



# SCHOOL OF APPLIED SCIENCES MONTHLY BULLETIN

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

## Academic Articles

### "The Fractographic Investigation of an Aeroengine Accessory Gearbox Quill Shaft" Study Was Published in the Journal of Fatigue of Aircraft Structures

*Head of the Department of Aircraft Maintenance and Repair, Asst. Prof. Dr. Tamer Saraçyakupoğlu's article entitled "The Fractographic Investigation of an Aeroengine Accessory Gearbox Quill Shaft" was published in the journal of Fatigue of Aircraft Structures.*

The study analyzes the fracture of the quill shaft. An investigation of a twin-engine trainer aircraft incident has been reported. The incident occurred due to the right electric generator out and low oil pressure. The main failure based on the warnings and the subsequent incident was identified. The failure involved the fatigue fracture of the quill shaft on the J85 turbojet engine's accessory drive gearbox (ADG) and Input Drive Assembly (IDA). It was determined that the fracture had been originated by the torsional loads impacting the quill shaft that connects the ADG and IDA. The quill shaft was broken as the loads exceed the limit values designed by the manufacturer as a system protection part. Although the main failure was successfully identified, further analysis regarding the reaching to the triggering cause of the fracture was performed. Through the detailed fractographic and metallographic studies, the root-cause of the fracture was determined as the misalignment of the quill shaft between ADG as the driving unit and IDA as the driver unit.



**You may access the full version:**  
<http://acikerisim.gelisim.edu.tr/xmlui/handle/11363/2769#sthash.bDk1LLZL.dpbs>

## Academic Articles

### **The study entitled "The Impact of a Sustainable Muslim Model on Community Development with Special Reference to Religious Tourism" Was Published in the International Journal of Religious Tourism and Pilgrimage**

*From the Department of English Translation and Interpreting, Asst. Prof. Dr. Tariq Hassan Mahmoud Elhadary's article was published in the International Journal of Religious Tourism and Pilgrimage, as the issue 1 of April, 2021.*

 IJRTP

The purpose of this paper is to give an overview and discuss the status, issues and challenges of community development in tourism. As religious tourism is gaining more ground over time, the need to develop religious tourism sustainably and thus protect tourism communities, has become a priority. Developing and sustaining religious tourism almost always becomes a primary interest and priority for concerned communities. His study presents, for the first time, the Sustainable Muslim Model (SMM) as a new approach to deal with community development. The results of this study indicate that the SMM can be applicable to Muslim and non-Muslim communities in maintaining sustainability while developing tourism communities.

**For reading the full version of this article: <https://arrow.tudublin.ie/ijrtp/vol9/iss1/2/>**

## Academic Articles

### The study entitled "The Effect of VUCA Environment After Pandemic on Employee Human Resources Anxiety Level and Efficiency" was published in the Journal of Administrative Sciences

Head of the Aviation Management Department, Assoc. Prof. Dr. Sezer Cihan Günaydın, Prof. Dr. Ali Akdemir from Arel University, and researcher Dr. İbrahim Haşim İnal's co-written article entitled "The Effect of VUCA Environment After Pandemic on Employee Human Resources Anxiety Level and Efficiency" was published in Çanakkale Onsekiz Mart University - Journal of Administrative Sciences.

Cilt 18 • Sayı 36 • 2020 / Vol: 18 • No:36 • 2020

### Yönetim Bilimleri Dergisi

Journal of Administrative Sciences

- Etkinliklerin, Müşteri, Etki Değeri ve Çözüm Alanları Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Birer ve Diğer Kurumların Üzerine Bir İnceleme Üzerine Bir İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme
- Kurumsal Sosyal Sorumluluk, Akademiye Gözetim ve Etiket Üzerine, İnceleme Alanı Üzerine Bir İnceleme

The research aims to examine the mediating role of anxiety level in the effect of VUCA environment conditions on human resources efficiency. The research data were obtained from 627 randomly selected employees who are actively working in a service business using the structured questionnaire technique. As a result of the research, a positive relationship was found between VUCA and anxiety level, and a negative relationship between VUCA and efficiency. Therefore, it cannot be said that the level of anxiety has a mediator effect in the efficiency relationship with VUCA. As a result of the hierarchical regression analysis, it was observed that the level of anxiety had a full mediating effect in the relationship between VUCA and productivity. According to this result, it can be said that the reason for the negative effect of VUCA on productivity is the increase in anxiety level of the people.

For reading the full version of this article:

<https://dergipark.org.tr/tr/pub/comuybd/issue/61353/769685>

## Academic Articles

### The study entitled "The Use of Pressurized Air Inside the Fuselage of An Unmanned Aerial Vehicle for Thrust and Maneuver Movements" Was Published in the European Journal of Science and Technology

*From the Department of Aircraft Maintenance and Repair Asst. Prof. Dr. Tamer Saraçyakupoğlu, Res. Asst. Heyzem Doğukan Delibaş, and Res. Asst. Ahmet Devlet Özçelik's co-written study entitled "The Use of Pressurized Air Inside the Fuselage of An Unmanned Aerial Vehicle for Thrust and Maneuver Movements" was published in European Journal of Science and Technology.*



In this study, the use of pressurized air as a propulsion system on an Unmanned Aerial Vehicle (UAV) is demonstrated by the numerical determination method. The mentioned UAV will be produced by Additive Manufacturing technology. The pitch, roll, and yaw movements on the designed UAV will be provided through a nozzle placed on each control surface. A launcher system will propel the UAV for initial movement and the flight altitude, heading and speed information of the UAV will be transferred to the ground station in real-time. Wind information, which is one of the most critical factors affecting flight, will be detected by the UAV vectorially. In case of any malfunction or disconnection, the UAV will return to the station where it took off. At the end of the study, with current capabilities, it was determined that the manufacturability for mentioned UAV was possible providing benefits such as silence and energy saving.

**For reading the full version of this article:**  
<https://dergipark.org.tr/tr/pub/ejosat/issue/60926/898449>

## Academic Articles

### The study entitled "Brand Architecture in Media Sector: The Case of Netflix" was Published in MANAS Journal of Social Studies

*From the Department of Logistics Management, Res. Asst. Onur Türker, Asst. Prof. Dr. Parisa Alizadehfanaeloo, and Asst. Prof. Dr. Hacer Handan Demir's co-written study entitled "Brand Architecture in Media Sector: The Case of Netflix" was published in the second issue of MANAS Journal of Social Studies in April, 2021*

In this study, it was identified the strategic position of brand pertaining brand architecture focused on studies about retailer brands, consumer product brands, service brands, industrial product brands, country and city brands. Furthermore, there are studies in sport brands, art brands, policy brands, educational brands, drug brands and brands actuate in international area context in brand architecture. The purpose of this study is to designate differences between Netflix as a major brand and series as sub-brands published in Netflix, in terms of brand architecture characteristics. In a related study, in Istanbul 300 people who follow Netflix and it's publications completed the questionnaires. As a result of research, it is adjusted that in terms of brand architecture features how there is a difference between Netflix and its series, differences between gender groups and between professional groups as well.



КЫРГЫЗ-ТҮРК "МАНАС"  
УНИВЕРСИТЕТИ  
KIRGIZISTAN-TÜRKİYE  
MANAS ÜNİVERSİTESİ



MANAS Journal of  
Social Studies  
MANAS Sosyal  
Araştırmalar Dergisi  
e-ISSN/ISSN 1694-7215

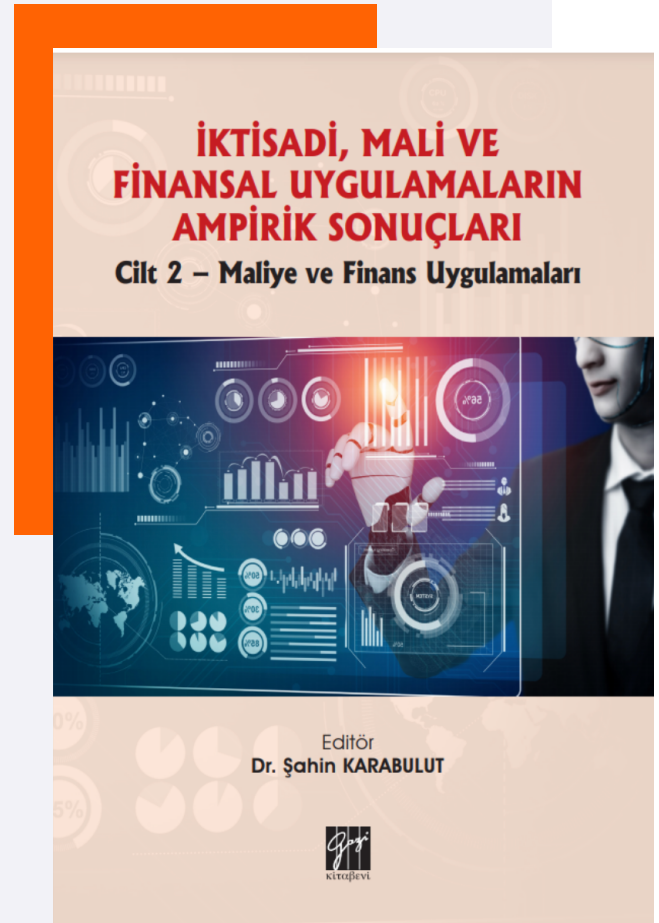
For the full version of the article: <https://dergipark.org.tr/tr/pub/mjss/issue/61382/846541>

## Academic Books

### The Co-written Book Chapter by Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ "A Structural Break Analysis of Selected Variables That Affect Exchange Rates After 2008 Crisis" Was Published

*From the International Trade and Finance Department, Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ's book chapter entitled "A Structural Break Analysis of Selected Variables That Affect Exchange Rates After 2008 Crisis" has been published in collective book entitled "İktisadi, Mali ve Finansal Uygulamaların Ampirik Sonuçları Cilt 2-Maliye ve Finans Uygulamaları".*

In Asst. Prof. Ali Çelik and Res. Asst. Nuran Akdağ's study, the impact on exchange rates of the short-term external debt stock, interest rates, total reserve, and the usage of capacity of manufacturing industry was examined in terms of the data that is collected between 2008:01 and 2020:11 with a structural break method.



## Congresses

### Asst. Prof. Dr. Canan Tiftik attended the 7th International Management and Social Sciences Conference

*A member of the Management Information Systems Department, Asst. Prof. Dr. Canan Tiftik presented her paper entitled "The Relation of Quality Management and Labor Competition in Businesses" in the 7th International Management and Social Sciences Conference which was held on May 19-21 2021, with online participation.*

The study aims to analyze the relation of quality management that is one of the modern management approaches and labor competition in terms of the quality management and quality studies in business with a modern management approach. As concluded, it is possible to get a positive result after managers work on quality management in a certain period of time in terms of the modern management approaches and strategies.





## Congresses

### Asst. Prof. Dr. Özge Turhan and Asst. Prof. Dr. Canan Tiftik Attended the 3rd International Multidisciplinary Social Sciences Conference

*Asst. Prof. Dr. Özge Turhan, a member of the Public Relations and Advertising Department, and Asst. Prof. Dr. Canan Tiftik, a member of the Management Information Systems Department, presented their co-written paper entitled "Innovations of Information Communication Technologies in the Field of Human Resources Management" in the 3rd International Multidisciplinary Social Sciences Conference on 4-6 May, 2021.*

The article aims to address the organizational innovations of organizations, communication technology and human resources management in related fields. The findings contribute to a better understanding of organizational conditions to achieve the use of BIT (Information Communication Technologies) -based tools in innovation studies, and emphasize that perspectives of information management, technology management and human resources management should be combined in organizations to understand how to use EDI(Electronic Data Exchange). The contribution of this study to the literature is theoretical.



## Congresses

### Academics from SoAS Attended the 5th International Congress of Academic Research

*From the Department of Management Information Systems, Asst Prof. Dr. Bilge Turp Gölbaşı and Asst. Prof. Dr. Hande Ayhan Gökcek, and Asst. Prof. Dr. Sema Mercanoğlu Erin, a member of the Department of International Trade and Finance attended the 5th International Congress of Academic Research which was held on April 19-21, 2021 with a co-written paper entitled "An Analysis of Consumer Behaviors in Terms of the E-Commerce Payment Method".*

The purpose of this study is to explain the payment systems available in online shopping and to examine consumer behavior within the preferred payment method. As a result of the findings, it is seen that payment methods that require less effort in the use of e-commerce platforms are used more frequently in e-commerce transactions. However, the more secure the user perceives the payment method, the higher the payment amount. According to the review, it has been determined that the top three of the most used payment methods are, respectively, credit card, cash on delivery and electronic fund transfer (EFT-Money Order).



## Congresses

### Academics from SoAS Attended the 3rd International Multidisciplinary Social Sciences Conference

*Asst Prof. Dr. Bilge Turp Gölbaşı and Asst. Prof. Dr. Hande Ayhan Gökcek, from the Department of Management Information Systems, and Asst. Prof. Dr. Sema Mercanoğlu Erin, a member of the Department of International Trade and Finance attended the 3rd International Multidisciplinary Social Sciences Conference on 4-6 May, 2021 and presented their paper entitled "A Comparative Look at E-commerce and Consumption Habits in the Covid19 Pandemic Era".*

E-commerce appears as a method that can be used as an alternative for consumers to stay away from contact while shopping. In addition to the negative effects of the pandemic, although the volume of general trade decreased by 2 billion TL in 2020 compared to 2019, the share of e-commerce in total trade increased by 10 billion TL. As a result, the change in consumer behavior during the pandemic period and the reshaping of e-commerce were emphasized.



## Congresses

### Asst. Prof. Dr. Dursun Boz Attended the International Marmara Social Sciences Congress

*Asst. Prof. Dr. Dursun Boz, a member of the Management Information Systems Department, presented his paper entitled "Effect of Talent Management on Job and Business Performance" at the International Marmara Social Sciences Congress on 21-22 May, 2021.*

The study aims to determine the impact of talent management on work and business performance. For this purpose, 274 white and blue-collar employees in two separate automotive sector enterprises operating in the Organized Industrial Zone of Kütahya province were reached on a voluntary basis. According to our results, it was determined that talent management had a positively significant relationship with work performance and it shows the importance of talent management relay, especially given that employees on a sectoral basis are trained with difficult processes.



## Congresses

### Asst. Prof. Dr. Dursun Boz and Prof. Dr. Cengiz Duran Attended the International Marmara Social Sciences Congress With Their Co-written Paper

*Asst. Prof. Dr. Dursun Boz, a member of the Management Information Systems Department, and Prof. Dr. Cengiz Duran, from Dumlupınar University Faculty of Economics and Administrative Sciences, presented their co-written paper entitled "Effect of Institutionalization on Job and Business Performance" at the International Marmara Social Sciences Congress which was held on 21-22 May, 2021.*

In this study, in order to determine this dominant role, 310 employees of 8 corporate enterprises operating Eskişehir were reached on a voluntary basis. As a result of the regression analysis, it was determined that institutionalization positively affected business performance positively. Findings show that institutionalization is more effective on business performance.



# Congresses

## Res. Asst. Türkan Öykü Büyükçelikok and Res. Asst. Nevra Üçler attended the 4th Cultural Informatics, Communications, and Media Studies Congress

*From the New Media and Communication Department, Res. Asst. Türkan Öykü Büyükçelikok, and from the Department of Public Relations and Advertising, Res. Asst. Nevra Üçler presented their mutual paper entitled "Analysis of the Effect of the Reflection of the Withdrawal From Istanbul Agreement in World Media to the Country Reputation in Terms of the Human and Women Rights" at the 4th Cultural Informatics, Communications, and Media Studies Congress on 20-21 May, 2021, with online participation.*

The study centers around Turkey's reputation in terms of human and woman rights with the news of the decision of Turkey's withdrawal from the Istanbul Agreement that were taken part in World media, along with analyzing 102 websites which have 28 news sites that are taken from alexa.com. It is concluded that in 28 news sites, 18 of them are suitable for the content of this paper. Using the content analysis method, it is stated that the reputation of the country is analyzed in terms of the reputation management perspective in 18 media outlets, there is news about the decision of Turkey's withdrawal from the Istanbul Agreement. In conclusion, it is estimated that the decision of Turkey's withdrawal from the Istanbul Agreement has a negative effect on the country reputation of Turkey because it is accepted as a mistake for human and women rights.



Aydın Adnan Menderes University  
Erciyes University  
Ege University

**4th Cultural Informatics,  
Communication & Media Studies  
Conference**  
MAY 20-21, 2021

📍 Ege University, Faculty of Tourism, ÇEŞME/İZMİR

*Keynote Speakers*

 Prof. Dr. Filiz TIRYAKIOĞLU Anadolu University	 Prof. Dr. Suat GEZİN Nedrege University	 Prof. Dr. Arthur HARTMANN HDI - University for Public Administration in Bremen	 Prof. Dr. Jordi SANCHO Barcelona University	 Prof. Dr. Korkmaz ALEMDAR
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About the Conference

The purpose of this conference is to come together with scientific studies scholars working in different disciplines, to exchange knowledge and experiences and thus to prepare the ground for multidisciplinary studies. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. You are kindly invited to participate and take advantage of the opportunity to present your unpublished abstracts. The official language of the Conference is Turkish and English.

Topics

Cultural Informatics, Tourism, Communication, Media Studies, Journalism, Radio, Television, Cinema, Advertising, Public Relations, Management, Economics, Political Science, Human Resources, Social Media, Photography, New media, Communication in education, Health communication, Distant education in communication, Communication ethics, Digital Competencies and Digital Literacy and other topics that are related to communication, media studies and tourism.

*Registration*

[www.cicms2021.com](http://www.cicms2021.com)

## Congresses

### Res. Asst. Metehan Özırmak attended the 8th International Communication Days/Crisis Communication in the Digital Age Symposium

*Organized by Üsküdar University, the 8th International Communication Days/Crisis Communication in the Digital Age Symposium was held on 26-28 May, 2021 with online participation. From the Department of New Media and Journalism, Res. Asst. Metehan Özırmak presented his paper entitled "News Discourse of Mutated Covid-19 Virus in International Media."*

In the paper, the news about Covid-19 virus all around the world will be analyzed by the Teun van Dijk discourse method. The study concluded that the agencies all around the world approach the news about the virus professionally, which is similar in all of them.

ÜSKÜDAR ÜNİVERSİTESİ  
İLETİŞİM FAKÜLTESİ

8. ULUSLARARASI  
İLETİŞİM GÜNLERİ

DİJİTAL ÇAĞDA  
KRİZ İLETİŞİMİ  
SEMPOZYUMU

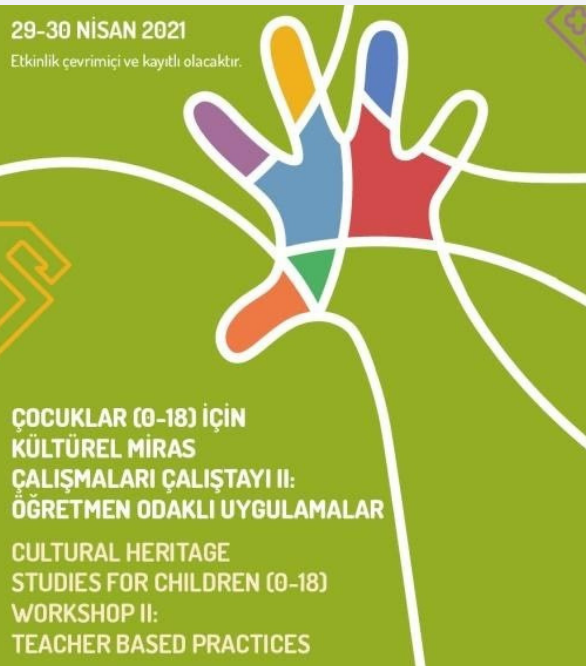
MAY 26-27-28 MAYIS 2021

## Workshop

### Asst. Prof. Dr. İlknur Türkoğlu Attended the "Cultural Heritage Studies for Children Workshop II: Teacher Based Practices"

*Asst. Prof. Dr. İlknur Türkoğlu, Head of the Conservation and Restoration of Cultural Properties Department, attended the "Cultural Heritage Studies for Children Workshop II: Teacher Based Practices" with her project paper entitled "Cultural Heritage Training Program Targeting Primary Schools in Üsküdar as Part of the Participant Protection Model in Protection of Cultural Heritage Project" which was held online on April 29-30, 2021 and organized by the Koç University VEKAM.*

In 2010 and 2011, the Istanbul Branch of the Turkish Archaeologists Association carried out the "Participant Protection Model Project for the Protection of Cultural Heritage" as part of the scope of Civil Society Dialogue - Istanbul 2010 European Capital of Culture grant scheme program. The project aimed to achieve up-to-date and participatory monitoring through which complaints about the protection of cultural heritage are received via a website, also encouraging neighborhood volunteers to create a system for the protection of cultural heritage, in which locals will directly be involved, and improving the monitoring process through the website to be established.



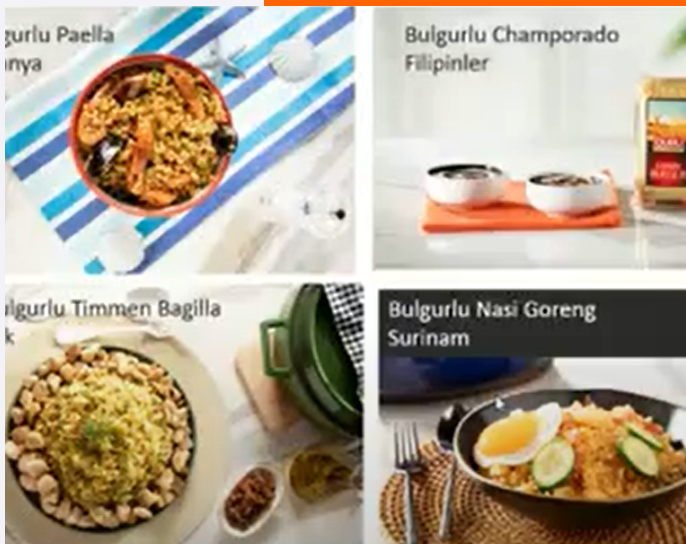


## Events

### Students of the Gastronomy and Culinary Arts Department Received a Training About Innovative Bulgur Wheat Recipes

*Food engineer Ece Duru from one of the prominent bulgur wheat brands that has a vision of introducing bulgur wheat to the world, provided a training to Gastronomy and Culinary Arts Department students on May 10, 2021 with online participation.*

In her training, Ece Duru relays extensive information about the history of bulgur wheat and the related recipes. In her speech, Asst. Prof. Nevruz Berna Tatlısu, a member of the Department of Gastronomy and Culinary Arts, underlines: " For the sake of sustainable agriculture, it is needed to support and educate the future chefs who are our department's students and create an awareness of contributing to increasing the number of formulas of using bulgur wheat into innovative recipes. Because bulgur wheat is one of our national value."



## Events

### "Stay at Home, Don't Stay Inactive in Pandemic" Webinar Was held!

The webinar that is about the rising rates of obesity and inactivity due to the pandemic was organized on Mayıs 19, 2021 by Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, and department students who are Selin İmancı, Umut Kibar, Songül Sanvar, Deniz Gürbey and Umutcan Öztürk.

The webinar centers around the gaining weight in the pandemic that has resulted in decreasing sports activities, inactive lifestyle and unhealthy diets due to pandemic restrictions. With the participation of dietitian Asya Alper and personal development specialist Mustafa Keskin, the webinar aims to create awareness on inactive lifestyle and weight problem with the slogan "Stay at Home, Don't Stay Inactive in Pandemic."

"You may access the activities media coverage via this link:

<http://gazeteavcilar.com//haber/939/19-mayis-ataturku-anma-genclik-ve-spor-bayraminda-gelisimlilerden-pandemide-evde-kal-hareketsiz-kalma-projesi.html>

İSTANBUL  
GELİŞİM  
ÜNİVERSİTESİ

webinar

"UBYO Halkla İlişkiler ve Reklamcılık Bölümü Organizasyonu"

## Pandemide Evde Kal, Hareketsiz Kalma!

**Moderatörler**

Dr. Öğr. Üyesi  
Emel TOZLU ÖZTAY

Selin İmancı  
UBYO Halkla İlişkiler ve Reklamcılık Bölümü Öğrencisi

**Katılımcılar**

Asya ALPER  
Diyetisyen

Mustafa KESKİN  
Fitness Eğitmeni

📅 19 Mayıs 2021  
🌞 Çarşamba  
🕒 14.00

Bu çalışma, Uygulamalı Bilimler Yüksekokulu, Halkla İlişkiler ve Reklamcılık Bölümü 4. sınıf öğrencileri: Selin İmancı, Umut Kibar, Songül Sanvar, Deniz Gürbey, Umutcan Öztürk tarafından gerçekleştirilmiştir.

Google Meet  
meet.google.com/kyp-wcmp-xjm

gelisim.edu.tr

## Events

### A Webinar About the Critical Level of Chemical Waste in Pandemic Was Held!

The webinar is aimed to underline the rising level of chemical waste due to the pandemic that was organized on May 25, 2021 by Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, and department students who are Gaye Büyükdağ, Kübra Eldem, Metin Ayten, and Yasemin Şahin.

Environmental Engineer Mehmet Kaan Kaya, Occupational Health and Safety Expert Erman Değirmenci, and a student of Molecular Biology and Genetics Nazlıcan Yürekli attended the webinar. With the slogan "Are you aware? Corona ruins human, chemical waste ruins the world!", it is aimed to create awareness for the chemical waste that causes environmental pollution due to pandemic.

İSTANBUL  
GELİŞİM  
ÜNİVERSİTESİ

webinar

"ÜBÜ Halkla İlişkiler ve Reklamcılık Bölümü Organizesyonudur"

### Farkında mısınız?

Korona insanı, kimyasal atıklar doğayı yok ediyor!

**Moderatör**  
Dr. Öğr. Üyesi  
Emel TOZLU ÖZTAY  
Gaye Büyükdağ

**Katılımcılar**  
Mehmet Kaan KAYA  
Çevre Mühendisi  
Erman DEĞİRMENCI  
İş Sağlığı ve Güvenliği Uzmanı  
Nazlıcan YÜREKLİ  
Moleküler Biyoloji ve Genetik  
Son Sınıf Öğrencisi

25 Mayıs 2021  
Salı  
13.00

Bu çalışma, Uygulamalı Bilimler  
Yüksekokulu, Halkla İlişkiler ve  
Reklamcılık Bölümü 4. sınıf  
öğrencileri: 'Gaye Büyükdağ,  
Kübra Eldem, Metin Ayten,  
Yasemin Şahin' tarafından  
gerçekleştirilmiştir."

Google Meet  
meet.google.com/tkt-fng-x-utc

gelisim.edu.tr

## Events

### With the "Technology Detox Heals!" Webinar, It Draws Attention to the Rising Need for Technology in Pandemic

The webinar that is about detecting the rising usage of technology in pandemic was organized on Mayıs 27, 2021 by Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, and department students who are Selahattin Vanlıoğlu, Merve Kıyırli, Sedat Özcan, Mertcan Uysal, and Seher Kaya.

With Social entrepreneur Tuğba Şengül and psychologist Muhammed Cihad Işık's attendance and speeches, the webinar underlines the slogan "Technology Detox Heals!" and aims to put out the rise in usage of technological devices and the technology addiction due to pandemic.

**"You may access the activities media coverage via this link:**

**<https://kadikoygazetesi.com/75690-istanbul-gelisim-universitesi-ogrencileri-teknoloji-detoksunda>**

İSTANBUL  
GELİŞİM  
ÜNİVERSİTESİ

webinar

"ÜBYO Halkla İlişkiler ve Reklamcılık Bölümü Organizasyonudur"

### Teknoloji Detoksu 'İYİ' leştirir!

📅 27 Mayıs 2021 ⌚ 16.00  
Perşembe

**Moderatörler**

Dr. Öğr. Üyesi  
Emel TOZLU ÖZTAY

Mertcan UYSAL  
İGÜ, Halkla İlişkiler ve  
Reklamcılık Bölümü Öğrencisi

**Katılımcılar**

Tuğba ŞENGÜL  
Dijital Denge Derneği Kurucusu

Muhammed Cihad IŞIK  
Psikolog

Uygulamalı Bilimler Yüksekokulu, Halkla İlişkiler ve Reklamcılık Bölümü  
4. sınıf öğrencileri: 'Selahattin Vanlıoğlu, Merve Kıyırli, Sedat Özcan, Mertcan Uysal, Seher Kaya' tarafından gerçekleştirilmiştir."

Uygulamalı Bilimler Yüksekokulu, Halkla İlişkiler ve Reklamcılık Bölümü

meet.google.com/bgx-ccqg-eww

gelisim.edu.tr

## Events

### The Webinar "There is Art at Home in Pandemic" Was Held to Highlight the Struggle of Stage Actors!

The webinar was organized to highlight the difficulties of the stage actors due to the pandemic on Mayıs 29, 2021 by Asst. Prof. Dr. Emel Tozlu Öztay, Head of the Public Relations and Advertising Department, and department students who are Mehmet Ali Deniz, Mert Demirbaş, Kübra Ökmen, Mert Koçbıyıköğlü, Servet Bolat, and Lütfi Volkan Çaynakçı

An academician and stage actor Onur Öztay, Medipol University Theater Club Board Member Senanur Canbaz and Theater Club President İrem Karataş, attended the webinar whose slogan is "There is Art at Home in Pandemic" to underline the hardships of the theaters and the actors due to the limitation on the audience rates and the difficulties of the actors and actresses had. He asserted that the solution could be digital representations. Additionally, at the end of the webinar, Medipol University Theatre Club's representation of "Sarı Ay" is staged online for the participants.

İSTANBUL  
GELİŞİM  
ÜNİVERSİTESİ

webinar

"ÜBYO Halkla İlişkiler ve Reklamcılık Bölümü Organizasyonudur"

\*Webinar öncesi Canlı Tiyatro Oyunu Performansı: Sarı Ay\*

### Pandemide Evde Sanat Var!

**Moderatörler**

Dr. Öğr. Üyesi  
**Emel TOZLU ÖZTAY**

**Mehmet Ali DENİZ**  
İGÜ, Halkla İlişkiler ve Reklamcılık Bölümü Öğrencisi

**Katılımcı**

**Onur ÖZTAY**  
Medipol Üniversitesi, Akademisyen/  
Tiyatro Oyuncusu

**Senanur Canbaz**  
Medipol Üniversitesi,  
Tiyatro Kulübü Yönetim Kurulu Üyesi

**İrem Karataş**  
Medipol Üniversitesi Tiyatro Kulübü Başkanı

**29 Mayıs 2021**  
Cumartesi  
**14.00**

Uygulamalı Bilimler Yüksekokulu, Halkla İlişkiler ve Reklamcılık Bölümü 4. sınıf öğrencileri: Mehmet Ali Deniz, Mert Demirbaş, Kübra Ökmen, Mert Koçbıyıköğlü, Servet Bolat, Volkan Çaynakçı tarafından gerçekleştirilmiştir.

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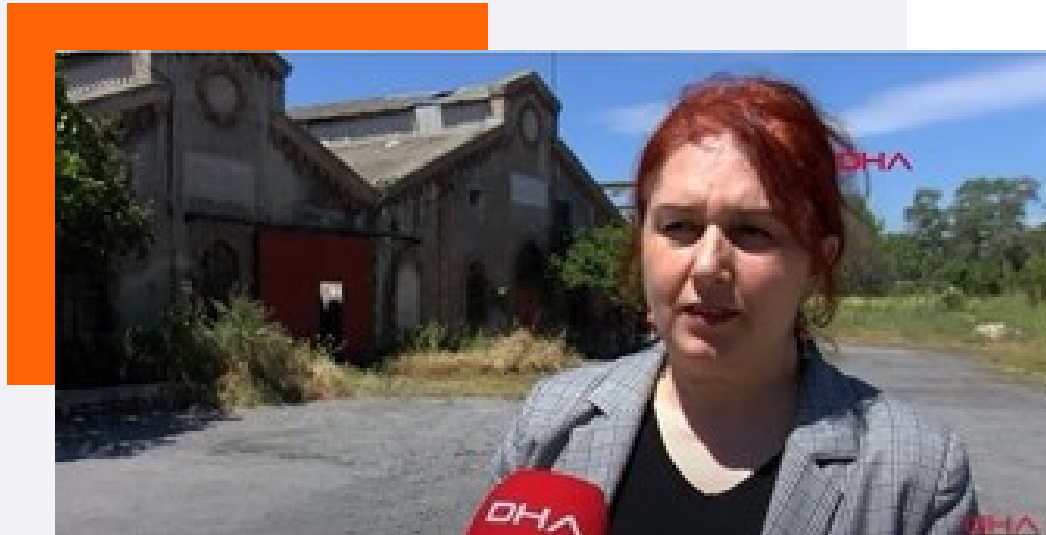
## TV Interview

### Asst. Prof. Dr. İlknur Türkoğlu Reviewed the Ottoman's First Match Factory's Sale on NTV Channel

*Head of the Conservation and Restoration of Cultural Properties Department, Asst. Prof. Dr. İlknur Türkoğlu reviewed the Ottoman's first match factory's put up for sale for 70 million dollars on NTV channel which is located in İstanbul Küçükçekmece and was built by France in the reign of Abdülhamit II in the 19th century.*

It is stated by Asst. Prof. Dr. İlknur Türkoğlu that Ottoman's first match factory that was registered in 1991 and declared as the first-degree conservation area in 1991 has been one of the important cultural and industrial properties. As production started in 1897, Ottoman's first match factory consists of five blocks and the first block was under restoration. Dr. Türkoğlu concludes: "Other blocks of the factory are used for different purposes by the shareholders but unfortunately not protected. Apart from the first block, other blocks are on sale. All blocks of the factory should be expropriated and declared as industrial property. I think that the factory should be restored as reflecting the industrial property identity to bring the city identity."

**You may access the interview:** <https://www.youtube.com/watch?v=4NTpMKRkOcY>.



## News from Our Alumni

Hello! I am Çiğse Soyel, a 20' graduate of Istanbul Gelisim University, School of Applied Sciences, Banking and Insurance Department.

With the contribution of the program and my studying during my B.A. education, I succeeded in my business life. While studying my courses, I started working in YemekSepeti. After three years of experience, I have been promoted to different positions until now. During and after my education, I always feel the support of the head of the department and other professors and their endless encouragement. They have never turned in any request and support. Also, I would like to say that our department does not only teach banking and insurance, but also teaches finance. I feel so lucky to be a graduate of the Banking and Insurance Department.

I would also like to express that the students of İstanbul Gelişim University are so lucky who will take a part in the finance, banking, and insurance sectors. Lastly, on behalf of the students and graduates of the School of Applied Sciences, Banking and Insurance Department, I would like to thank all professors.



**Çiğse Soyel- Graduate of Banking and Insurance Department**

## Interview

Communication Consultant Ceyda Seçkin:

### Public Relations sector will be evolved the right direction with "Education"

Dear Ceyda Seçkin, would you like to introduce yourself and tell me about your journey in the Public Relations sector?

I was born in Istanbul, in 1977. I graduated from the Department of Journalism, Communication Faculty, Istanbul University. Actually, my journey started with visual media. In those years, journalism required an early start so that I started in my junior year.

My first workplace was a company called "Senkron TV" that carried Show TV ve Kanal D channels. I started to work in a magazine program called "Çok Özel." Later, I got a job offer from Star TV channel in 1998 in which sports programs were getting higher ratings so I accepted the offer.

Then, I worked in Kanal D and TGRT channels. In 2000, I presented European Championship, while I was the editor of the "Telekritik" and presented a program called "Mehmetçik."

However, even if the programs got high ratings but due to İhlas Holding's economic crisis, the company was sold. A majority of press members were unemployed in the 2001 crisis in Turkey and as a result, lots of press members were fired.





## Interview

In this condition, I decided to change my profession to the communication sector so that I had an education relevant to my interests.

Additionally, I was working as the Public Relations Manager in Klassis GOLF&Country Club and a holding that consists of managers of the Maiden Tower. In 2002, there were few agencies and few companies that worked with them. We carried all of our institutional communication works with a group, in-house. Golf tournaments, concerts, signature Dates, hotel organizations TV-radio advertisements, insert works, and many works...

For a while, I worked with the customers, worked as Corporate Communication Manager in Atlasjet for the magazines' content in the planes, and I carried the marketing works of Wall Street Institute in Turkey. Then, I realized that I want to work in many sectors and want to learn more at the same time.

When I decided to establish my own company, I had no savings, no customers, and no plans at all. I shared my plan firstly with my old CEO, because I worked attached and she stated that it was the wrong time for stabbing a company in an economic crisis. But she also said that she would help, too. For this reason, I had my first company as a customer.

Furthermore, I needed an office in a good location, because all decent agencies were centered around Nişantaşı and Zincirlikuyu. After searching for an office and work, I established my agency in Nişantaşı with a single assistant named C-line (Communication Line) in 2009. After a while, we realized that the name was not right because it was hard to understand and spell the companies names so we were exhausted to explain. At first, I did not accept the new name which is Ceyda Seçkin Communication Consultancy, but decided to use it and became the face of the company which was rare for the agencies in those years.

## Interview

My advice for the people who are planning to establish their own agencies to consider their brand names neatly... Because it was hard to change brand names on websites, email addresses, business cards thanks to the hardship of paperwork and relocating the brand's position.

When we go back to the early times of my agency, I had an only customer that was also the place I worked previously! We had a presentation but not material! When we went to a meeting, they were asked "which compiles did you work?" And we answered that we had established the company in a short time that caused the meeting ended! Many companies did not know the difference between Advertisement Agency and PR Agency! When our assistant wanted to make an appointment, they hung up the phone saying "We had an agency, thank you..."

A story that started with a single customer continues neatly thanks to our endeavor and hard work! Now, we are a communication company that serves in many fields such as communication works of international fairs, preparing concerts, galas, launches, motivation meetings, social invitations, education, and different social responsibility projects...



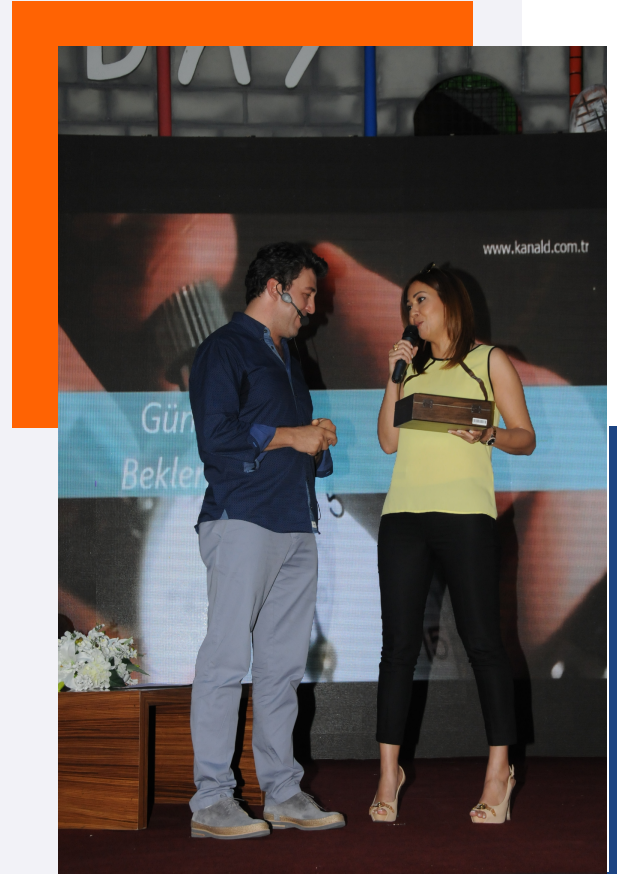
## Interview

**Dear Seçkin, your journey is so impressive and a good example for young communicators and entrepreneurs... Would you please give examples from your current works and activities?**

Under the roof of "communication studies," we serve a wide scope of fields from reputation management to media relations, from activities and management of organizations to in-house communication. But the content of our works could not be so wide due to Turkey's economic dynamics for a single brand... We prepare a roadmap for the brands in terms of the aim, process, and budget with short-time and middle-term.

For example, while we created an aim for special days to attract more customers for a company, we also focused on brand recognition.

Another example, we carried the communication works of "Miss Turkey" for 3 years. The aim of this work for Miss Turkey covers all processes of the contest for using media efficiently for the foreign organizations. But our aim is not to take part in the press but to hear motivational thoughts for the staff. While carrying out the works of Miss Turkey, we can make a launch for the first national floating solar power plant. Until today, we have created various contents that are different from each other in many sectors.



## Interview

While a building company of ours had a social invitation, we managed a panel in a university. Or, while we were organizing a show for Fashion TV, we carried communication works from a glassware expo at the same time...

**As a part of this sector, considering the latest developments in the world, which direction does Public Relations evolve?**

In the first years, companies requested only press consultant work from our company or other PR companies because using advertisements would be expensive and not adequate for the brand's prestige. As there are lots of visual and written media dykes in media, companies chose to use a prestigious discourse for advertising.

However, the media area had decreased in capacity, the number of circulation the newspaper's dropped, the magazines were closed or turned to digital ones, TV channels started to choose series over programs that lead to limited space for using for our customers.

We demand a fee for a consultancy from our customers, it also depends on the agreement that we made. It could be mostly the annual fee... Or, there would be a fee on every event or a project-based. Furthermore, a company considers a budget for their goals which leads us to use other dykes.

As digital has strengthened and social media spreads more, we have to change the models. However, we already know what is "Influencer marketing" as "Influential Marketing" in ten years. But it was hard to grasp the general idea of it and hard to explain to the customers. But now, even small businesses know the terms influencer and blogger. Even if it looks like the sector is fully converted to this direction, every hit has its downfall, so being a brand and using influencers who have millions of followers does not make them adequate for being a brand...

## Interview

In our sector, it is impossible to think of PR without mentioning "Integrated marketing communication." Integrated marketing communication requires merging all communication and message types. This method cannot be done without many years of experience. Accordingly, in the public relations sector, if we do not give up transferring our academic knowledge, if we continue doing what we believe, and stand still, our profession will evolve in the right direction, and meet the entailments as we imagined...

Every company has a different goal, a different silhouette, and a discourse. For this reason, it is not possible to apply the same method for every company. However, companies feel an obligation to apply inconveniently, but the same methods for every customer due to economic reasons. But in the end, it is impossible to reach the goal as intended due to economic concerns. With wasting money and failure in projects, the right method will cover the needs. As much as education rises then the knowledge would rise so it would be understood that there should be a specific plan for each goal's dynamic for success...

Public Relations has not been fully understood and defined as a sector. When they ask what I am doing for a living, I say I have a PR company then they ask what we are doing with PR! They do not know what PR is. The Public Relations sector is well known and not fully understood by people as a concept. We misuse the concept in many occupations such as a person who welcomes customers to a restaurant, a person who carries PR works of an international company... For this reason, to evolve in the right direction, we need education for public relations...



# Interview

## **Connecting with previous conversation, what would you like to say to our students for catching the alteration and transformation of Public Relations?**

The previous question and the answer encounter this question. I just want to add something for clarity.

For being successful in this sector, you need to love what you are doing and feel the excitement. This is not a classic discourse. I am telling this with my 27 years experience, this is so important... If you do not feel the anxiety to complete a job, then you would not be successful.

Also, one of the handicaps is the companies that want to control you by saying "I give the budget." If you accept and make a work that you get for economic concern then at the end of the day you would be not successful. And, you would be the responsible one, not the company! I did not accept any work that I did not believe in. I always shared the approved method with my company, even if I did not get the work, for other works they came to us.

The phrase "The shoemaker's son always goes barefoot" works for us so while considering company goals, please do not forget yours. What kind of company do we want to be? How do we imagine our team with 2-3 people? For example, as I enjoy taking part in every step of establishing, I want to be a boutique company covering all the works. However, another one may want a large company with a large team while positioning herself only as the manager.

Lastly, I want to point out that; PATIENCE!... Without labour, spending years, gaining experience, it is impossible to reach the intended position. For this reason, the ones who will start do not lose their excitement. There might be mistakes and crises but a job that is made caressingly and patiently, then success eventually will come.

**Dear Ceyda Seçkin, thank you for your cooperation and conversation...**

As a communication consultant Ceyda Seçkin, I would like to thank you for giving me a chance to meet with the readers...

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