



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

FEBRUARY 2024

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

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

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Faculty of  
Applied Sciences

**WE WISH SUCCESS  
TO ALL OUR  
STUDENTS FOR 2023-  
2024  
ACADEMIC YEAR  
SPRING  
IN THE SEMESTER**

## NEWS FROM IGU

# IGU Continues Its Rise in Webometrics World University Rankings!

"Webometrics World University Rankings" have been announced, aiming to promote academic web presence by supporting "Open Access" initiatives to significantly increase the transfer of scientific and cultural knowledge produced by universities to the entire society.

While we continue our efforts to quickly achieve the results we aim for in our internationalization journey, our university, which has continued its rise for the last four years, is ranked 2278th in the world; it ranked 54th among Turkish universities and 12th among foundation universities.

Our university, which progresses with the vision of "Research University", is in the Webometrics Continental rankings;

- 132nd among CIVETS countries (including countries such as Colombia, Indonesia, Vietnam, Egypt, Turkey and South Africa),
- 183rd in the Middle East university rankings,
- 804th among European universities,
- Listed as 806th among Asian universities.



## NEWS FROM FoAS

### External Stakeholder Protocol Signing Ceremony Was Held Between the Faculty of Applied Sciences and Tailwind Airlines...

Within the scope of SHT 147 Recognized School, an external stakeholder protocol signing ceremony was held between the Faculty of Applied Sciences and Tailwind Airlines, with the attendance of Rector Prof. Dr. Bahri Şahin and Tailwind Airlines General Manager Mr. Mehmet Bostan, for the Aircraft Maintenance and Repair and Aviation Electrical and Electronics departments from the Faculty of Applied Sciences. Vice Rector Prof. Dr. Necmettin Maraşlı, Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya and SHT 147 Quality Manager Lect. Mehmet Ateş attended the signing ceremony.

In the protocol carried out; topics included ensuring cooperation between the University and the Aviation industry and enabling our faculty students to benefit from education-internship-job opportunities.



## ACADEMIC ARTICLES

### The Article Titled “Visual Culture and Art Museums: How Do We See Art in Everyday Life?” Was Published!

The study "Visual Culture and Art Museums: How Do We See Art in Everyday Life?" written by Res. Asst. Mehmet Kayın from the Department of Television Journalism and Programming was published in E-skop magazine.

**Article Access Link:**

<https://www.e-skop.com/skopbulten/tezler-gorsel-kultur-ve-sanat-muzeleri-gundelik-hayatta-sanati-nasil-goruruz/6705->



### The Study "The Effect of Silent Resignation on Job Satisfaction: A Research on Aviation Industry Employees" Was Published!



The research article titled "The Effect of Silent Resignation on Job Satisfaction: A Research on Aviation Sector Employees" by Asst. Prof. Dr. Ahmet Deniz from the Department of Aviation Management was published in the Journal of Social, Human and Administrative Sciences Volume 7, Issue 2.

**Article Access Link:**

<https://www.sobibder.org/index.php/sobibder/article/view/496>

## ACADEMIC ARTICLES

### The Article Titled “The Triple Helix: Oil Prices, Trade Terms and Unemployment: A Developmental Analysis of Turkey” Was Published!

The study "The Triple Helix: Oil Prices, Trade Terms and Unemployment: A Developmental Analysis of Turkey", co-authored by Res. Asst. Nuran Akdağ from the Aircraft Maintenance and Repair Department, was published in the Journal of Economics Finance and Accounting, volume 10, issue 4.

**Article Access Link:**

<https://dergipark.org.tr/tr/pub/jefa/issue/82810/1423090>



### The Article Titled "Examination of the Relationship Between Green Future and Welfare with Multivariate Statistical Methods" Was Published!



The study titled "Investigation of the Relationship Between Green Future and Welfare with Multivariate Statistical Methods", co-authored by Res. Asst. Nuran Akdağ from the Aircraft Maintenance and Repair Department, was published in Dumlupınar University Journal of Social Sciences issue 79.

**Article Access Link:**

<https://dergipark.org.tr/tr/pub/dpusbe/issue/82975/1385528>

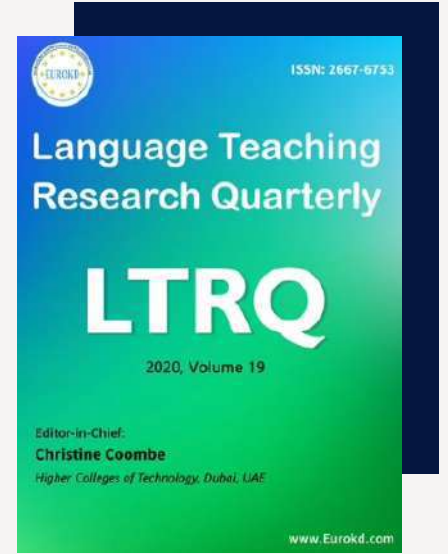
## ACADEMIC ARTICLES

### The Article Titled “Exploring Research by Diane Larsen-Freeman: A Scientometric Analysis” Was Published!

The study titled "Exploring Research by Diane Larsen-Freeman: A Scientometric Analysis", co-authored by Asst. Prof. Dr. Görsev SÖNMEZ, Deputy Dean of the Faculty of Applied Sciences and Head of the Department of English Translation and Interpretation, was published in the 39th issue of the Q1 indexed Language Teaching Research Quarterly journal.

**To access the article:**

<https://eurokd.com/journal/jdwot/18?sav=161>

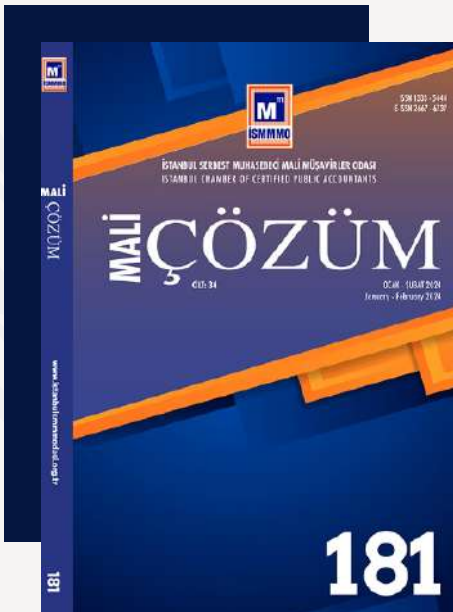


### The Article Titled "Analysis of the Relationship Between Premiums Collected in the Turkish Insurance Sector and Economic Growth" Was Published!

The study titled "Analysis of the Relationship Between Premiums Collected in the Turkish Insurance Sector and Economic Growth" co-written by Asst. Prof. Dr. Ayşegül ERTUĞRUL, from the Department of Banking and Insurance, Faculty of Applied Sciences, and Assoc. Prof. Dr. Mete BUMİN was published in January-February 2024, in the 34th Volume 181st Issue of Mali Çözüm Journal.

**Access Link for Article:**

<https://ismmmo.org.tr/Yayinlar/Mali-Cozum-Dergisi/sayi-181/--3036>





## ACADEMIC BOOKS

### Res. Asst. Dr. Engincan Yıldız's Book Chapter Titled "Use of Artificial Intelligence as an Early Warning and Intervention System in Crisis Management" Was Published...

The book chapter titled "Use of Artificial Intelligence as an Early Warning and Intervention System in Crisis Management", co-authored by Res. Asst. Dr. Engincan Yıldız, was published by Kriter Publishing House.

#### Book Access Link:

<https://www.dr.com.tr/kitap/yapay-zeka-ve-iletisim/bilim/populer-bilim/urunno=0002100950001>



### Social Media Accounts of FoAS:



/ iguubf

ubf@gelisim.edu.tr



## CONGRESSES

### Asst. Prof. Dr. Canan Tiftik Attended the 7th International Marmara Scientific Research and Innovation Congress!



Asst. Prof. Dr. Canan Tiftik from the Department of Management Information Systems attended the 7th International Marmara Scientific Research and Innovation Congress held between 27-28 January 2024 with her paper titled "Evaluation of the General Structure of Unemployment in Turkey in Terms of Labor Force Indicators".



The Rising Success of Istanbul Gelisim University,  
which stands out in Sustainability Studies  
with its 100% Green Energy Use, in the  
'GreenMetric 2023' Ranking!

In Türkiye Rankings

14th among foundation  
universities

21st in the  
'Energy and Climate Change'  
category

## EVENTS

### In-House Training “Management of Differences-Intercultural Communication” was Held for IGU Administrative Staff...

*The “Management of Differences-Intercultural Communication” training, organized by IGU Human Resources Department and held between 19-22 February 2024, was given by FoAS Deputy Dean Assoc. Prof. Dr. Sevinç Koçak.*

In the training held at IGU K Block Firnas Auditorium, awareness was raised about what the differences in social life and corporate business life, such as age, education, gender, culture and lifestyle, could be and how the conflicts that may arise while sharing business life dynamics with people from different countries could be and how they can be resolved. Contents were shared. The efforts required to ensure that principles such as respect for differences, breaking down the barrier of prejudice, developing an open mentality and empathy have a greater place in our lives were touched upon.



## EVENTS

### Scientific Research Projects Club (BAP) Opened!

Scientific Research Projects (BAP) Club at Istanbul Gelisim University was officially opened on Monday, February 26, 2024, with an event held at Mehmet Akif Ersoy Conference Hall. At the event, faculty members and students were provided with detailed information about the mission, vision and goals of the club. In addition, information was shared about the seminars, workshops and project competitions that the club will organize in the future.



**BİLİMSEL ARAŞTIRMA PROJELERİ  
(BAP) KULÜBÜ AÇILDI!**

*Kampüse Yeniden Hoş Geldin!*

26.02.2024  
Pazartesi

Mehmet Akif Ersoy  
Konferans Salonu

**Program Akışı**

🕒 12.00 - 12.30 Açılış Konuşması  
BAP Koordinatörü Dr. Öğr. Üyesi Serap Yeşilkır Baydar  
Kulüp Danışmanı Dr. Öğr. Üyesi Sibel Zengin

🕒 12.30 - 13.30 BAP Kulübü Tanıtımı  
Vizyon Misyon - Gelecek Etkinlikler  
Öğrenci Projeleri

🕒 13.30 - 14.15 Kahve Arası  
BAP Kulübü Biletiği Dağıtılması  
Tuval Çalışması

🕒 14.15 - 15.00  
SPONSORLARDAN SÜPRİZ HEDİYELER!

MAF uni ball lifebox

**For information and  
application:**

[fcdinc@gelisim.edu.tr](mailto:fcdinc@gelisim.edu.tr)  
[attekinc@gelisim.edu.tr](mailto:attekinc@gelisim.edu.tr)

## NEWS FROM OUR ALUMNI

### Merhaba

### Ben Vahide Betil Çetin...

Hello, I am Vahide Betil Çetin...

I graduated from the Faculty of Applied Sciences, Department of Banking and Insurance in 2022. I went through a very good education process in my field at Istanbul Gelişim University. In addition to the theoretical education we received from our experts in their fields, I have gained knowledge about the sector since my university years, thanks to the sectoral experiences our professors shared with us. At the same time, thanks to the courses we took in fields such as economics, accounting and finance, as well as banking and insurance courses, I had the opportunity to look at the sector from different perspectives and put myself one step forward. This education I received made great contributions to both my business life and my personal development.

In addition to academic life, Istanbul Gelişim University has made many contributions to not only preparing us for the sector, but also strengthening our skills such as communication skills and group work, with the events, social responsibility projects and organizations it organizes.

After graduating from university, I realized that this was not the end, but the first step towards a new beginning in our lives. I continue to take firm steps forward in my career with the values added to me by our professors who never wavered in their support both throughout our university education and after graduation.

I have been working as a savings and assurance specialist at Garanti BBVA Pension System. I am very happy and proud to have turned the knowledge and experience I gained during my university years into a contribution to the Garanti BBVA family, one of the leading companies in the sector. I would like to thank all my professors who contributed during this process...

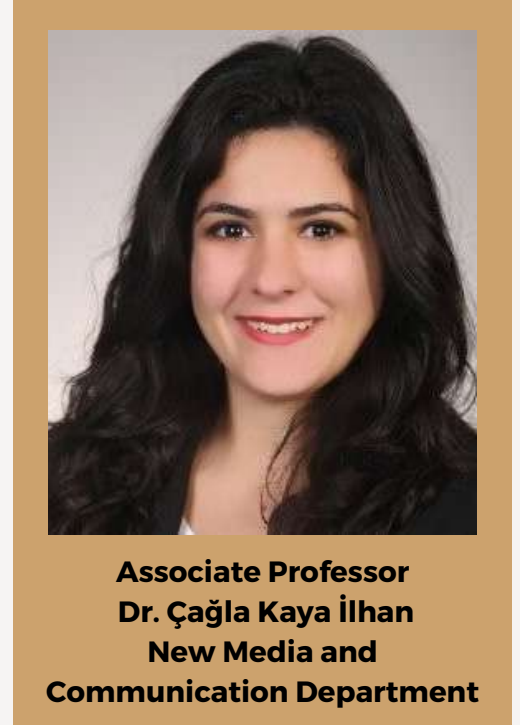


## GUEST WRITER

### On February 11, International Day of Women and Girls in Science...

On 22 December 2015, the 81st United Nations General Assembly decided to observe 11 February each year as the International Day of Women and Girls in Science to promote the participation of women and girls in education and research in science, technology, engineering and mathematics (STEM).

In her message published on March 8, 2022, UNESCO Director-General Audrey Azoulay stated that according to UNESCO estimates, women represent only one out of every three researchers. In her message, Azoulay also emphasized the importance of making more efforts to achieve gender equality worldwide.



Especially in 2020 and 2021, when the Covid 19 pandemic was at its peak, the closure of schools and the implementation of the work-from-home system have shown that gender inequality has also increased significantly worldwide. One of the most important reasons for this is the social roles and responsibilities imposed on women. This inequality leads to lower publication rates and less visibility.

The theme of the 6th International Day of Women and Girls in Science Assembly, which took place at the United Nations Headquarters on February 11, 2021, was 'Women Scientists at the Forefront of the Fight against COVID-19'. The gender inequality that has persisted for years all over the world has been felt at all levels of science, technology, engineering and mathematics (STEM) disciplines. Although women have made tremendous progress over the years in increasing their participation in higher education, they are still underrepresented in these fields.

## GUEST WRITER

According to the information on the United Nations website for the February 11 International Day of Women and Girls in Science;

- Women are often awarded smaller research grants than their male counterparts and only 12% of members of national academies of science are women, despite representing 33.3% of all researchers.
- Only a fifth (22%) of professionals in high-tech fields such as artificial intelligence are women.
- Despite the shortage in many of the technological fields driving the Fourth Industrial Revolution, women still make up only 28% of engineering graduates and 40% of computer science and informatics graduates.
- Women researchers tend to have shorter and less well-paid careers. Their work is underrepresented in high-profile journals and often overlooked for promotion (<https://www.un.org/en/observances/women-and-girls-in-science-day>, accessed February 26, 2024).

Given the data from UNESCO and the United Nations, it is our responsibility to ensure that girls have access to the education they deserve and can build a future for themselves in engineering, computer programming, cloud technology, robotics and health sciences.

### References

- Women in Science Leadership: A New Era for Sustainability, <https://www.un.org/en/observances/women-and-girls-in-science-day> Eriřim Tarihi: 26 řubat 2024.
- Message from Ms Audrey Azoulay, Director-General of UNESCO, for International Women's Day, 8 March 2022 <https://unesdoc.unesco.org/ark:/48223/pf0000380732?1=null&queryId=N-59c49646-776e-4bbc-9219-e18572d262ba> Eriřim Tarihi: 26 řubat 2024.

**HAPPY INTERNATIONAL GIRL'S DAY!**



## NEWS FROM OUR ALUMNI

**Arş. Gör. Cem KESKİN**

**Department of Gastronomy and Culinary Arts**

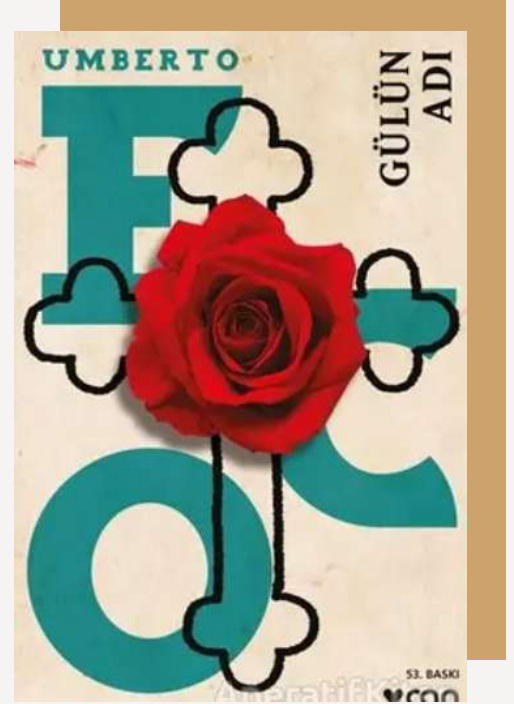
### **The Name of the Rose - Umberto ECO**

The author's first novel, was published in 1980. The book, which paved the way for Umberto Eco to be known all over the world, has been translated into many languages and has been published countless times. The novel *The Name of the Rose*, which had an impact all over the world, was also made into a movie in 1986.

The work is about a murder that took place in the middle ages. Investigations are being carried out about the serial murders that took place in a monastery in Italy in 1327. It is a gripping detective novel that examines the Christian world and thought of the medieval period in depth. The work is divided into 7 chapters over 7 days and is conveyed to the reader.

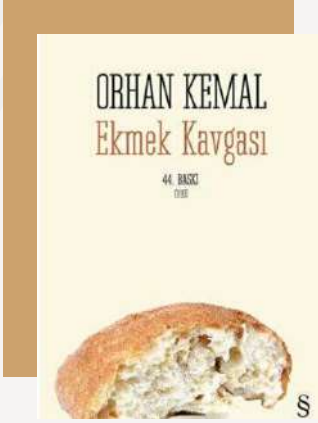
The murders that took place are described and conveyed to the reader with a medieval influence. The novel also perfectly reflects the influence of the church on justice. William, one of the main characters of the novel, is a monk famous for solving mysterious events. Together with his assistant Adso, he is assigned by the abbot to solve the murder of the priest. Although William begins to think that the first murder was a suicide, a second death occurs in the monastery. The murders and clues that took place in the monastery try to take William and his assistant Adso to the library, but entering the library during this period is strictly prohibited due to the influence of scholastic thought. While trying to break this ban, the librarian assistant comes across as the third death. When William and Adso investigate the murders more deeply, they realize that the reason for all the murders is a forbidden book. Now all they have to do is find this forbidden book.

*The Name of the Rose* is a book that will stay with you for a long time after reading it. The fiction and narration of the book is fluent and although the book is long, it does not tire the reader. In the work, the philosophy, culture, contradictions and use of knowledge in the medieval period are reflected to the reader through the murder that took place in the monastery.



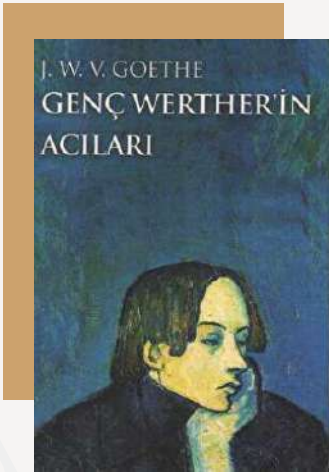
## NEWS FROM OUR ALUMNI

*Other books recommended by Res. Asst. Cem KESKİN from the Department of Gastronomy and Culinary Arts*



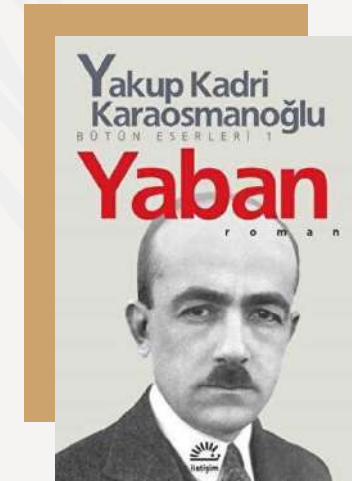
### **Fight for Bread - Orhan KEMAL**

The book is Orhan Kemal's first work published in the story genre. Fight for Bread consists of 24 stories. The name "Fight for Bread" is one of the stories in the book. Orhan Kemal, known for his social realist characteristics, describes the conditions of the period, factory workers, and people living in the slums and presents sections from their lives.



### **The Sorrows of Young Werther - Johann Wolfgang GOETHE**

The Sorrows of Young Werther was written by Goethe in 1774. The book describes the shocking state of depression of Werther, who explains his impossible love to his friend in letters. His beloved is an engaged woman and social traditions do not allow this. Despite her love for Werther, Lotte marries her fiancée.



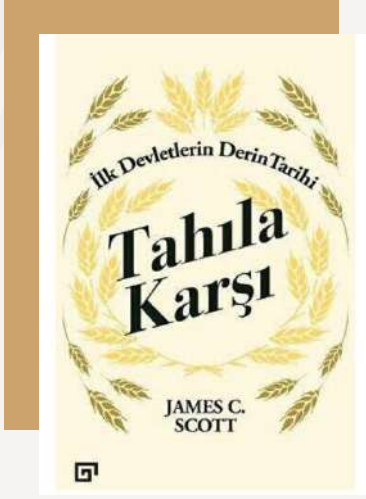
### **Yaban - Yakup Kadri KARAOSMANOĞLU**

Yakup Kadri tells the reader about the villagers, the situation of the village and their attitudes towards the War of Independence in an Anatolian village between the end of World War I and the end of the Battle of Sakarya, through the eyes of an intellectual. It explains. Yakup Kadri, who understood the War of Independence very well and lived it closely, also touches upon the sociological aspect of the War of Independence period.



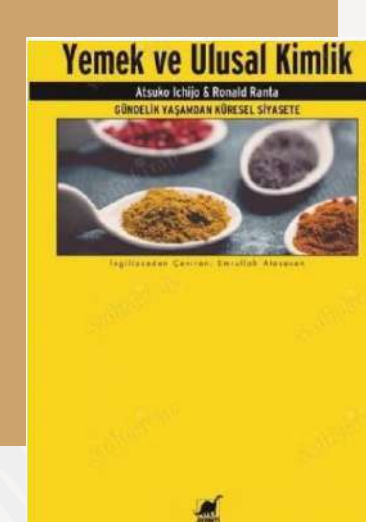
## NEWS FROM OUR ALUMNI

### Other books recommended by Res. Asst. Cem KESKIN from the Department of Gastronomy and Culinary Arts



#### **Against the Grain - - The Deep History of the Early States - James C. SCOTT**

The work draws attention to the impact of grain, especially agriculture, on the formation and development of early states. Grain becomes the main food source of the communities that settled down with the Neolithic Age. This situation is directly associated with the emergence of the first states in the work. Grain became one of the main products of these new agricultural societies. The fact that grain is a constant and abundant food source enabled societies to move to larger and permanent settlements, and with the beginning of grain agriculture, changes occurred in the organization, management and resource distribution of societies.



#### **Food and National Identity and Nationalism - Atsuko ICHIJO & Ronald RANTA**

In the book, the relationship between food and nationalism is examined comprehensively in the context of nationalist politics and global capitalism. In the hands of power and authority, food turns into a tool used to shape a nation. Symbolic discussions about the national authenticity of food also bring this to an international framework. The work discusses the intertwining of food with politics.

## INTERVIEW

### ŞEF ÇAĞKAN GÜNER:

*“Everyone will want to look at a good photo, so why not be the one who frames the best one?”*

**Thank you for accepting our FoAS Monthly E-Bulletin interview request. Can you tell us about your process of becoming a food photographer?**

We have a photography adventure before food photography. Because, food photography brings with it a technical knowledge. I discovered that I was interested in photography, which I did as a hobby, when I was shooting the post-practice plates of the cookery I studied in high school. Afterwards, the process deepened even more with my research on subjects such as composition and food stylistics. I discovered that the process is directly related to gastronomy knowledge, kitchen equipment knowledge, color-contrast knowledge and most importantly light knowledge rather than what is seen. After researching these aspects one by one, I was taking plate and product photos with my own experiments. Later, I became more involved in food photography when I took menu photos of a cafe in Ankara. I am currently continuing to take plate and product images as a hobby.



## INTERVIEW

### **What should be considered when photographing food? Lighting, camera, angle and background?**

The main element of photographing food is to have a good command of light and composition. This is followed by knowledge of the camera, angle, props and background. You also need to follow new trends in food photography and be a good internet user.

### **What is the basis of good food photography and photography? How do you know when you have taken a good photo?**

First of all, you need to have a very good knowledge of light. Then you need to design the plate and plan according to the emotion you want to give in the photo. A good food photographer often works with food stylists. Shooting tricks are often used while shooting. Contrary to popular belief, a lot of glue is used for an image of oats with strawberry yogurt, while glycerin sprays are used for a glass that looks like ice. When all this is filtered through information and light, we get a good photograph. When photographing food, the background and colors made according to the product are also important to create integrity with the plate. For example, imagine a copper-embroidered plate from the Ottoman period being photographed on a white background with facade light, and imagine it being photographed like a painting, diversified with warmer color tones and various accessories in the appropriate form... When you combine all these, what emotion do you see on the plate and if you are making a financial gain, attention should be paid to which aspects of the product the customer wants to highlight.



## INTERVIEW

### **What can we gain by developing in the field of photography?**

The world food and beverage industry has developed very fast in the digital age and continues to grow every day. A new product made by a chef in Tokyo is instantly watched and inspired by a chef in our country. Of course, there are so many visuals, the one we see is the most beautiful with its light and color. If we want to open up to the whole world, we should photograph and share what we do as a chef in the best way, and if you are a photographer, food photography is rapidly gaining momentum in the developing world.

### **What does developing in the field of food photography bring to our students? What are your suggestions and recommendations? Thank you very much for your time and comprehensive information in the FoAS Monthly E-Bulletin.**

If you are already studying gastronomy, the photography education you will receive can be a tool to take you to different and high positions in the sector. Smartphones and computers are the tools of the digital world, and in the future, everyone will be recognized by their posts, and even now there are people who have become famous for products made at home or in the studio without working in any business. I think it will become even more important in the coming years, it may be useful to catch the train early. To summarize, everyone will want to look at a good photo, so why not be the one who frames the best one?

**Çağkan Güner graduated from Mengen Anadolu Aşçılar O.T.M.L, Gazi University Faculty of Tourism, Sakarya University Tourism Management master's degree respectively. Since 2008, he has worked in various jobs in the food and beverage sector. He has worked in the kitchen in countries such as Turkey, England, Germany and America. She served as a jury member in local cooking competitions. She worked as a food and beverage services teacher within the Ministry of National Education. She has authored chapters, articles and papers on Tourism and Gastronomy. For 14 years, Güner has been interested in professional photography and provides various trainings on photography. Güner, who does food photography as a hobby, has also done menu photography in Turkey and abroad. He is currently working as a guest lecturer at Gelişim University.**



## ERASMUS+

Hello, I am Assist. Prof. Dr. Ahmet Esad Yurtseven from Istanbul Gelisim University, Department of Management Information Systems. In this chapter, I would like to share with you my visit to University Business Academy in Novi Sad in Serbia within the scope of Erasmus+ Staff Teaching Mobility and my experiences here.

Within the scope of the ten-day mobility, I visited the university between October 16-27, 2023. Before reaching Serbia, I reached North Macedonia. I transferred from there and reached the region where the University is located by bus. Then the Erasmus+ coordinator made a presentation introducing the school, showing how many students they received within the scope of Erasmus, showing the campuses of the faculties on the map, etc. The Erasmus coordinator, who had visited Istanbul before, shared her experiences with me. Coordinator organized a joint trip with participants from different countries joining in mobility and showed me the workshops and laboratories. During the lecturing period, I gave lectures on international product marketing to both undergraduate and graduate economics departments. At the end of the first week of the intensive lecturing period, I took the opportunity to visit Sarajevo on the weekend. On the way back, I took advantage of another opportunity to visit Skopje.



Since I had already visited Slovakia as a student, it was a different experience to participate in the mobility as a lecturer. I recommend that those who want to benefit from this program and gain experience abroad should choose countries that can touch their lives.

## CULTURE - ART

### “Solo Botter: Selma Gürbüz” Exhibition

The exhibition, which will meet art lovers between 15 February and 14 April 2024, aims to remind the artist and her unique world by bringing together Selma Gürbüz's characteristic works from different periods on the third anniversary of her death.



### Van Gogh (March 17, 2024)

Would you like to witness Van Gogh's experiences very closely, from his beginning to painting to his suicide, in his workshop? “Can love be removed from a face or can love be added to a face?” A life story based on loving and working, from Tiyatreal... A portrait...

**Venue:** KKM Gönül Ülkü and Gazanger Özcan Stage

### Rich Kitchen (March 24, 2024)

The reflection of the events of June 15-16, 1970, the largest labor movement in the history of the Republic, in the kitchen of a rich family. The mansion employees, who cannot think of anything other than serving, will not be able to remain indifferent to the events unfolding before their eyes. Şener Şen, who played the cook Lütfü Usta in this play at the Istanbul City Theater for the first time in 1978, is on stage again in the same role and with a young cast after 40 years.

**Venue:** Maximum Uniq Hall



## CULTURE - ART

### Green Crescent Week (March 1-7)

Since the Green Crescent was founded on March 5, 1920, the first week of March is the week celebrated on March 1-7. During Green Crescent Week, the harms of alcoholic beverages, cigarettes, alcohol and drugs to society, family and individual are explained.



### Ramadan (March 11)

Ramadan is known as the "Sultan of 11 Months". Fasting in this month is one of the five basic pillars of Islam. It has been calculated, citing hadiths, that Ramadan lasts 29 or 30 days from the first sighting of the crescent moon. This year (2024) the month of Ramadan starts on March 11 (Monday) in Turkey and ends on April 9 (Tuesday).



### Nowruz

According to the Gregorian calendar, celebrations are held on March 21, which means a new day, known as the spring festival, and is a New Year's Eve for some societies. It constitutes one of the most suitable environments in Anatolia where oral culture, social practices and rituals, knowledge and experiences about nature and the universe are transferred from generation to generation.



## NEWS FROM SECTOR

### Google Announced the New Artificial Intelligence Application “Gemini”...

Originally developed to rival OpenAI's ChatGPT, Gemini is a combination of all of Google's AI models. Gemini is currently available on the Web in 40 languages. The largest model, Ultra 1.0, outperforms human experts on MMLU (massive multitasking language understanding), which uses a combination of 57 subjects including mathematics, physics, history, law, medicine and ethics to test knowledge and problem-solving abilities. first model. This premium plan also includes Google One service, which offers expanded storage and special product features.

**Link of the News:** <https://www.pazarlamasyon.com/google-yeni-yapay-zek-uygulamasi-gemini-yi-duyurdu,19.02.2024>.

### The World's Largest Social Media Platform Facebook is 20 Years Old!

20 years ago on February 4, a social network called TheFacebook was founded by 19-year-old Mark Zuckerberg and his college roommates at Harvard. The website, which was initially developed with the aim of making it easier for people to interact with each other within the university, later turned into a great success story. Today, the app has become the world's largest social media network with more than three billion active users. As Facebook celebrates its twentieth anniversary, Zuckerberg's total net worth is pegged at \$167 billion.

**Link of the News:** <https://www.pazarlamasyon.com/dunyanin-en-buyuk-sosyal-medya-platformu-facebook-20-yasina-girdi, 19.02.2024>.

### Youtube Celebrated the 19th Anniversary with 2.7 Billion Users...

YouTube, the video sharing platform that has completed its 19th anniversary, is the world's largest video sharing channel with 2.7 billion users. Founded in the USA by 3 entrepreneurs in 2005 and later acquired by Google, YouTube reached 2.7 billion active users by 2024. YouTube, which 52 percent of internet users use at least once a month, is visited 113 billion times a month. The platform's paid services, YouTube Premium and YouTube Music, are actively used by 100 million users worldwide. In the list of countries where YouTube is used most, India ranks first, while the USA ranks second. Turkey ranks 11th on the list. The platform has reached 2.7 billion active users and is expected to reach 2.85 billion next year.

**Link of the News:** <https://gazeteoksijen.com/arama?key=youtube-19-yilini-27-milyar-sosyaliciyla-geride-birakt,19.02.2024>.

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## NEWS FROM SECTOR

### Why Did FOX TV Become Now TV?

In the evening hours of February 12, FOX TV changed its name to NOW TV. RTUK Member İlhan Taşcı announced that Fox TV's name was changed to Now TV. Disney, the owner of Fox, bought the naming rights for a certain period of time when it bought FOX. Since this period expired, the name of the channel was changed to Now TV. While the owner and management of the channel remained the same, only the name and logo were changed.

**Link of the News:** <https://www.hurriyet.com.tr/galeri-fox-tv-neden-ismini-degistirdi-now-tv-nedemek-anlamine-rtuk-aciklamisti-logosu-ve-adi-resmen-degisti-42405076/4>, 19.02.2024.

### TikTok Trend Changed the Attitude of Employers!

Managers are fine-tuning layoffs for fear of backlash on social media. So much so that some companies contact HR firms and ask for tips on how to behave when making layoffs. Bloomberg wrote about the changing attitude of employers towards TikTok. Layoff videos spreading on TikTok are prompting companies that want to give bad news to their employees to seek help. Fearing the social media reaction when details such as managers saying it was their fault during a conversation or the sensitive tones used by human resources managers are shared on social media, managers are looking for advice on how to fire people without creating a crisis.

**Link of the News:** <https://gazeteoksijen.com/ekonomi/bloomberg-yazdi-tiktok-akimi-isverenlerin-tavrinidegistirdi-202295>, 19.02.2024.

### Companies Hide Layoffs Caused by Artificial Intelligence!

Artificial intelligence is causing concern for thousands of workers around the world. It is estimated that 4600 people have been laid off due to artificial intelligence in America alone. Bloomberg wrote that companies are hiding their layoffs due to artificial intelligence. Experts are struggling to get an accurate prediction of how many jobs will be eliminated as AI advances rapidly. Since last May, U.S. companies have announced more than 4,600 layoffs, either to raise funds to hire people with AI experience or because technology replaced tasks. However, this estimate is thought to be incomplete. "There are probably many more people being laid off in the economy because of AI," said Andrew Challenger, Senior Vice President of employment firm Challenger, Gray & Christmas Inc. "Every time a company mentions this, they make headlines on every news channel for a month," he said, explaining that companies hide their layoffs due to artificial intelligence.

**Link of the News:** <https://gazeteoksijen.com/ekonomi/finansal-istikrar-komitesunu-tuketici-kredileri-ele-alindi-202554>, 19.02.2024.

## NEWS FROM SECTOR

### Play Life, the World's First Game City, Was Established!

Creative agencies Droga5 and Accenture Song have launched the world's first gaming city, Qiddiya City, in Saudi Arabia. It was established 40 km from the center of Riyadh. The giant entertainment center under construction is called Play Life. Recognizing humanity's connection with gaming and its powerful impact on us as humans, agencies Droga5 and Accenture Song are implementing a unique project in Qiddiya. The aim of these two agencies is to convey the idea that it is time to take play seriously, by stopping seeing games as meaningless or childish and starting to see it as something that helps us learn, connect and live longer.

**Link of the News:** <https://www.pazarlamasyon.com/dunyanin-ilk-oyun-sehri-play-life-olusturuldu>, 19.02.2024.

### Pepsico Türkiye was chosen as the “Best Employer” for the 9th time!

One of the most important operations of PepsiCo, one of the world's largest food and beverage companies. Standing out as PepsiCo Türkiye, it has achieved a new success. PepsiCo, Top Employers Institute while PepsiCo Turkey was selected as the 'Best Employer' for the 9th time. It once again demonstrated that they work with a people-oriented corporate culture.

**Link of the News:** <https://www.gastronomiturkey.com/haber/pepsico-turkiye-9-kez-en-iyi-isveren-secildi-h16167>, 19.02.2024.

### Warning from Emirates to Boeing!

Sir Tim Clark, chairman of Emirates Airlines, said there had been a "serious decline" in Boeing's performance. He stated that the company is at the "last chance point". Boeing came under criticism last month after a panel on the wing of a 737 Max 9 plane broke off in the air. Sir Tim stated that Emirates will send engineers to observe Boeing's production lines and that Boeing should make efforts to increase its safety culture and improve its production processes.

**Link of the News:** <https://www.aeroportist.com/emiratesten-boeinge-uyari/>, 19.02.2024.

## NEWS FROM SECTOR

### **Minister of Transport Uralođlu: Three Planes Will Be Able to Land and Take Off Simultaneously at Istanbul Airport!**

Minister of Transport and Infrastructure Abdulkadir Uralođlu announced an important development at Istanbul Airport and announced that the airport will provide the airport with the opportunity to make independent triple landings and take-offs of three aircraft at the same time. Minister Uralođlu stated that this development was carried out in order to ensure the most effective use of the airport's existing resources. Stating that the project was started in 2022 and training will begin in the coming months, Uralođlu said that the trials are planned to start this year. Emphasizing that air traffic flow at Istanbul Airport will be safer and faster with this system, the Minister stated that Turkey will be the first in Europe when it implements this application.

**Link of the News:** <https://www.airnewstimes.com/ulastirma-bakani-uraloglu-istanbul-havalimanina-uc-ucagin-eszamanli-inip-kalkacak.html>, 19.02.2024.

### **Donation of 10,000 Saplings from Pakmaya in Memory of the 50th Anniversary**

Pakmaya, which introduced Turkey to yeast produced using scientific methods, is celebrating its 50th anniversary. It creates the Pakmaya Memorial Forest with 10,000 saplings through the Tem Foundation. Offering a wide range of products in the fields of baking, milling, pastry and home consumption products as well as yeast products, Pakmaya donated 10 thousand saplings for the "Pakmaya Memorial Forest" to be created in the Kilis Yeniyurt Afforestation Area in its 50th year.

**Link of the News:** <https://www.foodturkey.com.tr/2024/02/12/pakmayadan-50-yil-anisina-10-000-fidan-bagisi/>, 19.02.2024.

### **Countdown Has Begun for TAI's Facility in Kahramanmaraş!**

The aircraft and helicopter parts production facility established in Kahramanmaraş by Turkish Aerospace Industries (TUSAŞ) to erase the traces of the February 6 earthquakes is expected to make a great contribution to employment and exports. As the first stage of TAI's investments in Kahramanmaraş, the final stage of infrastructure, machinery and equipment installation has been reached in the building rented for 3 years in Türkođlu Organized Industrial Zone. In the first phase, 100 people trained by TAI will be employed in the facility where aircraft and helicopter parts will be produced.

**Link of the News:** <https://www.airporthaber.com/havacilik-haberleri/tusasin-kmarastaki-tesisi-icin-geri-sayim.html>, 19.02.2024.

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## NEWS FROM SECTOR

### Staple Food Exports in January: 1.03 Billion Dollars

Biscuits-cake, wheat flour, vegetable oils, sugary and cocoa products and pasta, especially Cereals, pulses, oilseeds and their products sector, which includes basic food products; total exports amounted to 1.03 billion dollars. The sector, which exported 1.1 million tons in January, increased its export revenues increased by 5.4 percent compared to the same period last year, increasing its share in Türkiye's total agricultural exports by 10 percent, moved it to 33. The largest exporter in the grains, pulses, oilseeds and products sector The provinces were Istanbul, Gaziantep and Mersin, and the countries with the most exports were Iraq, the USA and Syria.

**Link of the News:** <https://www.foodturkey.com.tr/2024/02/07/ocak-ayinda-sosyal-gida-ihracati-103-milyar-dolar/>, 19.02.2024.

### Alper Gezeravcı Became a Member of the TUA Board of Directors

Turkey's first astronaut Alper Gezeravcı was appointed as a member of the Board of Directors of the Turkish Space Agency. The appointment decision was published in the Official Gazette with the signature of President Erdoğan. Within the scope of the appointment decisions, 6 new names were appointed to the Board of Directors of the Turkish Space Agency. One of these names was Alper Gezeravcı, Turkey's first astronaut, who visited the International Space Agency recently and returned home.

**Link of the News:** <https://www.airporthaber.com/havacilik-haberleri/alper-gezeravci-tua-yonetim-kurulu-uyesioldu.html>, 19.02.2024.

### IAOM Eurasia President Dr. Eren Günhan Ulusoy: “The Flour Industry Broke the Record of All Time”

With its 3 million 663 thousand tons of flour exports in 2023, it will be the highest export of all time in the world history. Türkiye, which exports flour, thus broke a new record. Stating that they expect to export more than 3.5 million tons of flour in 2024, International Flour Industrialists' and Grainers' Association (IAOM) Eurasia President Dr. Eren Günhan Ulusoy stated that despite the problems in the Red Sea, the flour industry exported 344 thousand tons of flour in January, an increase of 22 percent compared to the same month of the previous year.

**Link of the News:** <https://www.foodturkey.com.tr/2024/02/09/iaom-avrasya-baskani-dr-eren-gunhan-ulusoy-unsektoru-tum-zamanlarin-rekorunu-kirdi/>, 19.02.2024.

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**FEBRUARY 2024 - ISSUE 02**

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