

**ISTANBUL GELISIM
UNIVERSITY**



SosyoCom

MONTHLY EVENTS AND NEWS BULLETIN

FEBRUARY 2022 | ISSUE 14

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WHAT WILL THE BUSINESS TRENDS BE IN 2022?

TECHNO-AGENDA



Asst. Prof. Metin YILDIRIM
The Department of Logistics Management

The coronavirus, officially known also COVID-19, was first detected in December 2019 in Wuhan, China. This date could be considered as one of the important milestones for the Business World for this century. All sectors of the economy were affected at varying rates by the devastating impact of the pandemic. Problems in supply chains, fluctuating demand, shortage of inputs, and forced closures are among the main problems experienced by the business world. The business world has successfully managed its operations and production under intense uncertainty. Success has been achieved through process changes in education, transportation, innovation, collaborations, and the working environment. This provides important information about business trends. Digitalization, virtualization, sustainability, information security, and master data management are among the topics that are likely to be trends in 2022. Together with its sub-disciplines, artificial intelligence technologies are expected to be one of the technologies that will remain popular in 2022. Google CEO Sundar Pichai predicted that the impact of artificial intelligence on humanity would be above fire and electricity. Artificial intelligence will have a significant impact in 2022. We will see a number of trends related to artificial intelligence in 2022. The first one is the enhanced workforce. Supporting the workforce with machines and robots is essential for a number of operations.

The demand for robot and machine-assisted workforces is increasing day by day. Another topic is language modeling. Language modeling is one of the elements that is required in machine-human communication. Advances in software and hardware allow for better language modeling. Another trend is cybersecurity. There is a significant increase in cybercrime and cyber attacks. In the business world, cybersecurity has become one of the critical mission processes. Artificial intelligence is one of the most important technologies used in cybersecurity. Autonomous vehicles are another trending topic. It is thought that the number of deaths and injuries in traffic accidents can be significantly reduced with the use of artificial intelligence in autonomous vehicles. A number of topics such as code-free artificial intelligence systems, creative artificial intelligence applications, and the Metaverse can be added to the 2022 trend list. The main determinant of trends in 2022 will be the pandemic and post-pandemic environments. Our hope is that the pandemic will end as soon as possible and that the uncertainty created by COVID-19 will come to an end.





SMART WAREHOUSES



Res. Asst. Orcan ÇETİNKAYA
The Department of Logistics Management

With the emergence of the concept of globalization in the 21st century, its rapid development, and the increasing competition as a result of developing technologies, customers are now trying to increase the time, place, quality, and price benefits for their products. In return for this effort, businesses seek ways to increase or maintain their competitiveness while providing all these benefits. Due to all this change, businesses regularly adjust their services in line with the rapidly changing demands and expectations of their customers (Aylak et al., 2020: 75).

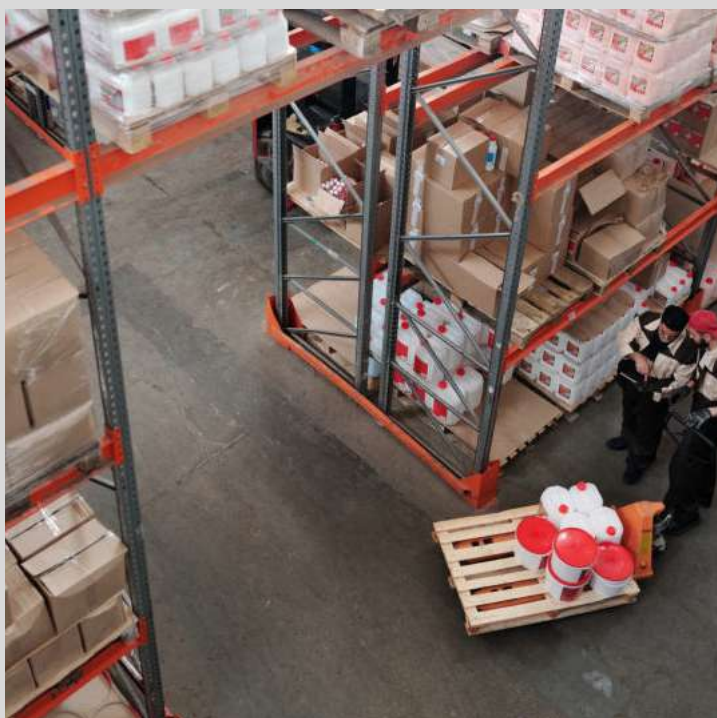
As the industry reflection of these changes, which are among the results of globalization and developing technologies, the creation of the concept of "industry 4.0", which is the new industrial trend introduced by Germany at the Hannover fair in 2011, and the launch of a transformation by affecting the logistics industry along with other sectors, as a result, today smart warehouses, automated guided vehicles, drones, artificial intelligence, augmented reality, cyber physical systems, internet of things, wearable industrial smart assets, cloud logistics assets, etc. developed the understanding of "logistics 4.0" (Bakan and Şekkelı, 2018; Karlı and Tanyaş, 2020: 614).



Smart warehouses, automated guided vehicles, etc., emerged within the concept of "logistics 4.0" of logistics, which can be seen to be one of the building blocks of the modern economy, and have developed dynamically. It is known that the applications related to elements such as these are not limited only to the manufacturing enterprises (Wagner and Włochowicz, 2021: 3185). Along with many manufacturing enterprises, export-import enterprises also go to automation in their warehouses or in the areas where they store their products. When considering the estimation of physical activities, data collection, data processing, automation of warehouses is highly applicable. In the smart warehouse phase, which is reached by providing full automation in warehouse work processes, the increase in resource usage in a very serious way, with the decrease of storage and distribution cycles for personalized products, increases the level of meeting customer demands and needs considerably.

It is known that smart warehouses aimed at integrating physical assets with the virtual environment and eliminating the use of manpower and the errors arising from it are now used by Deloitte, DHL, Amazon, etc. In terms of small and medium-sized enterprises, the use of full automation is not yet possible neither in storage activities nor in other activities, but the fact that they are being pushed to realize this technological change in the near or distant future can be observed.

[Click here to access references.](#)



TOWARDS META BUSINESSES



Asst. Prof. Aslı DİYADİN LENER
The Department of Business Management

Would you like to meet your friend for a coffee or go shopping while sitting on your sofa with your glasses on? This comfort, which is thought to be possible in the near future, is called Metaverse. Metaverse, which derives from the English word "universe", that is, the universe, is used in the sense of meta-universe. Metaverse, mentioned for the first time in the science fiction book Snow Crash, opens the doors to a world in which we can exist with avatars. In this three-dimensional world, for example, being able to drink coffee with our friends through our avatar means that our need for physical spaces will decrease. Transformation of such businesses is seen as mandatory. These businesses, which can be moved to Metaverse are required to start investing in infrastructure today. Nike, H&M, etc. have already started investing. On the other hand, it is said that we will need tools such as virtual reality glasses to get involved in this world. In this context, there will be a change that will affect the entire supply chain. The way of production that will alter with the changing consumption habits, from the raw material needed to the way the raw material is processed; will affect all business activities from distribution to marketing. This massive change, which is said to be coming soon, will deeply affect consumer demands and therefore businesses. If the number of businesses without Instagram accounts today is almost nonexistent, the number of businesses that are not on the Metaverse will be similar tomorrow. The difference here is that while only a device such as a computer with access to the internet is sufficient to be on Instagram, for Metaverse, besides equipment and infrastructure investments, human investments such as the training of employees will be required. In this context, companies that started preparing for Metaverse today state that this preparation brings a very different experience.



The Concept of "Workforce Ecosystem" in New Generation Workforce Planning in Recent Years

ECO-
AGENDA



Asst. Prof.

Ece ZEYBEK YILMAZ

The Department of Tourism Guidance



In the past, outsourcing was frequently encountered in personnel procurement, especially in sectors where seasonal workers were employed. Nowadays, outsourcing in labor force employment continues to be effective, but contrary to the past, reducing personnel costs is not the only factor underlying the outsourcing of the labor force today. According to research by MIT (Massachusetts Institute of Technology) and Deloitte, 87% of the surveys conducted with 5118 professionals and 27 executive interviews show that external workers are seen as part of the workforce. In addition, it is possible to say that there are changes in the employee definition. It is possible to say that different actors have an active role in business life, including contractors, service providers, application developers, crowd-sourced contributors. For this reason, leaders should be able to look multidimensionally in identifying groups of workers that will create value for their organizations, providing geographical transitivity, a series of continuity, and co-centredness. In this way, a different perspective will be brought to the employees. Employees actually turn into collaborators who can be used as brain power in the enterprise. Although outsourcing is common in the field of information technologies, it has become more important in various departments such as finance, human resources, and R&D, especially after COVID-19. Thus, people with different skills in different geographies can work more effectively, especially in project-based or fixed-term jobs, and sometimes in more than one business. On the other hand in addition to all its advantages, the development of organizational culture and the fact that the regulatory principles regarding the legal rights of the employees have not yet been determined can be considered as a disadvantage. However, recent changes in working life also require innovations in how managers manage the internal and external workforce of enterprises. In this context, either employees should be made complementary to external employees or the two workforces should be managed independently but as parallel systems. For this reason, it is important to determine the institutional boundaries correctly, to define the contributions of the internal and external workforce correctly and to develop a holistic approach. In short, it can be said that the "workforce ecosystem" approach is a system that will have positive strategic and long-term results in terms of both the spread of remote working globally and the tendency of the new generation to manage things more dynamically and remotely.

NFT ASSETS AND ACCOUNTING SYSTEM

Assoc. Prof. Metin UYAR
The Department of Business Management
(English)

The accounting system monitors and evaluates commercial transactions made in an electronic or physical environment in a double-sided or simple recording system. The acquisition, sale, and taxation of NFT (Non-Fungible Token) assets, which emerged as a product of digitalization and the expansion in the internet ecosystem, should also be examined and followed within the accounting system. NFT assets stored in a digital ledger, referred to as a blockchain, can have a fixed or variable price and economic value. The ownership nature of the NFT enables the commercialization of assets and the exchange of ownership.

In the accounting system, the accounting for the purchase and sale of a business asset is made according to national and international standards, rules, and principles. NFT assets can be considered as an item of inventories on the balance sheet or as a long-term non-current asset. If the entity holding the ownership of the NFT asset aims to trade this asset through trading, it can evaluate it according to IAS (International Accounting Standard)-Inventories standards. In this case, the NFT asset can be recorded as a sub-account of the Trade Goods account. If the entity purchased the asset from an author or content producer operating abroad, customs regulations and duties should be considered along with accounting standards. When the entity disposes of the asset, it must track and record it as a revenue item in accordance with the IAS-Revenue standard. If the NFT asset is held by the business as a long-term investment item rather than a short-term trading purpose, it should be considered as a similar patent, license, royalty fee, royalty, and an accounting record in accordance with the Fixed Assets Held for Sale standard.

When the accounting process and tax aspect of the NFT asset purchased by the business are considered in terms of the producer (supplier, seller, writer, author, content producer), the tax liability and tax liability of the seller come to the fore. If the business has purchased the NFT asset from another business, then the recognition process and taxation of inventories or fixed assets can be followed. However, if the entity purchases the NFT asset not from a business but from a natural person who has individually produced an NFT asset without a profit motive, and, it may also be required to calculate and document withholding tax as a taxpayer.

Accounting and taxation of NFT assets is a fairly new and hot topic. Considering that digital life and the internet ecosystem have an increasing economic impact, it is important to include and record digital products and content in the accounting system with more accurate and realistic values in order to support individual content producers and artists. It is seen that the applications and regulations in the world develop on this axis and the assets and contents produced in the digital world are rapidly integrated with the accounting system

IMPORTANCE OF FAMILY BUSINESSES, STRENGTHS AND ASPECTS THAT NEED TO IMPROVE



Asst. Prof. Hüseyin ÖCAL
The Department of Business
Management (English)

Family businesses play very important roles in free economies. Statistical studies show that family companies account for 49% of the gross national product in the USA and 75% in many other countries, employ at least 75% of the working population worldwide, and 37% of Fortune 500 companies and 60% of the total listed companies in the USA are under family control. Family businesses have an important share in the Turkish economy and the economies of other countries. Studies show that approximately 95% of all businesses in Turkey are family-owned, and this rate rises to 98.8% if it only includes small and medium-sized businesses that are socially and economically valuable.

When the performances of family companies are compared with companies that are not family businesses; Family businesses in the USA seem to have a better annual return on assets of 6.65%. In Europe, the situation is no different. Again, family businesses out perform other companies by 8% to 16% (on a return on capital ratio basis). In fact, these figures summarize the contribution of family businesses to the world economy.

Family businesses also play a significant role in creating new jobs. If policy makers around the world want to cope with the high unemployment that has occurred as a result of the global financial crisis, it would be beneficial for them to focus on family companies and to implement incentives that will make it easier for family companies to invest.

There are many features in the structure of family companies that create a competitive advantage. If these features are used correctly, family businesses can be long-lasting. Because every positive feature also has negative side effects. The important thing is to bring good management mechanisms that will eliminate negative effects while adopting positive features.

Having the same person as the owner of the company and the manager (especially in small companies) provides a significant advantage in the speed of bringing products to the market. Concentration in the partnership structure, that is, the collection of company shares in the hands of one or a few people, increases the efficiency of the company and causes a longer-term perspective in investment in innovation and people. Family companies are customer-oriented and their service to niche markets increases the return on their investments. The desire to protect the family name and reputation contributes positively to the return on investment while transforming into a higher quality product/service. Family management and family partnership interaction, which supports steadfast capital, leads to family unity, transfer of knowledge from generation to generation, and rapid adaptation to changing market conditions. Family companies can take advantage of opportunities missed by other companies by making quicker decisions. Interdependent families move quickly in business life and can make quick decisions.



On the other hand, 85% of new family business ventures disappear in the first five years. 30% of living family businesses are successfully run by the second generation of the founding family. It is thought that the situation is not different in Turkey. This high failure rate means a waste of job opportunities and enrichment for many societies. The main reasons for the failure of family businesses can be classified as follows.

Family businesses can experience conflicts of share ownership, management, and family-based roles. The aims and principles of family, company, and management may differ from each other. This conflict reduces the performance of the business and decreases the advantages listed above. A family member can take on the roles of entrepreneur, manager, shareholder, and family member. Good identification of the boundaries of these roles in the family business is extremely important to minimize conflict. Which role will come to the fore in which situation should be well defined. The partner in charge needs to know which hat to wear and when. While it is essential to make a logical decision in company management, it can be seen that family business owners are driven by emotions from time to time because they have more than one hat. Optimizing the disparate goals of the closely related systems of ownership, management, and family in such a way that the overall system successfully achieves its purpose is the secret of success.

The upbringing of the new generation and the transfer of management to the new generation have a strategic role in the life of family companies. There may be hundreds of reasons for a company to fail, but the most common reason for family companies to fail and have a short life is that the new generation is not brought up in accordance with a plan and the management is not transferred to the new generation in time. If the purpose of the family businesses is to exist for many years, the new generation of executive development processes should be planned and implemented.

If family businesses aim to be successful and long-lasting, family managers and employees who are unsuccessful and incapable of doing their job should be able to be removed from the business and they should be able to employ professional managers from outside the family who create added value and are talented. In this way, companies are both healthy and managed under family control. Ensuring the participation of good managers from outside the family and implementing encouraging methods to prevent these professionals from leaving the company plays an important role in institutionalization.

Today, the competitive environment is changing rapidly. Businesses that adapt quickly to this change and have a strategy will be successful and will be able to survive. A study conducted in Turkey states that less than half of family businesses have written vision and strategy. Keeping up with changing competitive conditions is equally important for both family businesses and other businesses. However, it is more difficult for family businesses to come up with a strategic plan and implement it successfully. Because the goals and objectives of the family and the business are often different. If these differences are resolved, a successful and viable strategic plan can be mentioned.

It is true that companies that are flexible, in line with the company's strategy, and have a strong culture show high performance in the long run. If the culture is not flexible at the time of change, a strong culture can work against the company and cause it to disappear. Considering the weight of the founders' shadow on the family and the business in family companies, it is inevitable that the change process will be very painful and problematic. Every generation has a leadership mission. While the founders created the company from nothing, the second and next generations undertake the task of preventing a possible family conflict by managing the change and expanding the business in the period when the market reached saturation. It is extremely important to manage the change process well for the continuity of the business.

As a result, family businesses have significant positive features. The secret of success lies in preserving the positive traits and managing the negative features well.



BEING A CONSUMER WITH SUSTAINABILITY AWARENESS



Assoc. Prof. Adnan DUYGUN
The Department of Business Management
(English)



Within the framework of the United Nations Development Program, it is possible to say that the environmental, social, and economic dimensions, which are expressed as the three dimensions of sustainability, and the 17 Sustainable Development Goals are an important issue that concerns the whole world. In this regard, duties and responsibilities fall on all humanity.

Considering the situation in terms of consumers, acting consciously and therefore being a conscious consumer is also within the scope of these duties and responsibilities. In general, in order to be a conscious consumer for sustainability, it is important to create environmental, social, and economic awareness, and to realize consumer behavior in this direction. In short; It requires being a sustainable consumer.

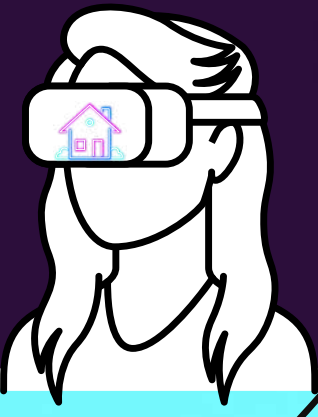
To be a sustainability-conscious consumer; It is possible to explain by giving examples of how consumers can behave environmentally, socially, and economically. Balderjanh, Buerke, Kirchgeorg, Peyer, Seegebarth, and Wiedmann, working on this subject, conducted a scale development study on "Consciousness for Sustainable Consumption" in 2013 and Balderjahn, Peyer, Seegebarth, Wiedmann, and Weber on "Sustainability-Conscious Consumers - Consciousness" in 2018. They carried out a study on "Sustainability-Conscious Consumers". The dimensions used in both studies are based on environmental, social, and economic dimensions.

Based on these studies, it is possible to include the following examples:

- Examples for the environmental dimension; choosing or buying products made from recycled materials, packaged to be environmentally friendly, and manufactured to be climate friendly.
- Examples of choosing or buying a social product; It is believed that the rights of workers are respected as human beings, that there is no discrimination against workers, and that the work to be done is compensated among workers in a fair and equitable manner.
- Finally, examples that can be given on the economic dimension; voluntary simplicity (buying the product if it is really needed and useful), living debt-free and within the means (buying if the product will not impose an excessive financial burden and will not require reducing or giving up on future expenditures) and shared consumption (borrowing the product instead of buying it and sharing it with others instead of owning it).

As can be seen, being a sustainability-conscious consumer provides many benefits in terms of both environmental, social and economic aspects. Wishing all of us to be sustainability-conscious consumers.





Virtual Real Estate Expertise

NEW OCCUPATIONS

Res. Asst. F. Burcu ÇOLAKOĞLU
The Department of Aviation Management

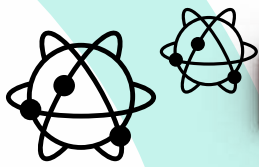


Metaverse, which Facebook's founder Mark Zuckerberg defines as "the embodied internet", can be considered as one of the most talked about topics of 2021. With the metaverse universe, which can be defined as an online and 3D world concept formed by the combination of more than one virtual world, one of the professions that are predicted to enter our lives in the future is virtual real estate expertise.

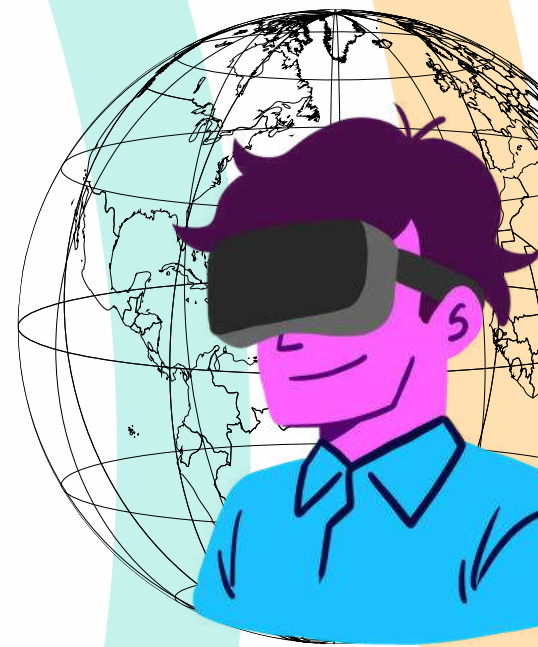
This virtual universe, where users can take part in 3D by using virtual reality and augmented reality technologies (virtual reality glasses, smart wristbands, etc.), is aimed to be used for various purposes from business meetings to entertainment. Metaverse will not only allow people to socialize, but also meet the needs of people and companies such as virtual land, houses, and shops. Virtual lands in the Metaverse universe will create a kind of real estate economy. This will bring along a new job definition such as virtual real estate expertise. It is predicted that the real estate world will completely change its shell with the Metaverse.

Million-dollar parcels were purchased on many metaverse platforms such as Metaverse, Sandbox, and Ovr, which are very popular with land sales in the last days of 2021. The first city to enter this virtual social plane called the Metaverse was Seoul. In Turkey, 30 thousand parcels were sold, of which 15 thousand were in Istanbul. Istiklal Street, the vicinity of the Bosphorus, historical mosques were the first places that virtual buyers bought. Parcels on the Ortaköy and Bosphorus lines are 500 liras, while in Bağcılar and Esenler they are sold for around 135 liras. This technology is expected to become more effective in the coming years. Symbolic areas such as stadiums, palaces, mosques, and bridges have already been exhausted. On land-selling platforms, sales can be made with cryptocurrencies. The same land can have a separate owner on each separate platform. The value of these plots varies according to the popularity of the platforms. In this respect, an unpredictable situation arises. Individuals invest in different platforms because it is not predictable which platforms will succeed in metaverse universes and which will not be popular.





METaverse: ECOSYSTEM DEVELOPER

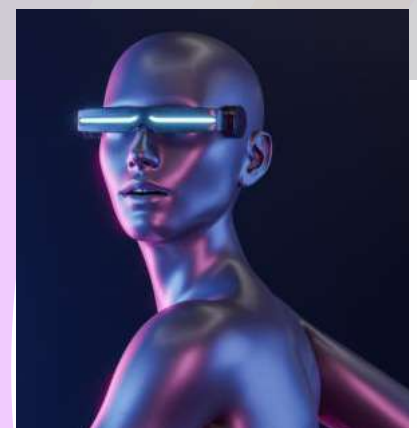


Res. Asst. Fatih AVCILAR
The Department of Business
Management

It is a fact that Metaverse, whose popularity is increasing day by day, cannot build itself due to the artificial nature of the universe. In order for this artificial universe to be developed, built and made useful, a new ecosystem that works in an integrated way must be created. It seems that it will not be easy to digitize an artificial state of our world, which is involved in many complexities such as various processes, detectors and sensors, data stores, green electricity generation, calculations, codes, laws, and limitations.

The ecosystem developer comes as a solution to this complexity. The ecosystem developer emerges as the architect of a universe that keeps the wheels of this complex system, from the smallest to the largest, running smoothly. The main task of ecosystem developers will be to manage work that will bring governments and the private sector together to make investments in the infrastructure of the Metaverse universe.

So what do you need to do to become an Ecosystem Developer? First of all, you need to have a team understanding where dialogue and knowledge prevail. The developer, who is responsible for coordinating the stakeholders to make the system large scale, should also have a strong environment. In order to make infrastructure investments, it must have the ability to persuade stakeholders to direct them to a common goal, and it must keep its technology knowledge up-to-date. One of the most important things they need to focus on is the understanding of interoperability, that is, the Metaverse should be able to enable stakeholders to use virtual items in different environments. Therefore, in order to be an ecosystem developer, you need to have worked at certain levels of government, interacted with companies, and have grasped the logic of real virtual worlds.



CULTURE- ARTS- LITERATURE



Prof. Anton Abdulbasah Kamil
The Department of Business
Administration (English)

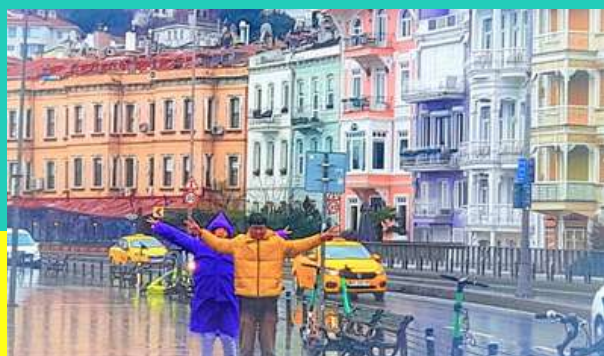
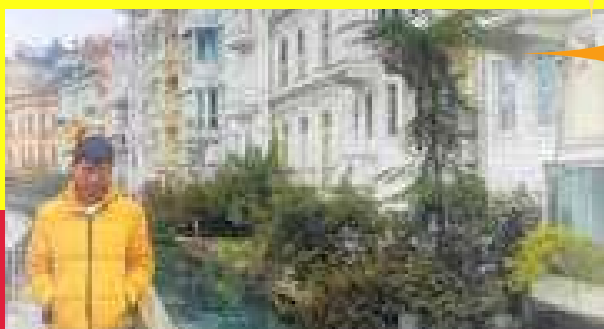
From Europe to Asia in 10 Minutes (Arnavutkoy - Cengelkoy)

Last year, when I was going to Emirgan Park, I saw a special place, which reminds me of my childhood memories. Although the appearance is much different physically, the sensation that I feel there is familiar. It is a colorful house in the vicinity of Arnavutkoy. Arnavutkoy is located in the European part of Istanbul.

Finally, last week I was able to visit the place. The houses are located opposite Arnavutkoy Pier. The house consists of 3-4 floors and seems very luxurious. I'm sure the house is expensive. The sea in front of the house is very clear and there is a small canoe anchored in front of it. The scenery becomes even more beautiful with the sight of seagulls flying around the house. The babbling waters of the sea and the chirping of the birds blow my mind.

I remembered my childhood. My birthplace was a traditional house in a mountain village not far from Bandung, Indonesia. That house is simple looking and surrounded by a fish pond below. The water of this pool comes from mountain springs. The chirping of the birds suddenly woke me up from my dream. I was continuing my journey to see the other side of the mansion. It seems that this luxury house has two facades. One side is located on France Street. The house was a cafe. There are also many cafes around the house. Unfortunately the prices are a bit expensive compared to other cafes in the area.

After visiting Arnavutköy with pleasure, I continued my journey towards the Asian side of Istanbul. To get there, I took the ferry from Arnavutköy Pier. I also recommend you to travel from Europe to Asia via the Bosphorus in just 10 minutes. The ferry is quite comfortable. Therefore, it makes it easier to see the scenery around the strait. What a beautiful sight this is. There are many hills surrounding Istanbul. The ferry, which could not get enough of the scenery, approached the Çengelköy Port. There is an elegant looking building not far from the port. Bina Kuleli Military High School. Unfortunately I can't get into it. That's why I can only take pictures from the outside. As it was late and it was raining heavily, I finally ended my journey here.



This Month's Phrase

IF MUSIC BE THE FOOD OF LOVE, PLAY ON

Res. Asst. Ercan Tugay AKI

The Department of English Language and Literature

Müzik Ruhun
Gıdasıysa,
Çalın Gitsin

"If music be the food of love, play on" is the famous opening line of Shakespeare's one of the best-known comedies *Twelfth Night*. Shakespeare's *Twelfth Night* was a play that was ahead of its time because it features metatheatrical qualities, cross-dressing, and homoeroticism.

The phrase is uttered by Duke Orsino, who enjoys his time at the Illyrian court while listening to music and thinking about Countess Olivia at the very beginning of the play:















If music be the food of love, play on.
Give me excess of it, that, surfeiting,
The appetite may sicken and so die.
That strain again! It had a dying fall.
O, it came o'er my ear like the sweet soul
That breathes upon a bank of violets,
Stealing and giving odour.
(Shakespeare, 1.1. 1-7)



Duke Orsino utters these lines because he suffers the pangs of love due to his frustrating relationship with Countess Olivia. He thinks that listening to music will help ease the suffering that he experiences due to unrequited love. The comparison made in these lines between music and food implies that Duke Orsino asks for more music because he believes that overabundance of music will cure his lovesickness, in the way that eating too much satisfies one's appetite. Although the context in which the phrase is uttered in Shakespeare's play is distinct, the overall meaning of the phrase is identical to that of "music heals the soul" or "music soothes the soul", which are basically other ways of expressing the same thing.

ACADEMIC PLAYLIST



- ▶  **Al Asad**
A-WA
- ▶  **Más allá del Sahara**
La Logia Sarabanda
- ▶  **L'amour à la plage (with Alice on the roof)**
Suarez, Alice on the roof
- ▶  **Goldene Zukunft**
Das Paradies
- ▶  **Nuestra Historia De Amor**
Claudia De Colombia
- ▶  **Bosa Noga**
Fatima Spar Und Die Freedom Fries
- ▶  **Μια θάλασσα τον Ιανουάριο**
Pan Pan, Nefeli Walking Undercover
- ▶  **Karakōy**
Brazilian Girls
- ▶  **Jaya Shiva Shankara**
Namaste
- ▶  **Mwambieni**
Zuchu
- ▶  **M' Bife**
Amadou & Mariam
- ▶  **Zina**
Babylone
- ▶  **Alabass**
Haris Hamza, CHAAMA
- ▶  **Lik**
Oum

Res. Asst. Cansu TÜRKER

**The Department of Business Administration
(English)**

The playlist for February, when the spring semester begins, consists of soft-toned songs that herald the coming of spring. The duration of the list, which consists of a total of 14 songs, is approximately one hour.

Each of the songs has been carefully selected to reflect the multicultural structure of our university. The playlist consists of songs in French, Spanish, Turkish, Greek, Arabic, English, Hindi, German, Nyanja, Derija and includes electronic, acoustic, pop, hip-hop genres, and traditional tunes of different cultures.

Enjoy!





A BOOK

MICHAEL KOHLHAAS – HEINRICH VON KLEIST

Michael Kohlhaas, the famous novel of German novelist Heinrich Von Kleist, was first published in 1810. The book focuses on justice. The book, which offers important evaluations about what justice is, for whom it is shaped, and by whom it is shaped, prompts the reader to think about this concept and reveals the magnitude of the consequences of injustice.

Based on an event from an old chronicle, the story of Michael Kohlhaas takes place in German territory in the 1530s. Michael Kohlhaas is an honest, fair-minded horse trader who lives on his own. One day, Kohlhaas takes two well-bred horses that he has carefully raised to the Leipzig Fair for sale. On the way, he is stopped by the men of the Saxon noble Junker Wenzel von Tronka, who is the count of the region and a passport is illegally requested from him in order to enter the city. Kohlhaas, who has never witnessed such a practice on this road that he has passed without a passport seventeen times before, does not have a passport with him. Thereupon, the nobleman illegally confiscated Kohlhaas' horses. Kohlhaas leaves the servant and horses there, and returns to get a passport himself. A few days later, he returns to find his servant almost dead. They have beaten the servant badly, and made the horses work in the fields. Kohlhaas, who refuses to take over the weakened horses in that way, applies to the court and sues the nobleman in the face of this injustice. However, Tronka, who usurped Kohlhaas' rights, has many acquaintances in high positions. Kohlhaas is rejected from all legal authorities. He is told to accept his horses as they are and not to escalate the matter. However, Kohlhaas does not accept this. Kohlhaas' wife travels to Berlin to give the monarch a petition describing the injustice they have suffered. However, when the woman got too close to the ruler, she was wounded by the spear of one of the guards and died shortly after returning home. Having lost his wife, Kohlhaas sends his children to relatives in another town, sells his farm and all his other possessions. With all the things he lost, Kohlhaas has also lost his belief that justice will be served, and now he will provide his own justice himself.

The famous book, which has also been transferred to genres such as opera and theater, was adapted into a movie by the French director Arnaud des Pallières in 2013. The film, in which Mads Mikkelsen plays Kohlhaas, was presented to moviegoers in Turkey under the title "Adalet İçin". For those who want to witness Kohlhaas' quest for justice and what he did for the sake of justice, the movie is a good alternative besides the book.



A MOVIE

THE CORPORATION

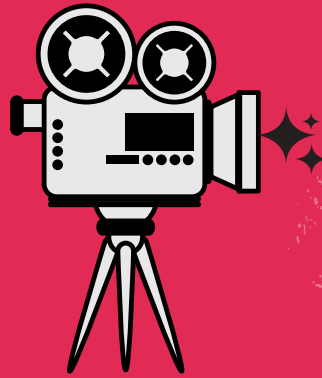
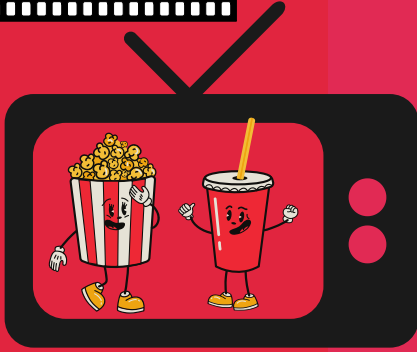
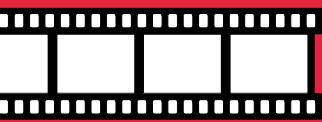
Res. Asst. Ceren DEMİR

The Department of International Trade and Finance (English)

In the center of the new world, businesses have a large place. Businesses, one of the most important notions of the 21st century, was closely examined as the subject of a documentary-film in 2003. This Canadian documentary-film with an IMDb score of 8 was prepared by academics. The film was written by University of British Columbia law professor Joel Bakan and it shows the foundation of the modern-day corporation. In addition to the film, Bakan wrote the book, *The Corporation: The Pathological Pursuit of Profit and Power*, during the filming of the documentary. After many years, a sequel film *The New Corporation: The Unfortunately Necessary Sequel*, was released in 2020.

At the beginning of the film, we see the development of the contemporary business Corporation as a legal entity. The documentary concentrates mostly upon corporations in North America. The film draws on the result of the 1886 case of Southern Pacific Railroad Company in the United States that led to corporations being considered as 'persons' with the same rights as human beings. The movie examines business practices via interviews. The film's assessment about businesses are affected by its diagnostic criteria. It compares the profile of the contemporary profitable business corporation to that of a clinically diagnosed psychopath. It describes the way corporations are systematically compelled to behave with what it claims are the DSM-IV's (The Diagnostic and Statistical Manual of Mental Disorders, Fourth Edition is the official manual of the American Psychiatric Association) symptoms of psychopathy, such as the callous disregard for the feelings of other people, the incapacity to maintain human relationships, the reckless disregard for the safety of others, lying to deceive for profit and the failure to respect the law. If you want to examine the operation of companies from a different perspective with psychological criteria, we strongly recommend that you watch this movie.





A SERIES

DEVILS

Res. Asst. Zülal SEZICI
The Department of Business
Administration (English)

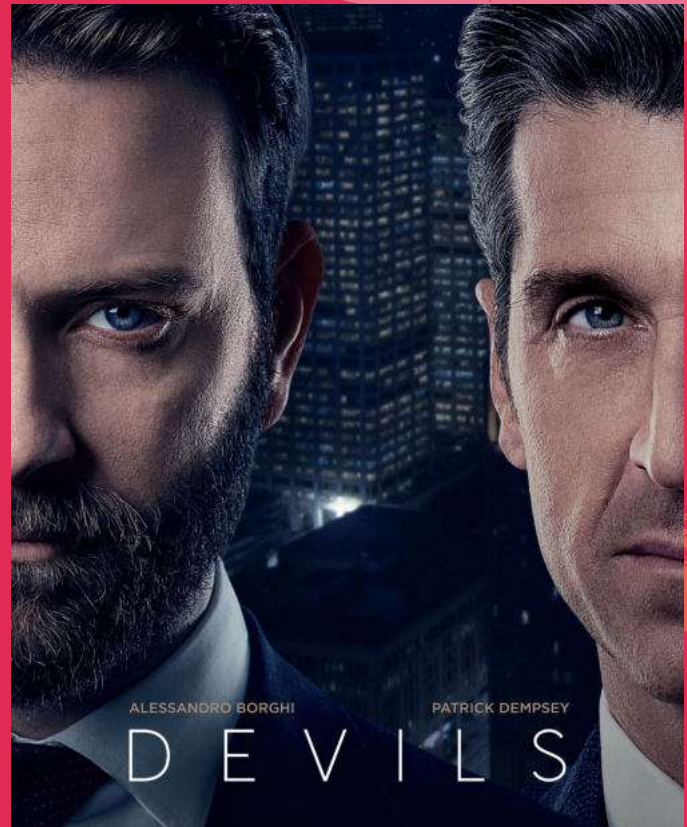
It is natural to oppose injustice and to be disturbed by it when one has been wronged. However, if the balances shift and you find yourself on the stronger side, will you be able to stand up to injustice once more? Massimo's story illustrates this point succinctly in the CW's new series called 'Devils'.

Based on Guido Maria Brera's novel "I Diavoli," "Devils" follows the psychological chess match between Massimo Ruggero (Alessandro Borghi), the head of trading at one of the world's largest investment banks (the fictional NYL), and his mentor, NYL CEO Dominic Morgan, following Dominic's appointment of another colleague over Massimo Ruggero, an Italian trader, is Head of Trading at the New York London Investment Bank (NYL). While Europe is undergoing a financial crisis, Massimo is amassing hundreds of millions for NYL through speculation. Dominic Morgan, the American CEO of NYL and Massimo's closest friend, fully supports him, the talented trader appears to be the frontrunner in the race for vice-CEO. When Massimo becomes embroiled in a painful scandal in which his estranged wife is used as an escort, Dominic denies him the promotion, preferring the old-school banker Edward Stuart.

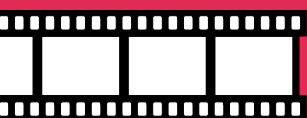
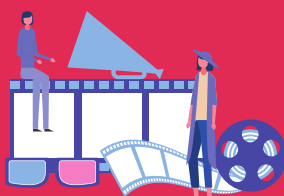
Massimo is taken aback when he discovers his mentor has turned his back on him. Massimo is convinced that the scandal was staged and is determined to uncover the truth. However, when Edward dies unexpectedly, Massimo realizes that something greater is at stake.

To its credit, the film does incorporate real-world headlines and newsreel footage, ranging from the Argentine debt crisis of the mid-2000s to the recessions in Ireland and Greece around the same period, to the Strauss-Kahn scandal, in an attempt to paint a picture of the power wielded by the world's top financiers, whom the series wishes to portray as a new breed of gods.

When confronted with the devils who control the world, Massimo must decide whether to fight or join them. He is battling to avoid becoming one of these devils. Additionally, Massimo is battling these devils while defending himself against a revolutionary group led by Daniel Duval.



Enjoy watching.

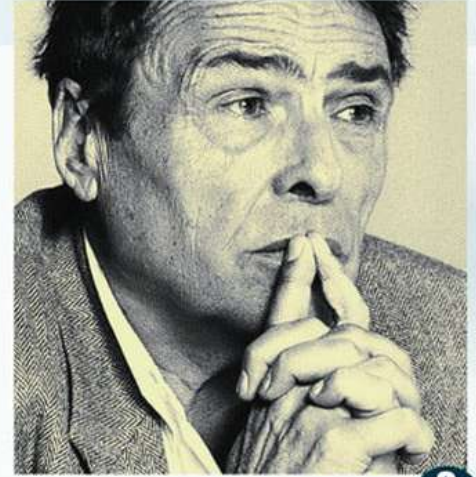




BOOK REVIEW OF THE MONTH

ERİL TAHAKKÜM

PIERRE BOURDIEU



Teorik
Bağlam

2.
BASIM

MASCULINE DOMINATION - PIERRE BOURDIEU

Res. Asst. Banu DEMİRBAŞ
The Department of Sociology



YEAR OF PUBLICATION: 2015
PAGE: 160
PUBLISHER: BAĞLAM YAYINLARI
TRANSLATOR: BEDİZ YILMAZ



The "Masculine Domination", written by the French sociologist, anthropologist and philosopher Pierre Bourdieu, is an ethnographic field study and includes a detailed analysis on the male and female relations of the Berbers of Kabul.

The book consists of three parts: "A Magnified Images", "Anamnesis of the Hidden Constants" and "Permanence and Change". In the chapters discussed, there are titles such as the social construction of the concept of the body, the embodiment of domination, symbolic violence, masculinity and violence, masculinity as nobility, women's view of the masculine point of view, notes on domination and love. At the same time, the subject is supported by the title of some issues on the gay and lesbian movement in the appendix.

In this work, Bourdieu focuses on gender inequality as well as emphasizing masculine power and domination and presents the accepted view of the domination established in the lives of individuals to the reader. Especially in the introduction of the book, Bourdieu's (2015:11) evaluation of masculine domination through "*the most intolerable conditions of existence are often seen as acceptable and even natural*" is very important in terms of presenting the subject as the best example of obedience. In addition, it is seen that the study, which is fed with the concepts such as field, habitus, doxa, symbolic violence, which are key concepts in Bourdieu's sociology, offers the reader an idea in terms of making the inequality of men and women and the approach of sexist domination visible and trying to create a field of struggle.

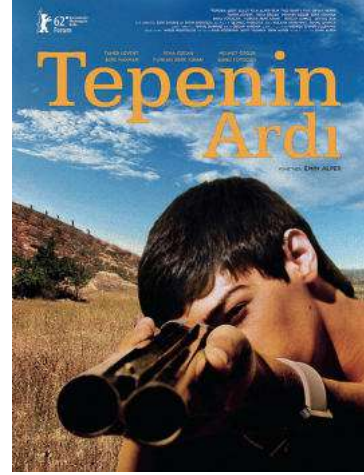
Bourdieu tries to be a reference for future studies on the sociology of gender in his work, which deals with the comprehension of masculine domination, which has been perpetrated in our unconscious for centuries and is constantly reconstructed through symbolic violence. Therefore, it is a bedside book for researchers who want to work in the fields of femininity, masculinity, gender and body sociology and awaits its readers.

MOVIE REVIEW OF THE MONTH

A CRITIQUE OF MALE-DOMINATED CULTURE: MOVIE BEHIND THE HILL

Res. Asst. Aysun KÖRLÜ TOPAN
The Department of Sociology

YEAR: 2012
TIME: 1 SAAT 34 DAKİKA
DIRECTOR: EMİN ALPER
CAST: TAMER LEVENT, REHA
ÖZCAN, MEHMET ÖZGÜR, BERK
HAKMAN



The 2012 film, *Beyond the Hill*, directed by Emin Alper, tells the story of the events that started when a man took his two sons, one of whom was independent and the other depressed, to his father's farm. Grandfather Faik, the eldest of the family, attributes every negativity going on in his farm to the goat herds and their shepherds. With the sound of an unknown gun explosion, events get out of control with the direction of the grandfather. Making plenty of references to Carl Schmitt's friend/foe distinction, the film criticizes the male-dominated culture that creates an enemy instead of facing problems through a family tragedy.

Paranoia and the Enemy

The enemy that is never seen or thought to be seen in the film appears as the product of a paranoia. Believing that his house is under threat because of the nomads behind the hill, Faik organizes his family's men to respond to this threat. The characters, who take part in the story with their actions around Faik's paranoia, keep their thoughts to themselves without questioning Faik as an authority figure. In this way, the enemy and marginalization on which the film builds itself gives a universal message regardless of the location and country of the film. The need for the enemy in the establishment of solidarity, control, order and identity is universal. In the film, the characters' discourses in the face of threats refer only to tasks related to masculinity, without relying on concrete and specific reasons. War with the enemy is the test of manhood under Faik's leadership.

Location and Shooting of the Film

The movie takes place in the countryside. A village house in the middle of a wide and mountainous geography is the place of Meryem. While the outside of the house is the place of male characters, each character experiences this space differently. For Faik, this place is his property and heritage, for Mehmet it is a place of work, for Sülü it is an adventure and for Caner it is a fantasy place. The focal point of the place is behind the hill. This focal point forms the line between the enemy and the home. The characters use only Faik's point of view regarding what is behind the hill. The audience watches the movie with this perspective, especially at the beginning of the movie. It is seen that both wide shots and shots that follow the characters behind are used in the movie. While the wide shot feeds our perception of the space, it can be said that the shots taken from the backs of the characters feed the threat element.

Masculinity and The Woman

In the movie, the only female character Meryem is presented from a male point of view. The woman is always inside the house, when she leaves the house; her views are not valued, she is only identified with food and sex. Both the Faik and Nusret characters approach Meryem only through her femininity and make sexual references in their conversations with Meryem. As a result, the film tells how reality is constructed by humans and that there is not always the need for concrete evidence for this. It may be how the other is viewed rather than the actions of the other that determine who the enemy is. This acceptance is associated with power and masculinity in the film. The perception of a single leader's enemy produces different results, and the story that the characters feed with their silence is a single direction, revenge.

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EDUCATION - RESEARCH



Most Popular Programs in Data Analysis



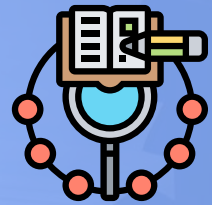
Res. Asst. Sreyya İMRE BIYIKLI
The Department of Management
Information System

1.R

Nowadays, where data analysis has become more important, R has become a programming language that is frequently mentioned. R, a programming language used for statistical calculations and graphics, was developed in 1993 by Ross Ihaka and Robert Gentleman of the University of Auckland, New Zealand, and is named after the initials of these two developers. The software started to be developed in 2010 and the first beta version was released in February 2011.

R is an open source software language used for statistical computing, graphics and data analysis. Being a free software language, R, which makes its users a part of the development process, is now being developed by a team called the R Core Development Team. Today, it offers about 12000 packages to its users.

R offers a wide range of statistical results (linear and nonlinear modelling, classical statistical tests, time series and panel data analysis, classification, clustering and decision trees, etc.) and graphical techniques. That's why it's very popular with data scientists and analysts. Popular areas where it is used are machine learning and big data.




2.Python

Python was developed by Guido van Rossum in 1990 in Amsterdam. It is named after the Monty Python's Flying Circus show by the comedy group Monty Python. It continues to be developed today through the efforts of the Python Software Foundation. Python, which is used as a software and coding language with wide libraries, provides great convenience with its simpler algorithm than other programming languages and its use as open source. Python, which is used quite a lot in the world, is developing day by day. Python is used in the processing of big data in the field of data science. With the Python programming language, applications related to Web design, mobile games, data analysis, machine learning and mathematics can be made. It is used in Web software and as a game engine, especially with Django and Pygame, one of its large libraries. Some of the organizations using the Python programming language are Wikipedia, Google, Yahoo!, NASA, Facebook, Amazon, Instagram and Spotify.

Although the usage area of R and Python is similar, the usage area of Python is more general than R. Python includes both statistical calculations and software development. The main purpose of R is statistical analysis and therefore offers more packages than Python. While R is mostly used in academic field, Python is used in software development field.





Asst. Prof. Yeşim KAYA
The Department of Business
Administration

STRATEGIES OF TURKISH WOMEN MANAGERS FOR OVERCOMING THE GLASS CEILING



Although the number of female employees in the business world is increasing day by day, they still have disadvantages in managerial positions. They are not significantly represented in corporate leadership positions. The ultrathin and transparent but very real barrier that prevents qualified women from advancing to senior management positions has been conceptualized as the glass ceiling in the literature. In a study conducted by Kaya and Tamer (2022), it has been determined that female managers apply different strategies in three areas that can be conceptualized as work-life and family balance, business life, and career path in order to overcome the glass ceiling.

Women administrators emphasized the issues of family culture, child care, social support, and their own individual efforts when regarding *work-life balance* and *family*.

In order to cope with difficulties regarding discrimination, gender stereotypes, and inhibitions in business life, they have been applying strategies such as common and open communication, overwork and being lawless, discreet communication, patience, and unresponsiveness, self-limitation for appearance, avoidance of conflict, developing a hobby for joining the group and respect to privacy and family life. For handling other difficulties encountered in business life, female managers sometimes apply the strategies such as showing female-specific reactions, sometimes stifling female-specific reactions, withdrawing from work/self-stoppage, directing potential to different areas, and resilience.

The study revealed that women emphasize the prevailing opinion on being promoted of women employees in the organization, their managerial influences, their efforts, and characteristics on the *career path*. Based on their diligence and personality characteristics, it is understood that they can advance in their career journey by benefiting from the support of the institution for the promotion of women and combating the adverse effects of other managers.

Female managers stated that personal characteristics and efforts such as the strength of expertise, personality characteristics, analytic intelligence, discipline and diligence, holistic approach, being a detailer, being solution-oriented, being relationship-oriented, emotional intelligence, and training are crucial for them to be able to progress in their career journey by getting ahead of their competitors. Based on their efforts and characteristics, it is understood that women can advance in their career journey by benefiting from the support of the institution for their promotion and combating the negative effects of other managers.

These are inspiring strategies for women at all levels of management, which will be able to use to advance their career paths. Among these strategies, the strategies that can be supported by the organization will also be able to be a guide for human resources management practitioners, managers and leaders, and organizational structure and culture designers.



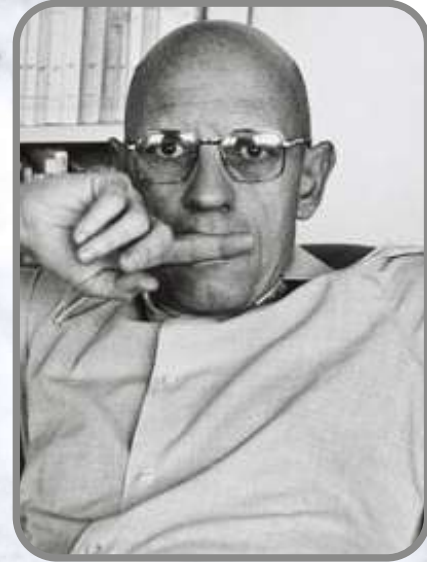
FOUCAULT WHO?

Res. Asst. Zülal SEZİCİ
The Department of
Business Administration (English)

Any intellectual or even semi-intellectual philosophical conversation will surely touch upon Michel Foucault. Philosophers generally think differently from the public. They are outliers, in that sense. As a philosopher, Foucault was also an outlier amongst the other outliers, if it's up to me. For this reason, he attracted the attention of Jean-Paul Sartre, one of the great philosophers of the period. Anyway, without extending my personal comments, let's try to briefly examine the fifty-eight years of Michel Foucault's life and who he is.

Foucault was born on October 15, 1926, in Poitiers, France, into a bourgeois family engaged in medical science. Although his family wished for Foucault to become a medical doctor, such an option was not available to him. He was a different kind of kid. In fact, Foucault had a difference beyond wanting to study philosophy and history, not medicine. For example, he was in pain a lot. In his youth, this pain did not go anywhere. On the contrary, it increased, and Foucault began to think about suicide constantly. Finally, at the age of 22, he attempted suicide, and as a result of this incident, his father made him see Jean Delay, one of the best psychiatrists in Paris at that time. These conversations calmed Foucault's mind. He faced himself. Nevertheless, he decided that he needed to stay away from the Paris intellectual community for a while, and continued his education in Sweden, Germany, and Poland. At the age of 27, on a summer vacation, he found an article by Nietzsche titled 'The Uses and Abuses of History for Life'. This article was explaining that history is not just about events that happened in the past but something that needs to be looked at and learned. Inspired by this article, Foucault decided to become a philosophical historian, and after that, he tried to solve the crucial problems of the time by looking back. In 1961, he published his first masterpiece, *The History of Madness*. In this book, he mentions that the view towards madness has changed in a negative way under the influence of modernism and that in previous ages, the insane/different were thought to have a kind of wisdom. However, after the advent of modernism, the insane person was imprisoned because he was a person who acted differently from society and did not fit the classical *homo economicus* definition. The purpose of modern psychiatry, trying to treat our mental health, is to get us back into production. When the hope that these patients will be able to participate in production again is lost, they are put in mental hospitals, which are actually a kind of prison.

We can see the philosophy here in the book *Birth of the Clinic*. He says that in the 18th century, the professional doctor was born and looked at the human being not as a human being but as a set of organs. In his next book, *Discipline and Punishment*, published in 1975, Foucault criticized the state's system of punishment. Since punishments were carried out in public places in the past, they could have a triggering effect on the public. However, with the birth of the modern prison, punishments seemed less brutal, but they delivered behind closed doors became much less dangerous and censored for the sovereignty of the state. In fact, neither life sentences nor mental hospitals solve the problems and crimes in society or heal people, but these institutions only protect the current dominant order, says Foucault. Again, in his book *The History of Sexuality*, he says that since the 18th century, we think that we have been living sexually freely, and in fact, we have been living under the science of sexuality. Foucault does not say that everything that happened in the past is true and is for the best, but he always emphasizes that we must abandon our "optimistic arrogance" in order to see the good in the past, leaving behind the nonsense that humanity has advanced in everything.

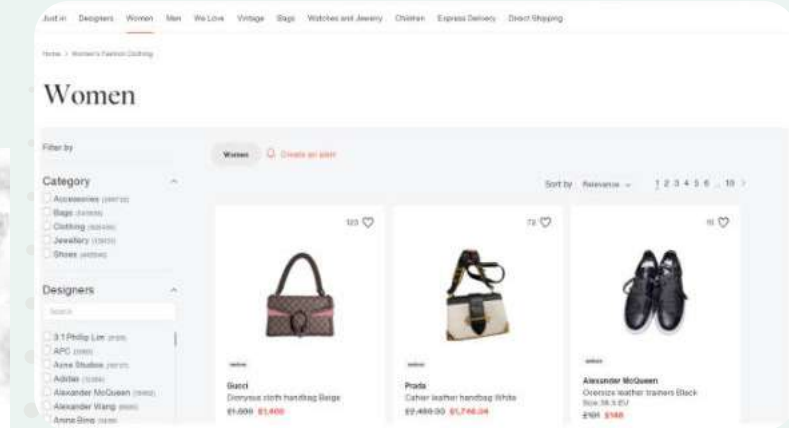


Recent Sustainability Practices in Luxury Marketing

ENTREPRENEURSHIP AND INNOVATION

Asst. Prof. Alpaslan KELLECI
The Department of Business Administration

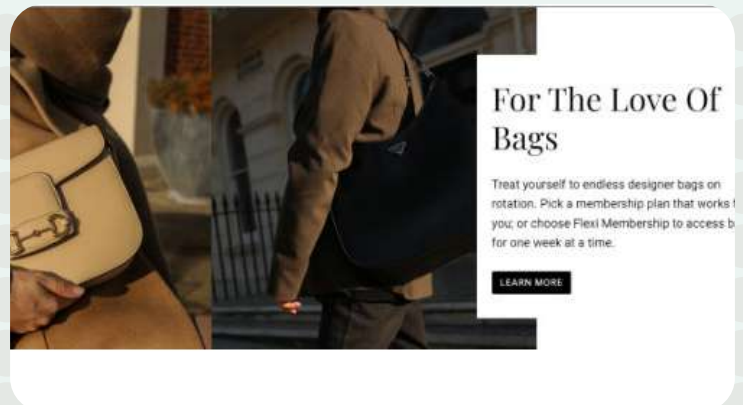
Today, new forms of luxury consumption have been gaining traction due to the soaring demand for second-hand luxury goods as well as the rise of online second-hand and luxury rental platforms. In conjunction with the recent developments in luxury consumption patterns, French luxury group Kering (owner of Gucci) invested in resale platform Vestiaire Collective in 2021, which is a Paris-based leading platform for second-hand clothes and handbags. According to Kering, the growth in the second-hand luxury market has been predominantly triggered by younger consumers' focus on sustainability and a growing trend for social shopping and online communities.



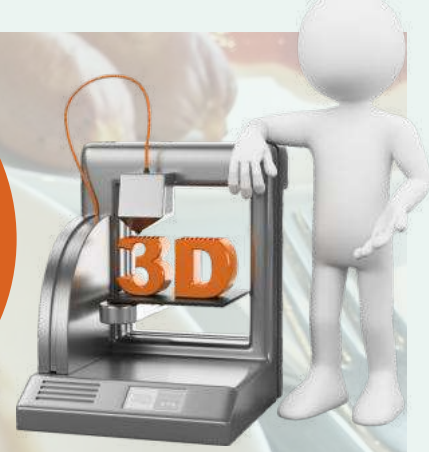
The luxury industry is also running in the direction of "pay-to-use" or rentable luxury business model as consumers are less concerned with ownership than ever. Recently, Burberry launched a rental business model in partnership with My Wardrobe HQ (MWHQ), which is the leading marketplace for renting and buying contemporary and luxury womenswear fashion in the UK. MYHQ believes that luxury rental is the solution to consuming luxury fashion in a sustainable way. MWHQ enables users and customers to select size as well as rental period on its web site. For instance, a Burberry trench coat could be rented for approximately 20 USD per day. The items users find on the MWHQ platform are a mix of both new and past seasons.



Yet another example for rentable luxury is Kering's investment in Cocoon, which provides a membership subscription service for luxury bags. Cocoon has three different membership plans (premium, deluxe and flexi), which allow users to choose from different collections. Kering sees the subscription business model as a pivotal strategy as it resonates well with the luxury group's sustainability ambition.



WHAT CAN YOU DO WITH 3D PRINTERS? IKEA'S FAMOUS SWEDISH MEATBALL...



Res. Asst. Melih YILDIZ
The Department of Business Administration



When one thinks of IKEA, one of two things generally comes to mind: furniture with complex instructions and elegant design - particularly white colored ones - and mouthwatering Swedish meatballs. In this article, we will talk more about meatballs than furniture. So the second one that comes to your mind. But I know that for some of you the meatball is number one. IKEA declared that it produced vegan meatballs via 3D printers earlier this month. As the Sosyocom team, we also carried this big news to our pages.

The 3D Meatballs produced as a part of the "Taste a Future" project will be used for recruitment interviews. Pascal Pauwels, IKEA's Group Chief Information Officer, describes 3D meatballs as "the embodiment of data and technology to make it more affordable, accessible and sustainable in an omnichannel environment." With this application, it is planned that the protein structure of meat can be produced by copying it via 3D printers, and it is thought that these artificial products will create a significant impact on sustainability and vegan nutrition. IKEA is not yet considering offering these 3D meatballs to customers, but plans to launch an initiative to make all restaurant menus 50 percent plant-based by 2025 and encourage other businesses to pursue sustainable food choices.

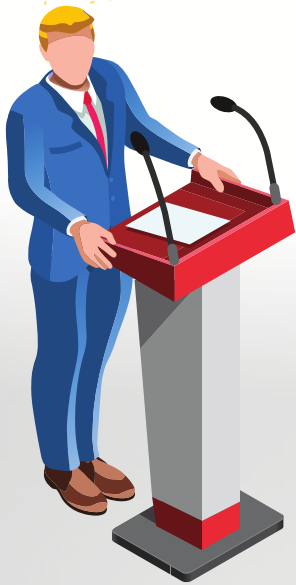
A little over a year ago, IKEA announced that it would make 80 percent of its packaged food and 50 percent of its restaurant menus plant-based by 2025 as part of its sustainability goals. Although this venture may seem like a marketing hook, it gives substantial hints that IKEA will deliver on all of the promises in the future. As the Sosyocom team - especially vegans, we found this initiative satisfactory. What do you think about these 3D meatballs? Do you think this venture is more than a greenwashing marketing hook?



PROJECTIONS OF POST-TRUTH POLITICS

Res. Asst. Elif ŞAHİN

The Department of Political Science and International Relations (English)



"Post-truth", which was declared the international word of the year by Oxford Dictionaries in 2016, is defined as "relating to circumstances in which people respond more to feelings and beliefs than to facts". There are strong cases pertaining to the rise of politics in which emotions prevail over facts more freely and with greater resistance than before. The projections of the concept as a political practice are the various situations in which Donald Trump's political discourse was found to be "exaggerated and provocative" after the 2016 presidential election in the United States and the weakness of his discourse's connection with the truth, and the example of Brexit. For example, Trump's relentless accusations of fake news against mainstream media outlets, including The Washington Post, The New York Times, and CNN, reflected his manner of despising reality. Likewise, his strategy of rejecting impeachments for unlawful behavior by calling them a "mess" and a "witch hunt" can be characterized as an environment where objective facts are less influential in shaping public opinion and necessary frameworks to make sense of certain events are underestimated.



In addition to the Trump example, it is argued that Brexit (Britain's departure from the European Union) is a prominent example of post-truth politics. For example, Marshall and Drieschova (2020), in their study titled Post-Truth Politics in the UK's Brexit Referendum, attribute the fact that Brexit is a crucial outcome of post-truth politics to two key roles:

- 1) In the context of technological changes associated with social media, a significant portion of society receives news from the Internet, and as a result, anything can be written online without checking the accuracy of the claims.
- 2) Increasing distrust of democratic institutions, political elites, expertise and traditional media watchdogs makes society willing to rely on information from questionable sources. Marshall and Drieschova state that this decline in trust in politicians and experts, combined with the trust in social media, pushes the British public to make more emotional and value-based decisions than before, which supports the claim that post-truth politics is a novel phenomenon (Marshall and Drieschova, 2020).

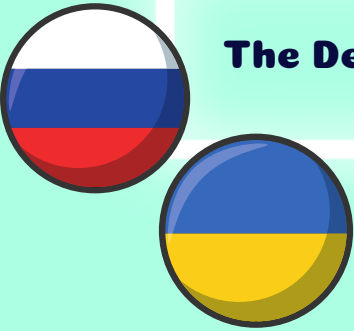
As politics is as old as the history of humanity, the conflict of powers is as old in politics. The devastation that some politicians can wreak as a result of their discursive forms that are weakly connected with reality can be called disquieting. If this continues, it is an ominous prediction that politics as a means of solving the problems of society may permanently disregard the power of truth.

Click to access references.

THE RUSSIA-UKRAINE CRISIS AND ITS POSSIBLE ECONOMIC CONSEQUENCES

Asst. Prof. Onur ÖZDEMİR

The Department of International Trade and Finance (English)



The political factors, which constitute one of the main indicators of the changes in economic processes, imply that its importance once again has been emphasized with the rise of tension between Russia and Ukraine. Understanding the economic consequences that may arise based on the content and size of the problems and the connection of the existing problems with the economic powers of the countries requires a multidimensional analysis. In this context, although Russia's economic power against Ukraine is indisputable, it should be considered that global sanctions weaken this power, and possible problems may intensify the ongoing dispute due to its long-term effects. Against the possibility of war between Russia and Ukraine, the economic sanctions from the United States and NATO countries, in particular, strengthen the case that Russia may face long-term socio-economic problems in the future.

Within the framework of the statements made by the President of the USA, Joe Biden, against Russia's war move, it constitutes the core elements of the economic sanctions, in which Russian banks will be subjected to restrictions in accessing financial resources and will be deprived of American advanced technology components, which are of great importance in economic processes. In addition, it is one of the current sanctions that will prevent most investors from spending and saving abroad. Against these moves, the most vital resource that Russia relies on is the Russian Central Bank, which has approximately 600 billion dollars of reserves. However, the point that Russia emphasizes here is the direction in which the balance between the political gains after the possible war and the losses that will arise as a result of economic sanctions will shift. In addition, the long-term economic consequences of the damage to the relations between Western countries and Russia stand out as one of the topics to be considered.

In addition to the strategy of preventing economic problems that may occur by using the Central Bank reserves of Russia, another economic advantage is the natural gas volume. Russia's stopping action of natural gas distribution against any sanction acts as a shield against Western countries, as it will increase prices, especially in commodity markets, and this will raise production costs in many countries as a global problem. In addition, due to Ukraine's geostrategic location and therefore acting as a bridge between the European Union and Russia, it strengthens the possibility of a global economic impact. These problems, which may arise especially over commodity prices, show that the current increase in inflation in many countries may exacerbate and that countries may face sharp decreases in real production levels in the future.



Health- Psychology



Individual Precursors of Workplace Envy

Asst. Prof. Üyesi Yeşim KAYA
The Department of Business Administration

In the competitive environment created by environmental and technological changes, businesses attach great importance to internal and external resources in order to maintain their existence, and they aim to increase organizational performance to the desired level with these resources. Balancing the emotions felt by the employees in the organization is also extremely important in terms of organizational performance. For this reason, it is necessary to understand the antecedents of envy, which is one of the negative feelings and emotions such as anxiety, stress, fear, and fright, and its negative impact on individuals and relationships. However, countermeasures can be taken in this way.

The concept of envy includes two tendencies called jealousy and aspiration. While jealousy refers to the emotional state that can become toxic by causing paranoia, due to the fact that one knows that one cannot reach something that exists in someone else and is envied because of his own inadequacy and helplessness; aspiration is the desire to get the same things without envying what others have. Workplace envy, as a combination of negative thoughts and beliefs (negative cognition) resulting from social comparison and negative emotional discharge, involves the realization that one is behind when comparing oneself with another person who is superior, successful, and possesses other assets that no competitor would like to have.

On the basis of Social Comparison Theory and Self-Concept Theory, the antecedents of envy are classified into three groups as individual, organizational and relational (interactive) factors. In various studies, envious people have been examined in terms of the characteristics they have in the organization in the context of individual factors. It has been concluded that these people have characteristics such as malicious temperament, emotional instability (neuroticism), low level of responsibility and self-efficacy, greed, pessimism, selfishness, complex, lack of empathy, over-competitive, senior, ambitious, gossipy and power-oriented.

Another reason for envy and jealousy in the workplace is intra-sex rivalry. While women are most envious of their physically attractive female rivals, men are most envious of their male rivals who attract an emotional partner who is most physically attractive. In addition, the type of attacks differs according to gender; women appear more vindictive, talk behind other people's backs and mock their rivals. Typical men's tactics are to permanently reassign others, cut off the conversation, or assign tasks that are inconsistent with the others' self-confidence.

It is clear that both women and men appoint other attractive people of the same sex as competitors, feel threatened by the success of others who are attractive of the same sex, and believe that it is necessary to downplay this success.



EMOTIONAL CONTAGION



Asst. Prof. Seda Mumlu KARANFİL
The Department of Aviation Management



Emotions have an important place in our relationships with other individuals, in our perceptions, attitudes and behaviors. Emotions arise internally and turn into behaviors. Research on emotions states that the emotions of the individual can affect the way they communicate with other people and the emotions of other people. In this context, it is possible to define emotional contagion as the tendency of the individual to be affected by the emotions of another person and to catch the emotions of that person. To explain emotional contagion with an example, you can smile when you see someone smiling at you or feel emotional when you see someone crying.



Emotional transmission occurs automatically and unconsciously in emotional contagion. Emotions are when an individual reads another person's facial expressions and body language and automatically imitates that person and synchronizes with that person and merges emotionally at the same point. When emotional contagion is examined in terms of working life, it appears that the individual's attitudes and behaviors towards work affect other employees' attitudes and behaviors towards work as a result of interaction with people. In this process of influencing, some individuals are more affected by the emotions of others, while others are less affected. With this aspect, it is possible to say that emotional contagion may differ from individual to individual. In addition, studies have found that the level of emotional contagion in women is higher than in men. While it can be said that women are more compassionate and their roles in life may cause this, it is possible to say that the upbringing of men and training them to react more logically and calmly to the outside world may cause this situation.



Finally, when we take a look at the individual and organizational consequences of emotional contagion, positive individual achievements such as personal success, self-esteem, extroversion, social desirability; it is possible to say that it causes negative consequences such as burnout, alienation from work and the environment, and increased stress levels. When we look at the results of emotional contagion at the organizational level, it is positive in terms of teamwork, cooperation, work performance, organizational commitment, organizational culture. It can be said that it causes negative results such as emotional exhaustion, depersonalization, decrease in professional commitment and decrease in feedback in communication.

TOWARDS SUCCESS WITH HEALTHY INDIVIDUALS: WELLNESS AND WELLBEING



Res. Asst. Fatih AVCILAR
The Department of Business Administration

In today's business environment, individuals are faced with many problems such as irregular nutrition, stress, lack of sleep and inactivity. Problems faced by individuals are not only limited to the individual's health. This also affects the awareness and creativity of employees and reduces the productivity of the individual in the business environment. To eliminate these problems and take a step towards a healthier life, companies recently have become very interested in Wellness programs. With Wellness programs, companies encourage a workplace culture in which a Wellbeing environment is provided, where employees choose to have a healthy and happy lifestyle, not a culture of employees who are forced to live a healthy and happy life in the workplace. In this article, we will take a look at the practices that are encouraged for a healthy and happy workplace environment by companies. However, before moving on to these practices, let's look at what Wellness programs and Wellbeing are.

First, let's start with a short definition of "health". According to the World Health Organization, health, which is not only limited by the absence of disease or infirmity, is defined as a state of complete physical, mental, and social well-being. It means that being healthy (wellness) does not simply mean the traditionally accepted "absence of disease". Being healthy (wellness) means more than just the absence of bad health, and wellbeing takes this concept of being healthy a few steps further.

Wellness refers to the state or quality of being healthy and wellness is more specifically about health than happiness. The concept of health is a matter of opinion, yet being healthy is what affects your overall health (wellness). That's why many companies invest in wellness programs that help employees lose excess weight, address chronic medical conditions and ailments, and make lifestyle changes such as quitting smoking.



On the other hand, well-being is the state of being healthy, happy, or successful. Health can play a role in overall happiness level or the ability to be successful; but this health is not a factor that covers well-being. Well-being considers the whole of an individual, including his or her body and mind. Well-being can be defined as a set of practices that make employees happy in many ways, aiming for mental and physical well-being and therefore a holistic state of health and happiness. For example, subjects such as a satisfactory and stable work environment and comfortable living conditions are essential for the well-being of the individual.

Many companies such as Allianz, Pfizer, Gittigidiyor, Roche, Asana, Google and Microsoft offer Wellness programs to their employees to achieve corporate Wellbeing in their work-settings. Some of the approaches and Wellness programs implemented by companies to achieve a corporate Wellbeing are as follows:

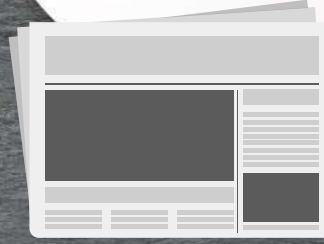
- Posture Workshops, Healthy Eating Workshops, Stress Yoga Workshops, Office Exercises Workshops, Massage Workshop, Laughter Workshop, Psychological Counselling and Dietitian Opportunities, Fitness Centre Facilities, Personal Care and Training Workshops organised for the analysis and elimination of postural disorders.
- Seminars on social and work balance, parenting, breathing and diabetes.
- Workshops on healthy food production were held.
- Corporate discount opportunity for gyms.

In Microsoft, another technology giant that contributes to the well-being of its employees with its Corporate Wellness programs, everything is about health and well-being. The company organises trainings on quitting smoking, weight control and fitness for its employees.





SOCIO-AGENDA



Asst. Prof. Üyesi Çağla
TUĞBERK ARIKER
The Department of Business
Administration (English)

Circular Fashion: Renting and Second-Hand Platforms

The basis of the circular fashion system is the reuse of apparel products by changing hands until their reuse is not possible. The aim is that a fashion product does not leave the system before it is completely old, and thus, the damage to the environment due to overproduction is minimized. According to Greenpeace, 18% of pesticides and 25% of insecticides are used to grow cotton, the production of one kilogram of cotton leads to water consumption between 10,000 and 20,000 liters, textile production accounts for 20% of the water pollution caused by the manufacturing industry. Polyester used in the production of fashion goods takes more than 200 years to decompose, when polyester clothes are washed micro-polyester pieces are released, threatening natural life at the shorelines, and almost 2,625 kilograms of unused clothing waste is generated every second. Considering the environmental damage caused by textile production, the importance of adapting a circular fashion system is apparent.



The aim of the circular fashion system is to share fashion goods as well as sustainable fashion design and production. Commercial platforms supporting circular fashion can be examined under two groups: fashion renting and second-hand clothing platforms. Fashion renting platforms like Rent the Runway and Unomoi allow their customers to rent the clothes they select for a period of time like a month. The aim here is to enable customers to access fashion brands at affordable prices. These platforms also support the circular fashion philosophy by allowing the same product to be used over and over again. Second-hand clothing platforms like Poshmark, Dolap and Gardrops bring individual sellers and buyers together to trade second-hand clothes. Second-hand clothing platforms help to protect the environment through providing an opportunity to reuse an item of clothing that is not used by its first owner anymore.



On the other hand, results of studies show that the motivations that direct consumers to rent fashion goods or shop from second-hand platforms are not limited to protecting the environment. In fact, many consumers are motivated by economic factors. Consumers may prefer these platforms especially when their purchasing power decreases. However, this is a factor that could jeopardize the acceptance of circular fashion understanding when financial conditions improve. Distance from the system, need for uniqueness, and bargain hunting are among other motivations that direct consumers to these platforms.

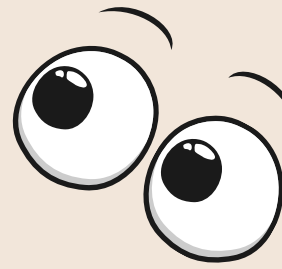


On the other side of the coin, there are many factors that can prevent consumers from renting or buying second-hand clothing. Studies show that hygiene is the primary consumer concern. Consumers may feel disgust or worry about contamination because these clothes have been worn by other people. Consumers may also have concerns like damaging their self-identity, being associated with low-income groups, dealing with negative reactions from friends and family members, and feeling embarrassment. Considering the environmental damage caused by fashion production, managers of fashion renting and second-hand clothing platforms are suggested to develop convincing communication messages to relieve customers about concerns like hygiene. Another strategy may be to position these platforms as the brands preferred by conscious consumers. Some references are listed below for further reading.

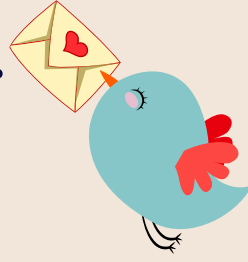


[Click to access references.](#)

SPY PIXELS IN OUR EMAILS: IS SOMEONE (BIG BROTHER) WATCHING US?



Res. Asst. Melih YILDIZ
The Department of Aviation
Management



"Big Brother" is a concept we're familiar with from George Orwell's dystopian novel 1984. If you are one of the three people who do not know this novel, I recommend you start to read 1984 after reading our article. It is possible to define Big Brother as a ruler of a society in which all individuals in the society are constantly watched by a central authority. Does this remind you of Big Data? Big data is defined as a data pile that is analyzed, classified, and transformed into meaningful and workable form. Big data is fed by interactions in social media accounts, search engines and the traces left behind when a search is made there, movements made with bank accounts, blogs, mails, sensors and all interactions of individual users with the internet. A new addition has been added to these types - spy pixels.

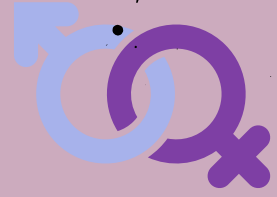


Tracking pixels are typically a GIF or PNG file that is as small as 1x1 pixels, which is inserted into the header, footer or body of an email. They can be white or another color to merge with the content and remain invisible to the customer, and are usually as small as 1x1 pixel. Recipients do not need to click on a link or do anything to activate them beyond opening an email they are embedded in. Spy pixels can record the number of times an e-mail is opened, the user's location, the connected IP address, and device usage. Marketers can use spy pixels to track how many emails in a specific campaign are opened in aggregate, as well as to automatically stop sending messages to customers who ignore them.

Additionally, spy pixels can be used to measure consumers' involvement levels. If you do not want to be tracked by spy pixels, you may not allow automatic image uploads in your web browser or you can take precautions by downloading e-mail and browser plug-ins. As you can see, while spy pixels are vital for marketers, they can be a privacy violation for consumers. So, in the digital age where data is so valuable, do marketers have the right to masquerade as "Big Brother"?



Gender-Based Virtual Harassment: Metaverse



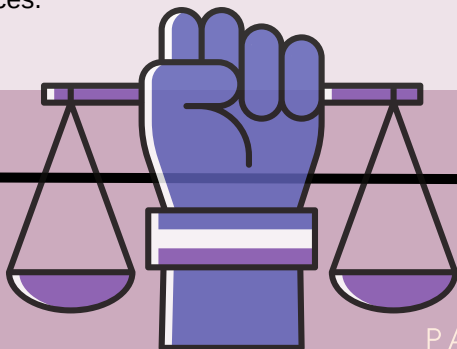
Asst. Prof. Üyesi Nazar BAL
The Department of Sociology

The Internet has provided the opportunity of two-way communication with each other on different social media platforms. While social media offers us opportunities such as socialising and earning money, it has also brought negative results such as digital violence, verbal/physical harassment, mockery, humiliation, abuse, exploitation, loss of privacy, and violation of human rights. Virtual harassment can occur as physical threats, sexual harassment, persistent stalking, and sexual content sharing on new social media platforms such as Instagram, Facebook, Twitter.

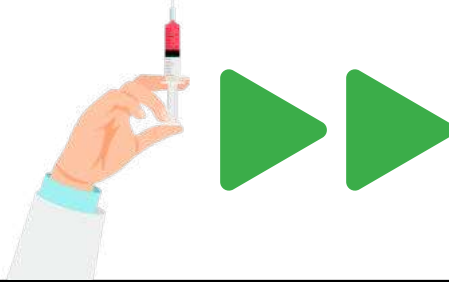
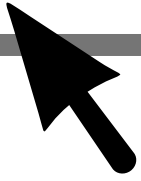
According to researchers, those who are most exposed to digital violence are those who are in the disadvantaged group, those who are stigmatized and marginalized. In the report of the UN "Cyber Violence Against Women and Girls - Worldwide Urgent Call for Action" (1), it is stated that women are exposed to online violence 27 times more than men. Nina Jane Patel, a vice president in the tech company dealing with Metaverse, revealed she was verbally and sexually harassed by three male avatars on Meta's Horizon Venues this January. Patel connected with the virtual glasses to Horizon and said that "she did not physically feel the touches, but she felt uneasy because of the incident. She also stated this incident increased her fears that the Metaverse universe would become a haunt for sex offenders and pedophiles" (3). Cyber harassment of women more than men, results from the gender inequality imposed by the patriarchal system and the secondary position of women according to gender roles.

After the virtual harassment incidents in Metaverse, it was announced that the 60 cm virtual personal safety circle feature was introduced in February to prevent users from contacting each other. Although there is a distance measure, digital violence is inevitable in Metaverse, as footprints are followed by someone on digital platforms. It can be said that this situation will harm individuals in terms of social, psychological and health, such as exclusion, stigma, self-isolation, loss of values, stress, anxiety, loss of self-esteem, fear, anxiety, feeling insecure, suicidal ideation. Along with security measures, legal sanctions and inspections should be introduced. It is thought that workshops, campaigns, seminars and academic studies organized by different institutions and organizations will increase in order to raise awareness about virtual harassment incidents and digital violence against women in Metaverse.

Click to access references.



SPOTIFY: FREEDOM OF SPEECH OR MISINFORMATION?



Res. Asst. Cansu TÜRKER
The Department of Business
Administration (English)



Spotify's continuous growth has come to a halt, the audio streaming platform's shares took a huge blow following the latest controversy with the famous podcaster Joe Rogan.

A recent study claims that 19% of Spotify users have canceled their subscriptions since the controversy around the Joe Rogan podcast. In online discussions, some users argue that this attitude is a boycott that harms freedom of speech, while others support the boycott because Rogan's podcast misleads society and poses a risk.

Joe Rogan has been criticized by various media pundits and medical professionals for hosting anti-vaccine guests and spreading misinformation about the vaccinations. This, along with the boycott wave launched by Neil Young and other artists, put the music platform into a tight spot.

In December Joe Rogan hosted Dr. Robert Malone, an American physician, and biochemist whose early work focused on mRNA technology who is now critical of the mRNA vaccines. Malone made various baseless and debunked claims about the Covid19 vaccine, notably stating that getting vaccinated could have a negative effect on people who had COVID-19. This episode of the Joe Rogan Experience was the catalyst to the drama that followed. Due to the constant backlash, Spotify has stated that it will be adding a content advisory to any podcast episode that revolves around COVID-19. This advisory's main role will be directing listeners to trusted sources that could provide better informed COVID-19 information. Moreover, Spotify CEO Daniel Ek stated that the company does change policy based on one creator. Joe Rogan responded by apologizing to the allegations, stating that he was not spreading misinformation.

0:24

2:56





Time to Socialize

Res. Asst. Zeynep ÖZCAN
The Department of Advertising

In this month's newsletter, we've covered the Royal Ontario Museum in Toronto, the Smithsonian National Museum of Natural History in Washington DC, and the Acropolis Museum in Athens, among the museums included in Google Arts & Culture. Click to access other museums.

Royal Ontario Museum – Toronto, Canada

This is one of the world's leading natural history and world cultures museums. As a universal cultural center, the museum combines with the natural history museum to offer experiences from various parts of the world. Click to experience the museum, where there are various collections reflecting the intertwining of nature and humanity.



Smithsonian National Museum of Natural History – Washington DC, United States

Located on the National Mall in Washington DC, the Smithsonian National Museum of Natural History helps us make sense of nature and our place in it. The museum, which offers an archive of the world's physical, cultural and biological diversity, presents more than 145 million objects in total. Click to tour the museum



Acropolis Museum – Athens, Greece

In the Acropolis Museum, there are more than 3,000 artifacts from the Athens Acropolis, the most important sanctuary of the ancient city. There is also an archaeological excavation under the museum specific to the archaeological site, and there are restaurants, cafes and museum shopping places. Click to visit the museum.



EVENTS IN ISTANBUL

As SosyoCom family, we have chosen Yıldız Palace, Rumeli Fortress and Galata Mevlevihanesi Museum for you in this month's issue.

Star Palace

After leaving Dolmabahçe Palace, Abdülhamit II chose Yıldız Palace as the administrative center of the Ottoman Empire and spent thirty-three years here. There are many buildings and manufacturing facilities that were added to the palace over the years. In this respect, in addition to being the administrative center of the state in the past, it also had the feature of being a center of culture, arts and crafts. It has a printing house, photography workshop, theatre, official gallery, small museums, music studio and observatory. Click for detailed information about the museum.



Rumeli Fortress

It was built by Fatih Sultan Mehmet in 1452 to control the ships passing through the Bosphorus. Losing its importance after the conquest, the fortress has been used as a state prison since the 16th century. Rumeli Hisarı, which has undergone various restorations over the years, was opened to visitors as a museum in 1953. The museum, which includes cannonballs and cannons belonging to the Ottoman period, especially from during the conquest, also has the largest bastions of its period. In addition, there are various stone artifacts from the Eastern Roman Empire and a collection consisting of the Golden Horn chain. Click for detailed information about the museum.



Galata Mevlevihanesi Museum

The museum, which was established in Galata in 1491, is also known as Kulekapısı Mevlevihanesi and Galipdede Lodge. After the building was damaged in the earthquake called Little Doomsday in Istanbul in 1509, it was repaired, and it was restored again after it was damaged in the Tophane fire of 1765. The building, which was used as the First School in 1925, was opened as the Divan Literature Museum between 1967-1975.

As a result of the renovation and environmental arrangements made between 2008-2011, it now serves as the Galata Mevlevihanesi Museum. Click for detailed information about the museum.



We have compiled the events that will take place in Istanbul in March for you. You can access the event details at <https://www.biletix.com/anaSayfa/TURKIYE/tr> and <https://kultur.istanbul/>.

February in Istanbul

Type of Event	Name of Event	Date	Place
Workshop & Training	Philosophy of a Good and Productive Life - The Philosophy of Well Being	17.03.2022 20:30	Online
	Tapas Workshop	05.03.2022 17:00	International Service and Taste Academy
Concert	The Story of a 100 Years Concert from Tanburi Cemil Bey to Nazım Hikmet	07.03.2022 20:00	CRR Concert Hall
	Arctic Monkeys Tribute	02.03.2022 21:00	Dorock XL Kadıköy
Movie Screening	"And Curtain!"	01.03.2021-30.04.2022	Online
	"İdil Biret: Portrait of a Wonder Child"	01.03.2021-30.04.2022	Online
Exhibition	Frida Museum Virtual Tour and Love with Diego	02.03.2022 20:30	Online
	From Istanbul to Byzantium: Paths of Rediscovery, 1800-1955 - Gulru Tanman - Exhibition Tour	01.03.2022 19:00	Pera Museum
Interview	Being a Real Woman Seminar Program with Piraye Erdoğan	08.03.2022 20:30	Online
	Cem Workers & Fazlı Polat - Çimen Talk Show - Guest: Mesut Süre	24.03.2022 21:00	Watergarden Performance Center
Theater	Van Gogh	06.03.2022 16:00	Caddebostan Culture Center
	Madonna in Fur Coat	03.03.2022 20:30	Kadıköy Public Education Center

Street Flavors Series

Shall We Eat Pide?

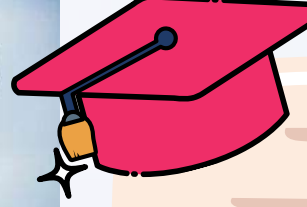
Res. Asst. Dilek EROL
New Media and Communication

Although it is accepted by the world that pizza is a flavor of Italian cuisine, pizza was actually brought to Europe by the Ottomans. Pizza was introduced into Italian cuisine by an Italian inspired by the pide eaten by the janissaries during the expeditions of Sultan Mehmet the Conqueror to the Italian shores in 1480. So, what is the pide that inspired the pizza consumed all over the world today? Pide (pita), Greek *píta* *πίτα* means "flat dough bread", while Aramaic/Syriac *pītā* *פִּיטָא* means "piece of bread, bite". The Turkish Language Association defines pide as "a thin, flat food made from leavened dough and cooked by optionally adding eggs, minced meat, cheese, pastrami, etc."

Some sources take the history of pita bread back to 2 thousand years. Babylonians, Egyptians, and other Middle Eastern peoples are known to have eaten flatbread, which they baked in earthen or stone ovens. Although it is accepted that these types of bread, which they sometimes enriched with various additives such as olive oil, honey, and thyme, are considered to be pide, pide attained its present rich content and diversity in Ottoman cuisine. Many ingredients are used in making pide, from pastrami to small pieces of meat, from spinach to cheese, from eggplant to mushrooms.

An interesting piece of information about pide is that the first time its name is mentioned is in a consumer protection law. In the Kanunname-i İhtisab-ı Bursa, which was put into practice by Sultan Beyazıt II in 1502, a series of rules were determined from the features of the flour to be used in pide making to the way of cooking. Pide, which was usually cooked in a round shape in the past, is now baked both round and long. Open and closed cooking options are also available for long pides. If desired, breaking eggs on pita is also a tradition from the Ottoman period.

Trabzon (Sürmene), Giresun (Görele), Samsun (Bafra), Kastamonu, Aydın (Yenipazar), Kayseri (Develi) are the first cities that come to mind when pide is mentioned in Turkey. Although local pides are made in various shapes and contents in many cities, the Black Sea pide has a special place in all of them. Although there are many pide restaurants in Istanbul, there are limited places in Istanbul where you can find the best Black Sea pide, which is identified with the Black Sea cities of Trabzon, Samsun, and Giresun, and it usually derives its flavor from ingredients such as natural butter, cheese, and roasting that come from these Eastern Black Sea cities. Meşhur Karadeniz Pidecisi in Fatih district, Haçapuri in Kadıköy, Karadeniz Pide ve Kebap Salonu in Fatih, Beyoğlu Nizam Pide ve Sütlaç, Kadıköy Köşem Karadeniz Pide Salonu, Sarıyer Pide Ban and Şişli Çıtır Pide are the most well-known places where you can eat pide, which can be consumed at every meal of the day and instead of every meal for any meal of the day.



IGU-GRADUATE



Merve Çolakel

2021 Graduate of International Trade and Business Administration

Hello, I am Merve Çolakel, a 2021 graduate of Istanbul Gelişim University.

I started my education at our university in the Department of International Trade. While I was making the necessary applications for Erasmus+ Student Mobility, which has been my plan since high school and our school's teachers encouraged and informed us during my second year, I also applied to the ÇAP (double major) program, which is one of the free opportunities provided by our school in the same period.

After my two applications were accepted, I chose the Aviation Management department, which I was interested in, as my 2nd branch and continued as a 2 department student in the next semester. Of course, I had a very different excitement in me. During this period, I also decided to go to Germany with Erasmus+. I was about to have my first overseas experience. One of my main goals here was to see and experience how much I could exist and achieve when I was alone in a country where a different language is spoken, which I have never been before, and which had a very different culture and lifestyle from ours. I spent the spring semester of that year at the Nürtingen-Geislingen HfWU. While staying in a dormitory belonging to my guest school in a city very close to Stuttgart, I also got my first dormitory experience. I can clearly and unequivocally say that it was the period of my life that I enjoyed the most and developed myself the most. 'My Buddy', Burcu, who was the local student assigned to me by the school I visited to took care of me in every way. She became like my sister. It was a wonderful feeling to meet people from dozens of countries from South Korea to Mexico, living together, sharing and promoting their culture, and establishing very valuable friendships that can be compared with family ties.



(Of course, I am also proud of being a Turkish coffee ambassador with Mehmet Efendi and a copper coffee pot, which I offered to all my friends from different countries 😊)

Erasmus+ is something that absolutely everyone should muster up their courage and experience in their university life.

During this period, while going to school, I also had the opportunity to visit 14 countries and countless cities, to experience their history, culture and food. While making these trips, I had the chance to use what I learned from my Aviation Management courses first hand.

Nowadays, I invite my friends to Istanbul and let them experience our beauties. And I know that whenever I want to visit them, I have a house and a family in that country whose doors are wide open to me. Although it is difficult to return to the country and have to leave your friends, one thinks that the distance between us is not so important as long as your communication continues afterwards.

As of 2021, I graduated from both my departments with one semester apart. Currently, I am working in a multicultural environment as I imagined as an International Reporting and Budgeting Specialist in the Finance department of an international non-governmental organization in Turkey.



ABOUT ACADEMIC LIFE

PUBLICATIONS

Asst. Prof. Onur Özdemir's article titled "Cue the volatility spillover in the cryptocurrency markets during the COVID-19 pandemic: evidence from DCC-GARCH and wavelet analysis" was published in **Financial Innovation**.

Asst. Prof. Festus Victor Bekun's article titled

- "Synthesizing urbanization and carbon emissions in Africa: how viable is environmental sustainability amid the quest for economic growth in a globalized world?" was published in **Environmental Science and Pollution Research**.
- "Does fiscal policy spur environmental issues? New evidence from selected developed countries" was published in the **International Journal of Environmental Science and Technology**.

Asst. Prof. Andrew Adewale Alola's article titled "Inbound tourism demand elasticities of MENA countries: the role of internal and external conflicts." was published in the **International Journal of Emerging Markets**.

Asst. Prof. Andrew Adewale Alola and Asst. Prof. Uju Violet Alola's article titled "The role of economic freedom and clean energy in environmental sustainability: implication for the G-20 economies" was published in **Environmental Science and Pollution Research**.

Asst. Prof. Festus Victor Bekun and Asst. Prof. Edmund Ntom Udemba's article titled "Tourism-induced emission in Sub-Saharan Africa: A Panel Study for Oil-Producing and Non-oil-Producing countries" was published in **Environmental Science and Pollution Research**.

ASSIGNMENT-UPGRADE



Asst. Prof. Ceylan BEVINGTON has been appointed as the Vice Dean of the Faculty of Economics, Administrative and Social Sciences.



Faculty of Economics, Administrative and Social Sciences Department of Turkish Language and Literature faculty member **Nezire Gamze ILICAK** has been appointed as Associate Professor.



Faculty of Economics, Administrative and Social Sciences Department of Aviation Management faculty member **Mustafa ASLAN** has been appointed as Associate Professor.



Assoc. Prof. Gülgün ÇİĞDEM started to work in the Department of International Trade and Management.



Member of Faculty of Economics, Administrative and Social Sciences Department of Public Relations and Publicity **Sarp BAĞCAN** has received the title of Associate Professor.



Asst. Prof. Ebru Gül YILMAZ was appointed to the Faculty of Economics, Administrative and Social Sciences - Department of International Trade and Finance (Turkish-English) as of 09.02.2022 as the Head of the Department.



Asst. Prof. Nisa Gülener YILDIRIM was appointed to the Faculty of Economics, Administrative and Social Sciences Department of Radio, Television and Cinema as of 09.02.2022 as the Head of the Department.

MASTHEAD

FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

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