and the evening.

At least, I had an idea how thing works in directing. Then, I was sent to collect news and sent to interviews as an intern. Whenever I had opportunity to develop myself, I used it, but it was not offered us regularly so we should gain that opportunity. I tried my best to use that period of time, I worked a lot and it turned out so productive and impressive for me.

After completing my internship, strip away from the fear of finding job, I had started to apply vacant positions. Fortunately, I got positive reply from my first application. I cannot tell how I was happy as a new graduate. After paper works, I started my position in the department of technics, in TVNET. The live broadcasts were sometimes so stressful and annoying, when I got used to it, I said it was all well. Thanks to my learning outcomes in my bachelor's, I figured out that time management and the skills that I had learnt were invaluable.

I could tell that, fortunately, I chose New Media and Communication Department, and open to all developments. If I should give advises to undergraduates, I would say value the time, and do whatever are offered to them for their development and always be open to learn.

Dilara TEKİN

Graduate of the New Media and Communication Department

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Söyleşi

**TEKNOLOJİ MEDYA GİRİŞİMCİLİK ve KADIN**

08.03.2021  
Pazartesi  
1:00

**GÖKSEL GÖKSU**  
GAZETECİ, TELEVİZYONCU

**GÖZDE TEZER**  
DİJİTAL İÇERİK ÜRETİCİSİ

**ÖZLEM EKŞİOĞLU KUMU**  
DİJİTAL DÖNÜŞÜM LİDERİ

Google Meet  
meet.google.com/vw-jwg-gyt



**UNIVERSITY OF ISTANBUL GELİSİM  
SCHOOL OF APPLIED SCIENCES  
SCHOOL OF APPLIED SCIENCES MONTHLY BULLETIN  
MARCH 2021 - ISSUE 3**

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