



# FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

*Applied Science in Gelişim , For a Change In Your Life*

## News from FoAS

### ***WE ARE PROUD OF BEING FACULTY OF APPLIED SCIENCES***

School of Applied Sciences, after being published in the Official Gazette of Turkey under the regulation of 4146 Presidential Decision on 24th of June 2021, will continue under the name of Faculty of Applied Sciences.

Thanks to our journey that has been started under the roof of Istanbul Gelisim University as a 4 year School, we as the academics, administrative staff, and students are so proud of being Faculty of Applied Sciences.

From the beginning of our education journey, with both enlarging our program numbers and adding innovative content to our programs, we aim to develop ourselves and gain momentum in the education area. As Faculty of Applied Sciences, we would like to congratulate and wish that our faculty will be beneficial to our country, to Istanbul Gelisim University family, to the education community, and to our students.

We would like to express our gratitude to all directors and academics who contribute.



## Events

### With the participation of director Tanju Özdemir, " Tale of a Film: Alexander at the End of the World" was screened online and a discussion session was held.

As a part of the Short Film Applications course, under the moderatorship of Asst. Prof. Dr. Ferhat Zengin, "Alexander at the End of the World" whose director is Tanju Özdemir was screened and there was a session about the process of filmmaking for the students. Director Özdemir stated that his initial intention was to shoot a full-length film, but after having difficulties he decided to shoot a short film named "Alexander at the End of the World" which was in his plans.

As a part of the Short Film Applications course, under the moderatorship of Asst. Prof. Dr. Ferhat Zengin, "Alexander at the End of the World" whose director is Tanju Özdemir was screened and there was a session about the process of filmmaking for the students. Director Özdemir stated that his initial intention was to shoot a full-length film, but after having difficulties he decided to shoot a short film named "Alexander at the End of the World" which was in his plans.

Later in this session, director Özdemir answered questions coming from the students while transferring his experience and sharing advice for future directors. He also stated that it was hard to be a director and an actor at the same time so he said he would not be accepting this dual job. He also advised students to help each other in this field.

Bir Filmin  
Öyküsü:  
"Alexander  
at the End of  
the World"

YÖNETMEN  
Tanju Özdemir



24 Mayıs 2021  
16:00



## Events

### "Don't Say But, Give Animal Food!" Social Responsibility Project Was Carried Out

*Under the leadership of Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, senior students Ecem Coşkun, Ecem Dilara Yasan, Caner Keser, and Celal Can Ustabaş carried out a social responsibility project named "Don't Say But, Give Animal Food!" for creating awareness on feeding stray animals in ongoing pandemic on May 28, 2021.*

With this project, it is aimed to create awareness on feeding stray animals for fulfilling the needs which are animal food, water, and shelter resulting in ongoing Covid-19 limitations and lockdown. They not only distributed informative brochures but also prepared small bags of animal foods to hand out to shops and markets in the pilot area for encouraging feeding stray animals. As executed in Parseller quarter, Avcılar, İstanbul, the bags were distributed economically and practically via participants.

You may access the activities media coverage via this link:

<https://www.haberler.com/sokak-hayvanlarini-besleme-orani-yuzde-47-dustu-14172613-haberi/>

<https://haberyum.com/sokak-hayvanlarini-besleme-orani-yuzde-47-dustu-ogrenciler-marketlere-mama-dagitti/>

<https://www.gazetedamga.com.tr/egitim/ama-demeyelim-mama-derelim-h64135.html>

<http://gazeteavcilar.com//haber/950/ogrenciler-pandemide-ama-demeyelim-mama-verelim-dedi.html>

<https://www.oncevatan.com.tr/yasam/sokak-hayvanlarini-besleme-orani-yuzde-47-dustu-h169089.html>

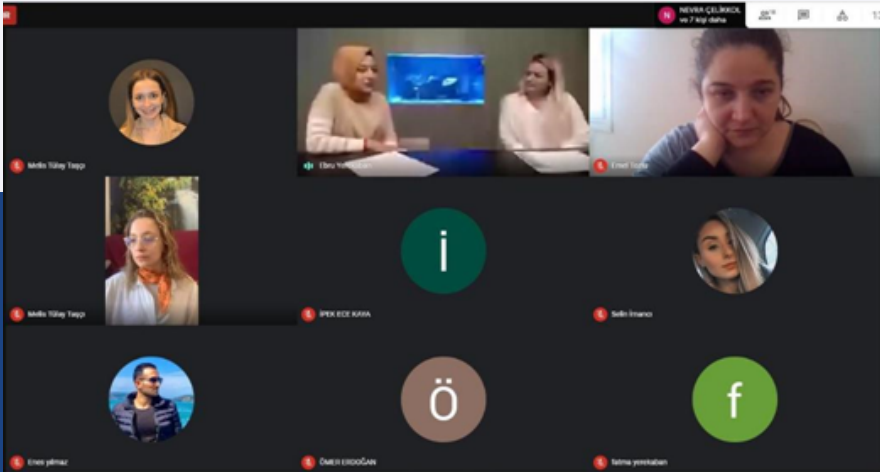
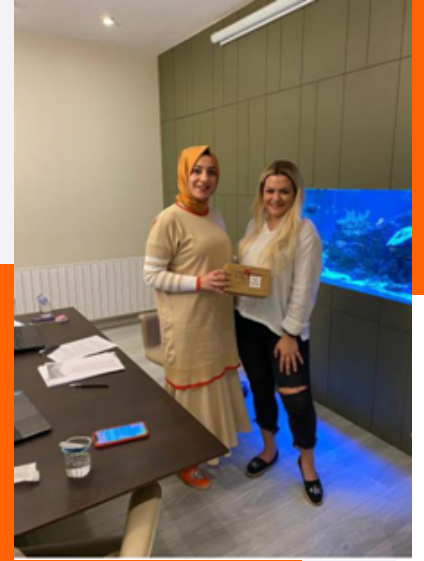


## Events

### The Webinar "It is Corona in My Subconscious" Was Held

*The webinar that is about the rising concern and anxiety in pandemic was organized on June 3, 2021, by the Head of the Public Relations and Advertising Department, Asst. Prof. Dr. Emel Tozlu Öztay and senior students who are Ebru Yerekaban and Melis Tülay Taşçı.*

With clinical psychologist Pelin Küçük's attendance and her participant, the webinar underlines the slogan "It is Corona in My Subconscious" and aims to put out the rise in instability in mental health and the rise in anxiety due to ongoing pandemic. The participants tried to offer many solutions to solve those problems by making deductions and detection.



## Events

### The "Masks Protect Us, We Protect Nature" Webinar Draws Attention to the Rising Environmental Pollution in Pandemic

*Organized by Asst. Prof. Dr. Emel Tozlu Öztay, the Head of the Department, and senior students who are İpek Ece Kaya, Enes Yılmaz, Rümeyza Kuru, Hasan Hüseyin Sara, İbrahim Ceylan and İsmail Ak on June 4, 2021, the webinar highlights the rising environmental pollution in pandemic.*

With chemist/sustainable living consultant Fatih Küçükuysal's attendance and speech, the webinar used the slogan "Masks Protect Us, We Protect Nature" and aimed to put out the rising environmental pollution risk due to the rising mask waste and plastic glove waste in ongoing pandemic. The participants tried to offer many solutions to solve environmental problems.



"You may access the activities media coverage via this link:

[http://yerelses.net/haber/maske\\_bizi\\_biz\\_dogayi\\_koruyalism\\_sosyal\\_sorumluluk\\_projesi\\_ile\\_cevre\\_kirliligi\\_sorununa\\_dikkat\\_cekildi-4033.html](http://yerelses.net/haber/maske_bizi_biz_dogayi_koruyalism_sosyal_sorumluluk_projesi_ile_cevre_kirliligi_sorununa_dikkat_cekildi-4033.html)

[http://sancaktepeses.com/haber/maske\\_bizibiz\\_dogayi\\_koruyalism\\_sosyal\\_sorumluluk\\_pr ojesi\\_ile\\_cevre\\_kirliligi\\_sorununa\\_dikkat\\_cekildi-22140.html](http://sancaktepeses.com/haber/maske_bizibiz_dogayi_koruyalism_sosyal_sorumluluk_pr ojesi_ile_cevre_kirliligi_sorununa_dikkat_cekildi-22140.html)"

## Academic Articles

### The study of Asst. Prof. Dr. Ferhat Zengin's "New Trend in Digital Marketing Communication: Hyper-Personalisation" was published

Asst. Prof. Dr. Ferhat Zengin's study that was published in the Journal of Public Relations and Advertising revealed the significant benefits of hyper-personalization for companies and brands to understand consumer behavior, provide personal predictions and content and predicted that hyper-personalization content will lead the digital marketing communication of the future but however, it is predicted that hyper customization will bring various risks in data security.

For reading the full version of this article:

<https://dergipark.org.tr/en/pub/hire/issue/61852/873025>



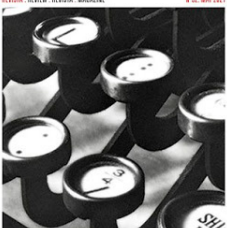
### The study of Asst. Prof. Dr. Uğur Baloğlu entitled "Who is spreading the virus? An analysis of TV news coverage of disinformation about COVID-19 in Turkey" was published

Published in the Estudos em Comunicação (Communication Studies), the study of Asst. Prof. Dr. Uğur Baloğlu which tries to understand how COVID-19 was projected to society in the early days and thereafter the pandemic. Also tries to reveal how the society was canalized against the global crisis, analysis at how political power is represented, framed, and how news discourse is constructed in COVID-19 news. The two most-watched news bulletins in Turkey throughout March and August in 2020 (ATV and FOX TV) were examined using descriptive analysis.

For reading the full version of this study:

<http://ojs.labcom-ifp.ubi.pt/index.php/ec/article/view/888/0>

ESTUDOS EM COMUNICAÇÃO  
COMMUNICATION STUDIES  
ESTUDIOS EN COMUNICACIÓN  
ÉTUDES EN COMMUNICATION



## Academic Articles

### Asst. Prof. Dr. Canan Tiftik's study entitled "Academics and Psychological Mobbing: A Systematic Review Study" was published in the IBAD Journal of Social Sciences as the 11th issue on June 15, 2021

This study examines the keywords of psychological harassment, mobbing, psychological mobbing, psychological terror and psychological violence that were searched on the DergiPark portal. In total, 825 articles were reached as a result of this search. A systematic review and meta-analysis studies have been recommended to determine evidence-based decision-making, future research, and to identify gaps or areas of insufficiency in the literature.

*For reading the full version of this study:*

<https://dergipark.org.tr/tr/download/article-file/1759851>



### Asst. Prof. Dr. Dursun Boz's study entitled "The Effect of Enneagram Personality Types on Job Performance" was published in the 79th issue of the Electronic Journal of Social Sciences in June 2021

The study of Asst. Prof. Dr. Dursun Boz, from the Department of Management Information Systems, Assoc. Prof. Dr. Cengiz Duran, and Hacı Meral entitled "The Effect of Enneagram Personality Types on Job Performance" aims to examine the effect of enneagram personality types on job performance. With this result, it can be said that employees with Type-1 Perfectionist personality type made the highest contribution in achieving business goals and objectives.

*For reading the full version of this study:*

<https://dergipark.org.tr/tr/pub/esosder/issue/60801/727441>





## Academic Articles

### Res. Asst. Metehan Özırmak's study entitled "Ethical Values of Internet Journalism in Turkey: Analysis of Law 5651 and 7253" was published in The Journal of Kesit Academy

From the Department of New Media and Journalism, Res. Asst. Metehan Özırmak's article examines the internet journalism's position into legal adjustments. He also studies the first digital journalism adjustment's items belonging to the law no 5651 and the law no 7253's relevant items being issued on 31th of July 2020 in Turkey's official Journal which are about adjustments.

To access this study, please visit:

<https://kesitakademi.com/?mod=tammetin&makaleadi=&makaleurl=6b1f52cd-1684-4bc6-8329-059f441b1868.pdf&key=51365>



***Our official Twitter account:***



**/ iguubf**

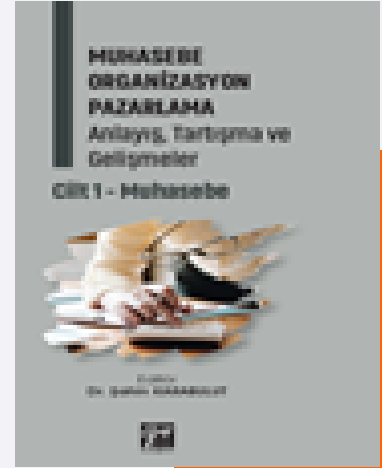
## Academic Books

### Asst. Prof. Dr. Sulhi Eski's book chapter entitled "A Survey of Applications on the Accounting Standards of Turkey and the Financial Reporting Standards" was published

From the Department of Logistics Management, Asst. Prof. Dr. Sulhi Eski's book chapter entitled "A Survey of Applications on the Accounting Standards of Turkey and the Financial Reporting Standards" was published in the "Accounting- Organization-Marketing: Understanding, Discussion, and Developments- Book Accounting" In this study, the developments in the area of accounting, organization, and marketing were examined academically.

To access this study, please visit:

<https://www.gazikitabevi.com.tr/urun/muhasebe-organizasyon-pazarlama-anlayis-tartisma-ve-gelismeler-cilt-1-muhasebe>

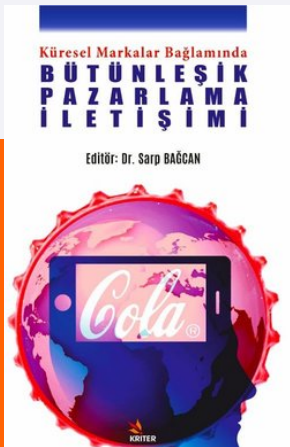


### The book chapter "Analysis of the Importance of Luxury Consumption in the Context of Global Brands of Event Management Components in Public Relations: A Qualitative Research Example" was published

The book chapter of Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, entitled "Analysis of the Importance of Luxury Consumption in the Context of Global Brands of Event Management Components in Public Relations: A Qualitative Research Example" was published in the Integrated Marketing Communication in the Context of Global Brands and the chapter examines the event management that takes place in Public Relations for analyzing the importance of global brands in luxury consumption with combining focus groups about the Lancôme's brand launching.

To access this study, please visit:

<https://www.idefix.com/Kitap/Butunlesik-Pazarlama-Iletisimi-Kuresel-Markalar-Baglaminda/Kolektif/Egitim-Basvuru/Is-Ekonomi-Hukuk/Satis-Pazarlama-Halkla-Iliskiler>

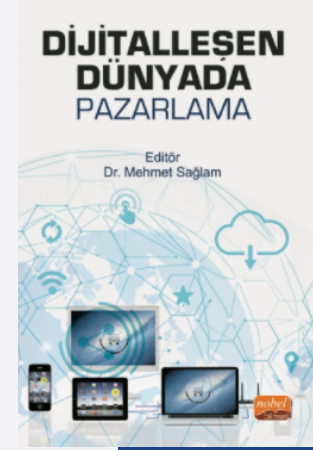


## Academic Books

### The Book Chapters of Academicians From Faculty of Applied Sciences Were published

In the "Marketing in Digitalized World," the book chapters of Asst. Prof. Dr. Bilge Turp Gölbaşı and Asst. Prof. Dr. Hande Ayhan Gökcek, members of the Management Information Systems Department, Asst. Prof. Dr. Sema Mercanoğlu Erin, a member of the International Trade and Finance Department, was published by Nobel Publishing.

Asst. Prof. Dr. Gölbaşı's chapter entitled "The Innovations and Effects of Digital Marketing", Asst. Prof. Dr. Gökcek's chapter entitled "The Rising Trend in Digitized Marketing: Remarketing" and Asst. Prof. Dr. Mercanoğlu Erin's chapter entitled "The Importance of Websites in Digitized Marketing" were contributed to the book.



For accessing the book, please visit:

[https://www.nobelyayin.com/dijitallesen-dunyada-pazarlama\\_17141.html](https://www.nobelyayin.com/dijitallesen-dunyada-pazarlama_17141.html)

***Our official Instagram account:***



## Congresses

### Asst. Prof. Dr. Abdül'naim Temur attended the 2nd International Gobeklitepe Applied Sciences Congress

A member of Banking and Insurance Department, Asst. Prof. Dr. Abdül'naim Temur attended the 2nd International Gobeklitepe Applied Sciences Congress with two papers in Harran University which was held on May 6-8, 2021. His studies entitled "A Case For an Example About the Application of Double Insurance Prohibitions or the Joint Insurance Provisions, When More Than One Health Insurance is Found" and "Status Assessment Before and After TARSIM in Agricultural Insurance" were published in the proceeding book.



### Res. Asst. İlker Kafalı presented his paper entitled "Alternative News Media, Alternative Visions? News Coverage of Climate Activism in Turkish Media"



With analyzing Bianet's news about the global climate crisis between 2018-2020, Res. Asst. İlker Kafalı presented his paper entitled "Alternative News Media, Alternative Visions? News Coverage of Climate Activism in Turkish Media" in the Visions of Change: Communication for Social and Environmental Justice conference that were organized by the International Communication Association and supported by "Visual Communication Studies Division", "Environmental Communication Division", and "The Activism, Communication and Social Justice Interest Group" on May 27, 2021.

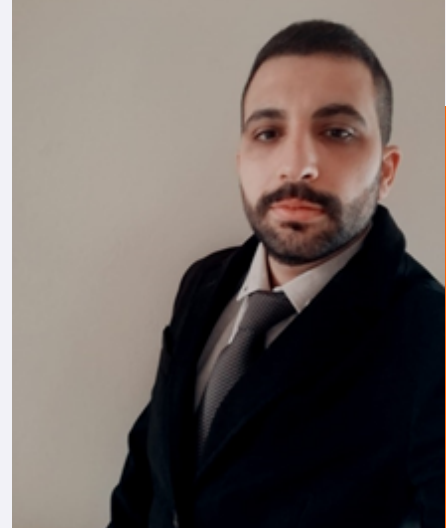
## News from Our Alumni

### Hello! I am Umut Coşkun, a graduate of the International Trade Department of School of Applied Sciences.

After being a student of the department in 2016, I graduated successfully in 2020. I used the School of Applied Sciences' numerous opportunities offered to students, then got a start in business.

In the program, I gained enough experience in the fields of accounting, logistics, human resources along with microeconomics and macroeconomics to execute. Thanks to the detailed education, I had a chance to discover my abilities and improve my personal development that helped my process of finding a position. I am still working in Sagro Company's accounting department. I believed that I reached my middle-term target which makes me happy.

When I stepped into business life, I realized that the practical and theoretical education that I had was so convenient and comprehensive. I would like to express that the students and the candidates of the International Trade Department and Istanbul Gelisim University are so lucky. Lastly, I would like to thank all professors in the School of Applied Sciences and the Department of International Trade.



***Our official Youtube account:***



## Interview

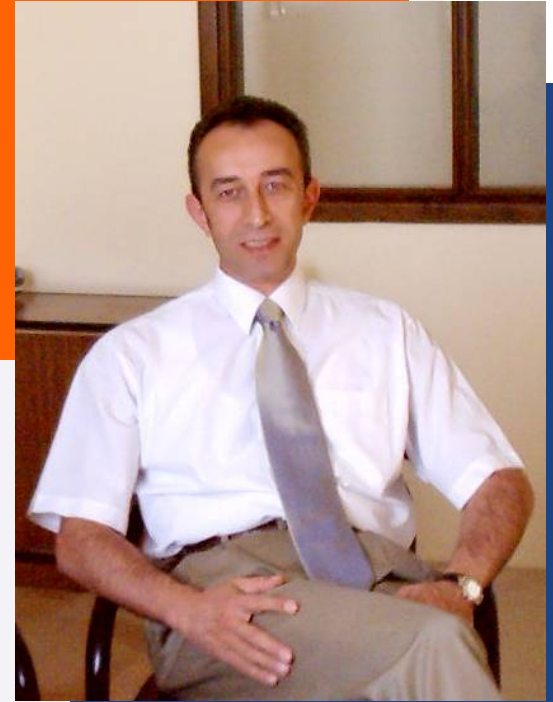
### *The Manager of Elektrosan Electronic Supplies Co. Ltd, Aydın Büyükoğlu*

**"Of the authority and the responsibility, the way of using them and when they will be used could not be taught in schools, instead, they are the teachings of life experience!"**

Dear Aydın Büyükoğlu, firstly, we would like to thank you for accepting our invitation. With no further ado, which state is the understanding of management science and directorate in today's world?

I would like to start with wishing health to the readers and students. As, I am not an academician, not a science person, or do not have time to follow publications about management science so I am not an expert. But I can speak for my 40 years of experience in managing and various observations.

When we started working in older times of my career, there were not many corporate companies. There were family-based companies and we witnessed the transformation from family-based ones to anonymous companies. We started working as engineers then became the managers of those companies which were a process of matter. In those years, the relationship between regional companies and international companies contributed to our working life in terms of management and management.



# Interview

If we consider managing is global, the process of globalization forces companies all around the world to interact with other international companies eventually in years. They are also forced to transfer supplies, commodities, and services. For this reason, communication enables connection. In foreign countries, science comes first, then management is fed by the universities' and reaches our country with information systems. On the contrary, applications of foreign companies in our country are to employ Turkish managers and transfer them to regional ones for introducing our country to them.

As we are not in the Industrial Revolution era, the transformation of the new viewpoint of management has turned from seeing the employees as working machines to seeing managers as the process holders, workers for the benefit of both workers and the companies. There is now a human-centered view of the scientific techniques and applications of the area. Besides, managing a job is normally confronted by engineers, doctors, and attorneys but now this job is executed by the graduates of engineering faculties of industry and business schools. However, higher-ranked companies' managers hold degrees from the engineering faculties of electric, mechanical, civil engineering.

The managing understanding appears to us to be more dynamic, relaxed, well-equipped in recent years. It also appears that managers are now more enriched, bilingual, experts in languages, good at pronouncing, good at reading and speaking, know their potentials and authority, who do not use these threats to bully others, good at transferring knowledge to others, open to criticism, and open to developments.

## **What are the manager's qualities and how do they improve themselves?**

First of all, the management, business, the company, top management, and country values, made-produced business or service, even to the social structure of employees, even the city, beliefs, beliefs, and values. There is no such thing as a single management style or technique. Due to my work, I caught the opportunity to be in more than twenty countries abroad and watch them and have different experiences in different countries.

## Interview

Some of the behaviors and jobs that are true and legal for a country have heard that the opposite is applied in another country. The manager, such as all things, also has to develop forward and free thoughts. I will say here, the current ones for the moment may not be correct after a few years. Therefore, management science should be in continuous change. "What should the manager's qualities be?" primarily on the question "How should an executive be like?" If we look up the form we can be more intelligible in my opinion.

Employee and distant to their subordinates, excessive commitment from them, not recognizing, non-target-free, purpose and strategy, communication and persuasion is weak, unable to be able to share, sharing and exchange of ideas, in difficult situations, effective and respected, image, to his appearance, clothing People who do not take care of or provide some of them, do not be able to make administrators.

"How should a manager's qualities be?" In addition to the opposite of some priorities, it can establish the authority of the dignity and integrity, who can make their ideas in difficult situations that can be confident in difficult situations, which will be able to make the ideas, which will be freely considered to think freely by encouraging the ideas of their managing, and that they can make their ideas in difficult situations. and the moral values can be counted as a balanced use.

There should be no limit for developing yourself, firstly you should not waste time with minor details. You also do not waste your time with social media that are not so beneficial to yourself compared to art and sports.





# Interview

Youngers should not be a part of swirls that waste their time and energy. Apart from that, they should improve their skills, improve their communication and social skills, and lastly enrich themselves will enable them to be distinguished among others in following years. To know foreign languages is so important. We do not forget that an official who comes for investing in our country while selecting the responsible manager could choose the person who can speak her language even if others have the same level of competence. There should also be no limit to enriching yourself. You should be interested in every art and sports activity to both help yourself and the others. These activities would be music, dancing, literature, and different sports branches. To focus on 3 playing an instrument, knowing notes, using knowing sound to sing a song appropriately are important. If you cannot sing then you can read books or listen to the relevant podcast to enrich your vocabulary for your future life. We do not forget that "word is magic!" so you should know and use your mother language well.

Rhetoric is important for us, for this reason, we should take elocution courses to gain an advantage among other directors and companies. Additionally, stance, gesture, image, and body language are important. These are also inseparable from the managers in recent years. Sports such as tennis, squash, table tennis, sailing, and similar personal sport could be done by the managers. Also, they could go on walks and run. You do not forget that you will need high effort performance and activities in crisis. When you are doing sports, you feel independent and you can create time to make clearance to yourself. From beginning to ourselves, if we look for how we become better, how we go further then we can develop and enrich ourselves. In this sense, I would like to use Bill Boggs saying that I like, "To stand where you are in, is the way going back faster."

## **What are the hardships and the attractive points of being a manager?**

I would like to say it is not a hardship but a challenge in critical action. In intense moments, as we have to make a choice, we may decide wrongly, but there is no chance of being offended, angry, or shooting. Of course, you might be angry but first, you should learn how to control your anger. You should listen to the person in front of you without interrupting, breathe deeply if you have a chance to go out, and have a moment to calm down will work. Then you should calm the responding person. You are in charge so you should feel the responsibility and authority.

# Interview

If you are entitled fairly to the position, you may see the power of the authority you have. The merit is important for the position and the employees. If there is merit then others will show you respect or else you will not be respected. One of the attractive points is about being respected by the employees, having phone calls from old colleagues and employees who are even from 30-40 years older. You may feel the joy of being remembered and thanked by the interns, assistants, and other colleagues. Lastly, it is priceless to hear an old colleague's words about aggrandizing and thanking...

## **What would you recommend for those who want to be future directors and interested in management science?**

Of the authority and the responsibility, the way of using them and when they will be used could not be taught in schools, instead, they are the teachings of life experience! They are also related to many factors and need emotional intelligence. We should have high communication and social skills to transfer to employees. What does a manager do? A manager is the responsible person of a company whose aim is to gain profit so a manager tries to help the company to gain more money with little source. In the end, if the company gains more, a manager would gain more. The little source represents the minimum wage for the employees, minimum usage of the supplies with higher productivity for the higher profit. To maintain this 4 process, it is impossible to make it alone so here keeping it balanced is important. If you manage the money capital and the social capital well, you would be a successful manager and become a respected manager.

My advice to the younger generation would be; the one who is not useful for herself, cannot be useful for her country and her company. You should choose the job in which you would be happy. So, you should free your mind and thoughts, do not mind the fixed idea, use science, and enter a master's program after getting a B.A. degree. To be respected, you should enrich yourself, employ skillful managers, conduct your orchestra well, or else no one will listen to any word of yours! ...

## **We would like to express our gratitude to dear Aydın Büyükoğlu for his invaluable contribution...**

I would like to thank the Faculty of Applied Sciences, Istanbul Gelisim University...

**FACULTY OF APPLIED SCIENCES**  
**MONTHLY BULLETIN**

**JUNE 2021 - ISSUE 6**

**ADMINISTRATION**

**Assistant Professor Hilal Kılıç**  
**Assistant Professor Mustafa Özcan**

**EDITOR**

**Assistant Professor Sevinç Koçak**  
skocak@gelisim.edu.tr

**WRITING AND GRAPHIC DESIGN**

**Research Assistant Engincan Yıldız**  
enyildiz@gelisim.edu.tr

**Research Assistant Türkan Öykü Büyükelikok**  
**Research Assistant Metehan Özırmak**  
**Research Assistant Nevra Üçler**

**ENGLISH TRANSLATION**

**Research Assistant Niger Hacı**  
nihaci@gelisim.edu.tr



/ iguubf

**COPYRIGHT NOTICE: ALL RIGHTS RESERVED.  
ALL PHOTOS AND VISUALS IN THE MONTHLY  
BULLETIN OF FACULTY OF APPLIED SCIENCES  
MAY NOT BE REPRODUCED WITHOUT  
PERMISSION, EXCEPT THE NEWS AND  
ACADEMIC STUDIES FOR QUOTATIONS.**

**İSTANBUL GELİŞİM UNIVERSITY**  
CİHANGİR MAHALLESİ  
ŞEHİT JANDARMA KOMANDO ER HAKAN ÖNER SK. NO: 1  
AVCILAR / İSTANBUL  
+90 212 422 70 00

www.gelisim.edu.tr

