



ISTANBUL
GELISIM
UNIVERSITY

SCHOOL OF APPLIED SCIENCE
MONTHLY BULLETIN
FEBRUARY-2021

Applied Sciences in Gelisim, For a Change in Your Life



NEWS FROM US

Dr. Sevinç KOÇAK Public Relations and Advertising Department she was appointed as a Assist Prof.

Dr. Dursun BOZ Management Information Systems Department he was appointed as a Assist Prof.

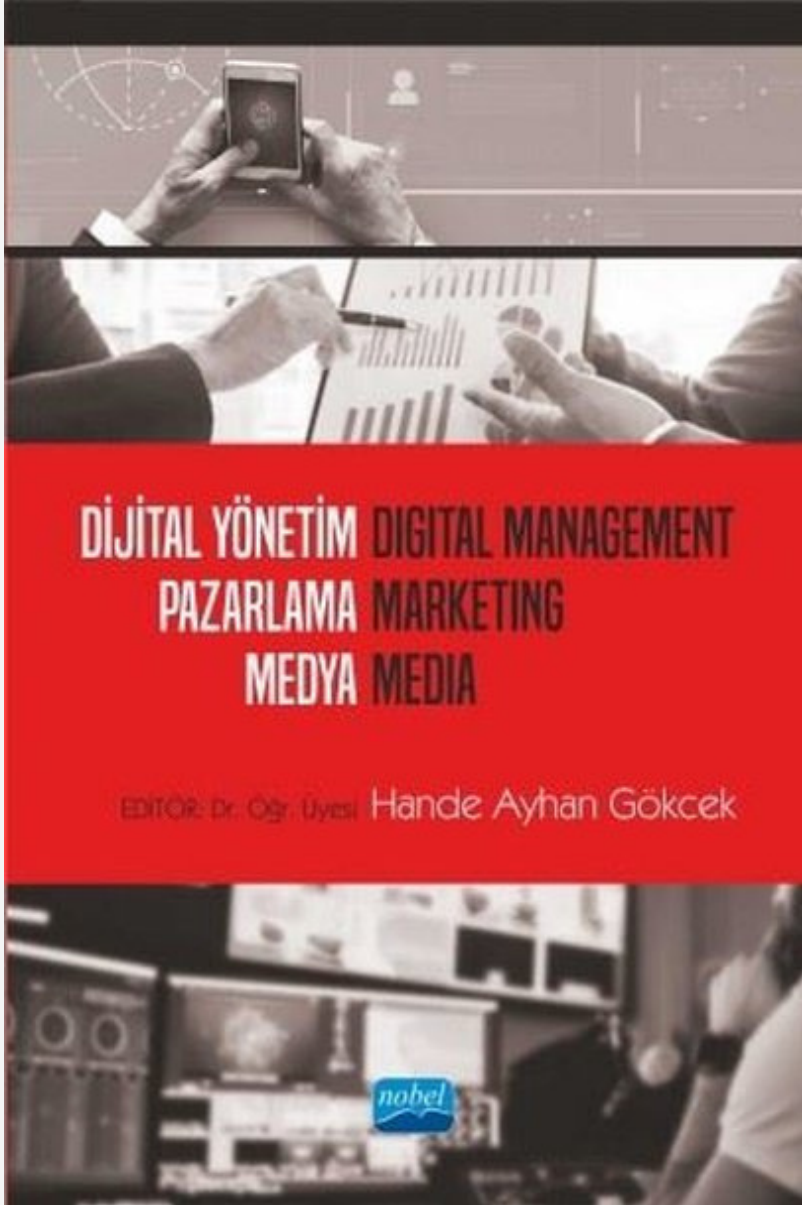
Emel BAĞDATOĞLU Management Information Systems Department she was appointed as a Research Assistant.





DIGITAL MANAGEMENT & MARKETING & MEDIA

NEW BOOK BY UBYO ACADEMICIANS



"This work consists of 10 chapters and is the first scientific book on digitalization that covers 3 fields simultaneously"



Istanbul Gelisim University (IGU) School of Applied Sciences (UBYO) academicians handled the issues of management, marketing and media in depth within the framework of the digitalization perspective, which continues to show its effect in every field, and the book Digital Management, Marketing, Media, published by Nobel Academic Publishing House, met with the reader.

One of the academicians of UBYO, Dr. 10 academicians, 9 of whom are from IGU UBYO, contributed to the book study undertaken by lecturer Dr. Hande Ayhan Gökcek.



ACADEMICIAN NAMES IN THE BOOK SECTION

DIGITAL MANAGEMENT

- * DİJİTAL PAZARLAMA DÜNYASINDA KURUMSAL İŞLETME YÖNETİMİ -
Canan TİFTİK
- * YENİ NESİL TEDARİK ZİNCİRİ: DİJİTAL - Onur TÜRKER
- * DİJİTALLEŞTİKÇE YALNIZLAŞTIK MI? - Özge TURHAN

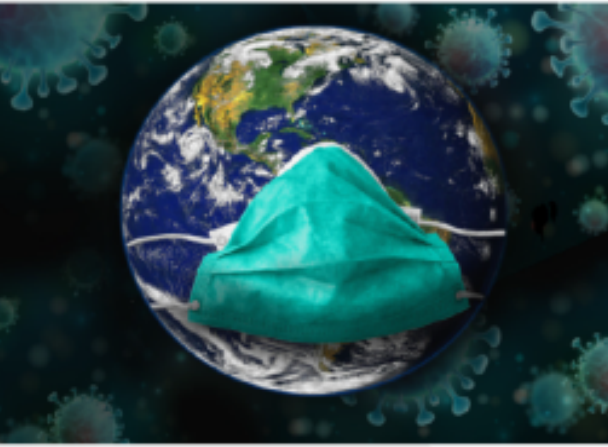
DIGITAL MARKETING

- * GEÇMİŞTEN GÜNÜMÜZE DİJİTAL PAZARLAMAYA BAKIŞ - Ali KARAMAN
- * DİJİTAL MARKALAŞMA - Parisa ALİZADEHFANAELoo
- * DİJİTAL VE GELENEKSEL PAZARLAMADA MARKA GÜVENİ - Sema
MERCANOĞLU ERİN
- * DİJİTAL PAZARLAMA STRATEJİLERİNE ETKİLEYİCİ PAZARLAMA
PERSPEKTİFİNDEN BAKIŞ - Hande AYHAN GÖKCEK
- * ELEKTRONİK TİCARETTE GÜNCEL İNOVASYONLAR - Bilge TURP
GÖLBAŞI

DIGITAL MEDIA

- * GELENEKSELDEN DİJİTALE MEDYANIN DEĞİŞEN YAPISI - Çağla KAYA
İLHAN
- * DİJİTAL DÜNYADA İTİBARIN İNŞASI VE YÖNETİMİ- Mehmet Emin
BEGTİMUR

"We wish you a pleasant reading"



The book "Health Communication: Preventive Communication Activities in the Health Period" was published, in which Engincan Yıldız, a research assistant at our school's Public Relations and Advertising Department, was the assistant editor.

In this book, which reveals how important and effective communication activities are in extraordinary situations such as the epidemic process we are experiencing, research assistant YILDIZ contributed to the study with the section "Examination of the Messages Generated by the Ministry of Network in the Context of Image Restoration Theory". In the context of this section, the statements of Health Minister Fahrettin Koca during the pandemic process were evaluated under the Image Restoration Theory

Turkey was how to manage the risks?

Was crisis communication successful?

**Has social media and traditional media
functioned?**

İSTANBUL
GELİŞİM
ÜNİVERSİTESİ

Article Study

UBYO FEBRUARY 2021



"The Article "Optimization of Rainwater Affecting the Eastern Walls of Ayasuluk Castle" Has Been Published

Istanbul Metropolitan Municipality Cultural Heritage Department Retired Dr. An article titled "Optimization of Rain Water Affecting the Eastern Walls of Ayasuluk Castle" by Mustafa BÜYÜKKOLANCI and Istanbul Gelişim University School of Applied Sciences Research Assistant Fırat BARANAYDIN published. In the research, the restoration works carried out in Ayasuluk Castle, which is located on Ayasuluk Hill in Selçuk district of İzmir and which was registered as an important component of Ephesus Ancient City in the UNESCO World Heritage Permanent List in 2015, were discussed. In this study, which deals with this important monument, restoration works and practices of optimization of rain water are explained for centuries to eliminate various deterioration and wear caused by the water effect, especially on the eastern city walls, barbs and dens.

Article Study

UBYO FEBRUARY 2021

'Artificial Intelligence Technologies and Applications in Human Resources Management' Study Has Been Published

From Istanbul Gelişim University, School of Applied Sciences, Department of Management Information Systems, Assist Prof. Canan TİFTİK's article "Artificial Intelligence Technologies and Applications in Human Resources Management" was published in IBAD Social Sciences Journal. The purpose of the study, which is about the use and effects of artificial intelligence in the field of human resources, is to determine the point where the literature has reached as a result of the interaction of artificial intelligence with various elements of human resources management and to present compiled information for future studies. has been adopted. The information and data in academic, technical and professional publications available to the researcher were examined and evaluated, and it was found that artificial intelligence can be used in certain sub areas of human resources management.



Hi-Tech Educational Technologies and Presentation Preparation and Presentation Techniques Training in Online Education at UBYO

On February 15, 2020, Assist Prof. Şebnem Gürsoy Ulusoy provided training on Hi-Tech Educational Technologies & Presentation Preparation and Presentation Techniques in Online Education to the academics of the School of Applied Sciences. In the context of the training; distance education and pandemic period, pandemic and new questions in education, emergency distance education planning, YÖK and digitalization, online learning and individual differences, sustainability concepts that can be integrated into lifelong learning and online education processes, VUCA - corporate partnership, Covid - 19 in academia The transformation it created, the EFQM Model and its adaptation to the academy, leadership dynamics and academic leadership, distance learning and online education, effective presentation preparation and presentation techniques, distance education and technology were examined. In addition, links to the documents in the training with QR code were shared on google docs.

Hi-Tech Eğitim Teknolojileri & Online Eğitimde Sunum Hazırlama ve Sunuş Teknikleri

Dr. Öğretim Üyesi Şebnem Gürsoy Ulusoy
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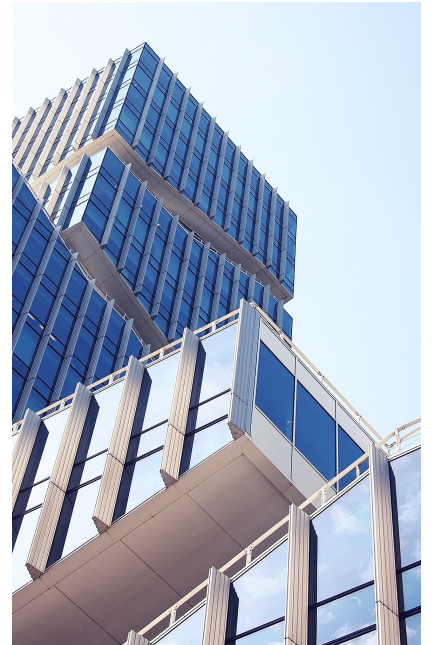
DR. SEMA MERCANOĞLU ERİN AND DR. HANDE AYHAN GÖKCEK, "A RESEARCH ON THE BILATERAL INTERACTION OF MENTAL GOOD BREEDING AND HEDONIC CONSUMPTION BEHAVIOR: THE IMPLEMENTATION OF STRUCTURAL EQUALITY MODEL" SUBJECTS OF THE 6TH NATIONAL CONFERENCES.

"Consumer psychology has been researched; shopping for pleasure gives happiness"



"CONSUMER PSYCHOLOGY HAS BEEN RESEARCHED; SHOPPING FOR PLEASURE GIVES HAPPINESS"

Sharing the results of the research focusing on consumer behavior and psychology, Istanbul Gelişim University Management Information Systems Department Dr. Hande Ayhan Gökçek said, "Consumers, who see shopping as an act that gives pleasure and happiness, feel better spiritually after shopping. For consumers who are in good spiritual condition, shopping has no relation to happiness and pleasure."

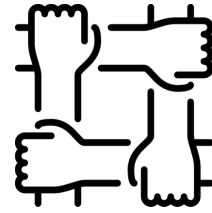




“NON-GOVERNMENTAL ORGANIZATIONS ATTACH IMPORTANCE TO TRUST”

Research Assistant Engincan Yıldız attended the 4th "Communication in the New World" Congress.

With the title of "A Research within the Scope of Building Social Trust in Non-Governmental Organizations", Research Assistant Engincan YILDIZ, who attended the congress with Prof. Dr. Ebru ÖZGEN and Lecturer İrem AYDOĞDU, took part in the congress as a speaker.



The communication activities carried out by non-governmental organizations in providing social trust against them and the extent to which the importance of this issue is known was measured. As a result of the study, it was concluded that non-governmental organizations are aware of the importance of social trust and that they have significant studies on this subject. The principle of transparency was emphasized by the participants, and it was highlighted as an important factor in building trust in non-governmental organizations.



News From Our Graduates

Cooking is a passion for me!

Since cooking is the most enjoyable part of our daily life, it has turned into a passion for me over time. When I realized this, I decided to choose the Gastronomy and Culinary Arts Department. Although it is difficult to adapt academically and socially in the first year of the university, thanks to our department teachers and social activities, my adaptation process has accelerated. The most important achievement I achieved in this period; realizing that gastronomy is not just about cooking. With this understanding, with the guidance of my teachers, I had the opportunity to do internships in different fields and I gained myself different perspectives. Of course, I did not neglect the practical aspect of gastronomy.

Our fast-paced practice lessons, which we continue as if we were working in a restaurant kitchen, gave me and my friends a solid infrastructure and basic principles towards the sector. After completing my undergraduate education, thinking that there is no limit to self-improvement, I chose to progress academically and started my graduate education at Gelişim University. Currently, my primary goal is to progress academically and to contribute to my field as a good academic.

Chef Pınar KÖKTÜRK

Graduate of Gastronomy and Culinary Arts Department

My career journey started with our application project



The university we study at can have a positive or negative impact on our lives. At this point, there are some issues that we need to focus on while making a choice. Do you only study at university or take responsibility in education life and work as a well-equipped person in business life? If the second option is outweighed, you're in the right place right now. I want to tell you about my education life and then my career journey that I started quickly.

I started my education life in Istanbul Gelişim University Vocational School, Public Relations and Publicity Department. Then I transferred to the School of Applied Sciences, Public Relations and Advertising Department of the same university. From the first year of my education life, I took part in various awareness projects regarding my ability to take responsibility. It is difficult to understand this while I was in the process, but what I experienced right after university graduation revealed the importance of the ability to take responsibility that the practical activities at school created in me.

Various social responsibility projects since the first year of the university we realized

We spent one period of my last year of university life at school and the other at home due to the pandemic. The thing that makes this process most valuable is; It was the idea to bring our projects to life anyway. Our Head of Department together with Dr.Emel TOZLU ÖZTAY, we discussed the problems experienced in the pandemic and said "We Have Responsibility at Home". Our main goal here is; It was to show the concept of the obligation to manage many business processes as women and the burden on us in this context during our stay at home.

Here, we targeted the Public Relations sector. We contacted CITI PR and Feveran Communication Agency Presidents from communication agencies. Together, we held an awareness webinar and shared the problems attributed to women at home created by the workload.

I can say that we have implemented comprehensive projects in Istanbul Gelişim University by carrying out various studies in the field of advertising, apart from the field of Public Relations. The most important point here is; As a result of the values we added to ourselves in sectoral terms, they were the strong networks we created together with it.

My Job Finding Process

This topic is truly an example of success. I would like to state that our university is of great importance in terms of applying what we have learned in life and developing ourselves in every aspect. Frankly, my career journey is; It started after the "We Have Responsibility at Home" project at Istanbul Gelişim University in parallel with the pandemic period. We have worked faithfully, considering every detail of the project and turning our distance due to the pandemic into an opportunity. After the project, I had the opportunity to meet Tülin ÇENELİ DÖNMEZ, who was our guest at that time and is now my Agency President. Immediately after graduation, I was hired as Brand Manager at Feveran Communications. My current brands and my endless journey of development took place in this way. In my education life at Istanbul Gelişim University, I was prepared for my working life as I put what I learned theoretically into practice. Our Head of Department, I would like to thank Dr. Emel TOZLU ÖZTAY and my dear professors who always made us feel their support.

Brand Manager Miray BADEM

Public Relations and Advertising Department



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