



# FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

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

## News from FoAS

### "International Congress of Applied Social Sciences"(USBK2022) Will Be Held in the Applied Sciences Faculty...

Organized by Istanbul Gelisim University Faculty of Applied Sciences, the International Congress of Applied Social Sciences will be held between March 10-11, 2022.

The main purpose of the International Congress of Applied Social Sciences is to present the original academic studies in the field of social sciences in order to create collaborative work environments by sharing and creating original ideas among scientists. Within the congress centered around the Sustainability concept, theoretical and applied studies of social sciences, economics, and environment will be considered.

It is assumed that the theoretical and conceptual discussion of the meaning of the sustainability concept, which is one of the significant concepts of the 21st century and the future, for the field of applied social sciences, and the raising awareness through theoretical and applied studies will contribute to scientific progress. Aimed to reach new knowledge with the contributions of valuable scientists who are experts in their fields, the congress will be held both face-to-face and online.

We are very pleased with the intense interest shown in the congress, which will be held with the participation of scientists from 19 different countries and Turkey, whose application and acceptance processes have been completed.

The intense interest shown in the International Congress of Applied Social Sciences, which will be held with the participation of scientists from 19 different countries and Turkey, whose application and acceptance processes have been completed, created happiness in the SoAS family.

We congratulate and thank all the participants who were entitled to take part in the International Congress of Applied Social Sciences.



## Events

### **Winter Workshop for High School Students Was Organized by The Gastronomy and Culinary Arts Department!**

*As part of the Winter Workshop event, on February 4, 2022, the Gastronomy and Culinary Arts Department held a workshop event with high school students from various schools.*

Organized in two groups, the first of the workshops was held at 10:00, and the second started at 14:00. The subject of the workshop, attended by students who are interested in cuisine and gastronomy, was pasta.

The trainings first started with the theoretical information presentation about pasta. The guest students, who had the opportunity to experience practically after the theoretical training, were subjected to a comprehensive training by the kitchen manager Kemal Şahanlık and Chef Erkan Kıyıcıođlu. After the practical training given to the visiting students started with the preparation and shaping of the pasta dough, the prepared pasta dough was cooked and served with suitable accompaniments.



## Events

### "Financial Econometrics Training (FINECO)" Was Given!

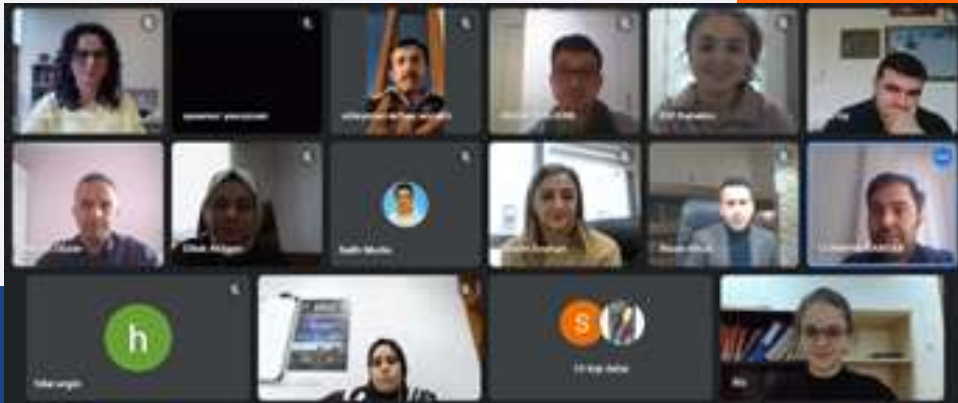
*"Financial Econometrics Applications for Graduate Students in Social Sciences II" was held online between January 31, 2022 and February 7, 2022 using Istanbul Gelisim University distance education system (LMS).*

From Istanbul Gelisim University, Faculty of Applied Sciences, Head of Banking and Insurance Department Asst. Prof. Lokman Kantar is coordinating within the scope of TÜBİTAK 2237-A, Assoc. Prof. Ayben Koy, Assoc. Prof. Murat Akkaya from Çankırı Karatekin University, Assoc. Prof. İbrahim Bozkurt from Balıkesir University, Assoc. Prof. Hasan Hüseyin Yıldırım from Bilecik Şeyh Edebali University, Asst. Prof. Murat Düzer as an educator, and Res. Asst. İlknur Külekçi from the department worked as an assistant staff.

193 students from 69 different universities applied for the training. In order to ensure that the widespread impact of the project is high, 90 participants from 69 different universities, of which they are active students, were accepted to the training taking into account their success grades.

**You can reach the web page of the training from the link below:**

<http://fineco.gelisim.edu.tr/>



## Events

### The Winter Workshop with the Concept of “We Are Going On Vacation” Was Held!

*Within the scope of the winter workshop by the Public Relations and Advertising Department, between 2-3 February 2022, high school students were informed about the shooting of commercials in the advertising workshop and television studio.*

By the workshop, in which the design and implementation process of a commercial film is aimed to be experienced, Head of Department Asst. Prof. Emel Tozlu Öztay and Asst. Prof. Sinem Eyice Başev gave theoretical and practical information about the writing of the advertisement script and the details of the commercial film shooting. At the end of the training, the students shot a holiday-themed commercial using the “greenbox” out of the knowledge they gained.

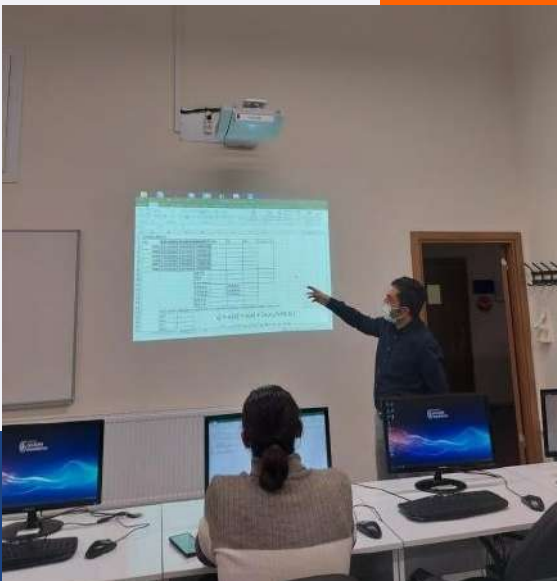


## Events

### Workshops Were Held in the Fields of Economy and Finance!

*Within the scope of Istanbul Gelisim University (IGU), high school winter academy face-to-face workshops, the scholars of the Banking and Insurance Department held an economics and finance school workshop in Istanbul Gelisim University J-Block classroom and computer laboratory between 2-4 February 2022.*

Head of the Banking and Insurance Department, Asst. Prof. Lokman Kantar, Assoc. Prof. Gülgün Çiğdem and Asst. Prof. Ayşegül Ertuğrul Ayrancı provided students important information from the interpretation of macro-economic data to interest calculations, financial markets, foreign exchange trading, trading of bonds and bills, cryptocurrencies, stock pricing, portfolio management, bank loan repayment tables.



## Academic Articles

### The Study "The Effects of Strategic Management Approaches Used By Businesses in Turkey on Their Competitive Gain: A Systematic Analysis" Was Published!

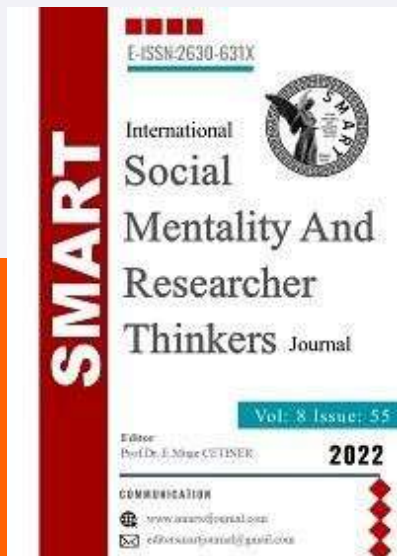
From the Department of Management Information Systems, Asst. Prof. Canan Tiftik's article titled "The Effects of Strategic Management Approaches Used By Businesses in Turkey on Their Competitive Gain: A Systematic Analysis" was published in the Izlek Academical Journal of 4th issues volume 1, in 2022.

**For accessing the full version of this study:**

<https://dergipark.org.tr/tr/pub/izlek/issue/68056/1036980>



### The Study Titled "Analysis of Japanese Animes in the Context of Cultural and Social Indicators" Was Released!



Head of the New Media and Communications Department, Asst. Prof. Şebnem Gürsoy Ulusoy's study titled was published in the ISI indexed International Social Mentality and Researcher Thinkers Journal, volume 8, issue 55 of 2022.

**For accessing the full version of this study:**  
<http://www.smartofjournal.com/Anasayfa.aspx>

## Academic Articles

### The Study Titled “Ayasuluk Castle Restorations” Was Published!

The article titled “Ayasuluk Castle Restorations,” prepared by Res. Asst. Firat Baranaydın, from the Department of Cultural Heritage Conservation and Restoration, in which the restoration practices of Izmir Ephesus Ayasuluk Castle were studied, was published in Journal of Awareness volume 4, issue 6 of 2022.

*For accessing the full version of this study:*

<https://journals.gen.tr/joa/article/view/1497>



### The Study "Internal Audit's Role And Importance In Businesses Within The Framework Of Corporate Governance Principles And Approaches: A Systematic Review" Was Published!

From the Department of Management Information Systems, Asst. Prof. Canan Tiftik's article titled “Internal Audit's Role And Importance In Businesses Within The Framework Of Corporate Governance Principles And Approaches: A Systematic Review” was published in the 1st issue of Istanbul Kent University Journal of Human and Social Sciences in 2022.

*For accessing the full version of this study:*

<https://dergipark.org.tr/tr/pub/itbfkent/issue/68585/1051709>





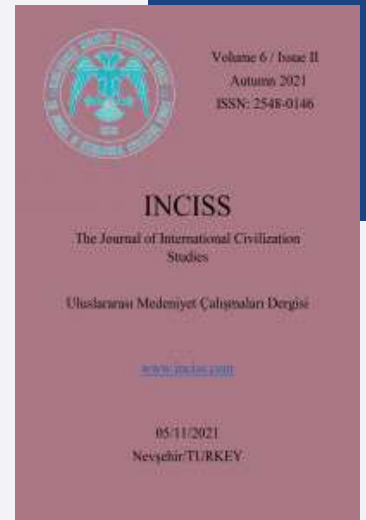
## Academic Articles

### The Study Titled "Arabesque Culture and Media in the Context of Social Change" Was Published!

The article titled "Arabesque Culture and Media in the Context of Social Change," co-written by head of the Department of New Media and Communications, Asst. Prof. Şebnem Gürsoy Ulusoy and Asst. Prof. Çağla Kaya İlhan, was published in the 6th issue of The Journal of International Civilization Studies in 2021.

**For accessing the full version of this study:**

<https://dergipark.org.tr/en/pub/inciss/issue/68546/1035379>



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24th in World Impact Ranking 2021  
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ISTANBUL  
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World universities ranked according to their  
"Power of Impact" : Istanbul Gelisim University  
Ranked 1st in Turkey Quality Education!

## Congresses

### Asst. Prof. Dr. Sevinç Koçak Attended The 4th International Social Sciences And Innovation Congress...

From Public Relations and Advertising Department, Asst. Prof. Dr. Sevinç Koçak attended The 4th International Social Sciences Congress with her paper titled "The Relationship between Sustainability, Innovation and Reputation Management: Analysis of Covid-19 Pandemic Period Examples".

The congress, which was based in Ankara but held online, between 21-22 February 2022.

For reaching the web page of the congress:  
<https://www.isarconference.org/socialsciences>.



### Social media accounts of FoAS:



/ iguubf

# News from Our Alumni

## Hello! I'm Ebru Yerekaban...

I graduated from Istanbul Gelisim University (IGU), Faculty of Applied Sciences (UBF), Public Relations and Advertising Department in 2021. Although I actively work in the corporate communication department of a private company, I chose the Department of Public Relations and Advertising in order to increase my academic knowledge. I continue my education life with a master's degree program at Istanbul University, Department of Retailing and Brand Management.

During my education, I had the opportunity to apply the theoretical knowledge I gained from the expert academics of our department due to my active work in the sector. In the courses, the writing of the commercial script, the process of shooting the commercial film, the use of cameras, etc. I had the opportunity to apply this knowledge by gaining knowledge on the subjects. Within the scope of the applied courses of our department, we researched different sectors and designed the SWOT analysis, marketing activities and promotional activities of the sector and shot commercials. Thanks to the "Advertising Photography" course I took as a department course, I started taking pictures in my social life and took up a new hobby in this direction. In addition, I had the opportunity to meet with the leading names of the sector by participating in the seminars organized by the continuing education center within the university.

In the curriculum of the department, apart from the departmental electives, there were non-field electives and specialization courses. I had the opportunity to get to know different sectors by taking elective courses from the Department of Television Journalism and Programming and the Department of Aviation Management. I would especially like to thank Asst. Prof. Rıza Haluk Kul, whose classes I attended with great pleasure, and the administrative and academic staff of Istanbul Gelisim University for providing these opportunities to us students, and the teaching staff of my department.



## Interview

*Esra Turam, Training Programs Group Manager Of WWF-Turkey Natural Life Conservation Foundation:*

**"With 'Green Recovery,' ahead of our country, along with the whole world, it is a historical opportunity to prevent natural losses, to cope with the vulnerability created by the climate crisis, and to provide access to sustainable food."**

Dear Esra Turam, firstly, I would like to thank you very much for accepting our Istanbul Gelisim University, UBF e-Bulletin interview. What are the aims and fields of activity of WWF (Turkish Wildlife Fund)?

Our foundation has been operating to protect the natural sources of our country since its establishment in 1975 as the Natural Life Protection Association. WWF, the world's largest and well-established nature conservation organization, was founded in 1961, and today it is located in more than 100 countries all over the world, including Turkey. Our main areas of work include seas, forests, food/agriculture, species, climate, energy and freshwater. As WWF, our reference point in all these studies is our scientific reports.

**Our World's scorecard for the protection of nature is very weak, what contribution does WWF make to improve this scorecard?**

Along with the rest of the world, our country also has a historical opportunity to prevent loss of nature through "green recovery", to cope with the vulnerability created by the climate crisis and to provide access to sustainable food.



# Interview

**If we make good use of this opportunity, we can increase our resilience against epidemic risks, secure our food, increase employment opportunities, and strengthen our economy.**

Nature and the environment are now a matter of life and death. We must urgently abandon the approach of “we are also environmentalists, but development is a must” and the perspective that “protecting nature and developing are contradictory to each other.” Because what is environmentally friendly is what is already sustainable and economical. It is possible to develop by protecting our nature, in fact, protecting our nature is a condition for sustainable development! The increasing demand for ecological production in the world offers great opportunities to make Turkey an ecological production center. As WWF, we advocate for a new approach to the economy that includes the “green recovery” element, and in this context, we call for a “New Beginning for Nature and Humans” from our decision makers to local

**What do you think are the reasons for the lack of awareness about the need to protect our nature?**

The public opinion poll announced by Konda in the past days has revealed some important data. In Turkey, the research revealed that climate change is an issue that 66% of the society is concerned about. The results also showed that three out of four people in Turkey think that the climate crisis plays a role in extreme weather events and that climate change is caused by human activities. These data are also important in terms of; It shows that there is a consensus in society as a whole about climate and nature. We can read this picture as a political and economic orientation that will address climate and environmental problems will receive the support of the public.

Consumer research also reveals the increase in demand for brands that make sustainable production, and for environmentally friendly and healthy products. Employees expect sensitivity on these issues from the companies they work for. In addition, we observe from our social media followers, volunteer requests, schools and students that a more conscious and sensitive generation is coming.

The idea of prioritizing the common interests of nature and society is becoming more and more common. In this respect, we need to maintain our hope for the future.



# Interview

## **Ms. Turam, what can we do individually to protect our nature? Where should we start?**

It is necessary but not sufficient to take measures to reduce our water consumption in our homes; we also need to review our consumption habits. Every product we consume has a water footprint that we do not see, and some sectors such as textiles, meat and dairy products have a high water footprint. For example, 2,700 liters of water are used in the production of a t-shirt. 1 serving of red meat means 3,100 liters of water consumption. It takes 130 liters of water to produce a cup of coffee. We can multiply these examples. Therefore, in addition to absolutely minimizing our visible uses such as dishes, showers, laundry or watering in our home, avoiding any purchases beyond the need is the best precaution we can take individually.

Every new item, every food product means tons of water to be spent in its production. You can reduce your hidden water consumption by avoiding food waste, by consuming less animal food, by repairing perishable items, by properly separating recyclable wastes, by reusing, and by turning to second hand. By purchasing textile products produced in a sustainable way, we can prevent water pollution and ensure that water is consumed less, thanks to the use of less chemicals in the production processes.

## **How can they work professionally or voluntarily in your foundation?**

Due to restrictions and security during the pandemic process, our field work continued with our core teams.



# Interview

In this process, our volunteering opportunities were somewhat limited for this reason, but if we can do volunteer work as much as the pandemic allows, announcements will be made. We are currently working on different programs.

For professional applications, they can send an e-mail to [info@wwf.org.tr](mailto:info@wwf.org.tr) address.

**What are your suggestions for our young students for both to protect our nature and to take a role in these studies?**

We have a Nature Pioneers Youth Program for middle and high school students. Nature Pioneers Youth Programme; by guiding the power of secondary and high school students to create change in the name of nature, it allows students to create nature projects that can change their environment and then the society, and enable them to discover the power within them, and to represent their schools in national and international platforms with the projects they do.

Of course, it is valuable that university students follow us and spread our campaigns in order to support our work. In addition, with our adoption program, they can adopt a species symbolically and choose their special day gifts from our nature-friendly alternatives. By making regular monthly donations, they will not force themselves, but they can contribute to the continuation of our nature protection programs with significant amounts for us. They will also be able to find information about our different campaigns on our support pages.



## Interview

Dear Esra Turam, we would like to thank you very much for your statements that increased our awareness about the protection of our nature.

I would like to thank Gelisim University and Faculty of Applied Sciences for meeting in such an interview.

### Esra Turam

Esra Turam graduated from Austrian High School in 1992 and from Boğaziçi University Department of Economics in 1996. In her professional business life, Ms. Turam has worked in Marketing Management, Strategic Marketing Planning Campaign Management, Marketing Communication, Digital Marketing Communications Website Management, Direct Marketing, Event Management, Account Management, Business Development, Brand/ He was active in Product Management, Corporate Social Responsibility Projects. She also works in Siemens between 1996-97, Graphica Lintas between 1997-99, Turkcell between 1999-2005, Kuzey Marketing LTD Company, Vegal Communication Systems(Avea) between 2007-2009. Ms. Turam also worked in various positions at ARB Communication Agency between 2010-2012, Money Status between 2014-2017, WWF – Turkey Wildlife Fund Training, she serves as the Programs Group Manager. Turam speaks advanced German and English.



#KorumazsakKaybederiz

TÜRKİYE'NİN CANLARINI

YAŞATALIM



## News from Sector

### THY Celebrates the 75th Anniversary of its First International Flight...

Turkish Airlines (THY), the airline that flies to the most international destinations in the world with 128 countries on five different continents, celebrates its 75th anniversary in Athens, its first international destination. According to the statement made by the THY Press Office, this flight has a special meaning for THY, which started its international flights for the first time on February 12, 1947 by following the Ankara-Istanbul-Athens route, as it was the first time that the crescent-star flag flew abroad.

**Source of News:** <https://www.sondakika.com/haber/haber-thy-ilk-uluslararası-ucusunun-75-yilini-kutluyor-14731095/>

### The First Flight with Bio-Fuel in THY...

THY starts to fulfill perhaps one of its most important duties towards the world.

THY will make the first flight with bio-fuel, environmentally friendly aviation fuel obtained from sustainable sources. An Airbus A321 aircraft named Kalecik, TC-JSU\_registered, whose tanks are filled with bio-fuel, will take off from Istanbul Airport around noon with the TK 1823 flight number. It will go to Paris Charles De Gaulle Airport, and the plane will use the same fuel on the way back. Erhan Öner will be the Captain Pilot in charge of the first flight. In this flight, İnci Kılıç will be in the right seat as the 2nd pilot.

**Source of News:** <https://www.hurriyet.com.tr/yazarlar/ugur-cebeci/thyde-biyo-yakitla-ilk-ucus-41995041>

### Technologies that will Remove Obstacles Compete at TEKNOFEST...

As part of the TEKNOFEST Aviation, Space and Technology Festival, applications for the Barrier-Free Living Technologies Competition, which will be held for the first time this year by the Turkish Technology Team (T3) Foundation and the Turkish White Crescent Association, were started.

According to the statement made by TEKNOFEST, within the scope of the competition, it is aimed to facilitate the living spaces of individuals with special needs through sustainable studies that will minimize the difficulties they encounter in their academic, social and professional lives.

**Source of News:** <https://www.sondakika.com/ekonomi/haber-engelleri-ortadan-kaldiracak-teknolojiler-14733395/>

## News from Sector

### Metaverse's First Bank Branch Opened...

JPMorgan, the largest bank in the USA, opened its first branch in Decentraland, a virtual world based on blockchain technology. With this branch, for the first time, a metaverse world got its own bank. New York-based JPMorgan, the world's largest bank in terms of market value, has recently officially opened its first metaverse branch. Although the branch called Onyx is not actively serving at the moment, it may soon become the first address for banking transactions in the metaverse.

**Source of News:** <https://www.marketingturkiye.com.tr/haberler/metaverse-banka-subesi/>

### Samsung Recycles Waste Fishing Nets and Used It in The Devices to Produce...

Samsung has announced that they will reuse plastics in the ocean in all of its products, especially the new Galaxy Series devices that it will introduce as part of the 'Unpacked' event to be held on February 9 2022. Samsung has taken another successful step in its Galaxy for the Planet journey to support Galaxy users in a sustainable lifestyle by minimizing its environmental footprint thanks to the material developed by reusing the waste fishing nets in the oceans. The company's approach to eliminating single-use plastics and promoting the use of other environmentally friendly materials such as recycled material (PCM) and paper will apply to all devices. In addition, thanks to this transformation, Galaxy technology will continue to reduce environmental impact by leading product designs in the future.

**Source of News:** <http://www.halklailiskiler.com/samsung-atik-balikci-aglarini-cihazlarda-kullaniyor.html>

### It Is Stated that £100 Million Has Been Invested in Big Four Audit Firm Ernst&Young's Zero Carbon Audit Business, EY Carbon...

Ernst & Young, one of the world's 4 largest financial audit firms (Big Four), will hire 1,300 staff over the next three years to advise public companies on transitioning to net carbon zero targets.

The Big Four audit firm has announced that it will invest over £100 million in a new business called EY Carbon, Financial News reported.

**Source of News:** <https://www.finansgundem.com/haber/ey-sifir-karbon-isletmesi-icin-1300-personel-alacak/1643163>

## News from Sector

### PTT Delivered 12 Million Shipments "Contactless" in The Pandemic...

Stated by the Ministry of Transport and Infrastructure, it was detailed that PTT Association, with the awareness of its duty as a universal mail provider, has delivered its wide service network to every point of Turkey, and it has reached a total of 37 thousand 719 villages and towns, 19 thousand 134 in 30 metropolitan areas and 18 thousand 565 in 51 provinces. It is stated that the delivery has been made. In the statement, it was also stated that the provinces where the contactless delivery application is used the most are Ankara, Istanbul and Izmir, "Comparing the total contactless delivery cargo shipment data for 2020 and 2021, Ankara was at the top of the provinces using the application with the rates of 33 percent, Istanbul 32 percent and Izmir 7.5 percent."

**Source of News:** <https://www.capital.com.tr/haberler/tum-haberler/ptt-pandemide-12-milyon-gonderiyi-temassiz-teslim-etti>

### Ants Observed Build Rafts to Survive Floods...

Fire ant colonies resort to this behavior observed in floods as a last resort. Fire ant colonies exposed to flooding take escape-based precautions. By clasping their legs and jaws together, the worker ants form a raft in two minutes. They place the queen and larvae in the middle of the raft, ensuring that they stay high above their body mass without getting wet. Even the ants at the bottom do not completely submerge in the water, as the ants' fine hairs trap air. Click the link below for mentioned photos.

**Source of News:** <https://www.nationalgeographic.com.tr/karincalar-su-baskinlarindan-kurtulmak-icin-sal-olusturuyor/>

### A New Step Towards International Taxation of the Digital Economy from the OEC

On 8th of October 2021, OECD/G20 published the declaration containing the two-stage approach to Taxation of the Digital Economy with the adoption of 136 countries. With the declaration that Turkey is one of the signatory countries, the foundations of new taxation that will affect many Multinational Enterprises in the medium and long term, if not in the short term, have been laid.

The first of the two-stage approach, called Pillar 1 and Pillar 2, is stage 1 which targets very large. With the latest OECD Declaration, businesses and related mechanisms that will be covered by Pillar 1 and Pillar 2 have also been defined.

**Source of News:** <https://www.eticaret.gov.tr/haberler/10083/detay>

# News from Sector

## Beekeeping Supported...

The General Directorate of Forestry (OGM), which implemented the idea of "Honey Forest" in 2010 in order to support beekeeping, expand the production of organic honey and bee products and ensure food safety, announced that it has established 673 honey forests in 87,987 hectares of forest area so far. With 60 new honey forests to be established this year, it is aimed to contribute approximately 300 million TL annually to the national economy. Forestry General Manager Bekir Karacabey stated that they carry out important studies for the bees, which are of vital importance in the protection of biological diversity, and said, "The number of hives, which was 4.1 million in 2002, and the honey production, which was 74,500 tons, will reach 8.1 million hives and 104 thousand tons in 2021. reached honey production. We aim to contribute 293 million TL annually to the country's economy with a total of 733 honey forests by establishing 60 more in 2022," and emphasized that approximately 150 thousand households provide additional income through beekeeping.

**Source of News:** <https://www.gastronomiturkey.com/haber/bal-ormanlarindan-ekonomiye-300-milyon-tl-katki-h14994>

## Taşfed Returned from Tunisia to Turkey with 11 Gold Medals...

The 1st Tunisia World Cup Gastronomy Festival, which was held on 11-13 February 2022, took place in Tunisia. TAŞFED, which proudly represents our country in Tunisia, returned to Turkey with 11 gold medals. Eight contestants and 7 Jury members of the "Federation of Chefs and Chefs of Turkey" from Turkey and the President of the Federation Bayram Özerk attended the festival that took place.

**Source of News:** <https://www.turkascihaberleri.com/HaberDetay/77641/Tasfed,-Tunus-tan-Turkiye-ye-11-Altin-Madalya-Ile-Dondu.html>

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