

**ISTANBUL GELISIM
UNIVERSITY**



SosyoCom

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4 Innovations to Build a Disruption-Tolerant Supply Chain



TECHNO-AGENDA

Asst. Prof. Biray KOÇAK
The Department of Logistics
Management

The disruptions in the supply chain in the last 2 years have shown the world that agile and resilient supply chains are the most important factors in ensuring trade and are necessary for organizations that want to take the lead in the competition. According to nearly 1,000 supply chain leaders responding to the 2021 Gartner Future of Supply Chain Survey, the need to introduce fundamental innovations to achieve the required level of agility and resilience appears to be widely embraced by supply chain managers.

A. Initiation of commercial growth from the supply chain

Today's supply chain

More than half of CEOs in supply-chain-intensive industries see growth as the third-most important strategic business priority, and one-third expect the supply chain to drive growth. Today's supply chain organizations, however, tend to prioritize operational excellence over value creation.

The future supply chain

The supply chain will transform into a customer-centric function with a deep capacity to sense customer needs and wants and deliver a timely response.

B. Fulfillment of environmental and social commitments authentically

Today's supply chain

CEOs are making public commitments related to environmental, social, and governance (ESG); diversity, equity and inclusion (DEI); and data privacy, in response to pressure from customers, investors, government, and other stakeholders.

The future supply chain

Customer expectations around environmental and social sustainability will apply to the entire product life cycle. Buyers will only show that this is the reason of choice by purchasing from companies and suppliers that have fully fulfilled their commitments.



C. Ensuring real-time supply chain implementation

Today's supply chain

Supply chain organizations are under growing pressure to obtain real-time data and analyze decisions to implement them faster.

The future supply chain

Supply chain organizations will mature their data capabilities in two phases: first converting real-time data into real-time analytics, then switching from real-time analytics to real-time decision making that enables planning, inventory optimization, and other key processes to be executed automatically. Supply chain organizations will develop skills to process and take advantage of these real-time data flows.

D. Ensuring flexible working conditions

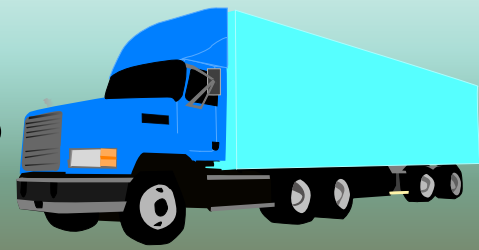
Today's supply chain

COVID-19 has highlighted both the dependence supply chains have on frontline talent, and the need to build working conditions that provide flexibility in where and when work is done. These conditions are also a necessity for a limited number of skilled employees.

The future supply chain

Supply chain organizations will evolve to include automation technologies like robots and AI, along with tools that allow human-to-human and human-to-machine collaboration. Managers will measure performance based on outcomes, not on inputs such as where, when, and how employees work.

AUTONOMOUS TRUCK MARKET: DEVELOPMENTS AND EXPECTATIONS



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Autonomous truck technology is among the technologies expected to significantly change the logistics sector. The main benefits expected from this technology are the reduction in costs and increase in efficiency. In research on autonomous trucks; a reduction of 45% in the total cost of ownership, 40% in transportation costs per km, and over 74% in transportation costs are predicted. Another element that is expected to improve with the autonomous truck is road safety. With the technology being developed, it is expected that human error in these traffic accidents will be reduced rapidly. Another factor is the increase in the comfort level with the drivers moving to the passenger position. Drivers will be able to reach more comfortable and safe working conditions. Within the framework of the existing change, it should be underlined that this area has become a suitable work area for disabled people who did not have the opportunity to work in this area before. With autonomous vehicles, operations will be able to be carried out on a 24/7 basis. This will significantly increase operational effectiveness. In the last step distribution services, autonomous vehicles are predicted to lead to significant change. The potential to solve the driver bottleneck, increase speed and flexibility, and the ability to run the operation without any restrictions are among the features that raise the basic expectations in autonomous trucks.



There are a number of companies working on autonomous truck technology. It is seen that the developments in this regard are accelerating. One of the leading companies in this field is TuSimple. The firm's significant success has been announced in the past weeks. It has been reported that a number of shipments between Phoenix and Tucson have been carried out by autonomous trucks. It was announced that the tests took place at different time intervals, road conditions, and traffic densities. For autonomous truck transportation services, the company signed the first agreement with Union Pacific. Union Pacific announced that in the second quarter of 2022, the shipment on the Phoenix-Tucson line will be made by autonomous trucks using equipment provided by TuSimple. The intensity of good news in the autonomous truck market is increasing. This indicates that in the near future we may see a high number of autonomous trucks on the roads.

THE CONTRIBUTION OF REVERSE LOGISTICS ACTIVITIES TO RECYCLING



ECO-AGENDA

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Reverse logistics is the process of planning, executing, and controlling the efficient and cost-effective flow of raw materials, semi-finished products, and final products from the point of consumption to the point of production, for the purpose of regaining value or properly disposing (www.supply-chain.org). Recycling is the process of converting a number of wastes into raw materials after use, by performing physical or chemical processes. Recycling activities are gaining momentum in the world and our country to recover and use waste to prevent energy waste and the energy crisis that has emerged in recent years. 'Reverse Logistics', also called recycling logistics, is the activities of enterprises or organizations to retrieve products from the consumer or bring them back to the manufacturer for shredding, reassembling, or recycling of products that cannot be sold.

The most important examples of the recovery of products are experienced in the automotive industry. A study conducted in the USA explained that 10% of the logistics finance is provided by reverse logistics. It has been observed that the recovery of used products such as plastic, metal, composite, paper, glass, wood is more economical than the disposal process. These products are considered among the most successful examples of recovery. According to estimates worldwide, an average of 1.15 trillion kg of waste is produced annually. Unhealthy disposal and burning of such waste, which was considered garbage by previous practices, has increased environmental pollution. As a result, waste management practices and landfills, composting, reuse, recycling, and recovery methods for bringing waste into the economy have started to be raised with legal regulations.



When we look at the recycling rates, Germany implements the highest recycling activities at a rate of 56.1%. Austria ranks second with 53.8%. In these countries, waste is recycled by 52% and 56%, while in Switzerland, 49.7% is recycled. In the United Kingdom, zero waste and recycling improvements are targeted by 2050 and it has been announced that they are ambitious in a global sense. The EU has stated that by 2030, around 65% of recycling activities will be implemented for all EU countries. In Turkey, activities have become increasingly widespread with the understanding of the benefits of recycling by businesses. As a licensed recycling facility in Turkey, there are 35 recycling facilities, including 4 for car battery and battery, 2 for aluminum, 13 for packing, 2 for glass, 2 for electronic waste, 1 for rubber, 7 for plastic, 1 for textile, and 3 for oil (www.cevreorman.gov.tr).

As a result of the successful implementation of reverse logistics for businesses, "Loyalty" is provided for the customer while gaining the image of "Green Business" with the awareness of social responsibility, the cost of raw materials and materials is reduced and competitive advantage is ensured in the market. Reverse logistics, which has become the main goal of enterprises today and is legally mandatory, provides benefits to both the environment and the economy. Considering the danger of depletion of natural resources, it has become important to produce sustainably using technologies with environmentally sensitive recycling with fewer resources. Seeing the reality of the energy crisis, enterprises have realized the importance of recycling and taken steps to develop new methods to prevent waste of resources and improve the quality of life. In order for recycling to benefit economically, there must also be a sufficient amount of recycling facilities. Within the scope of sustainability, it will be possible to leave a clean world habitable for future generations thanks to the recycling of waste.

THE GREAT PACIFIC GARBAGE PATCH AND GREEN LOGISTICS



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The Great Pacific Garbage Patch is an area that was discovered in 1997 by Charles Moore. This region is in the Pacific Ocean between Hawaii and California. While some parts of the region have more garbage than others, most of the stack in question is made up of microplastics. As the microplastics are smaller than a pencil eraser, they are not immediately noticed by the naked eye.

The Effect of The Great Pacific Garbage Patch on the Environment

- **Navigation and Ghost Nets:** Lost Fish Networks are very dangerous to marine life. They are usually referred to as "Ghost" networks because they continue to fish even if they are no longer under the control of a fisherman. Ghost nets can trap or wrap around animals or surround them. Therefore, sea creatures can be in great damage.
- **Ingestion:** Animals can accidentally eat plastic and other remains. These substances can take up space in the stomachs of animals, making them feel full, preventing them from eating, or worse, poisoning them.
- **Invasive species:** Marine debris can move species from one place to another. Mosses, muscles, crabs, or other species can connect themselves to the debris and be transported across the ocean. If the species is invasive and can settle in a new environment, it can compete with local species or overcrowding can disrupt the ecosystem.

The Effects of The Great Pacific Garbage Patch on Human Health

We cannot say that the microplastics; which are the leading garbage that makes up The Great Pacific Garbage Patch, are unfamiliar to the human body. In general, it is known that people can be exposed to microplastics from various sources such as seafood, sea salt, tap water, beer, and even honey. But we don't know how people are affected by them. In addition, plastic microfibers can also be carried in the air and can be found in household dust (e.g. furniture, carpets, clothes, etc.), so the effect can be small compared to the exposure of seafood and other ocean resources.



How do we get rid of garbage pieces?

It may not be possible to get rid of pieces of garbage completely. While some materials take a very long time to disintegrate in the environment, other materials, such as plastic, never completely disappear in nature. Therefore, as a first step, the plastic stream should be stopped. This can be achieved with green logistics. The amount of plastic mixed into nature can be reduced by using recycled plastics. This will both ensure a longer lifespan of resources and prevent environmental pollution.

Drone Pilot

NEW OCCUPATIONS

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As a result of technological developments and increasing needs, many new professions are emerging. Drone piloting is also one of the most popular professions in this regard. The interest in drone piloting, which has a very wide field of work, is increasing day by day.

Today, drones or unmanned aerial vehicles, which are used in almost every aspect of our lives, have become equipment used in every field from agriculture to military applications, film shooting to product delivery.

The idea of drones, which have become popular today, is quite old. In 1907, the idea of developing unmanned flying vehicles (the first quadcopter) was developed by the Jacques brothers and Louis Breguet with the help of Nobel laureate Professor Charles Richet. With the subsequent developments, the production of small drone parts began in the 1960s. Drone designs that meet a variety of needs, from military drones to hobby drones, have increased over time.

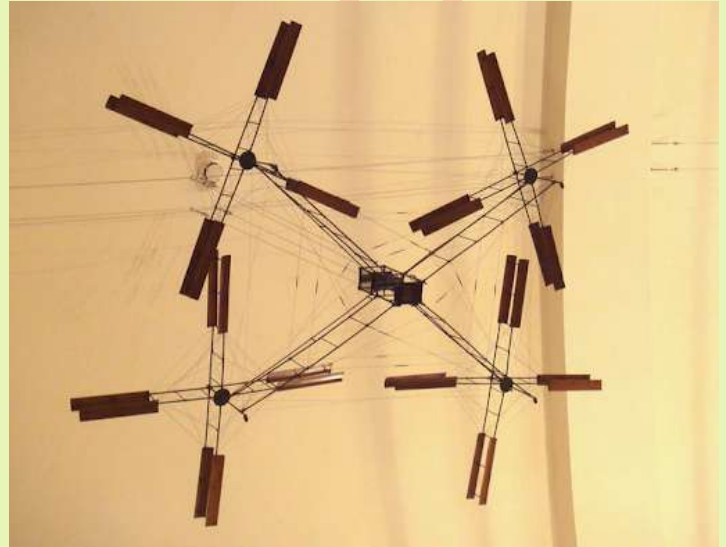
Although people love the use of drones, it should not be forgotten that drones can be a threat. Their low cost and easy accessibility have led to their misuse. In this respect, drones can also serve malicious purposes such as carrying explosive ammunition for terrorist purposes, spraying harmful chemicals, espionage, attacks, etc. The fact that drones are small, fast, and quiet makes it difficult for them to be detected and neutralized. These situations have brought up legal and ethical discussions about the use of drones.



Drone-Parrot AR Drone



Drone DJI Phantom 4

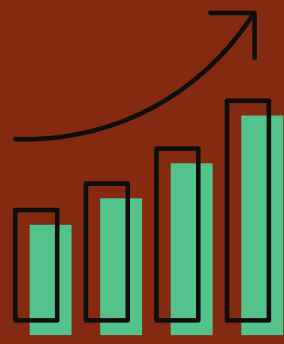


Quadcopter



People who use drones or unmanned aerial vehicles are called "drone pilots". Cameras placed on drones allow shooting with them. Apart from this, there are military drones used by officers or non-commissioned officers. Drone use requires expertise and experience. To become a drone pilot, it is necessary to have a drone pilot license issued by the General Directorate of Civil Aviation (SHGM). In order to obtain the relevant license of SHGM, it is necessary to successfully pass the training given by private companies. As civil or non-commercial drones can only be used by police and soldiers, their license systems are different. Soldiers or policemen who will be drone pilots receive different training depending on the type of drone they will use. Drone pilots can work in the police department, civil defense, media and cinema sector, municipalities, forestry directorates, and various private sector organizations.

DATA ANALYSIS IN LOGISTICS



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Over the past two decades, digital transformation in our lives and business processes has accelerated with the developing technology. The logistics sector is also one of the sectors most rapidly affected by this digitalization. The data production capacity in the logistics sector, where dozens of items and shipments are planned every day, reaches a very serious level. It is of great importance that the logistic processes, in which a value-added service is created in a production process, maintain their ability to create added value against the changing and diversifying customer needs, by interpreting this produced data and using it in decision-making processes. Thanks to the analysis of these data, it is possible to increase customer satisfaction by optimizing the operation processes, reduce operational risks and make early moves through foresight.



At this point, two professional groups emerge that perform transactions with data. The first group is data analysts who visualize and analyze data on past activities using statistical measurement methods. The second is data scientists who make predictions for the future by applying artificial intelligence and machine learning techniques in addition to in-depth analysis of historical data. These employees, who work in e-commerce, finance, and production sectors, also take charge in companies that manage the logistics of products in large units today, such as systemic focus, information synthesis, collaborative relations, demand shaping, transformational agility, flexible networking, integration, global optimization. They contribute to businesses in the implementation of chain trends, especially in the development of agile logistics strategies that have come to the fore with the Covid-19 pandemic. In this way, businesses can go a long way in using their historical data to use their potential against the risks brought by the Covid-19 pandemic and to plan or at least consider the moves they can make in such unexpected situations in the future.

Click to access to resources.

CULTURE- ARTS- LITERATURE



Res. Asst. GÖZDE ÇAĞLAR
The Department of Logistics Management



A Historical Heritage in the UNESCO World Heritage list: Malatya Arslantepe Mound

Arslantepe Mound, one of the precious historical monuments of Malatya, was included on the UNESCO world heritage list on July 26, 2021. Carrying the traces of many civilizations, Arslantepe Mound fascinates with its history which stretches back to when the oldest known city-state of Anatolia was founded.

Arslantepe Mound is located 7 kilometers northeast of Malatya, in Orduzu neighborhood near the west bank of the Euphrates River, and is 30 meters high.

It was used as a settlement from 5000 BC until the 11th century BC. It was used as a Roman village between the 5th and 6th centuries BC and later was used as a Byzantine Necropolis (cemetery). Finds of the historical period from the Late Chalcolithic Period to the Iron Age were found. It has hosted many civilizations from the Hittites to the Romans and the Byzantines.

The Arslantepe Mound, where excavations continue every year starting in the summer and continuing until autumn, in cooperation with the Malatya Museum Directorate and the Italian Rome University Archeology Department, serves history lovers as an Open Air Museum. A large number of historical materials and artifacts were found during the excavations carried out at the Arslantepe Mound in 2019. During the excavations carried out by the Italian Excavation Committee, ceramic pieces, cups, arrowheads, beads, bone tools and spindle whorls, flint stones, musical instruments and a 5700-year-old child's skeleton were found. According to the data obtained, Arslantepe at that time was an official, religious and cultural center where the aristocracy was born and the first state form emerged.

Although this region of Malatya formed a part of Upper Mesopotamia during the time period from the end of the 5th millennium to the end of the 4th millennium, it did not completely lose its local characteristics. Especially in the 4th millennium, Arslantepe had an important place among the settlements in the Middle Euphrates region. In the Late Chalcolithic Age, the local upper classes held political and religious dominance as well as economic, product and production management.

The region is rich in water resources. Therefore, it is extremely suitable for agriculture. In addition, the privileges of the Euphrates, which frequently overflows, such as being outside the flood area, are an important factor in the uninterrupted settlement of Arslantepe from at least the 5th millennium BC until the Byzantine Period. Combined with the strength of the region's natural structure and its high agricultural potential, Arslantepe has gained the position of a dominant center that can keep its lands under control and process or at least organize the processing of the raw materials in the region.

Arslantepe Mound in Malatya's Battalgazi district is waiting for history lovers!



This Month's Phrase

THE COURSE OF TRUE LOVE NEVER DID RUN SMOOTH

Res. Asst. Fatih AVCILAR
The Department of Business
Management

*The Path of
True Love That
Was Never
Thornless*



"The course of true love never did run smooth" is one of the famous phrases in William Shakespeare's well-known play, A Midsummer Night's Dream. A Midsummer Night's Dream is a comedy with love, fairies, magic, and dreams as its central themes. This play is about five couples who are tormented by love's weird games and the evil that lies behind them.

The phrase is uttered by Lysander, a handsome young man of Athens, who is in love with Egeus's daughter Hermia. Lysander and Hermia, like many youthful loves in everyday comedies, have gotten themselves into trouble at the very start of the play. Hermia's father has determined that she would marry Demetrius rather than Lysander, and if she refuses, she will be exposed to Athens' laws, which entail either death or being confined in a nunnery. Lysander offers "comfort" to Hermia by saying that "the course of true love never did run smooth," implying that romance is like a river stream.

Lysander: Ay me! for aught that I could ever read,
Could ever hear by tale or history,

The course of true love never did run smooth.

But either it was different in blood

Hermia: O cross! too high to be enthral'd to low.

Lysander: Or else misgraffèd in respect of yearsermia

Hermia: O spite! too old to be engag'd to young.

Lysander: Or else it stood upon the choice of friends

Hermia: O hell! to choose love by another's eyes.



(A Midsummer Night's Dream - Act 1, Scene 1, 135)

According to the passage, if true love was a river, it wouldn't run smoothly. He says the quote to Hermia because he wants her to know that any relationship will have its ups and downs, a relationship cannot be perfect. Although the context in which the line is spoken in Shakespeare's play is different, the main idea is always the same, "there will always be troubles in a romantic relationship." Do you really think that finding true love is easy or that while searching for true love many obstacles must be overcome?



ACADEMIC PLAYLIST



Düşmanlarıma
Kum



Mahvettim
cakal



Affettim
Sefo



Ağlattın
Ezhel



Arıyorum
EDİS



PAPARAZZI
UZI



Ömrüm
Motive, Murda



Leylim Yar
Canbay & Wolker



OKYANUS
Patron



Kaç Kez
MAW



Dua
Güneş, UZI

Res. Asst. Emre ERGEN

**Department of Public Relations and
Publicity**

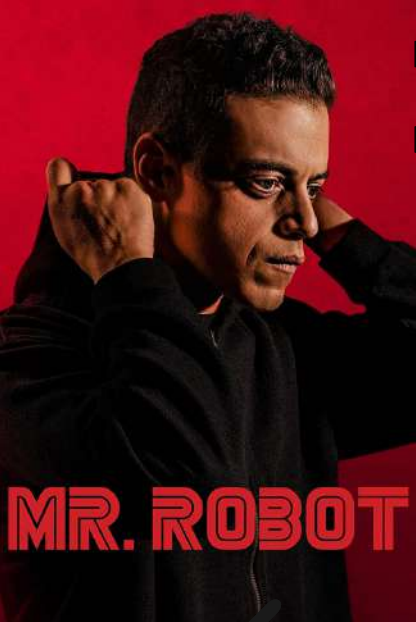
Spring has slowly began to show itself to us. Everything is beautiful in the spring. Colors and sounds. We also wanted to accompany this unique beauty and energy of spring with music equivalent to it.

Our Turkish Hit playlist on our IGU FEAS Spotify account has been updated this month with music that will catch the rhythm of spring.

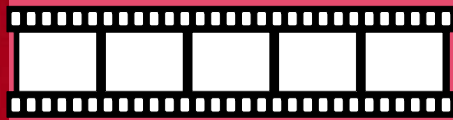
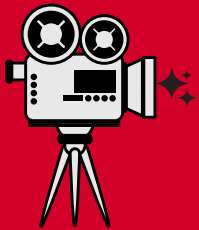
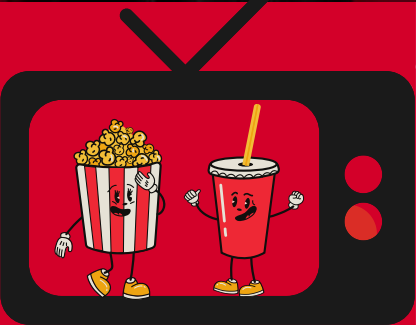
Have a nice listening ☺

Click here to access IGU FEAS Account Playlists.





MR. ROBOT



A SERIES

MR. ROBOT

Res. Asst. Kerem YURDUSEV

The Department of Logistics Management (English)

Our star Elliot Alderson (Rami Malek), a perfect product of the information age, is a computer programmer working for a company that needs to protect its customers from cyber attacks. The company in question is under attack, and the leader of the attackers is cyber anarchist Christian Slater as Mr. Robot.

Elliot is a flawed hero who works best and lives alone. With Elliot's own voice-over narration, we get the real action because the real action is going on in his mind. Malek is socially dysfunctional, but his talents are undeniable. So Slater recruits him for the hacker squad that wants to save the world from debt, and things develop.

This show is the ultimate and most unique representation of a hacker and his life. Their insecurity and loneliness in the pessimistic way of thinking about the materialist and social media age can often be observed by the audience. A professional programmer by day and a vigilante hacker by night, Elliot hacks and sometimes exposes everyone he knows/strangers, criminals, in short. His primary goal is to take down these people, as he puts it, "the top 1% of the 1% playing the Unauthorized God". His target is ECorp, which he calls Evil Corp.

This show really goes deep into his (and sometimes our) insecurities, his feelings, and his struggle to make this world a better place for people like us. The most impressive thing about the show is that all the hacks in the series have been approved by professionals. In addition, all psychological or mental problems/disorders are also true according to professionals.

Mr. Robot is not an ordinary series, but a deep analysis that you need to watch more than once to fully understand modern society and all the messages. Everyone can identify with Elliot in some way. Definitely one of the best shows of this decade. I strongly recommend it.



A MOVIE

INTERSTELLAR

Res. Asst. Kerem YURDUSEV

"When we were young we used to look at those stars and wonder."

The Department of Logistics Management (English)

The above line pretty much sums it up. You leave the movie with the urge to explore space. A sense of knowing what is beyond. With the excitement it creates inside you, it ceases to be just a cinematic experience.

Everyone had at least one moment in their childhood when they wished they were an astronaut. Moments that amaze you while reading a coffee table book about the universe. How they wanted to get into that image from that book. In this context, Interstellar is a film that rekindles that spirit.

Numerous reviews have already mentioned the beautiful music that Hans Zimmer has produced for Interstellar. To say that the haunting music touched my heart and brought tears to my eyes is not an understatement, it is simply an appreciation of adoration. Because while Interstellar is a pretty great movie on its own, it would not have had a dramatic impact on me had it not been for a great musical background.

The story revolves around a strong father-daughter relationship that I can relate to on a personal level. Some are critical of how Interstellar introduced the "love conquers all" cliché at the last minute for no apparent reason. Actually, if you think about it. It is a fact that director Christopher Nolan did not reveal to Hans Zimmer that Interstellar was originally a science fiction movie. Instead, he claimed the movie was about the bond between a father and his son.

Interstellar should not be judged on the basis of its story or cinematic effects or technical finesse or performances. Instead, it should be judged for the intent behind telling this story. Serious questions arise about a problem we face collectively as the human race and our willingness/ability to solve it. Interstellar is not only a rational film, it is also an emotional film. It's not uncommon to find your eyes wet in a sci-fi movie.



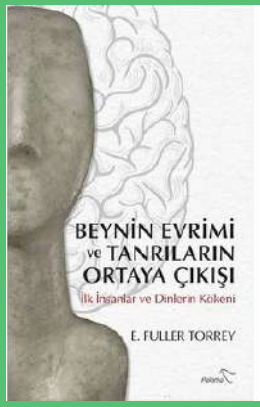
THE EVOLUTION OF THE BRAIN AND THE APPEARANCE OF THE GODS BOOK REVIEW

Assoc. Prof. Hakan YILDIRIM

The Department of Logistics Management



**SOSYOCOM
SHELF**



If the study in question is evaluated in general terms; in the first part, the evolution of the brain is given, while in the second part, the issue of how the gods were created is mentioned. In the first part of the study, some topographic concepts of the human brain were mentioned and it was pointed out that the human brain consists of four different lobes such as frontal, temporal, parietal and occipital. While giving descriptions about the brain structure, its structure is also mentioned and explained by dividing it into 52 different sections. On the other hand, the study, which deals with nerve fibers and glia cells in a functional sense, explains the processes of parallel evolution in the development of the brain in general terms by mentioning the white matter and connection pathways in the brain. Emphasizing that it is impossible to examine the brains of Homo Habilis, Homo Erectus, Homo Neanderthalensis and early Homo Sapiens, since the brain is one of the first organs to deteriorate, which hinders its direct examination. Instead, the study emphasizes that skulls are an important data provider for the volumetric calculation of the brain. In fact, in the study, it was emphasized that the brain of Homo habilis was larger in volume than the brain of Australopithecus, and it was stated that this volumetric size caused Homo habilis to have an intuitive and technical intelligence. It was stated that Homo habilis could have the ability to make tools due to this intuitive and technical intelligence.

In this way, the study indicates that skulls and man-made objects obtained from prehistoric times can be accepted as important variables of the process in brain evolution. On the other hand, the study, which emphasizes that many animal species can develop various tools, indicates that the stone tools produced by Homo habilis are more complex than the tools used by animals, and the tools used by animals are more primitive.



Pointing out the role of brain evolution as a process in creating gods, the study on human tendency to create gods belongs to Michel de Montaigne, "Mankind is absolutely insane. Even a worm cannot make dozens of gods" and he listed the evolution of the brain chronologically within a certain process. This sequence is that Homo habilis evolved a more intelligent brain structure 2 million years ago, Homo Erectus had a conscious self 1.8 million years ago, Neanderthals had an empathetic self 230,000 years ago, early Homo Sapiens had an introspective self living with the self and modern Homo Sapiens having autobiographical memory. Within the framework of this developing process, the importance of brain evolution in the emergence of the gods, which constitutes the second part of the study, is emphasized.

In the study, it is stated that Homo erectus's having self-awareness plays a key role in focusing one's attention on himself and in the brain's ability to regulate life. On the other hand, self-awareness is expressed as a prerequisite for the highest level of cognitive processes. This situation is explained as self-awareness helps the person to be able to think about his own needs as well as to have the ability to think about reactions to other people. In the study, in which it was stated that Neanderthals, who had an empathetic self, had a theory of mind, the study emphasized that human beings have become an entity that can not only focus on themselves, but also focuses on what occurs in the minds of other people and what they think, and can predict what they might feel, and this has been supported by research. For example, it was stated that the left lower parietal area is related to self-awareness, and empathy can be explained by the right lower parietal area. Thus, the work is not with the increase in the volume of the introspective self; it has been explained that it may occur due to changes in the brain. On the other hand, in the study, it was explained that a person's thinking about what another person is thinking may be due to the development of the connection pathways of the white fluid in the brain. When it comes to modern Homo Sapiens, it is pointed out that the human process is in question and it is stated that autobiographical memory emerges. It is stated that it is a period that shows that people have a memory of their past life events, and it is mentioned that there is a person who can perceive the death that happens to others as an event that can happen to them. In this way, it has been stated that modern Homo Sapiens can play a key role in the emergence of gods and religions, together with the relationship between the soul and dreams, within cognitive development, together with autobiographical memory.

The second part of the book, which discusses how the gods were created, focused on the Neolithic period and various ritual events, starting from agriculture, were mentioned in this period. By pointing out the finds found in some settlements, information was given about the evolutionary process of religious beliefs. In particular, it is explained that human beings, who started to behave within the framework of some organizational structures, performed rituals for their ancestors and that the incidents that happened randomly as a result of these rituals became more important because they gave desired results. It has been stated that this situation may have an important place in the birth of the gods.



Conclusion and Evaluation

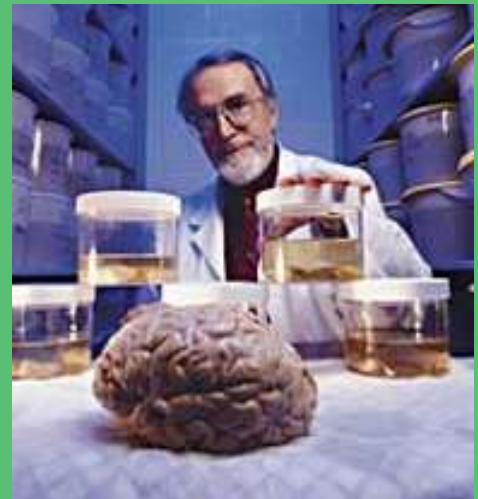
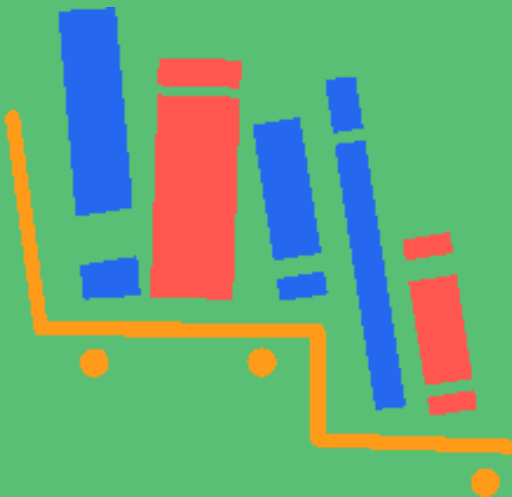
In the study of Torrey (2018), it is stated that there is an evolutionary process occurring in the human brain in the formation of the god who was born as a result of a 2 million-year pregnancy, and it is stated that the most important variable in this evolution process is autobiographical memory. Although the autobiographical memory is mentioned strongly in the study, the concept of "flash moment" is not mentioned. In the study of Brown and Kulik (1977), a flash moment is defined as "a person's memory of the first time he or she learned about a very important, emotional and surprisingly stimulating situation".

This is because human beings, who are skilled in creating gods, encounter unexpected events after blessing their ancestors or doing another activity, and these events are important events that surprise them, they are emotionally aroused and these events are frequently repeated, as much as autobiographical memory in the formation of gods shows that the concept of "memory" can be important.



Conway et al. (1993) stated in his study that while the flash moment is coded into the brain, it occurs within three different components. These components can be expressed as prior knowledge, importance and impact, and processing of post-coding information. This situation can be both a support and a complement to the study of Torrey (2018), which expresses how the brain's functional evolution, not volumetric evolution, is effective in the creation of gods. Because the human brain, which started to have caching, over time, Conway et al. (1993), it can be stated that he needs a process to have the components mentioned in his study. In this way, the evolution of autobiographical memory over time, along with social events and flash memories of the people of the period, may have played an important role in the creation of gods.

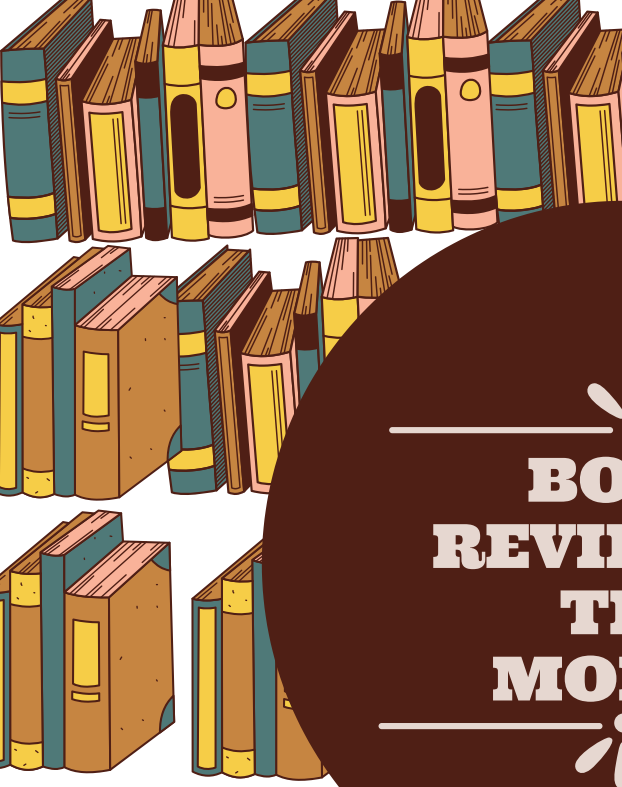
The Brown and Kulik (1977) and the Conway et al. (1993) studies in the field of psychology that can be evaluated in terms of autobiographical memory and flash memory, while the Kosovalı (2021) study is among the studies that evaluate it from a mythological point of view. Just like Torrey (2018) study, which deals with human psychology and evolutionary process in order to understand the creation of gods, the study of Kosovalı (2021) emphasizes human psychology in understanding mythology. So much so that in the study, it is stated that a person cannot dream about a place or subject that he has never seen or known, even in a dream. This situation makes the Torrey (2018) study different from the Kosovar (2021) study.



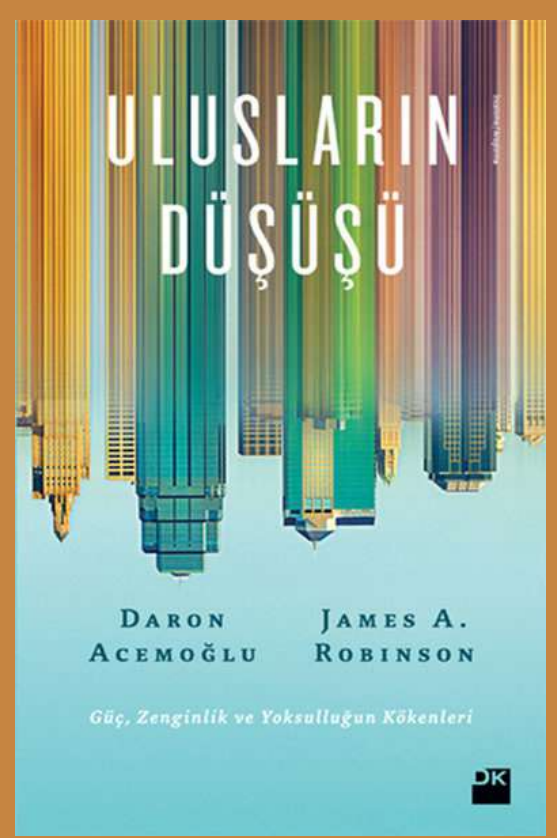
As a result, when the Torrey (2018) study is considered as a whole, the study addresses the question of whether humans created gods or gods created humans from a psychological, anthropological and archaeological point of view. The study, which deals with how the human brain evolved from prehistoric archaeological finds, conveys the evolution process that occurred in the brain, based on the tools that humanity produced and used. So much so that the expression of decorative necklaces as finds, as the way hominines think about how others think of themselves, is a proof of the level of cognitive skills, as well as the complex style in the construction of the tools used in hunting and other tools also shows how the human brain has developed over a period of time.

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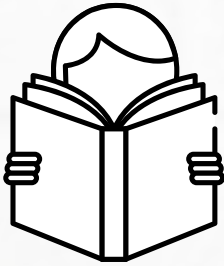
**BOOK
REVIEW OF
THE
MONTH**



WHY NATIONS FAIL: A BOOK REVIEW - DARON ACEMOĞLU- JAMES A. ROBINSON

Res. Asst. Kadir SAYIN

The Department of Logistics Management (English)



YEAR OF PUBLICATION: 2013
PAGE: 546
PUBLISHER: DOĞAN KİTAP
TRANSLATOR: FARUK RASİM
VELİOĞLU



Is geography actually a destiny? Are climatic factors a leading factor in the development of a society? Adopting the main idea of "geography is not destiny", by pointing out that one country in the same geography lags behind while the other develops, the work titled "Why Nations Fail" is a carefully prepared work to examine the past of different destinies in the same geographies. This work, which gives a different perspective by associating the development to the functionality of political institutions, is more like a novel rather than a political book. As we read the book, we can see how much the difference between the vicious circle-virtuous circle affects the future of a society. Let's think independently from the book. In China, the center of many inventions, how would history change if the ships called the "Treasure Fleet " were not left to their own fate? We might be reading a completely different history if the Ming Dynasty's worries about the expansion and enrichment of the expeditionary merchant class in order to protect its dynasty, had not caused a 200-year collapse of the country. Three centuries after China's introversion, the emergence of the Industrial Revolution in England is not a destiny; it is the result of well-functioning political institutions and the virtuous circle by creative destruction.

On the other hand, it is obvious that the book was written by a very neoliberal hand. While mentioning the "South Korea miracle" in the book, which describes North Korea's prohibitive and South Korea's inclusive policies; high-tech production infrastructure aid to South Korea, which has been determined as a Far East base by America, becomes a neglected subject. It should not be forgotten that a society with the same cultures, lifestyles and geography is split in half. Western society, which wants to create a miracle to glorify the neoliberal polar in a multipolar world, found this opportunity in the South of the divided Korea. Keeping in mind that every progress or regression has versatile reasons, are not one-sided, and that different perspectives should be included in the assessments.

MOVIE REVIEW OF THE MONTH

Aaahh Belinda

Res.Asst. Merve TOSUN

The Department of International Trade and Business

YEAR 1986

TIME: 1 SAAT 40 DAKİKA

DIRECTOR: ATIF YILMAZ

CAST: MÜJDE AR, YILMAZ ZAFER,
FÜSUN DEMİREL, MACİT KOPER



Aaahh Belinda, directed by Atif Yılmaz and written by Barış Pirhasan, is a 1986 Turkish movie that looks beyond its time to the place of women in society. It features Müjde Ar as a young actress appearing in a TV-commercial for a shampoo, who finds herself transported into the role she plays. Serap, a modern middle-class woman in real life, suddenly finds herself transformed into Naciye, a married mother of two children. As a result of this fantastic transformation, the alienation of Serap, who is expected to act like Naciye, presents a panorama of the conflict experienced by the modern, conscious and self-reliant woman against the traditional roles attributed to her.

Serap, who is a theatre actress in her real life, is persuaded to act in a shampoo commercial although she is reluctant. The definition of "ladies, at work during the day, at home at night, hardworking, self-sacrificing, well-groomed, both beautiful and humble" poured out of the mouth of the "male" director before the commercial film of the Belinda shampoo, which also gives the movie its name, is actually a list of the features that society expects from Naciye. Serap's answer to the director, "Have you ever played Karagöz?" is the conscious woman's response to this expectation. With this reaction, the message is given that advertisements are puppet games that enact the rules of society, and they contribute to the creation of women's social roles. However, when the director asked Serap to act more realistically during the film shooting, Serap finds her body in another reality of society. So, Serap finds herself as Naciye, the wife of Hulusi (Macit Koper), who is co-star in the commercial film. The director's expectation from Serap this time turns into the expectation of the society and her husband Hulusi from Naciye.

Naciye should cook, put the children to sleep, her husband Hulusi should be with her whenever he wants, and go on a picnic with their family friends. How Naciye spends her time, what she wants to do, how she has fun, where she can laugh and where she can cry is determined by society. These obligations are felt more and more as a result of Serap's alienation from Naciye, her inability to accept the role of Naciye, and her constant action contrary to what this role entails.

Serap tries to tell Hulusi, Hulusi's family, children and neighbours that she is not Naciye. The people around her do not take these allegations seriously, thinking that she has depression at first. Day by day, Hulusi and the others, who saw that Naciye did not fulfil her old responsibilities and did not enjoy the family gatherings and outings that were routinely held as a means of entertainment in the past, thought that Naciye had lost her mind and sent her to a mental hospital. Here, Serap plays the role of 'Naciye' to prove that she is not crazy, because being Serap represents madness and disease. When her boyfriend and friends from theatre do not recognize her, Serap despairs and cannot find any other choice but to accept that she is Naciye. She begins to do the things she refuses to do, she begins to take on the responsibilities she does not want to take on, and thus she is accepted by society. The hardest thing for Serap to accept is being with Hulusi, and she stops resisting this. At this very moment, she wakes up from this nightmare as Serap again in the commercial film.

Aaahh Belinda has artfully transferred the identity problems and social roles of women to the cinema with a surreal and fantastic interpretation. Examining a universal truth with a surrealistic style and a humorous narrative, the movie won three awards in the categories of best film, best director and best actress from the 23rd International Golden Orange Film Festival.



Inventory, Inventory Management and Inventory Management Systems

JIT/MRP/KANBAN

Muhammed Furkan GÖKCÖZ
4th Year Student from The Department
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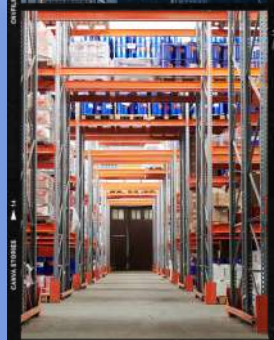
We can define the concept of inventory as value in the shortest and most concise way. Inventory is a detailed breakdown of assets owned by businesses, which refers to goods held by businesses for sale. Inventory management systems, such as Just-in-Time Production, Material Requirements, Planning, and Kanban, are used to create inventories and manage a company's assets.

Just in Time is one of these inventory management systems, which ensures that the material required for production is available at the point of need, targeting zero inventory and means stock-free material management. This system aims to benefit from all potentials by using all production factors: in the most flexible way, with the least use of resources, in the shortest time, with the cheapest and error-free production to meet customer demands, with the least waste and in the most flexible way. The goal of this system is zero stock and zero defect.

Material Resource Planning (MRP), another inventory management system, focuses on planning how we perform our procurement processes because planning is our starting point. MRP regulates the requirements that will ensure the fair and effective use of the financial values of the enterprise. This system is designed to increase productivity in businesses and uses computer and software technologies to provide meaningful data to managers. This system helps to maintain low stock levels by planning the production, purchasing and delivery activities of the enterprises.

The last one to be mentioned is Kanban. It controls what is produced, when and in what quantity as part of a record system. Kanban connects all departments within the business with information, which leads to standardization of production targets, presentation of progress reports with managers, and improvement of flow.

[Click here to access references.](#)



HAPPINESS STATISTICS OF TURKIYE

Res. Asst. Merve BOYACI YILDIRIM
Department of Public Relations and Publicity

With the definition of social welfare in terms of happiness and life satisfaction, the issue of how to measure happiness and life satisfaction has come to the fore, and many studies have been carried out in this field in accordance with the saying "You cannot manage what you cannot measure". The Life Satisfaction Survey conducted by the Turkish Statistical Institute (TUIK) is one of the studies conducted in this area. TurkStat has been sharing data regularly since 2003 in order to measure individuals' general happiness perception, social value judgments, general satisfaction in basic living areas and satisfaction with public services, and to monitor the change in satisfaction levels over time. Using a 5-point happiness scale in this direction, TurkStat calculates happiness rates based on those who describe themselves as very happy or happy.

According to 2021 data, it is understood that 49.3% of people living in Turkey are happy, or at least feel so. The highest happiness rate so far was 62.1% in 2011, while the lowest rate was seen in 2020 (48.2%). The rate of individuals who declared that they were unhappy increased from 14.5% in 2020 to 16.6% in 2021.

• Women are happier

While the proportion of men who declared that they were happy was 43.2% in 2020, it became 43.9% in 2021. In women, this rate was 53.1% in 2020, while it became 54.6% in 2021.

• Married people are happier than unmarried

Married individuals were found to be happier than unmarried individuals. While the rate of married individuals who stated that they were happy was 54.0% in 2021, this rate was 40.1% among unmarried individuals. When the happiness level of married people is analyzed by gender, it was observed that 48.9% of married men and 58.8% of married women were happy.

• The happiest ones are in the 65 and over age group

When the level of happiness is examined by age groups; the age group 65 and over became the age group with the highest happiness rate with 57.7% in 2020 and 56.2% in 2021. While the lowest happiness rate was seen in the 35-44 age group with 45.4% in 2020. It was observed in the 18-24 age group with 44.5% in 2021.

• Those who do not finish school are happier

According to TUIK data, there is a negative relationship between education level and happiness in Turkey. Those who have never entered the formal education system (54.4%) and primary school graduates (51.4%) seem to be happier than those who receive education at other levels. As the level of education increases, the rate of happiness decreases.

• Well, what is the main source of happiness in Turkiye? Family and health.

When the individuals who are the source of happiness are examined; the rate of those who stated that their families made them the happiest was 67.6% in 2021, respectively; children with 16.8%, spouses with 4.1%, parents with 4.0%, themselves with 4.0%, and grandchildren with 2.1%. When the values that are the source of happiness of individuals are examined; while the rate of those who stated that being healthy makes them happy the most was 69.0% in 2021, it was followed by love with 14.3%, success with 8.9%, money with 5.1% and business with 2.3%.

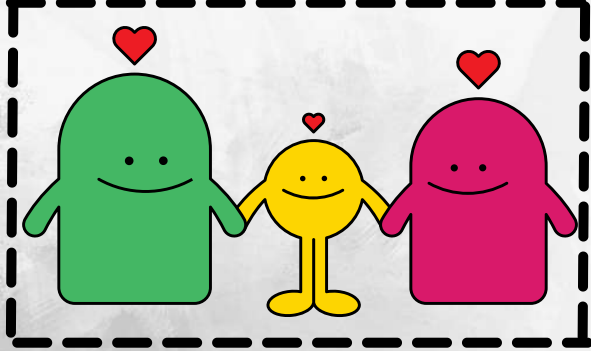
• 6 out of 10 people are hopeful for their future

The proportion of individuals who declared that they were hopeful about their future decreased from 69.7% in 2020 to 60.7% in 2021. It is observed that as the household income group increases, the level of hope also increases. It is striking that the hope rates of individuals with social security are higher than those without social security.

Another striking point in the results was the answers given to the question of "expectations about life in general one year ahead". The rate of those who said "it will be better", which was 29% in 2020, decreased to 20.9% in 2021. The rate of those who said "it will be worse" increased sharply from 21.1% to 33.8% in this period.

When the most important problem of the country is examined; in 2021, it is seen that the cost of living is 28.1%, education is 16.1% and poverty is 15.8%. In 2021, 27.3% of men and 29.0% of women stated that the most important problem of the country is the cost of living.

Click here to access references.



RENEWABLE ENERGY FROM THE OCEAN: DEEP GREEN

ENTREPRENEURSHIP AND INNOVATION

Res. Asst. Çağlar KARAKURT
**The Department of International
Trade and Business**



While the need for energy of societies continues to increase, there is an increasing use of non-renewable energy resources day by day. In order to provide energy and to overcome environmental problems, the demand for renewable energy sources is increasing rapidly, and political and social events accelerate the transition to sustainable energy sources. In addition, the world needs to move towards 100% renewable energy systems to combat climate change. To do this, it takes more than the frequently used solutions such as wind and solar energy.

With this in mind, Minesto was founded in 2007 as a subsidiary of Swedish aerospace manufacturer Saab, as a start-up that aims to use energy from tidal currents and ocean currents to generate reliable and clean electricity. The technology, dubbed Deep Green by Minesto, generated electricity for the first time in 2009 with a tidal power station (resembling a small airplane) with a 1.2-metre wing (currently extending up to 12 metres) known as SeaKite. What sets Deep Green apart from other tidal energy technologies is its blade, the size of the turbine, and the fact that the station "flies" underwater. Deep Green has been growing by approximately 60% every year since its establishment. Stating that they are still in a testing phase in 2022, company executives state that they continue to work on designs and establishing established networks in the long term to see which shape works best for kite wings.

To better understand the logic of this technology, imagine standing on a beach and flying a kite in the wind. You feel the strong lifting force of the kite on the string as the wind tries to push the kite away. When you move the kite sideways, you will notice that it is flying faster (much faster than the wind). If you were to attach a turbine to the kite and put it in the ocean where a current of water is flowing instead of blowing it in the wind, then you would have Minesto's patented and award-winning concept of marine energy technology called Deep Green.

The working principle is actually very simple. This submarine kite technology converts kinetic energy into electrical energy. So this technology is a marine energy converter that aims to generate electrical energy from tidal and ocean current sources. The aircraft-like devices used consist of blades attached to the seabed and carrying a turbine underneath. The kite is steered using a predetermined navigation program and rudders and follows an eight-shaped trajectory. The kite uses the buoyancy of the current stream to "fly" along the underwater current, pushing the turbine through the water at several times the actual current flow. Since moving water is 832 times denser than moving air, this creates the conditions for efficient energy conversion. Thus, electricity is generated in the built-in generator and transmitted to the seabed cables via rope. This electricity is then returned to the coastal grid with another longer cable.

Deep Green has been operating for more than seven years today, with ongoing projects and activities in Northern Ireland, Wales, the Faroe Islands, France, Taiwan and the USA. Since there is no onshore grid facility yet, the electricity generated by Deep Green is transferred to offshore buoys. The expansion potential of Minesto's technology in European waters is estimated at around 40GW of installed capacity. Globally, it is known that there is a potential for tidal currents and ocean currents exceeding 600 GW installed capacity.

It is also possible to see that this new technology has some advantages when compared to other renewable energy generation sources. This system seems to be cheaper than the installation of wind turbines. Unlike other technologies that use tidal power, Deep Green technology is low flow, low weight and cost effective. In addition, the dimensions of the Deep Green wing weigh "up to 15 times less per MW" than competing tidal power technologies. In addition, the DG500, a Deep Green model, can generate power equivalent to approximately 1,800 solar panels. Finally, the potential of Deep Green technology is enormous. The usable potential of tidal currents and ocean currents is more than 600 GW. This is impressive considering that the currently installed nuclear power capacity worldwide is just under 400 GW.

For these reasons, it is very important for the future of the world to evaluate the "blue energy", which has such opportunities. We really need to tap into this vast and untapped source of renewable energy to shape our future energy needs.

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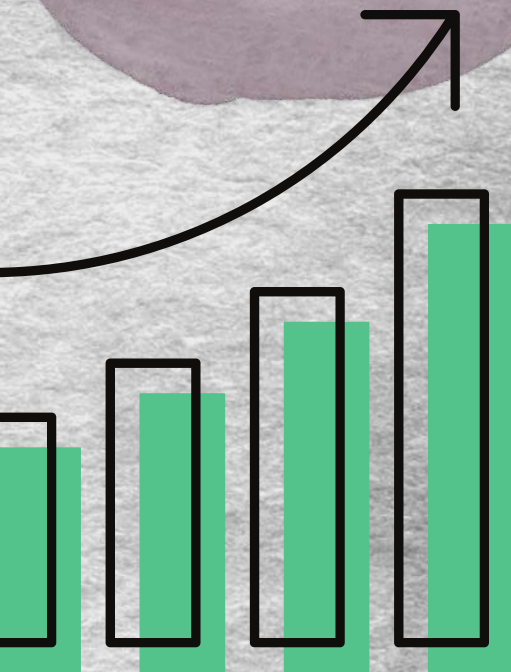


POLITICAL-AGENDA



Assoc. Prof. Hakan YILDIRIM
The Department of Logistics
Management

REFLECTIONS OF THE RUSSIA-UKRAINE WAR ON THE MARKETS



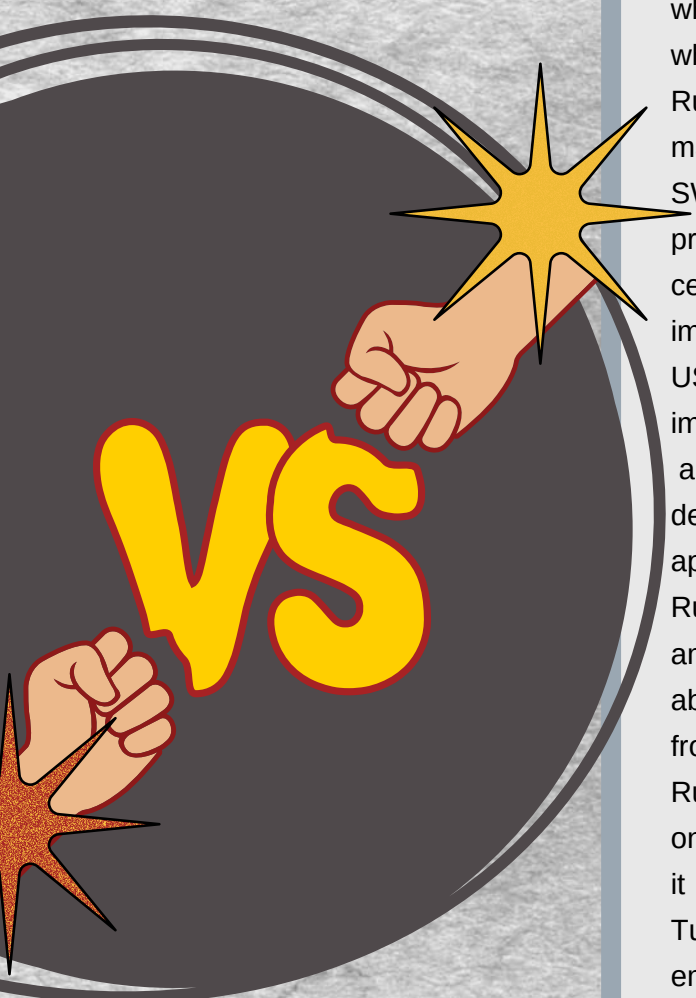
Although the Russia-Ukraine war, which occupies the agenda of the whole world, has significant effects on the global market, it is striking that the perception of safe haven against the dollar and gold has been dominant since the beginning of the war. Especially since the beginning of the Russia-Ukraine war on February 24, the increase in geopolitical risks and uncertainties in the markets caused the oil prices to skyrocket along with serious price increases in the dollar index and below. In this process, while gold prices in ounce broke the psychological limit of \$2,000, the psychological limit of the dollar index reached the level of 100. However, by February 9, crude oil price decreased by about 12%, while Brent Petroleum decreased by 13%, dollar index by 1.15%, and gold price in ounce by 2.7%. Among the determinants of these declines was the first post-war high-level meeting and the news that the United Arab Emirates would increase its oil supply. As a result of the positive mood in the markets for one day, the news of the bilateral meeting and the fact that the United Arab Emirates did not increase the expected oil supply seems to change the direction of the markets again. It would not be wrong to say that there may be a terrible picture, especially considering the possibility of Brent Oil prices reaching the level of 180 dollars if the war continues. Increasing geopolitical risk along with increasing uncertainty can cause noticeable increases not only in oil prices but also in other commodity prices, which can have serious and adverse effects on all kinds of sectors.



Turkey, which has been struggling with the serious increases in the general level of prices in the last period, trying to run a current account surplus along with the new economy model and policies to ensure price stability and financial stability, may be exposed to negative effects if the war in question continues. The dramatic increases in CDS premiums, especially as of February 24, the beginning of the war, stand out as the most obvious example of this. On the other hand, it is possible that CDS premiums will increase, that is, the country's risk will increase, as well as the acceleration of the inflation rate and an upward behavior in exchange rates. Increases in natural gas prices, problems in wheat imports and price increases that may occur, decreases that will occur in the tourism and transportation sector with the stock market index going down in uncertainty are among the usual problems that Turkey may encounter.



The situation of being removed from the SWIFT system, which has an average of 40 million transactions per day, which has an important place in the embargoes applied to Russia, has accelerated the current uncertainty in the markets. The fact that the USA is an important actor in the SWIFT system and can use this situation well in the political pressure wing seems to increase the possibility of Russia's ceasefire. However, whether the European Union, which has imposed an embargo on Russia in the same way as the USA, will continue to be as brave as the United States is an important debate. Whether the European Union, which gets a significant amount of its natural gas from Russia, can take decisions as sharply as the USA, which has a deficit of approximately 13.5 billion dollars in foreign trade with Russia, or whether the embargos in force will continue, are among the issues that global markets are most curious about. In the event that Russia continues to be excluded from the SWIFT system, the issue of foreign trade with Ruble and TL, which Putin and Erdogan have been dwelling on for a long time, may come to the agenda again. However, it should not be forgotten that if this situation is decided, Turkey may face a great reaction and even similar embargoes against Russia may be issued.



THE IMPORTANCE OF ÇANDARLI



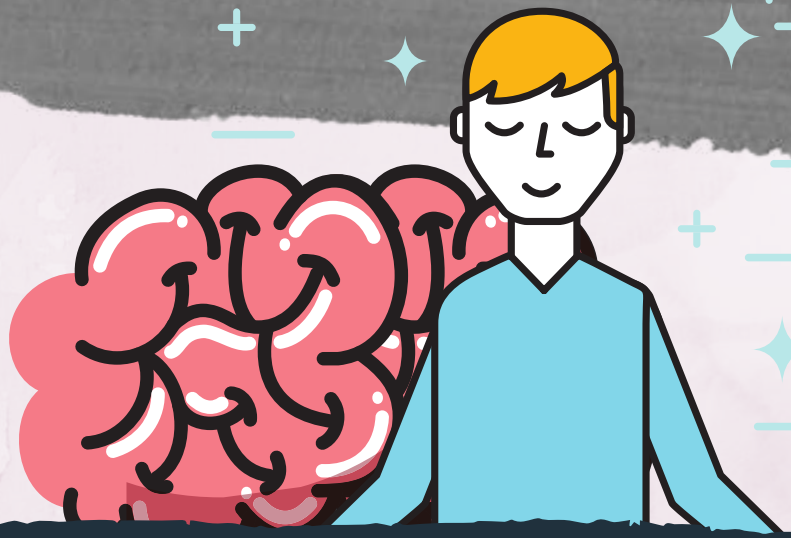
Res. Asst. Orcan ÇETİNKAYA
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After the Silk Road Economic Belt, which was expressed as "One Belt" by Chinese President Xi Jinping in his speech at Nazarbayev University in Kazakhstan in 2013, the Maritime Silk Road initiative that would connect the coastal states of South Asia was announced, and then this scope was expanded to cover the Mediterranean Sea. It was also expanded to include the coasts of Africa and the states of the Pacific Ocean, as well as Latin America. In his speech, the President of China emphasized the importance of creating the silk road economic belt by uniting the countries of the region with the Shanghai Cooperation Organization and the European Economic Community. More than 70 countries with total economies of more than 21 trillion dollars have been involved in the project, which is called the One Belt-One Road (OBOR) project. Turkey, on the other hand, supports the project through the Caspian transit, "Baku-Tbilisi-Kars" railway line. Considering that the countries involved in the project account for 40% of the global product exports as of 2017, it is inevitable that there will be geopolitical consequences for such a large economic project. In line with this assessment, many people, who oppose the Chinese government, comment that the project has a hidden agenda and resembles Marshall aid.

In the Maritime Silk Road part of the project, China uses the Greek port of Piraeus to enter Europe from the Mediterranean. It began in 2016, when the Chinese company COSCO bought the majority shares in terminals II and III of the port for 35 years, and the port passed to Chinese management. With this move by China, the Chinese transit cargo share of Piraeus port, which was 400,000 TEU in 2008, increased to 3.5 million TEU in 2016. These loads are also transported to Budapest and from there to Germany by rail via Skopje and Belgrade. Global brands such as Sony, Samsung, Huawei, and DHL also use the port of Piraeus as their main distribution base.

However, despite all these developments, it is stated that the port of Piraeus, which is the base used by China to enter Europe from the Mediterranean in line with the design of the Land-Sea Express Route (LSER), carries various risks. Although EU member Greece is not a signatory to OBOR, China's promotion to its maritime partner position in the Aegean may result in the closure of Piraeus to China in a possible future US-China conflict. Uncertainty about what Greece's attitude will be in the event of such a possibility should lead China to look for an alternative in the Aegean, which was designed in 1976 and the foundation of which was laid in 2011, but unfortunately, the Chinese tender was not attractive due to high costs. Çandarlı port has a capacity of 1 million TEU. Admiral Cem Gürdeniz, Founding Director of Koç University Maritime Forum (KÜDENFOR), also states that Çandarlı port should be completed quickly, its importance should be explained to China and included in the scope of OBOR. Thus, the Turkish-Greek balance in the Aegean Sea will also be positively affected. Otherwise, a result of China taking a side in any Turkish-Greek conflict that may occur in future may cause problems for us.

Health- Psychology



BEHAVIORAL FINANCE

Asst. Prof. Gökçe KAYA

**The Department of Logistics
Management**

*"People in standard finance are rational.
People in behavioral finance are normal." –
Meir Statman (Pompian, 2012).*

Traditional finance theory assumes that the individual investors always act rationally. The underlying assumption is that all investors are risk averse and that everyone prefers higher returns to lower returns for the same level of risk. In traditional approaches, investor psychology has often been overlooked "Behavioral Finance", a sub-discipline of behavioral economics, which is a theory created by transferring the findings of psychology and sociology to the field of finance. The rationale for the emergence of behavioral finance is that investors do not act rationally and exhibit behaviors that cannot (can) be explained by traditional finance theories.

Behavioral finance, which emerges as a new perspective in the field of finance, argues that the individual investors do not always make rational financial decisions and that they are affected by their own psychologies while making their financial decisions. Behavioral finance describes the underlying psychology of how investors make decisions. It tries to explain how the decisions of individuals and institutions are affected by psychological factors and why their behavior tends to be irrational.

According to Behavioral Finance Theory, investment decisions are not rationally based. They are, in fact, based on a variety of factors such as: intuitions, feelings, emotions and the mood of the investors. Such irrational behavior is mostly caused by biases. Behavioral biases explain the reason why investors don't always make rational financial decisions. In general, behavioral biases fall into one of two categories: cognitive biases and emotional biases.

Some cognitive biases include: Overconfidence Bias, Framing Effect, Anchoring Bias, Mental Accounting Bias.

Some emotional biases include: Regret Theory, Hedonic Editing, Status Quo Bias.

Here are a few examples of behavioral finance:

- A person has saved 20.000 TL for the summer house he plans to buy in the future and continues to save in his deposit account. This person prefers to take a loan from the bank instead of using the money he has saved to buy a summer house for the car he is considering to buy. (Mental Accounting Bias).

- In one experiment, participants were asked, "What percent of the nations in Africa are members of the United Nations?" The question was posed in two different ways.

In addition to this question to the first group, "Is this rate below or above 10%?" was asked and it was seen that the average of the answers received was 25%.

To the second group, "Is this rate below or above 65%?" when asked, the average of the answers given was 45%. (Anchoring Bias).

-People waiting in a queue are not very keen on getting in line next door, which is moving faster, even if they are themselves in a very slow and long queue.

Similarly, people do not want to exchange their lottery tickets for other people's tickets.

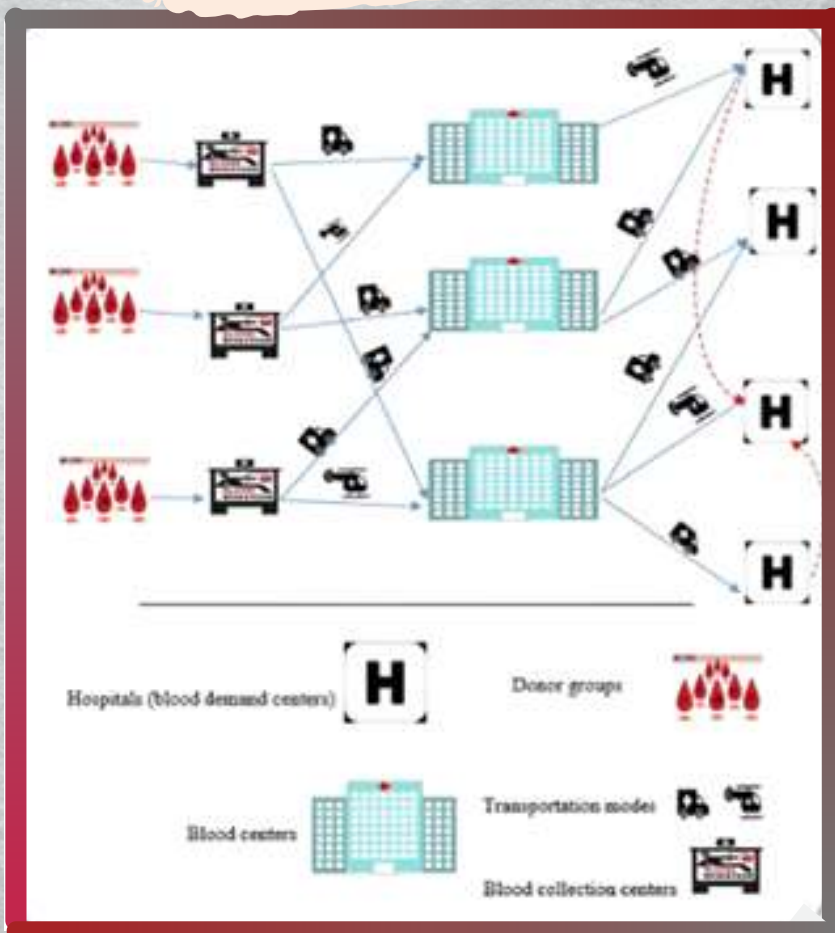
The reason for this is that people know that the feelings of regret that may arise due to the new decisions they have taken will be more significant than the feelings of regret they will have from the current situation. (Regret Theory).



Blood Supply Chain Network Design Upon Disasters

Assoc. Prof. Alireza ARSHADI KHAMSEH
The Department of Logistics Management (English)

Blood is one of the most crucial perishable substances in nature, which is closely related to the lives of humans. One of the most important reasons for blood and blood products is their human origin which cannot be artificially produced. One of the main issues related to the blood supply chain is the demand for several products that originate from the blood and blood individually as well. After collecting blood from the donor, it is converted into various products during processes that are based on mechanical and centrifugal separation, and then will be distributed through the supply chain network for the patients. The major challenge in supply chain management is the shortage and wastage of blood products due to the nature of the perishability of blood. This problem would be so vital when supplying procedures disrupted due to several natural disasters such as flood, earthquake, etc.



Management of the Blood Supply Chain (BSC) in critical situations (floods, earthquakes, terrorist attacks, etc.) should be remarkable. Disruptions in facilities and services, the destruction of communication channels between suppliers and hospitals, and the sudden increase in demand for blood products during a disaster are preminent factors that highlight the study of BSC under disaster situations. Hence, designing an efficient BSC requires many strategic and operational decisions such as the location of the blood collection facilities, transportation types, and capacities for the collected blood from collection centers to distribution centers and then to hospitals or demand centers. According to the aforementioned considerations and the severity of earthquake disaster, a supply chain network optimization model considering several significant objectives such as decreasing total cost and increasing service level among hospitals and injured people should be developed. The optimal solution of this model could clarify the location of the blood collection and blood centers, hospitals, and donating points. Defining a transparent logistic system with a variety of vehicles and pre-specific routes could be another valuable finding in this model.



RUSSIA'S INVASION IN UKRAINE: HOW WILL IT AFFECT WORLD TRADE?

SOCIO-AGENDA



Res. Asst. Melih YILDIZ
The Department of
Business Administration

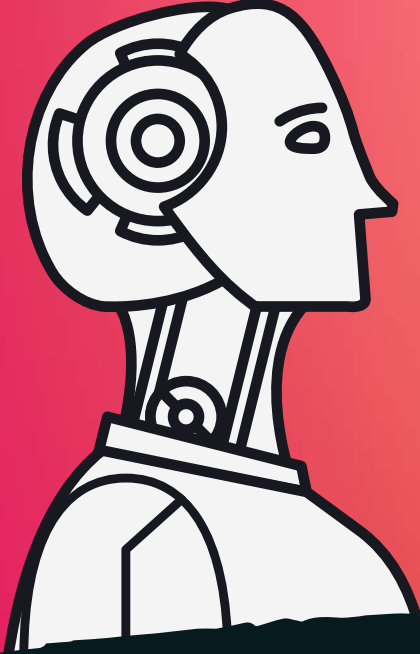
After Russia's invasion of Ukraine on February 24, 2022, eyes were turned to these two countries and their possible allies. In the global trade environment, apart from the partnerships between countries, various agreements and possible sanctions, the debates on whether there will be a Third World War have started to come to the fore. While the invasion is still continuing, countries have imposed various sanctions against Russia. As expected, these sanctions have not only affected Russia, so let's discuss the domino effect together.

The relationship between China and Russia, which has become closer thanks to the hostility they have developed against the USA, and China's economic and diplomatic support to Russia seems to put it in a difficult situation. Expanding US and EU sanctions to include Chinese companies will put multinational companies operating in China in trouble.

It is inevitable that Middle East and North African countries will be affected by high import prices for foodstuffs and grains. US and EU sanctions on international branches of Russian banks will block payment channels for grain.

To avoid rising unemployment and current social unrest across the sub-Saharan African region, many governments such as Nigeria and Kenya are supporting their citizens by maintaining fuel subsidies despite the increasing pressure on their financial balances due to the economic impact of the COVID-19 pandemic. The government's failure to maintain fuel subsidies as a result of the sanctions will lead to an increase in the cost of living, resulting in popular uprisings. The same will be true for the Latin American region. If regional governments reduce their support due to the rising financial cost of fuel subsidies, this will lead to higher fuel and energy costs. Therefore, this result will be protested by truck drivers.

When we evaluate Turkey, it is obvious that the occupation caused global energy prices to rise. This has a direct and negative impact on inflation. If this continues, energy prices are expected to rise even more. Ongoing pressures are projected to push annual consumer price inflation above 51% for 2022, and the 12-month annual inflation rate will rise to around 56% in March and April, and decline to only 35% by the end of the year.



TECHNOLOGY FOR PEOPLE: MARKETING 5.0

Res. Asst. Onur TAYFUN
The Department of Aviation
Management

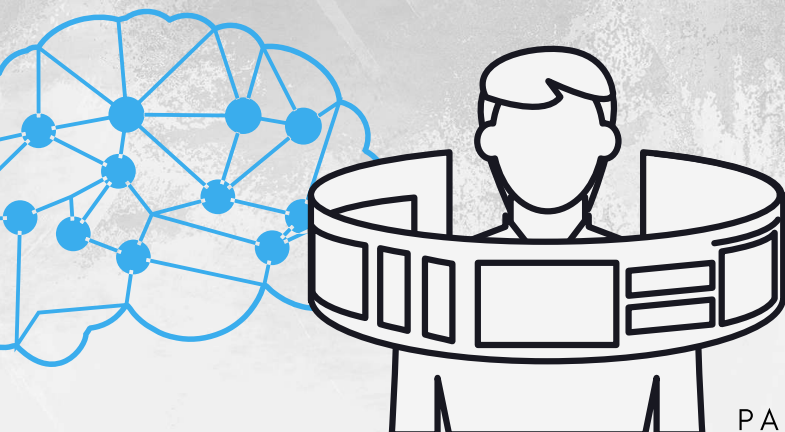
Marketing 5.0 is the use of applications that imitate people to create, communicate, deliver and reinforce value throughout the customer journey. Some of these technologies aiming to imitate human skills are; artificial intelligence, natural language processing, robot technologies, augmented reality, virtual reality, the internet of things and blockchain technologies. The combination of these technologies is an important part of marketing 5.0.

For years, artificial intelligence has tried to imitate people's cognitive skills, learn through customer data, and reveal ideas that can be beneficial to businesses. When combined with other technologies covered by marketing 5.0, artificial intelligence can be used to deliver the right offer to the right customer, at the right time and in the right place. Big data analytics can reveal a process that can be customized for each customer – a one-person segment.



The measures taken during the Covid-19 pandemic forced businesses to digitize and caused serious changes in consumer behaviour. In this very painful period for both businesses and consumers, artificial intelligence, natural language processing, robot technologies, augmented reality, virtual reality, the internet of things, blockchain and big data have mediated businesses to understand the consumer.

The income gap in the world, the polarization of societies, jobs and ideologies, lifestyles and markets make it difficult for digitalization to reach every person. While digitalization, which does not reach every person in the world on equal terms, creates fear in many people, it also mediates many social possibilities despite the risks it brings. The threats and values created by digitalization are as follows:



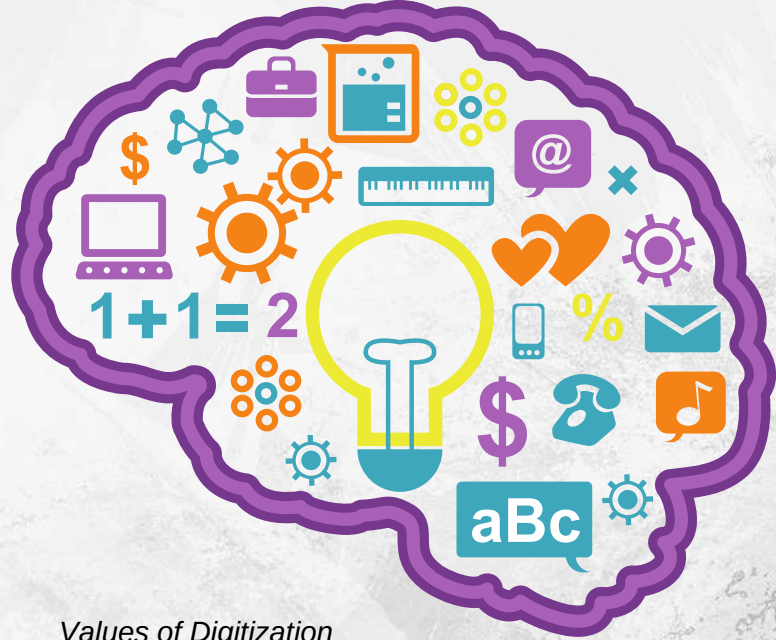
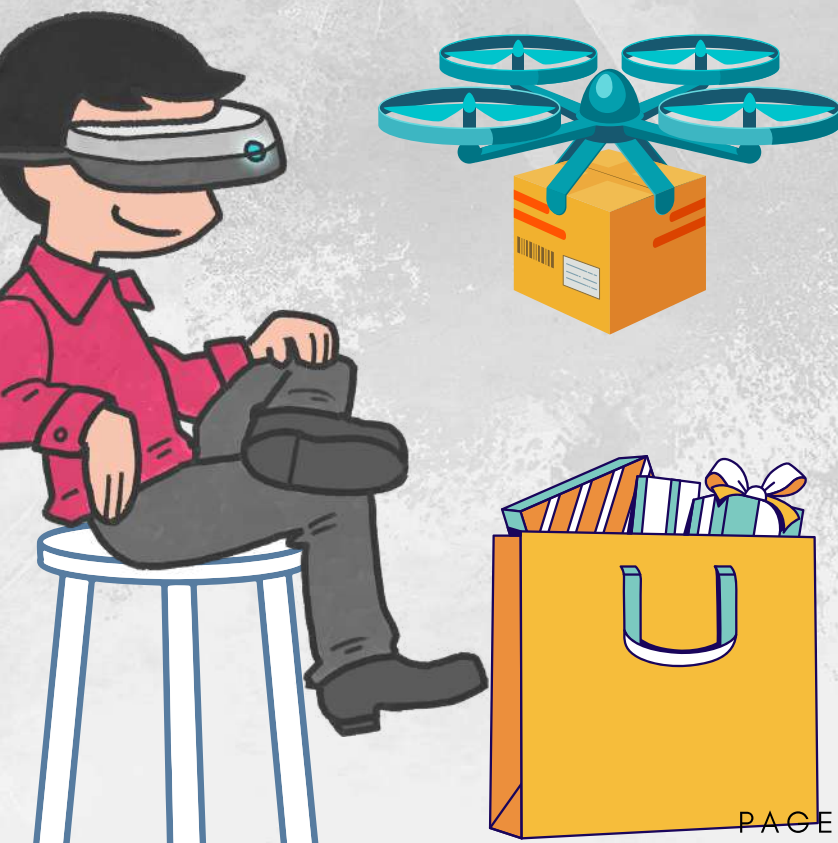
The Threats of Digitization

Automation and Unemployment: As businesses continue to integrate technologies and artificial intelligence automation technologies into their processes, the number of unemployed will increase. But not all occupations are at risk. Routine tasks that create low value and are prone to human error are an easy target for automation. However, it will not be easy to take jobs that require empathy and creativity from people.

Trust and Fear of the Unknown: Digitalization takes place in every aspect of life, from commerce to transportation, from education to health. This situation causes people to feel that they have lost control and become defensive. Trust is one of the most critical factors that will delay the adoption of digital technologies.

Privacy and security: Artificial intelligence feeds on data. By using this data, consumer behaviour is determined and personalized offers are presented. People may not feel safe when they notice these personalized offers.

Side Effects on Digital Lifestyle and Behaviors: Developing technology changes people's lifestyles and behaviours. The shopping we do without any effort is one of the negative effects of digitalization on people.



Values of Digitization

Digital Economy and Asset Creation: Digitization allows businesses to process large volumes of transactions without being stuck with geographic and industry boundaries. Digital business models require fewer assets and products and services are brought to market faster.

Big Data and Lifelong Learning: The digital database reinforces these lessons with the increase of online lessons, artificial intelligence supported training plans and teaching assistants.

Smart Living and Augmented Presence: In the future -in a fully digitalized world- we will live in intelligent systems where everything happens automatically or is controlled by voice. While our refrigerator will order itself, our grocery shopping will come with drones. Cell phones won't be the only link between humans and the digital world. An augmented life will emerge with wearable devices.

Extended Human Lifespan: Advanced biotechnology aims to extend the human lifespan. Artificial intelligence will enable personalized diagnosis and treatments by utilizing big data. Genetics will gain genetic engineering skills at the point of prevention and treatment of diseases.

Sustainability and Social Inclusion: Digitization will be the assurance of environmental sustainability. Electric vehicle sharing, personal electricity generation – with solar and wind energy – and sharing will save energy.



Time to Socialize

Res. Asst. Güzde ÇAĞLAR
The Department of Logistics Management

In the bulletin we prepared this month, we discussed the Mihail Bulgakov Museum, one of the virtual museums in Google Arts & Culture. Click to access other virtual museums.

MIHAIL BULGAKOV MUSEUM



The Mihail Bulgakov Museum was founded in 1989. The world-famous writer Mihail Bulgakov is one of the most important people whom Kiev is associated with. There are about four thousand exhibits in the collection of the museum. 500 of them are original Bulgakov relics, including personal belongings, books, autographs and original photographs. However, the main exhibit is the house itself.

From 1906 to 1919, the large Bulgakov family lived here and used seven rooms on the second floor. At the end of the 20th century, the house began to rot and therefore required a large-scale restoration. The museum creators managed not only to resurrect the legendary house, but also to preserve some details from that period, such as the stove tiles, antique flooring, part of the front door, windows and doorknobs.

The museum's exhibitions seem to be frozen in time, and the house is the same as it was 100 years ago. But the space is warm and cozy, and love and hospitality reign around every corner. The concept of the museum is based on the intertwining of two worlds: the real world represented by the original items of the Bulgakov family, and the fictional world associated with the Turbin family, the protagonists of the book *The White Guard*.

In 2007, a bronze monument to Mihail Bulgakov was erected next to the museum, depicting him sitting on a bench. Museum staff regularly conduct research, publish previously unpublished materials, and organize book club meetings and many other interesting events.

[Click here to visit the museum virtually.](#)





EVENTS IN ISTANBUL

As the SosyoCom family, we have chosen the Turkish World Culture District, located in Topkapı Culture Park, as a place for you to visit in this month's issue.

Istanbul is a city that has hosted different civilizations from past to present. It is the center of culture and art today as it was in history. The meeting point of different faces, colors, traditions and beliefs. With its sightseeing areas, museums and cultural parks and much more, it is the center of attention of local and foreign tourists, especially Istanbulites. The Turkish World Culture District, which takes its visitors on a journey through the different colors, patterns and works of the Turkish world, is one of these places. In the neighborhood located in Topkapı Culture Park; the houses of Azerbaijan, Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan, Turkish Republic of Northern Cyprus, RF Tatarstan and RF Bashkortostan as well as Ebu Nasr El Farabi House.

Thanks to these houses, each of which is allocated to a separate country, it is possible to see the reflections of Turkish culture spread over a wide geography in different countries and communities together in the same place. Here, many cultural details such as pieces from daily life, household goods, musical instruments and costumes are exhibited. In addition, Kazakh and Kyrgyz tents, Orkhon Inscriptions presented in original sizes, Azerbaijan Maiden's Castle and models of Burana Tower in Kyrgyzstan are among the works that can be seen.



The neighborhood, which was opened to visitors in 2009, became richer with the models and tents added over the years and took its present form. The model of Hoca Ahmet Yesevi tent, added in 2016 on the occasion of UNESCO Hodja Ahmet Yesevi Year, is important in terms of reflecting religious life and mystical culture.

The Turkish World Culture District, which can be visited free of charge every day of the year, awaits its guests in a garden adorned with various trees and flowers in Topkapı Culture Park.

In our April in Istanbul column, we have compiled the main events of this month for you. To access the details, you can visit <https://kultur.istanbul/> and <https://kultursanat.istanbul/>.

April in Istanbul

Type of Event	Name of Event	Date	Place
Concert	Venezuela Simon Bolivar Symphony Orchestra	06-04-2022 20:30 - 07-04-2022	Business Towers Hall/Beşiktaş
Workshop & Training	Acting Workshop	17-04-2021 15:00 - 30-04-2022	Online
	Authorship Workshop	01-03-2021 - 30-04-2022	Online
Audition	Turgut Uyar Poetry Concert "My Pain Is A Silent Sunset"	25-02-2022 - 01-05-2022	Online
Movie Screening	Kalehöyük, Gate of the Dark Age	01-03-2021 - 30-04-2022	Online
	Documentary "The Poet at Home Like an Elephant"	01-03-2021 - 30-04-2022	Online
	"And Curtain!"	01-03-2021 - 30-04-2022	Online
Seminar	History of Modern and Contemporary Art in Turkey	15-03-2022 19:30 - 24-05-2022	Online
Exhibition	"Beyond Color and Time / Immortal Dreams from Istanbul" Painting Exhibition	18-03-2022 11:00 - 09-04-2022 18:00	Gallery Selvin Nişantaşı
	As If There Is And As There Isn't	17-03-2022 12:00 - 22-04-2022	Anna Laudel/Beyoğlu
Interview	Conversation with the Masters	08-04-2021 20:00 - 30-04-2022	Online
	Philosophy Talks	01-03-2021 - 30-04-2022	Online
Theatre	Are you dead, did you hear?	30-03-2022 20:30 - 02-04-2022	Kağıthane Sadabad Stage
	Life Vest	30-03-2022 15:00 - 02-04-2022	City Theaters Museum Gazhane Big Stage

The Sweetest Offer: Turkish Delight

Res. Asst. Dilek EROL

The Department of New Media and Communication

There are many well-known dishes and desserts identified with Turkey. Among them, there is one that stands out with its taste, colorful appearance, and dozens of varieties. Turkish delight, whose main ingredients are water, sugar, starch and citric acid or tartaric acid, or potassium bitartrate, offers a rich range of flavors with various dried fruits, spices, or nuts. The root of the word comes from the Arabic word luqma(t) and its plural "luqüm" meaning "a bite". It is also known as "rahat al-hulküm", which is also used in Ottoman Turkish, which means "throat relieving" in Turkish. While it is called "halqüm" in North Africa and the Arabian Peninsula, "Rahat lokum" is used in the Balkan countries. It is also known as loukoumi in Greek. Turkish delight, which was brought to England by a British traveler, became known as "Turkish Delight" in English-speaking countries. It is generally known as Turkish Delight in many parts of the world.

Turkish delight has been known in Anatolia since the 15th century. Hacı Bekir Efendi, who came to Istanbul from Kastamonu in 1777 and started his business with a candy store in Bahçekapı, brought Turkish delight to the lives of Istanbulites. Inspired by the silver medal and by becoming familiar with the concept of the brand in Europe he won at a fair he attended in Vienna in 1873, Hacı Bekir Efendi's son created the first Ottoman brand.

Turkish delight is known all over the world thanks to Hacı Bekir Confectionery which is among the oldest 100 brands in the world. The tradition of serving it with Turkish coffee is quite common. Apart from this, it is frequently preferred to be served in events such as holidays, mawlid, circumcisions, and engagement ceremonies.

There are many types of Turkish delight. Kuslokum, hazelnut delight, walnut delight, pistachio Turkish delight, coconut delight, fruit mini delight, lemon delight, mint delight, pomegranate delight, pistachio croquant delight, saffron pomegranate delight, atom delight, rose delight, and chocolate delight are the most well-known Turkish delight types. In Turkey, Safranbolu (Karabuk), Afyon, Aydın, Osmaniye (Bilecik) and Mersin Turkish delights are famous. We can list the places where you can taste the best Turkish delights in Istanbul as follows: Ali Muhiddin Hacı Bekir in Eminönü - Fatih and Beyoğlu, Cemilzade in Kadıköy, Tuğba Kuruyemiş in Bakırköy and Taksim, Hafız Mustafa in Sirkeci, Safranbolu Lokumcusu in Maltepe, Kadıköy Divan Patisserie in Erenköy and Lokum Istanbul in Beşiktaş.



Erasmus+ Journal



BATUHAN CELEP
A STUDENT OF INTERNATIONAL LOGISTICS AND
TRANSPORTATION

Greetings everyone.

I am a 3rd year student at Istanbul Gelişim University, International Logistics and Transportation. In the fall semester of 2021, I was at State University Applied Sciences in Konin, Poland, as part of the Erasmus+ program.

This is a very small city in Poland and as someone who comes from Istanbul, I'd like to say that you may have difficulty getting used to it at first. In general, it is a quiet city without any chaos due to its small population. Our adaptation process was fast with the activities organized by our school in the first days we came. Our coordinators and lecturers are really caring and kind.

I believe that the Erasmus+ program has contributed to me in many ways. I feel that I have improved in many ways, be it through meeting new people, engaging with new cultures and different perspectives, having good conversations with my teachers, going on various trips, attending a variety of entertainments, and through learning new languages and improving my English.

I had the chance to observe Poland on Halloween. They even closed grocery stores and spent time with their families. We were out on Halloween night. It is a really fun memory for me.

However, Christmas and New Year's celebrations were very different and exciting. I had the chance to visit different cities in Poland and they were truly magnificent cities. I can say that the unique atmosphere and structure of Poland fascinated me.

Apart from Poland, I have traveled to Germany, the Netherlands, France, the Czech Republic and Spain. Among these countries, Barcelona was the best one for me. I would definitely recommend to all my friends who will participate in the Erasmus+ program to go to Spain.

If you like new experiences, meeting new people and traveling, I strongly recommend you join the Erasmus+ program. I assure you that you will gain really good experiences.

If you are reading this article, maybe we will have the opportunity to meet somewhere one day because the world is small. Until then, I hope your dreams go with you. These are my memories and experiences, better memories can be yours. I would like to end my article with the slogan that tells us that 'education is everywhere'.



ABOUT ACADEMIC LIFE



PUBLICATIONS

Asst. Prof. Festus Victor Bekun's article titled

- "Modeling the volatility of exchange rate and international trade in Ghana: empirical evidence from GARCH and EGARCH" was published in **Journal of Economic and Administrative Sciences**.
- "Assessing the linkage between energy consumption, financial development, tourism and environment: evidence from method of moments quantile regression" was published in **Environmental Science and Pollution Research**.
- "Industrial output, services and carbon emissions: the role of information and communication technologies and economic freedom in Africa" was published in **Environment, Development and Sustainability**.
- "Revisiting the economic growth and agriculture nexus in Nigeria: Evidence from asymmetric cointegration and frequency domain causality approaches" was published in **Journal of Public Affairs**.
- "Mitigating Emissions in India: Accounting for the Role of Real Income, Renewable Energy Consumption and Investment in Energy" was published in **International Journal of Energy Economics and Policy**.
- "Symmetric and asymmetric impact of economic growth, capital formation, renewable and non-renewable energy consumption on environment in OECD countries" was published in **Renewable and Sustainable Energy Reviews**.
- "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**.
- "Designing policy framework for sustainable development in Next-5 largest economies amidst energy consumption and key macroeconomic indicators" was published in **Environmental Science and Pollution Research**.
- "How does energy investment affect the energy utilization-growth-tourism nexus? Evidence from E7 Countries" was published in **Energy and Environment**.

- **Prof. Kürşat Yalçiner and Asst. Prof. Festus Victor Bekun's** article titled "The export-led growth in Malaysia: Does economic policy uncertainty and geopolitical risks matter?" was published in the **Journal of Public Affairs**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "Interactions among urbanization, industrialization, and foreign direct investment (FDI) in determining the environment and sustainable development: new insight from Turkey" was published in the **Asia-Pacific Journal of Regional Science**.
- **Asst. Prof. Edmund Ntom Udemba and Asst. Prof. Festus Victor Bekun's** article titled "Renewable energy, economic globalization and foreign direct investment linkage for sustainable development in the E7 economies: revisiting the pollution haven hypothesis" was published in the **International Social Science Journal**.

Asst. Prof. Andrew Adewale Alola's articles titled

- "Will financial development and clean energy utilization rejuvenate the environment in BRICS economies?" was published in **Business Strategy and The Environment**.
- "Does it take international integration of natural resources to ascend the ladder of environmental quality in the newly industrialized countries?" was published in **Resources Policy**.
- "Examining the interaction of sustainable innovation activity and the life cycle of small high-tech enterprises" was published in **Business Strategy and the Environment**.
- "Does crude oil output aid economy boom or curse in Nigeria? An inference from "Dutch disease"" was published in **Management of Environmental Quality: An International Journal**.

- **Asst. Prof. Idir Lika's** article titled "Diaspora entrepreneurs and contested states" was published in **Ethnic and Racial Studies**.
- **Asst. Prof. Edmund Ntom Udemba and Res.Asist. Merve Tosun's** article titled "Energy transition and diversification: A pathway to achieve sustainable development goals (SDGs) in Brazil" was published in **Energy**.
- **Asst. Prof. Magdaline Enow Mbi Tarkang Mary and Asst. Prof. Uju Violet Alola's** article titled "Growing together! Unmasking the intelligence behind the satisfaction of holiday couples" was published in **Decision**.
- **Asst. Prof. Festus Victor Bekun and Asst. Prof. Andrew Adewale Alola's** article titled "Determinants of renewable energy consumption in agrarian Sub-Sahara African economies" was published in **Energy, Ecology and Environment**.
- **Asst. Prof. Uju Violet Alola, Asst. Prof. Festus Victor Bekun and Asst. Prof. Andrew Adewale Alola's** article titled "Sustainable development amidst technological innovation and tourism activities in sub-Saharan Africa" was published in **International Social Science Journal**.

ASSIGNMENT-UPGRADE



Asst. Prof. Ali ÖZBEK has started to work in the Department of Business Administration.



Asst. Prof. Abdulkadir BÜYÜKBİNGÖL has started to work in the New Media and Communication Department.

MASTHEAD

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