



**İSTANBUL  
GELİŞİM  
UNIVERSITY**



# **FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN**

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

[www.gelisim.edu.tr](http://www.gelisim.edu.tr)

**DECEMBER 2022**

## Events

### Professional Cookery Training Certificate Ceremony Was Held!

*At the Professional Cookery Training Certificate Ceremony, which was held for the fourth time this year, the participants, who received culinary training in the fields of local and world cuisine, came together with the famous Chef Mehmet Yalçinkaya.*

The participants, who received their certificates from the famous chef at the event organized in cooperation with Istanbul Gelisim University and MYK Gastro Arena, also had the opportunity to listen to Yalçinkaya's experiences at the "Gastro Talks 6 Craftsman Restaurant" conversation held before the ceremony. Before the ceremony, the famous Chef Mehmet Yalçinkaya met with the students at the "Gastro Talks 6 Craftsman Restaurant" conversation, and a conversation was held with IGU Gastronomy Department Coordinator Assoc. Prof. Dr. Serdar Egeli on artisan restaurants. Chef Mehmet Yalçinkaya, who shared information about the training program, said, "We are in a lot of trouble in terms of quality personnel in the gastronomy sector. For this purpose, we established a cooking school 3 years ago. An academic side was needed to support this school. We achieved this with Istanbul Gelisim University. One of the biggest problems in the field of gastronomy in our country is the lack of personnel. Therefore, I think that if we do not bring qualified and trained personnel to the sector as soon as possible, we will have a lot of trouble. In this sense, we, as VQA, graduated 50 participants who received high-level education today. We organized a certificate ceremony with Istanbul Gelişim University. We are giving our fourth term graduates. We are excited for that as well."





## Events

After the training program organized in cooperation with MYK Gastro Arena, which provides culinary training to train qualified personnel in the field of gastronomy, and Istanbul Gelisim University, 50 participants who graduated received their certificates at a ceremony held at our university. In the certificate program, which is also known as the "Chef Ceremony", the masters gave their hands to the chefs of the future.

Yalçinkaya, who also gives advice to young people, said, "What we always recommend to our young people who are devoted to the profession; First of all, good quality education. Let them make good career planning. It is important that they do internships in good places. Working in different fields in Gastronomy is very valuable in terms of gaining experience in the profession. In this respect, they should prepare themselves for the profession by working at new workplaces and learning new things once a year. They definitely need to have a good command of foreign languages. With good career planning, they can progress quickly in the profession."

Stating that the certificate program they have done with MYK is very important, Istanbul Gelisim University Board of Trustees Chairman Abdülkadir Gayretli made the following statements in his speech: "It is very important for us to work with such a team, to certify the training of the participants and to raise quality people. As a university, we feel a debt of loyalty in this regard. We wish to raise quality generations with a quality education. We wish communities that will bring many successes together with MYK in the future and raise many quality people and cooks. An excellent local, general and world cuisine training was given to the participants together with our instructors and the instructors of VQA. As a result of the training, we organized a certificate ceremony. It has been a great success for them. Having Mehmet Şef at their head made them more active and successful."



## Events

### "SHY-147 Recognized School Aircraft Structural Exhibition" Was Organized by Istanbul Gelisim University Faculty of Applied Sciences, Students Introduced Their Products at the Exhibition!

*In the exhibition organized by Istanbul Gelisim University, students exhibited their handicrafts related to the building materials of airplanes. In the exhibition, in which the Chairman of the Board of Trustees Abdülkadir Gayretli also participated, a plaque was presented to Lec. Mehmet Ateş, Faculty of Applied Sciences of Istanbul Gelisim University On December 5, 2022, in the Foyer area of Block A.*

Success certificates were also presented to graduates who passed the module exam for the first time among universities in Istanbul. Making the opening speech of the exhibition, Rector Prof. Dr. Bahri Şahin stated that as a university in the field of civil aviation, they will focus on national and international funded projects, publications and innovative activities.



## Events

### "WE WILL CONDUCE NATIONAL AND INTERNATIONAL PROJECT-BASED WORKS"

Stating that their departments have made good progress for 7 years, Rector Prof. Dr. Bahri Şahin said, "We are among the few schools in Turkey that have received the SHY-147 certificate. Congratulations to all those involved. We are ambitious in aviation. We set goals accordingly. We are trying to establish the aviation ecosystem in this university. Therefore, our exhibition is very valuable to us. From now on, we will focus on more national and international funded projects, publications and innovative activities. We started it."





## Events

### "OUR SCHOOL WILL RISE TO LEVEL B1"

Stating that the Aircraft Maintenance and Repair Department provides education in accordance with the YÖK education program and in the status of a school recognized by the General Directorate of Civil Aviation, Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya stated, "Our school is at the recognized school level, namely A1 level. All infrastructures for the B1 level have been prepared, the necessary correspondence has been completed, and an inspection will be carried out by the General Directorate of Civil Aviation at the end of this month or next month, and we expect to raise it to the B1 level as of April. Noting that their first graduates received certificates of achievement, Kaya said, "5 of our students succeeded in the module exams this year. For the first time, we graduated our students who passed the module exam at our university. This first is not only a first for our university, but also a first among all state and foundation universities in Istanbul. Our exhibition consists of the products produced by the students of our department during their TASK training last year. It is entirely the work of our students."



Mustafa Aynur



Hasan Pamuk



Metin Doğan



Yusuf Kaya



Samet Çakır

## Events

### "WE PROVIDE PRACTICAL TRAINING"

Lec. Mehmet Ateş, who organized the exhibition, stated that aviation is the standard business and said: "These standards are set on an international scale. Our university has a recognized school competency in accordance with these standards. In this context, our students exhibited their handicrafts related to aircraft structure. In weather conditions, airplanes can be subject to much damage and flexes occur in the fuselage. Due to these stretches, deterioration occurs over time. We try to give our students all the training related to their field. In this context, they receive one-to-one hands-on training in 38 TASKs, ten aircraft, classrooms and workshops, which are practical skills resources." Ateş, who also gives advice to young people considering the aviation profession also stated, "Aviation is a profession with a high level of material and moral satisfaction. Turks are one of the pioneer nations in aviation. We continue our training from the point where our elders, who have written their names in Turkish history in aviation. I recommend young people who want to choose the aviation profession to choose schools that are recognized in the selection process and accredited by the General Directorate of Civil Aviation."





## Events

### Faculty of Applied Sciences Gastronomy and Culinary Arts Freshmans Received Their Chef Coats with a Ceremon!

*Our freshmans received their chef coats at the event organized for the Gastronomy and Culinary Arts Department of the Faculty of Fine Arts and the Turkish and English departments of the Faculty of Applied Sciences, which is affiliated to the Gastronomy Coordinatorship of Istanbul Gelisim University.*

At the event, where the opening speeches were made by the department heads, the aprons with the student names and the university logo on them, prepared by one of our external stakeholders, White Uniform, were personally dressed by Asst. Prof. Nevruz Berna Tatlısu, Head of the Gastronomy and Culinary Arts Department, to the top ten students according to the student list. The ceremony ended with Assoc. Prof. Dr. Murat Doğan reading the Cookery Oath to all students.





## Events

### "Innovative Technologies" Interview Was Held!

The "Innovative Technologies" seminar organized by the Management Information Systems Department took place on 30 November 2022, between 14:30 and 15:30, in the Rectorate A block, Faculty of Applied Sciences (FoAS) hall E-209.

After the seminar with Yusuf Altunel as a guest, a plaque was presented to Altunel by the Dean of the Faculty of Applied Sciences, Prof. Dr. Kamil Kaya.



## Events

### Aviation Electrical and Electronics Department and Aircraft Maintenance and Repair Department Organized a Trip to Sabiha Gökçen Turkish Technic as Part of the Avionics Club...

Istanbul Gelisim University Aviation Electrics and Electronics Department, Aircraft Maintenance and Repair Department and Avionics Club and Sabiha Gökçen Turkish Technic accompanied by Asst. Prof. Dr. Rıza Haluk Kul, Lect. Mehmet Ateş and Res. Asst. Abdullah Can AI for our students to see in detail the places they will work and the jobs they will do in their future business life.





## Events

### The Second of the Banking and Insurance Student Symposium (BSS December 2022) Took Place

*The second of the Banking and Insurance Student Symposium, which was organized to contribute to the banking and insurance literature by participating in the academic studies of undergraduate students in our country, was held on 8 December 2022.*

All of the papers in the symposium were evaluated by Asst. Prof. Dr. Lokman Kantar, Asst. Prof. Dr. Ayşegül Ertuğrul, Asst. Prof. Dr. Hakan Özcan and Asst. Prof. Dr. Mete Bumin. After the sessions moderated by Asst. Prof. Dr. Lokman Kantar, Ayşegül Asst. Prof. Dr. Ertuğrul, Asst. Prof. Dr. Hakan Özcan and Asst. Prof. Dr. Mete Bumin, the owners of the three best papers were announced.

All the owners of the papers received their participation certificates from their moderators at the end of the session. The Best Paper Award was given to Meral Apak by the Dean of the Faculty of Applied Sciences, Prof. Dr. Kamil Kaya, with the paper titled "The Relationship Between Profitability and Liquidity in Insurance Companies: The Case of BIST Non-Life Insurance Companies".



## Events

Head of Banking and Insurance Department, Asst. Prof. Dr. Lokman Kantar awarded İrem Karahan with the title "The Effects of the Covid19 Pandemic Period on the Profitability of the Turkish Banking Sector: An Application on Borsa İstanbul".

The Best Third Paper Award was given to two participants as a result of the referee evaluations. The Third Best Paper award by Asst. Prof. Dr. Ayşegül Ertuğrul was given to Nisa Alparaslan with her paper titled "The Effect of the VIX Fear Index on BIST Bank and BIST Insurance Indices" and Beyza Ergünöz with her paper titled "The Relationship Between BIST 100 Index and Crypto Asset Bitcoin".





## News from FoAS

### Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy Gave Training in the Seminar Series of "Sustainable Social Awareness!"

Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy from the Department of New Media and Communication, within the scope of "Sustainable Social Awareness" seminars held under the leadership of Istanbul Gelisim University Faculty of Applied Sciences, "Conscious Use of Technology" at Bakırköy Nüket Ercan Vocational and Technical Anatolian High School on December 02, 2022 for students. Other seminars are; Career Management and Career Planning, Conscious Use of Technology and Social Media Addiction, the Use of Educational Technologies in the Classroom, and Effective Presentation Techniques for teachers.



## News from FoAS

### With the Topic of "Veganism and Sustainability" in Coffee Talks, Res. Asst. Mehmet Kayın Meet with the Students!

The theme of this week's Coffee Talks, which was held in the past days, was "Veganism and Sustainability". In the event, which was held with the narration of Res. Asst. Mehmet Kayın, what should be done for a sustainable world and life was discussed.

For the students; Istanbul Gelisim University, which supports its artistic, sportive and cultural development, continues to discuss different topics every week with the "Development Workshops and Coffee Talks" events it organizes. This week, at the Coffee Talks event, where the topic of "Veganism and Sustainability" was discussed. Res. Asst. Kayın stated that Veganism is closely related to sustainability and stands at the center of the solution to global problems.

#### "A Vegan World Must Be Adopted for a World Where Future Generations Can Live"

Stating that it is important to adopt the vegan world and the vegan lifestyle as a philosophical and ethical attitude for solutions to the world's deforestation, climate crisis, food security and inequality in access to food, and the injustice of access to clean water, Res. Asst. Kayın said, "925 million people in the world, especially in Asia and Africa, are struggling with hunger and 3 million children die of hunger every year. In the published reports, it is stated that agricultural crops produced for animals mean providing enough food for 4 billion people if they are used by humans. We can say that the animal industry and all related sectors have serious costs to nature and people. That's why a vegan world is also central to a world where future generations can live."





## News from FoAS

### The BAP Project with Asst. Prof. Dr. Cansu Noberi as the Executive and Res. Asst. Abdullah Can AI as a Researcher Was Successfully Completed!

The project titled "Detailed Analysis and Production of Transonic Rockets" was successfully completed. A rocket was designed in this project, which aims to put the learned theoretical knowledge into practice within the scope of the project and to carry out studies in the field of engineering.

With this project, when the Transonik (3000 meters) rocket reaches the specified altitude and reaches the peak of the useful load it contains, it is separated from the rocket with the separation system and it is ensured that it reaches the ground safely with the first parachute. At the same time, it is aimed to ensure that the 2nd and 3rd parachutes land the remaining parts of the rocket safely.



## News from FoAS

### Asst. Prof. Dr. Hilal Kılıç Gave Training on “Marketing Management!”

Asst. Prof. Dr. Hilal Kılıç from the Department of Management Information Systems, organized by Turkish-German University and Recep Tayyip Erdoğan University, in the trainings held within the scope of Digitalpark Technopolis, on December 13, 2022, with the participation of students, academicians and entrepreneurs, gave online training on “Marketing Management.”

*You can find detailed information about the trainings at the link below:*

<https://dijitalparkteknokent.com.tr/>



### The Paper Titled “Innovation Perception and Dimensions in Cosmetic Products” Was Held!

Asst. Prof. Dr. Pinar Bacaksız, Head of Electronic Commerce and Management Department, attended the "Dermocosmetic Summit" organized by the Faculty of Pharmacy Students' Association (ETUPSA) on the initiative of Trakya University Faculty of Pharmacy between 17-18 December. Asst. Prof. Dr. Pinar Bacaksız made her presentation titled “Innovation Perception and Dimensions in Cosmetic Products” at Turkey's first dermocosmetics summit.



## News from FoAS

### Asst. Prof. Dr. İpek Gürkan Participated in the "Discussions on Video Essay/Article in Academic Studies" Workshop!

Within the scope of creating the content and index criteria of scientific and artistic video articles of the TÜBİTAK 3005 project," Asst. Prof. Dr. İpek Gürkan, from the Department of Television Journalism and Programming, participated in the online workshop held at Çanakkale Onsekiz Mart University on December 26, 2022.



### Res. Asst. Berika Akçay Participated in the "Inflation Adjustment Workshop"!

Res. Asst. Berika Akçay from the Department of Management Information Systems participated face-to-face in the "Accounting Faculty Members Science and Solidarity Foundation Istanbul Branch Inflation Correction Workshop" organized in collaboration with Bahçeşehir University and Yeditepe University on November 25, 2022.

**You can find detailed information about the workshop at the link below:**

[https://modav.org.tr/index.php?option=com\\_content&view=article&id=121:guesthouses-ve-hotels&catid=2&Itemid=101&lang=tr](https://modav.org.tr/index.php?option=com_content&view=article&id=121:guesthouses-ve-hotels&catid=2&Itemid=101&lang=tr)





## News from FoAS

### Asst. Prof. Dr. Hande Ayhan Gökcek Participated in Two Different Events...

Asst. Prof. Dr. Hande Ayhan Gökcek from the Department of Management Information Systems participated in two different sessions of the Finance Congress organized by the METU Business Community between 3-4 December 2022.



### Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy Gave Training at Ataşehir Gökkuşığı College Within the Scope of "Sustainable Social Awareness" Seminars!

Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy from the Department of New Media and Communication, within the scope of the "Sustainable Social Awareness" seminars held under the leadership of Istanbul Gelisim University Faculty of Applied Sciences, on October 28, 2022 at Ataşehir Gökkuşığı College, gave trainings titled "Primary School: Creative Drama," "Joel and Kazu" Book, "High School: New Generation Technology and Reading Habits."



## Academic Articles

### The Article Titled “The Research on the Effect of the Covid-19 Pandemic Period on the Financial Ratios of Non-Life Insurance Companies” Was Published!

Co-written by Asst. Prof. Dr. Ayşegül Ertuğrul and Res. Asst. İlknur Külekçi from the Faculty of Applied Sciences, Department of Banking and Insurance, the article titled “The Research on the Effect of the Covid-19 Pandemic Period on the Financial Ratios of Non-Life Insurance Companies” was published in the International Journal of Insurance and Finance 2022, in the 2nd volume of the 2nd edition of the year.

**To reach the full text of the article:**

<https://www.ijif.net/kurumsal/aysegul-ertugrul-ilknur-kulekci-the-research-on-the-effect-of-the-covid-19-pandemic-period-on-the-financial-ratios-of-non-life-insurance-companies-traded-on-the-istanbul-stock-exchange>



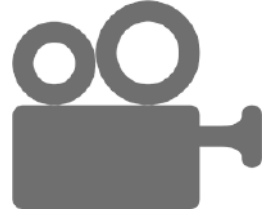
### The Article Titled “Capital Stock, Energy, and Innovation-Related Aspects as Drivers of Environmental Quality in High-Tech Investing Economies” Was Published



The article titled “Capital stock, energy, and innovation-related aspects as drivers of environmental quality in high-tech investing economies” co-written by Asst. Prof. Dr. Ali Çelik from Istanbul Gelisim University, Department of International Trade and Finance and Asst. Prof. Dr. Andrew Alola from Inland Norway University, was published in the SCI indexed journal Environmental Science and Pollution Research.

**For reaching the article:**

<https://link.springer.com/article/10.1007/s11356-022-24148-5>



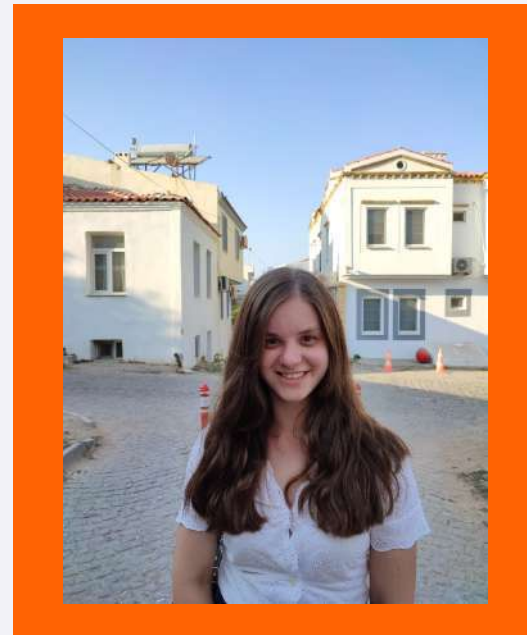
## December / Culture & Art

### A Growing Up Story: Miyazaki's "Spirited Away"

*Anime is a Japanese art style that has gained popularity in recent years. Films and series that bring together creative designs and fantastic stories have become popular in Turkey in recent years. Animes that allow the artist to highlight his creativity while telling stories in various genres such as comedy, suspense, romance, and horror appeal to everyone. "Spirited Away" is one of the most important examples of this genre. Written and directed by Hayao Miyazaki, Studio Ghibli's "Spirited Away" became the first anime film to win the 2003 Oscar Academy Award.*

"Spirited Away" is a reflection of the fears of the main character Chihiro. The story of Chihiro, a ten-year-old girl, is separated from her family, which is perhaps the biggest fear a young child can experience. However, it is Chihiro's desire to find her family that allows her to overcome her fears on her journey to adulthood. Chihiro's reactions to the events that happened to her give the moral message Miyazaki wants to convey with this movie.

The movie begins with Chihiro's journey from the town where she lived with her parents to a new city. Chihiro, who is separated from his friends and will change his life, is sad. Things change when Chihiro takes the road that her father thought was a shortcut but took them to a fantasy world inhabited by spirits. Miyazaki uses the relationships between humans and spirits to describe Chihiro's fears of being separated from his family. However, Miyazaki describes "Spirited Away" not just as a story of growing up, but as a story in which Chihiro reveals herself.



**Res. Asst. İlknur Külekçi**

**FoAS - Banking and Insurance  
Department**



## December / Culture & Art

Despite Chihiro's reluctance, his father, who took the shortcut, could not prevent him from exploring the fantastic world they had reached. Chihiro's parents put the delicious food they found in an empty restaurant in this mysterious city where there is no one. Chihiro tried to prevent her parents from eating the food they found. However, when he could not prevent it, he left them at the restaurant to get away from his parents and explored the city on his own. While walking around the city, Haku comes across him and tells him to leave the city before midnight. Quickly going to his parents, Chihiro finds them turned into pigs and fantastic events begin in the city that will make him think he is having a nightmare. Chihiro starts to become transparent, Haku helps him just when he will disappear. From this spirit world in the form of an amusement park he gives food that will enable him to exist without turning him into a pig.

### Haku and Chihiro

Haku tells Chihiro, a person in the spirit world, to ask for a job from Kamaji, who works at the bathhouse, which has an important place in Japanese culture. If it doesn't work, Yubaba, the powerful magician who runs the bath, will turn Chihiro into an insect and he will never find his parents.

Chihiro and Yubaba, who represents authority, meet. Despite all her fears, Chihiro is quite brave against Yubaba. Yubaba gives Chihiro a job and names him You, which means seeking, taking his name from him. Yubaba establishes authority by giving people names that represent the way they will become. It aims to make people forget themselves by taking their names and to control them. Now Chihiro's name is Sen. You have begun to forget your life and self. If he forgets himself, he will remain in the spirit world forever.



## December / Culture & Art

### Chihiro/Sen

His parents, who have turned into pigs, no longer remember that they are human. The transformation of Chihiro's parents into pigs reminds us that the people we overestimate are ordinary people.

Because Chihiro is a human, she is discriminated against by other beings in the bathhouse. It is understood that the good river spirit that comes to the bath to be cleaned is polluted while trying to protect the river from the damage caused by people to the environment, and it is polluted while trying to protect the river from the damage done by corrupt people.

### No-Face

No-Face, one of the first spiritual beings Chihiro sees in the bath, gives generous tips to the staff. The eyes of those working in the bath see nothing but getting a larger share of the gold given by No-Face, a mysterious spiritual being. However, at that time, it was only Chihiro who saw a Japanese dragon coming out of the river and entering Yubaba's room. Chihiro refuses the gold given by No-Face in order to go to help Yubaba. The bath workers, who surrender to their greed, are swallowed by No-Face. The appearance of No-Face, a demon in the movie, is inspired by a mask that resembles an old man's face in Shinto culture.

Haku has been transformed into a Dragon and is ruled by his twin brother, Zeniba. He controls Haku in his dragon body by riding on his twin sister Zeniba. Haku took refuge in Yubaba's room because he was injured. Meanwhile, Yubaba transforms his son, who is a giant baby, into a mouse to protect him. Zeniba says that Haku stole and swallowed a golden seal. If the golden seal is not removed, he will die.



## December / Culture & Art

### Sen and the Dragon

When Chihiro started working at the bathhouse, the river spirit he healed gave him a magic bait to thank him. He gives half of the magic oath given by this good river spirit to Haku in the dragon body. As a result, he saves Haku from the death caused by the seal he swallowed. Getting rid of her fears, Chihiro feeds the other half of the oath to No-Face, who is quite frightening even in appearance. He both saves the greedy spirits that No-Face swallowed, and regains his No-Face feelings.



### Sen and No-Face

Chihiro learns that the evil witch Yubaba has cursed and controlled Haku. He learns that it is love, not bait, that saves Haku from the curse. Meanwhile, while Yubaba is trying to murder Chihiro's parents, Haku says that his obstacle son is missing and stops him. They go to Chihiro, Yubaba's son who has turned into a mouse, and No-Face Zeniba. Chihiro remembers falling into the river when he was little and Haku saving him while Yubaba tried to curse him like Haku. In the movie "Spirited Away" Miyazaki fictionalized every spiritual being to teach a lesson. All the elements of Miyazaki's classic style are in this movie.



### Chihiro, the Dragon and the Mouse

Chihiro's last mission is to get to know her parents through a herd of pigs. Saying that his parents are not in this herd, Chihiro's contract with Yubaba is destroyed. Sen Chihiro gets his name back and continues his car journey with his parents who don't remember anything that happened to them. Our hero, Chihiro, confronts all her fears to save her family without losing herself and grows by changing. "Spirited Away", which looks like a dark fairy tale, is the first work that comes to mind when Miyazaki is mentioned. Miyazaki, who has signed classic anime such as "My Neighbor Totoro" and "Princess Mononoke"s new work in 2023, "How Do You Live?" movie will be screened.







## December / Guest Writer

### BREEZE FROM MEVLAN

There are many thinkers and people of heart who have illuminated our cultural geography and world of heart for centuries and set an example for humanity with their ideas and lifestyles. Thinkers such as Hoca Ahmet Yesevî, Hacı Bektaş-ı Velî, Yunus Emre, Hacı Bayram Veli and Mevlânâ Celaledin-i Rumi are the first names that come to mind.

These heartfelt thinkers, who put love and tolerance at the center, love the created because of its creator, and attach importance to the concept of the human being described as "Insan-i Kamil" (Perfect human), have been illuminating our cultural geography for a long time.

Mevlana was born in Belh in 1207 and died in Konya in 1273. He named the night of death as "Şeb-i Arus," that is, "Wedding Night," because he thought of it as "the night of meeting with his beloved."

"Come, come, whoever you are, come again,  
Whether infidel or megistrate  
Whether you are a pagan come again,  
Our lodge is not a lodge of despair.  
Even if you have broken your repentance a hundred times, come again..."

In his verses, he is a thinker who embraces not only the Islamic world, but also the whole world / all humanity, regardless of Muslim and non-Muslim differences, does not marginalize people because of their beliefs, and looks at seventy-two nations with the same eye. Its target audience is not only Muslims, but all humanity.



**Prof. Dr. Kamil Kaya**  
Dean Of Faculty of Applied  
Sciences

## December / Guest Writer

His "I am like a compass; While I stand firmly on (point) religion with one foot, I travel around seventy-two nations with the other foot" is the most concrete indication of this.

Even though centuries have passed since his death, in a world where technology has isolated people and made them almost robots, Mevlana's messages, thoughts and ideas that have survived from beyond the ages, including the "love, tolerance and peace" that humanity needs, in his works, especially the Mesnevi, are constantly changing. is gaining a universal character.

However, it should not be forgotten that his thoughts and ideas, which are loaded with universal meaning, are based on a religious-mystical basis, especially the Qur'an.

As a matter of fact, Mevlana clearly expresses this in one of his couplets:

"Men Bende- Kur'anem eđer can darem,  
Men hak- rehi Muhammed muhtarem,  
Eđerl nakl kuned cüz in kes ez cüftarem,  
Bizarem ez u vez an suhen bizarem."

"I am the owner of the Qur'an as long as I live,  
I am the dust of Muhammad-i Mukhtar's foot,  
If anyone relays anything other than this from me,  
I am not only complaining about him, but also that word."



Mevlana Celaleddin Rumi



## December / Book Review

### THEORETICAL FOUNDATIONS OF STRATEGY RESEARCH

Strategic management, within the framework of management sciences, is a newer and more rapidly developing field, considering its historical processes. As a result of this growth, new facts and concepts emerge. While this situation brings conceptual enrichment, it can also reveal the situation of not benefiting from the theory sufficiently. Therefore, taking this risk into account, establishing a common ground will increase the effectiveness of the studies in the field.

The book "Theoretical Foundations of Strategy Research" written by Prof. Dr. Mahmut Hızıroğlu shows from the very first chapter that it has been put forward as a result of long years of studies, accumulation and infrastructure. This work, in which the concepts are discussed factually, the studies in the field are put forward in historical order, the disciplinary development of the field is evaluated from a questioning perspective, besides a comprehensive literature dominance, shed light on the developments in the field with these critical inquiries. Focusing on understanding the epistemological foundations, the work, which examines the theories that dominate strategy research, schools of strategic thought, methods and approaches in the production of scientific knowledge, includes discussions on the sources of competitive advantage, strategy development and the growth process of companies, and the relationship between organizational structure and strategy.

In the aforementioned work, in terms of academic conceptualization, concepts such as strategy, performance, control, industry/market, firm behavior, decision making, change, resources are discussed and an understanding of the field is provided. The two dominant approaches in the field, which are on the basis of the relationship between sustainable performance and competitive advantage, which is the basis of strategy research; The understanding of resource-based school and position school theories and their contribution to the field are discussed.



**Res. Asst.  
Berika Akçay  
Department of Management  
Information System**



## December / Book Review

Emphasizing the contribution of understanding the logic of science to producing scientific knowledge, the author presented his contributions to strategy research by discussing the assumptions of positivist epistemology, popperian epistemology, structuralist epistemology, and critical realist epistemology in order to understand the epistemological origin. The sources of sustainable competitive advantage were discussed in the context of the industry and the company, and a meaningful background was created. By discussing strategy development together with its paradoxical arguments, it was desired to reach a holistic structure in the field by revealing the relationship between performance and diversification through empirical studies in the context of the conceptualization of the diversification phenomenon.

The author, as the main question in the book questioned what theoretical discussions in the field of strategic management mean in terms of scientific progress, moreover, how deep these discussions are and what they mean for disciplinary ground. In addition to being a comprehensive theory book for researchers and practitioners, the work is also important in terms of forming the missing disciplinary ground in the field. Undoubtedly, it contributes not only to strategy research, but also by discussing how knowledge in management studies should be done. Considering all aspects of the aforementioned approaches in a comparative way, which every scientific discipline benefits from, offers a perspective that removes confusion and nourishes differences. In addition to the discussions that enrich the world of thought, this work fills an important gap in terms of presenting the studies in the field in a historical context without ignoring the rationality of today. Progress is the result of the theoretical discussion of different ideas. In this context, considering that it marks a step of progress; The work, as a theory book in which the theoretical foundations are discussed and the concepts are explained together with their criticism, is in a position to guide the research of strategy.



# News from Our Alumni

## Hi! I am Emre Timur

The Faculty of Applied Sciences, Television Journalism and Programming Department was at the top of my preference list. I graduated from the department with a full scholarship, between 2017 and 2021. My goal was to be a TV reporter.

In my second year of university, I did an internship at Star News Center. When I was in the 3rd grade, I worked as an intelligence reporter for a year in STAR TV's In Search of Truth program. By following the judicial events in different cities, I reached the place of 4 missing children under the age of 18 sought by their families with my own intelligence and reported them to the security forces.

In my last year of university, I started to work in NTV Istanbul news center under contract. In addition to being a Police Correspondent, I made history and city news. On NTV, I brought the difficult struggle of the injection teams to the screen with the Current File called "Those Who Trace the Virus."

I prepared file news for special days. I made special news with İdris Güven, the first Turk to reach the rank of director in the 177-year-old New York Police Department, with the Turkish Nurse, one of the first witnesses of the Mutation virus in London, and with the Turkish truck drivers stranded in Dover port in England. In April 2022, I continued my career at TV100 News Center. I have been in forest fires in Muğla and Kütahya. I worked in the field during the Mining disaster in Bartın Amasra. I have been working as a Haber Global reporter since November 2022.

To be successful, you need to be in the right place at the right time. Considering that we are in a period where universities give thousands of communication graduates every year, my job was quite difficult. However, I was in the right place with both applied and theoretical courses I took by choosing my department.



## Interview

*Retired Senior Pilot Orhan Reşat Önal:*

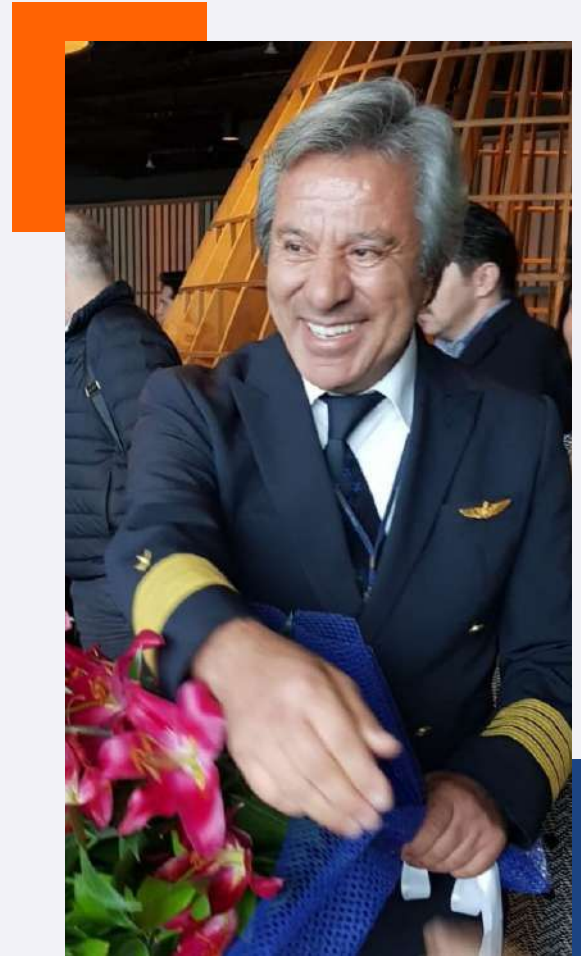
**"No matter how bad the conditions get for a pilot, he/she should never give up, thinking about both the passenger and his/her own life."**

Dear Orhan Reşat Önal, first of all, we would like to thank you for accepting our interview invitation as Istanbul Gelisim University Faculty of Applied Sciences e-Bulletin. Dear Önal, How and why did you choose the profession of pilot?

The most important factor in choosing a profession is the environment in which the person lives and the people he knows. in or around his family; doctor, engineer, soldier, etc. people are affected by these occupations. His choice could be one of them. What was effective in my choice to be a pilot is; My family is both a soldier and a military pilot.

**What are the most important developments in the aviation/pilot industry in recent years?**

The piloting profession is currently at its peak (highest) level in air transport. However, from now on, companies will be able to use fewer pilots by flight due to "Drones" and ground-controlled UAVs and SIHAs. It is moving towards completely controlled transportation from the ground.





# Interview

## **What are the difficulties/issues and conveniences/most easily managed situations of the piloting profession?**

The most important of the difficulties of the piloting profession is the negative effect of wars between countries on air transport. Its convenience is M.K. It is hidden in Atatürk's words; Peace at Home, Peace in the World. Apart from that, everything is getting better thanks to technological developments.

## **What do you think should be done in the field of aviation training / pilot training?**

The priority is to study engineering, to work hard and to find practical solutions from time to time.

## **Could you please tell me if there is an event in the history of aviation that seems most interesting to you?**

As you all know, the knowledge and practicality of Captain Chesley B. Sullenberger, who landed the Airbus 320 aircraft, which lost both engines as a result of a bird strike in New York, USA, on January 15, 2009, into the Hudson River and saved its 155 passengers and crew, is for me. It is an interesting and exemplary case in terms of the process.



# Interview

**Dear Önal, What are your suggestions to our young people who want to be pilots?**

As in every profession, you should love this profession. In order to advance in his profession, he should constantly improve himself and be open to innovations. A pilot, no matter how bad the conditions; You should never give up, thinking about both the passenger and his own life. You should never reflect the negativities in his social life on his flight, and if it will affect him, he should not fly until the negativities are corrected. Since piloting is directly related to health, every pilot should pay maximum attention to his health. Pilots should always be respectful to both their crew, their surroundings and passengers and should not cause misunderstanding of their actions and actions.

**Dear Orhan Reşat Önal, thank you very much for your contribution to our e-bulletin and for the valuable information you have provided.**

Actually, I would like to thank the Faculty of Applied Sciences of Istanbul Gelisim University for giving me this opportunity to meet with their students.

## ORHAN REŞAT ÖNAL

Retired Senior Pilot Orhan Reşat Önal graduated from the Air Force Academy in 1976 as a lieutenant. He worked as a flight instructor in the Turkish Air Force for 13 years. He spent 5 years of this period as combat training in warplanes, and 8 years as a flight instructor at the Turkish Air Force flight school. He retired in 1996 and flew for Turkish Airlines as a captain on Boeing-737 aircraft between 1996-2011, and on Airbus 330 and 340 aircraft between 2011-2019. He also taught on Boeing airplanes. After retiring due to age restriction, he has been teaching simulators at AYJET (Anatolian Stars) flight school since 2019.



## News form Sector

### TCMB Launched Open Banking Service

The Central Bank of the Republic of Turkey launched the payments area 'Open Banking' services, which is a component of the digital economy roadmap of its liraization strategy. In the statement made by the CBRT, it was stated that the standard open banking transactions developed by the Interbank Card Center started to serve the parties through the 'Open Banking Gateway' infrastructure.

**News Link:** <https://www.bloomberght.com/tcmb-acik-bankacilik-hizmetini-kullanima-acti-2320280>, 26.12.2022.

### Boyner and Vertical Don't Leave it on the Plate, It Turns it into Food!

With the cooperation of Boyner, Vertical and Opsi Environment Technologies, it has undertaken a meaningful project by correctly evaluating wastes in order to support our animal friends. With the project, protein-based food wastes left in the kitchens of the restaurants in and around Kadıköy are collected and these wastes are converted into food thanks to the special food converting machine in Vertical. The transformed foods are packaged and delivered to Kadıköy Animal Nursing Home for paw friends. While 45 packages of food have been delivered to the Animal Nursing Home to date, it is aimed to prepare a total of 120 packages of food within the scope of the project.

**News Link:** <https://www.gastronomidergisi.com/gastronomi-haberleri/boyner-ve-vertical-tabakta-birakmiyor-mamaya-donusturuyor>. E.T. 26.12.2022.

### Getir Bought its Rival in Germany!

Getir bought its biggest German competitor for 1.2 billion dollars Getir, which strengthened its dominance in the market by purchasing its biggest rival Blok in Spain in the past years, announced that it has completely acquired its German rival Gorillas this time. Getir, which was founded 7 years ago and has been operating in nine countries in a short time, became the first decacorn in the market product delivery sector in Europe this year.

**News Link:** <https://www.pazarlamasyon.com/getir-almanya-daki-rakibini-satin-aldi#:~:text=Getir%2C%201%2C2%20milyar%20dolar,%C4%B1%20tamamen%20sat%C4%B1n%20ald%C4%B1%20duyurdu>.E.T. 26.12.2022.



## News form Sector

### Turkish Airlines Was Deemed Worthy of Europe's "Best Design Airline" Award!

Turkish Airlines at TheDesignAir awards 2022, which rewards innovation and innovation with Istanbul Airport passenger touch points (lounges, check-in islands, ticketing offices, etc.) and in-flight experience designs (new Business and Economy Class cabin design and in-flight products). Selected as "Europe's Best Design Airline of the Year." Audited by industry experts and frequent flyers, TheDesignAir continues to crown the best among the airlines investing in design, product and brand with its awards every year.

**News Link:** <https://haber.aero/sivil-havacilik/thyye-avrupanin-en-iyi-tasarima-sahip-havayolu-odulu/>, E.T. 26.12.2022.

### "Second Hand Marketplace" on the Internet from Akakçe: banayeni!

Akakçe launched a marketplace platform called "banayeni," where consumers can make their second-hand purchases quickly. The transition from the sharing economy to the circular economy after the pandemic paved the way for second-hand markets. Used Marketplace is now online. Akakçe founder Koray Karataş mentioned the difficulties of shopping online and that it is more difficult to establish a relationship of trust in the second-hand market. He stated that they have taken all precautions regarding this.

**News Link:** <https://www.medyaport.net/gundem/ikinci-el-pazar-yeri-internette-akakceden-banayeni-h43260.html>, 26.12.2022.

### Orange Awareness from Yayla Agro Gıda!

Yayla Agro Gıda presented tangerines to all its employees from the LÖSEV Tangerine Farm, which it established in Izmir Seferihisar, in order to use the income of LÖSEV for the benefit of children with leukemia, with its kindness movement extending from its branch to life. One of the most important keys to protection from cancer, which has been increasing rapidly in recent years and is a preventable as well as treatable disease, is a healthy and natural diet. Continuing its activities with the mission of "Building a healthier future" in Turkey and the world since the day it was founded, Yayla Agro Gıda; It continues to implement many corporate social responsibility projects with the awareness of its responsibility towards society and being a social brand.

**News Link:** <https://www.gastronomidergisi.com/gida/yayla-agro-gida-dan-turuncu-farkindalik>, E.T.26.12.2022.

## News form Sector

### AYAP-1 Statement from TUA!

The first details of the spacecraft designed for the 'Moon Research Program-1 (AYAP-1)', which is included in the National Space Program prepared by the Turkish Space Agency, were shared. The Turkish Space Agency's (TUA) social media account was shared on the occasion of the agency's 4th anniversary. TUA's statement on the subject is as follows: "We are very happy to share with the public the first details of the Spacecraft, which is being designed for the MOON RESEARCH PROGRAM-1, which is included in the National Space Program prepared by the Turkish Space Agency (TUA), on the occasion of the 4th anniversary of TUA. The Spacecraft, designed and developed by the TÜBİTAK Space Technologies Research Institute (TÜBİTAK UZAY), will have a structure consisting of two separate modules.

**News Link:** <https://www.airturkhaber.com/haberler/tuadan-ayap-1-aciklamasi/>, E.T.26.12.2022.

### Here is the First Flight of the Red Apple...

Images from the first flight of Bayraktar Kızılelma, Turkey's first unmanned fighter aircraft manufactured by Baykar, were shared. Baykar Chairman of the Board of Directors Selçuk Bayraktar shared the images of Kızılelma's first flight on his social media account and stated that the flight was successfully completed.

**News Link:** <https://www.airporthaber.com/havacilik-haberleri/kizilelma-ilk-ucus-icin-havala.html>, E.T. 26.12.2022.

### New international destination from THY...

Turkish Airlines has announced that its newest flight destination in Europe will be the Polish city of Katowice. The statement made by THY to the Public Disclosure Platform (KAP) regarding the new international destination is as follows: "The Board of Directors of our Incorporation has decided to launch scheduled flights to Katowice, Poland, depending on the possibilities and market conditions."

**News Link:** <https://www.airturkhaber.com/haberler/thyden-yeni-dis-hat-noktasi-2/>, E.T.26.12.2022.



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# FACULTY OF APPLIED SCIENCES MONTHLY e- BULLETIN MASTHEAD

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**DECEMBER 2022  
ISSUE 12**

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