



**İSTANBUL
GELİŞİM
UNIVERSITY**



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

www.gelisim.edu.tr

JULY 2022



**Happy Democracy and
National Unity Day!**



News from IGU

IGU became the patent application champion in the first half of 2022!

Turkish Patent and Trademark Office (TURKPATENT) announced the universities that made the most patent applications in the first half of 2022. Istanbul Gelisim University (IGU) ranked first among 333 patent and utility model applications from 14 universities.

IGU, which was chosen as the university that made the most patent applications in 2021 with the number of patent applications reaching 564, continues to maintain its success.

The number of patent applications made by universities (including research centers) in Turkey in the first half of 2022 has been announced. Istanbul Gelisim University (IGU) was ranked first by applying for patents with 17 national and international projects in the field of technology and engineering that were created and developed in its own research center laboratories, according to the results announced by the Turkish Patent and Trademark Office (TURKPATENT) based on January-June 2022 data.

According to TURKPATENT data, Istanbul Gelisim University, which achieved first in 2021 by making the most patent applications, pursues to hit the headlines in the education sector with its university-industry cooperation approach and scientific projects with a total of 603 patents.



News from FoAS

IGU Promotion Days Continue!

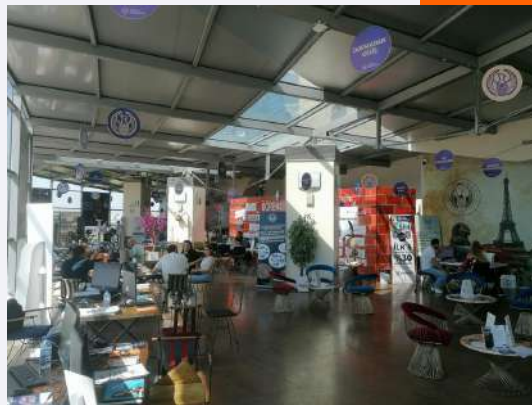
IGU Promotion days, which started on July 20, 2022, continue until August 5, 2022. There are 11 departments from the Faculty of Applied Sciences at the IGU Promotion Days.

These departments are; Gastronomy and Culinary Arts (Turkish/English), English Translation and Interpreting, Electronic Commerce and Management, Management Information Systems, Aviation Management, Aircraft Maintenance and Repair, Television Journalism and Programming, New Media and Communication, Public relations and Advertising, Banking and Insurance, And Avionics.

Information was given on many important issues such as the opportunities we offer, our course contents, our accreditation processes and workshops to those candidates who want to get to be informed.

As part of the Promotion Days, Istanbul Gelisim University took its place in the University Preference Fair held at Istanbul Congress Center on July 22, 23, 24. Candidate students and their families showed great interest in the fair.

We welcome our candidate students who will be placed in the departments of Istanbul Gelisim University and the Faculty of Applied Sciences, wish them a successful educational life...



News from FoAS

New Appointments in the Faculty of Applied Sciences (FoAS)...

The academic staff of the Faculty of Applied Sciences continues to grow...

Dr. Bedia Merih Özçetin Has Been Appointed as Assistant Professor to the Department of Avionics

Dr. Bedia Merih Özçetin completed her undergraduate, graduate and doctoral studies at Yıldız Technical University, Department of Mathematics. Her research interests are mathematics, differential geometry, basic sciences and geometry.

Berna Şengüler Has Been Appointed as Research Assistant to the Department of Gastronomy and Culinary Arts(English)

Berna Şengüler completed her undergraduate education at Yeditepe University, Department of Food Engineering. She continues her master's education at Istanbul Technical University, Department of Food Engineering. Food chemistry, food science, new product development and sensory analysis are her fields of study.

Dr. Görsev Sönmez Has Been Appointed as Assistant Professor to the Department of English Translation and Interpretation.

Dr. Görsev Sönmez, completed her undergraduate education at Marmara University, Department of English Language Education, and master's and doctorate degrees from Yeditepe University, English Language Education Department. Her research interests are teacher education, early language learning, and assessment and evaluation.

Ensar Macit Has Been Appointed as Research Assistant to the Department of English Translation and Interpretation.

Ensar Macit completed his undergraduate education at Istanbul University, Department of English Translation and Interpretation. He continues his master's education at Istanbul University, Department of Translation Science. Translation science, literary translation and ideology in translation are the main research areas.

Berces Kurt Has Been Appointed as Research Assistant to the Department of Aircraft Maintenance and Repair

Berces Kurt completed his undergraduate education at Kocaeli University, Airframe Engine Maintenance Department, and his master's degree from Erciyes University, Airframe Engine Maintenance Department. Non-destructive testing methods (NDT) and solar energy are the main fields of study.

We wish success to all our academic staff who have just joined Istanbul Gelişim University and UBF Family...

News from FoAS

Assoc. Prof. Sezer Cihan Günaydın Kesken's Study "The Most Active and Productive in Business Life: Generation Y" is in the Press!

From Istanbul Gelisim University Faculty of Applied Sciences Aviation Management Department, Head Assoc. Prof. Sezer Cihan Günaydın Kesken evaluated the expectations of different generations from management and managers in business life, their career goals, organizational commitment and the problems they encounter at work.



News Links:

- <https://www.cumhuriyet.com.tr/yasam/is-hayatinin-en-aktif-ve-uretkeni-y-kusagi-1954315>
- <https://www.mynet.com/y-kusagi-is-hayatinin-en-aktif-ve-uretken-kusagi-180105510190>
- <https://www.memurlar.net/haber/1033758/y-kusagi-is-hayatinin-en-aktif-ve-uretken-kusagi.html>



Academic Articles

The Study Titled "A Trait and Quantitative Research on the Determination of Factors Affecting Perceived Quality: An Example of a Restaurant Chain" Was Published!

From the Department of Management Information Systems Department, the study of Asst. Prof. Hande Ayhan Gökçek's titled "A Trait and Quantitative Research on the Determination of Factors Affecting Perceived Quality: An Example of a Restaurant Chain" was published in Social Science Development Journal, in 2022, Volume 7, Issue 32!

You can find the full text of the article from the link below:

[https://www.ssdjournal.org/DergiTamDetay.aspx?](https://www.ssdjournal.org/DergiTamDetay.aspx?ID=662&Detay=Ozet)

[ID=662&Detay=Ozet](https://www.ssdjournal.org/DergiTamDetay.aspx?ID=662&Detay=Ozet)



The Article Titled "The Effect of Toxic Leadership on Organizational Silence" Was Published!

From the Public Relations and Advertising Department, Asst. Prof. Özge Turhan's study titled "The Effect of Toxic Leadership on Organizational Silence" was published in the Journal of Business Studies in 2022, Volume 14, Issue 2!

You can find the full text of the article from the link below:

<https://www.isarder.org/index.php/isarder/article/view/1702>



Academic Articles

The Study Titled "The Role of Consumer Participation in Innovation and New Product Development Processes: Meta-Analysis and Word Cloud Text Analysis" Was Published!

The article of Asst. Prof. Bilge Turp Gölbaşı, from the Department of Management Information Systems, titled "The Role of Consumer Participation in Innovation and New Product Development Processes: Meta-Analysis and Word Cloud Text Analysis" was published in Social Science Development Magazine, in 2022, Volume 7, Issue 32!

You can find the full text of the article from the link below:

<https://www.ssdjournal.org/DergiTamDetay.aspx?ID=662&Detay=Ozet>



The Study Titled "The Evaluation of the Hebdomon (Bakırköy) on Via Egnatia from the Perspective of Urban Archeology" Was Published!

Co-written by Asst. Prof. İlknur Türkoğlu, Head of the Department of Conservation and Restoration of Cultural Heritage, and Res. Asst. Dr. Esra Sayın, the study titled "An Evaluation of the Hebdomon (Bakırköy) Located on Via Egnatia from the Perspective of Urban Archeology", was published in the Journal of Cultural Heritage Studies of 2022, Volume 3, Issue 1.



You can find the full text of the article from the link below:

<https://dergipark.org.tr/tr/download/article-file/2084351>

Congresses

Asst. Prof. Canan Tiftik Participated in the "4th International Ankara Multidisciplinary Studies Congress"!

From the Management Information Systems Department, Asst. Prof. Canan Tiftik attended the "4th International Ankara Multidisciplinary Studies Congress" held between 29-31 July 2022 with her study titled "The Importance of Sustainable Development and Renewable Energy in Businesses."

You may reach the congress page:

<https://www.izdas.org/multidisipliner-calismalar-kongresi>



Asst. Prof. Hande Ayhan Gökcek Attended the "International Capital Conference on Multidisciplinary Scientific Research"!

From the Department of Management Information Systems, Asst. Prof. Hande Ayhan Gökcek attended the "International Capital Conference on Multidisciplinary Scientific Research Congress" held on 13-14 July 2022 with the study of "A Review on Marketing Applications of Smart(Vr) Assistants Directing Consumer Behavior And Experience."



You may reach the congress page:

<https://www.capitalconference.org/capitalconference>

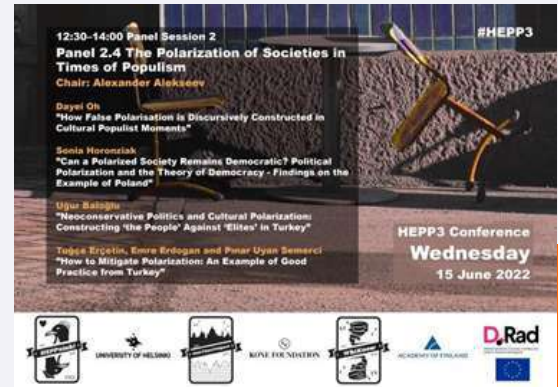
Congresses

Assoc. Prof. Uğur Baloğlu Participated in the "Helsinki Conference on Emotions, Populism and Polarisation"!

Assoc. Prof. Uğur Baloğlu, Head of Television Journalism and Programming Department, attended the Helsinki Conference on Emotions, Populism and Polarisation, which was held face-to-face and online, between 15-17 June 2022, his study titled "Neoconservative Politics and Cultural Polarization: Constructing the People Against Elites in Turkey."

You may reach the congress page:

<https://www2.helsinki.fi/en/conferences/emotions-populism-and-polarised-politics-media-and-culture>



Asst. Prof. Bilge Turp Gölbaşı Attended the "International Capital Conference on Multidisciplinary Scientific Research"!

From the Management Information Systems Department, Asst Prof. Bilge Turp Gölbaşı attended the "International Capital Conference on Multidisciplinary Scientific Research Congress" held on 13-14 July 2022 with her paper titled "Innovation Management and Implementations in E-Commerce."



You may reach the congress page:

<https://www.capitalconference.org/capitalconference>

Congresses

Assoc. Prof. Uğur Baloğlu Participated in the "International Sub-Saharan Migrations to and through Turkey, and ICTs Conference"!

Assoc. Prof. Uğur Baloğlu, Head of Television Journalism and Programming Department, attended the International Sub-Saharan Migrations to and through Turkey, and ICTs Conference, held face-to-face and online between 19-20 May 2022, with the paper titled "Immigrant Audience: Understanding the Global Cultural Flow from the Perspective of Sub-Saharan Immigrants" co-authored by Assoc. Prof. Yıldız Derya Biriöđlu from Üsküdar University.

You may reach the congress page:

https://www.khas.edu.tr/wp-content/uploads/2022/06/AA_conference-programme_LAST-1.pdf



Academic Books

The Book Chapters Titled "Ethical Codes in the Context of Ethics and Morals" and "Accounting Professionals Ethical Codes Scale" Was Published!

The book chapters titled "Ethical Codes in the Context of Ethics and Morals" and "Accounting Professionals Ethical Codes Scale" by Asst. Prof. Dursun Boz from the Department of Management Information Systems, were published in the book titled "Accounting Professional Members Ethical Codes Scale" edited by Ali Altınbay.



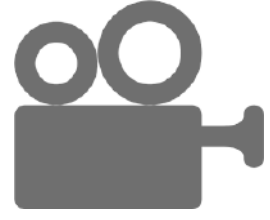
The Book Chapter Titled "Alienation in Working Life" Was Published!



The book chapter of Asst. Prof. Özge Turhan, from the Public Relations and Advertising Department, titled "Alienation in Working Life" was published in "Management and Strategy Research in the Light of Scientific Developments" which was edited by Assoc. Prof. Şahin Karabulut.

You may access the book:

<https://www.surelikitap.com/tr/kitap/bilimsel-gelismeler-isiginda-yonetim-ve-strateji-arastirmalari-9786258117370>



July / Culture & Art

ONE OF THE SEVEN WONDERS OF THE WORLD: ARTEMISION...

Ephesus, located in Selçuk, the southernmost district of İzmir today, is among the most important cities of the Antiquity. The city of Ephesus, which is the center of trade, art, philosophy and politics of the period, is also the capital of the Asian state. The ancient city of Ephesus, thanks to its rich harbor, became the center of the best artists, philosophers and political people of the ancient world. Sculpture workshops, ceramics-painting workshops, philosophy and positive science schools in the city have drawn people from all over the world to study here and see this magnificent city. City streets are decorated with statues and monumental fountains. Even the city's theater, baths and library are still sufficient for the influx of visitors. However, in Antiquity, besides all these structures, there is a structure that none of them can compete with. Artemision, described by Herodotus as one of the 7 wonders of man-made all over the world, is a temple dedicated to Artemis.

There was an altar in the 7th century BC where the Temple of Artemis is located. In the next phase, there is a temple made of marble material. It is known that Lydia King Kroisos helped in the construction of this temple. It is the rebuilding and repair phase that took place after a madman named Herostratos burned the temple to put his name in history in 356 BC in the last phase. We know the temple, which is among the 7 wonders of the world, in detail with the narratives of the Ancient Historian Plynus. The temple, which is at sea level, is 18 m. Its superstructure, lifted by high columns, makes it easy to see the temple from the whole Ephesus plain and even by sailors approaching the port. The statues and high reliefs of the temple were made by the most famous sculptors of the Ancient world. Some of these were specially brought to Ephesus for the construction of the temple.



Res. Asst. Firat Baranaydin

**T.R. Ministry of Culture and Tourism
Ayasuluk Hill and St. Jean Monument
Vice President of Excavation**



**Ephesus Artemis
Temple Reconstruction**

July / Culture & Art

People were considered inviolable within the boundaries of the temple, which was built in the name of Goddess Artemis. This has ensured that even criminals can live comfortably within these borders and have the right to seek asylum. However, as this situation was contrary to Roman law, the right of asylum was abolished by Emperor Augustus. The city of Ephesus did not owe its wealth and splendor only to its geographical location and port. At the same time, the Temple of Artemis was attracting many tourists to the city. People used to come here to see the Artemision sanctuary and the structures inside. All Ionian cities came to Ephesus Artemis Temple with Panionion festivals and performed rituals there. These meetings, in time, exposed a political union and the leadership of the city of Ephesus. The structure, which is among the 7 wonders of the world, lost its function in the Late Roman and Byzantine periods with the changing belief and thought systems; It was destroyed due to attacks and natural disasters.

Artemision, which is among the most important structures sought by archaeologists with the development of archeology in the 19th century, first came to light in 1869 by the British Architect, Engineer and Archaeologist John Turtle Wood, who started excavations in line with his research in the Ephesus section of the Smyrna Aid railway. A group of high reliefs, architectural elements and sculptures belonging to Artemision were taken to the British Museum in England. The Artemision excavations were then continued by the Austrian Archaeological Institute to understand the altar and temenos sites.



Ephesus Ancient City

July / Culture & Art

Within the Byzantine walls surrounding the Ayasuluk Hill, which is a part of the city of Ephesus, in the UNESCO World Cultural Heritage, the parts of the temple were extensively used as spolia items. These pieces are today's Ayasuluk Hill and St. Jean Monument that is preserved in the excavation warehouses as an important group of the Temple of Artemision.

The finds, which were included in the Ephesus Ayasuluk excavations, which have been sponsored by Istanbul Gelişim University since 2021, were designed to be re-evaluated together with the Austrian team. We hope that an important cultural heritage such as Artemision will open new windows to the world of science and tourism with the new data obtained as a result of the ongoing studies in 2022 with the participation of scientists from Istanbul Gelisim University Faculty of Applied Sciences, Faculty of Engineering - Architecture and many different universities.



The relief columns of the Temple of Artemision are exhibited in the British Museum today.



REFERENCES:Gaius Plinius Secundus, "Natural History", Penguin Classics
Herodotos, "History", Penguin Classics.



July / Guest Writer

Brand Beliefs

Consumers' beliefs about brands form a part of brand knowledge (Keller, 2003). These beliefs are created by means of brand-customer interaction such as purchasing, using the brand, and introducing brand-related advertisements, promotions and words to the consumer. Brand beliefs can be used to choose between brands by evaluating the advantages and disadvantages offered by different brands. The obtained brand information can lead to positive, negative or neutral beliefs about the brand. Positive beliefs represent qualities possessed by the brand and desired by the consumer (e.g. good value), while negative beliefs represent qualities possessed by the brand that are undesirable by the consumer (e.g. bad service).

The formation and/or change of beliefs about brands forms the basis of attitude towards the brand (Fishbein and Ajzen, 1975). Positive consumer beliefs cause an increase in purchasing tendency, and negative beliefs cause the potential consumer to reject the brand (Winchester, Romaniuk, & Bogomolova, 2008). Brand beliefs have a great influence on consumer behavior. Some beliefs about the brand constitute important consumption values. These; perceived brand quality, brand trust, and brand sustainability (Chaudhuri & Holbrook, 2001; Schultz & Block, 2015; Yoo & Donthu, 2001).



Asst. Prof. Parisa Alizadehfanaeloo
Faculty of Applied Sciences Logistics

Social media accounts of FoAS:



/ iguubf

July / Book Review



Artificial Intelligence and Media

Artificial intelligence is often geared towards developing artificial methods that mimic human thinking. However, it is not limited to this. New directions towards the concept of artificial intelligence can help people in their effort to understand the universe and nature; perhaps it is a product of the dream of creating superhuman beings more intelligent than himself. In this direction, the phenomenon of artificial intelligence, which adorns the dreams of human beings, has appeared in various mythological texts since Antiquity. However, in an academic sense, artificial intelligence is an answer to Alan Turing's "Can machines think?" It was opened to discussion with the question and was conceptualized for the first time by John McCarthy at the Dortmund Conference in 1956.

Today, however, the effects of the significant realization of this dream on our daily life practices, social life, economic and political structuring are discussed. When we refer to the age we live in as the age of artificial intelligence, the age of machines or the algorithmic age, when we look at McLuhan's conceptualization of technological determinism, it is natural that this new technology will affect all levels of social systems and that a perestroika will be experienced as a whole. From this point of view, it is thought that the age of artificial intelligence will cause major breaks in the media field.

In other words, the phenomenon of artificial intelligence causes radical changes in the basic building blocks of society - both in cultural and economic dimensions - and the media is also a part of this change. Another important element related to this subject is the studies on artificial intelligence-oriented change and transformation in the fields of "journalism", "radio, television, cinema", "public relations and advertising" and "new media" within the general framework of communication sciences.

"Artificial Intelligence and Media," edited by Ferhat Zengin and Bahadır Kapır, makes an important contribution to the literature by opening the position of artificial intelligence in the field of media to discussion.

The book covers topics such as the algorithmic society developing based on artificial intelligence, the relationship between artificial intelligence and ethics, othering, gender, journalism, smart advertising, and the effects of artificial intelligence on cinema, paving the way for different perspectives. In this direction, "Artificial Intelligence and Media" is a very valuable pioneering study in terms of analyzing the inevitable developments in this field.

Asst. Prof. Dr. Semiha Ümit Arat

Applied Sciences Faculty
New Media and Communication



Editors: Ferhat Zengin ve Bahadır Kapır
Doruk Publishing, 2021, 426 pages
ISBN:978-975-553-856-3

News from Our Alumni

Hello! It is Elis Ercan!

In 2013, I was accepted to the Nutrition and Dietetics undergraduate program at Istanbul Gelisim University (IGU), Faculty of Health Sciences. Before the 2015-2016 fall semester, I wanted to take advantage of the double major program that was opened with the guidance of my department professors. I applied to the Faculty of Applied Sciences (UBF), Gastronomy and Culinary Arts Department to do a double major and I was accepted.

During my education, thanks to the Erasmus+ program directed by our university, I had the chance to study for one semester at the University of Foggia in Italy in 2015. After getting to know many different cultures, traveling to multiple countries and successfully completing my education there, I came back with all my good memories. Different people from the industry participated in our practice courses, which will be held in parallel with our curriculum. Big Chefs kitchen coordinator Murat Aslan and the author of the book "CHEF" Rafet Ince are few of these names. With the participation of chefs in our practice classes, we met with countless chefs, learned about the working style of the chefs and had the chance to benefit from their experience. After graduating from the Department of Nutrition and Dietetics in 2017, as of 2017, I only took my Gastronomy and Culinary Arts Department courses and did my compulsory summer internships. In the summer of 2018, I created an Erasmus+ internship opportunity where I could blend both nutrition and dietetics and gastronomy. During my internship, I was in London for 3 months to provide both gastronomy and nutritionist consultancy to the kitchen coordinators of restaurants on issues such as menu contents and calorie calculations. When I completed my Erasmus internship and returned, with the guidance of my dear professor Ass. Prof. İsmail Hakkı Tekiner; I applied to the Istanbul Gedik University Graduate Education Institute Gastronomy and Culinary Arts Master's program in 2018 to further examine the field of gastronomy with the different perspectives it brings to us in the lessons. As of 2019, I graduated from the Gastronomy and Culinary Arts Department, and in February 2022, I graduated from the Gastronomy and Culinary Arts Master's Program with Thesis.

I was very interested in the courses we took during both undergraduate and graduate studies, and I realized that I enjoyed reading and working on scientific research in this field, as our department professors gave us different perspectives and scientific thinking skills.

I would like to thank all the Istanbul Gelisim University family -both administrative and academic staff- who have worked on me throughout my education and made me feel that they are always with us with their experience and assistance.



Interview

Arzu Özarı Semiz, Co-founder of Upcycle Istanbul Platform:

"Young people have a lot of responsibility on the matter of sustainability... The United Nations has "Sustainable Development Goals" consisting of total of 17 items... By examining these goals, they can take action on the issue they find closest to them. There are also NGOs and associations operating on these issues, young people can take their first steps by joining these institutions and organizations voluntarily..."

Dear Arzu Özarı Semiz, first of all, we would like to thank you very much for accepting our Istanbul Gelisim University FoAS online Monthly Bulletin interview. First, we would like to ask; What is "Upcycle", can you explain and define it, please?

"Upcycle" can be summarized as creative reuse or transformation that adds value to the old material. It is the process of transforming waste materials, old or unwanted products into new designs of better quality, or into products that are more valuable. One purpose of the upcycling process is to evaluate existing materials and prevent them from being wasted. It raises awareness on efficient use of resources.

In the "recycle" process, the waste materials turn into raw materials, while in the "upcycle" process, the waste material is added to the next level by adding value. Accordingly, "One person's trash is another's treasure" is a phrase adopted by upcyclists.



Interview

Dear Semiz, you have raised very good awareness on a very important issue with the “Upcycle Istanbul” organization. Can you tell us about this organization that held between 4-5 of June 2022? What does Arzu Semiz and Keçi Events mean for all of these?

I am the co-founder of the “Upcycle Istanbul Platform” and a communicator for 28 years. After working as a manager in marketing communication and public relations in corporate companies, I have been providing corporate event management services through my own event agency Keçi Events for 17 years.

I have organized many social responsibility activities in recent years. And during this time, I realized that only socially influential, thought-provoking, transformative contents and cultural & artistic events motivate me. These thoughts intensified in the Covid-19 Pandemic and I took gloves off to launch my own social enterprise.

Sitting at home during the Covid-19 Pandemic, my husband, Ali Semiz, who is an interior designer, begun to craft decorative items from old objects he had collected from flea markets for years or from materials left over from his own work. When an acquaintance of mine said that this process is "up-transformation", I researched for this idea and started to question the following; If “upcycle”, that is up transformation, can add value to a no longer used material and raise it to a higher level, is it possible to ensure the upcycling of people with an activity that focuses on upcycle? It's not just the climate crisis but also the pandemic reminded us of the importance of using our resources efficiently. As we rapidly deplete the world's resources, what we all need to do first is to initiate our own transformation. So, how will this transformation be achieved?

I started to think of a theme that would raise people's awareness on the efficient use of resources, make them question themselves, activate them, and inspire them with art and design. I shared this idea with my friend Şebnem Alp Alkın, the founder of Artnivo.com. When the idea hit him, a sustainable art festival with a social impact emerged as a result of our joint efforts; Upcycle **Istanbul Art&Design Festival**.

While working about the notion of the festival, so many different projects developed about upcycling that we decided not to limit our work only to the festival, but to organize events throughout the year, and we ultimately established the Upcycle Istanbul Platform

Interview

Our platform held Turkey's first upcycling festival "Upcycle Istanbul Art & Design Festival" at Museum Gazhane on 4-5 June in 2022.

Within the scope of the festival, the Upcycle Bazaar, which featured installations by artists who give weight to the environmental issues, performance artists, upcycled designs and ecological productions, workshops, talks and concerts took place.

Every detail of the festival was acted with an awareness of environmental friendliness. For example, our concert stage constructed by waste pallets, our stands were made of recycling materials such as cardboard beverage waste, our nameplates were prepared by using textile wastes. Even the musical instruments of the band called Fungistanbul, which gave a concert during the festival, consisted of waste materials.

This sensitive approach made the participants, visitors, and supporters happy. The hope of everyone involved in the festival to become a nature-friendly society and achieve a sustainable life was strengthened.

Where can we individually obtain information about upcycling or craft various productions? Do you have any centers?

Upcycling is a concept that has started to become widespread in our country in the last year. In particular, the textile industry is working more actively in this regard. As consciousness and awareness increased in other sectors, various upcycling projects began to emerge.

Textile is the second most damaging sector to the world... It is also one of the factors that triggers the consumption frenzy the most... Therefore, it is very important to raise awareness of "liable production and liable consumption" and take action.



Interview

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Interview

In the festival, we tried to raise awareness by organizing a Sustainable Fashion Exhibition in cooperation with 7 universities, and in our workshops by making the participants experience the solutions that can be applied individually at home. Such workshops are repeated at the Museum Gazhane and Hope Alkazar throughout the year...

Dear Semiz, What is your advice to our young students who want to work on Sustainability and Upcycle?

Young people have a lot of responsibility on the matter of sustainability... First of all, I recommend that they research this concept thoroughly. Researching on that, they will see that this matter does not only involve with environmental and climate issues. The United Nations has "Sustainable Development Goals" consisting of total of 17 items covering issues such as ending hunger and poverty, access to quality education, access to health services, gender equality, access to clean water, responsible production, responsible consumption, and justice.... By examining these goals, they can take action on the issue they find closest to them. There are also NGOs and associations operating on these issues, young people can take their first steps by joining these institutions and organizations voluntarily. For example; Upcycle Istanbul Platform also cooperates with young volunteers...



Interview

Dear Arzu Özarı Semiz, your actions on sustainability and upcycling is very crucial for our world and really promising. We congratulate you and wish you success. Thank you very much for enlightening the readers of Istanbul Gelisim University FoAS online Monthly Bulletin...

Thank you for bringing it together with Istanbul Gelisim University Faculty of Applied Sciences. I would like to state that we would glad to see our fellow students and those who interested in our actions...

Arzu Özarı Semiz

Arzu Özarı Semiz completed the London School of Public Relations certificate program after graduating from TED Ankara College and Hacettepe University, Department of American Culture and Literature. Semiz, who has been working in the fields of marketing communication, public relations and event management for 28 years, has been the Marketing Communication and Public Relations manager of brands such as Nokia Mobile Phones, Türkp petrol and Turkcell. By establishing Keçi Events in 2004, she started to provide event management services to Turkey's leading institutions. She established the Upcycle Istanbul Platform in 2021 to produce event content with a high social impact, providing social benefit and making a difference.



News from Sector

NASA shared the first photo sent by the James Webb telescope!

The American Aeronautics and Space Administration (NASA) shared with the public the first full color photograph sent by the new generation James Webb Space Telescope. The photo shared for the first time consists of observations made by the James Webb telescope in the depths of space for six months, which will replace the Hubble space telescope and help reveal the secrets of the universe. The first cosmic images include never-before-seen distant galaxies, bright nebula star clusters, and distant giant gas planets.

News Link:

<https://tr.euronews.com/2022/07/12/nasa-james-webb-teleskobunun-gonderdigi-ilk-fotografi-paylasti>

Hepsiburada Will Increase Transformation in Social Commerce with Influencer Masterclass!

Hepsiburada introduced the Hepsiburada Influencer Masterclass, realized in cooperation with Hypers New Media, with the participation of CMO Ender Özgün and Hypers New Media Co-Founder & CEO Tolga Akış. Hepsiburada explained that in cooperation with Influencer Masterclass and Hypers New Media, various trainings will be given to many influencers on how to increase interaction with followers from brand collaborations until the end of the year. "How do you feed your own category-based audience with better content and how do you create loyalty in your own audience?" Explaining that the questions will be focused on, Tolga flow stated that there will be four different programs within the scope of Hepsiburada Influencer Masterclass and the quota for a thousand people is full. The target of Hepsiburada and Hypers New Media is to reach approximately 400 brand ambassadors by the end of the year.

News Link:

<https://mediacat.com/hepsiburadadan-sosyal-ticarette-yeni-bir-bakis-acisi/>

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News from Sector

Radar modernization to Eurofighter Typhoons...

British Eurofighter Typhoon warplanes will be equipped with the European Joint Radar System (ECRS) Mk2. The ECRS Mk2 is one of the most modern AESA Radars. Within the scope of the project, worth approximately 2.35 billion pounds (2.7 billion dollars), the Eurofighter Typhoon warplanes in the British Royal Air Force (RAF) inventory will be modernized. RAF Typhoon aircraft will be integrated with ECRS Mk2, one of the most advanced AESA radars currently available. The state-of-the-art European Joint Radar System (ECRS) Mk2 radar will further enhance Typhoon's airspace control. The ECRS Mk2 will allow the aircraft to simultaneously detect, identify and track multiple targets in the air and on the ground in the harshest environments. In this way, Typhoon pilots will have the ability to suppress enemy air defenses and engage in longer ranges by gaining high-power jamming capability. The program also includes integrating additional capabilities and weapons within a decade to counter the threats that will emerge by the 2040s.

News Link:

<https://www.airporthaber.com/havacilik-haberleri/eurofighter-typhoonlara-radar-modernizasyonu.html>

McDonald's Became the Most Valuable Food and Beverage Brand in the World!

McDonald's maintains its title as the only food and beverage brand that has been in the top 10, together with technology companies, in the list of the most valuable brands since 2016. McDonald's, which is again in the top 10 in the BrandZ 2022 100 Most Valuable Global Brands report, which lists the world's most valuable brands, increased its brand value to 196 billion dollars with an increase of 27 percent. And he moved up 3 places to 6th place. McDonald's retained its title as the only food and beverage brand to be on the list together with technology companies this year. McDonald's Turkey serves with approximately 250 restaurants and nearly 7000 employees. The brand procures 98% of its products from domestic suppliers.

News Link:

<https://www.gastronomidergisi.com/haber/mcdonald-s-dunyanin-en-degerli-yeme-icme-markasi-oldu>

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News from Sector

Yemeksepeti Becomes a Member of the Action-Oriented Climate Society LFCA...

Yemeksepeti, which has implemented and contributed to many projects on sustainability and environment in Turkey since the past, joined the LFCA, which is formed by European entrepreneurs and investors. Turkey's fast-paced trading platform Yemeksepeti has become a member of Leaders for Climate Action (LFCA), one of the most important action-oriented global climate societies. LFCA, which is united in its will to counter the climate crisis with its own concrete actions and operates in 43 countries; It operates with the vision of neutralizing the digital industry climate worldwide and thus setting an example for other industries. The Leaders for Climate Action (LFCA) community's goal of combining "ecological success with economic success" in the tech industry; It coincides with the aims of Yemeksepeti, which has implemented many projects from past to present to reduce its carbon footprint in Turkey and to invite the entire ecosystem, together with its user and member restaurants, to environmental awareness.

News Link:

<https://www.gastronomidergisi.com/gastronomi/yemeksepeti-eylem-odakli-iklim-toplulugu-lfca-e-uye-oldu>

When Will Sky Cruise Take to the Skies?

The ambitious design video of Sky Cruise, a huge flying hotel that will run on nuclear power, has been released. It is stated that the interesting design is a project that can be realized by 2040. An ambitious flying hotel design with a capacity of 5,000 people, powered by artificial intelligence and powered by nuclear energy, was shared. The giant flying hotel concept includes restaurants, a shopping mall, gyms, a theater and a swimming pool. Hashem Alghhaili, who prepared the detailed animation of the huge nuclear-powered aircraft, says it could be "the future of transportation." The design, which is thought to stay in the air for months, is aimed to be realized by 2040. Sky Cruise is an ultra-large aircraft with 20 engines. These engines run on nuclear fusion. The magnitude of the energy released during the fusion reactions also keeps the plane in the air for years. Aware that airplanes are not perfect technologies, the designer states that Sky Cruise maintenance will also be carried out in the air, which will be a first in the world.

News Link:

<https://www.airporthaber.com/havacilik-haberleri/sky-cruise-ne-zaman-goklerecikacak.html#:~:text=N%C3%BCKleer%20enerjiyle%20%C3%A7al%C4%B1%C5%9Facak%20devasa%20u%C3%A7an,ger%C3%A7ekle%C5%9Febilecek%20bir%20proje%20oldu%C4%9Fu%20belirtiyor.>

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News from Sector

NVIDIA Announces Its New Platform to Step Into the Quantum-Classical Hybrid Computing Era!

Although we do not currently have quantum computing processors available, NVIDIA has announced its new platform, which can enter the classical quantum hybrid computing era. NVIDIA has introduced a new technology called QODA (Quantum Optimized Device Architecture) that will create a unified and open environment between traditional computers and quantum processors. offers the platform. QODA is a program developed to work with the programming models of programming models and tools and the programming languages that today's scientific developers are already using in their applications. NVIDIA aims to do this in collaboration with leading quantum computing hardware companies and software companies, as well as research institutions.

News Link:

<https://www.webtekno.com/nvidia-kuantum-klasik-hibrit-hesaplama-cagina-adim-atiyor-h125738.html>

Plastics Turned into a Playground!

A new commercial from OMO, which transforms the plastics collected in Istanbul into a playground in the Uzun Summer Village of Ağrı. OMO, which implemented its purpose-oriented project Dirty for Goodness is Beautiful in April, in order to turn plastics into playgrounds for children, not waste, and transformed the plastics collected in Istanbul into a playground in Uzunyazı Village of Ağrı with the call "Change Can't Happen Without You." Long-written children appeared in front of the camera for the brand's new commercial film. From Istanbul, where we watch a boy who listens to OMO's call, to Uzunyazı Village, where children play in the playground, the film signed by Titri idea shows that plastics really turn into playgrounds. In the movie "Can You Play With Me?", the call "Change Can't Happen Without You" is repeated in order to bring more playgrounds together with other cities and the smiles of children. The production of the film, which was completed in two days, was produced by FilmHakika and directed by Firat Mançuhan.

News Link:

<https://www.pazarlamasyon.com/plastikler-gercekten-oyun-parkina-mi-donustu#:~:text=OMO%2C%20plastiklerin%20at%C4%B1%C4%9Fa%20de%C4%9Fil%20%C3%A7ocuklar,%C3%A7ocuklar%20i%C3%A7in%20oyun%20park%C4%B1na%20d%C3%B6n%C3%BC%5%9Ft%C3%BCrd%C3%BC>

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