

ISTANBUL GELISIM UNIVERSITY



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Contents



Tecno - Agenda

- 4 The Increasing Importance of Marketplaces in E-Commerce
- 5 Artificial Intelligence in Accounting

Eco - Agenda

- 7 Forensic Accounting and Financial Information Reliability
- 9 Toys of Warner Bros., Creator of Consumption Cathedrals: Barbie

New Professions

- 11 Social Media Expert

Culture - Arts - Literature

- 12 Shedding Light on K-Pop Culture
- 13 Gobeklitepe: Unraveling Ancient Mysteries and Spiritual Significance
- 14 An Exhibition: In Pursuit of Light

Sosyocom Shelf

- 15 A Film: No Country For Old Men
- 16 Book Review of the Month: Dune
- 18 Movie Review of the Month: Oppenheimer
- 19 Academic Playlist

Education - Research

- 20 Experimental Research for Social Scientists
- 22 The Importance, Strengths, and Development Areas of Family Businesses
- 23 Artificial Intelligence in Innovation Management

Contents



Entrepreneurship and Innovation

- 24 Is the Metaverse Dead?
- 25 Artificial Intelligence in Innovation Management

Political Agenda

- 26 Common Struggle Against Global Warming: International Climate Change Agreements and Mechanisms

Health - Psychology

- 27 Health and Mental Health

Socio - Agenda

- 28 Fear or Joy of Missing Out? FoMO, JoMO and Marketing Strategies
- 30 Digital Literacy and Accounting Management
- 31 The Contradictory Partnership between Barbie and Burger King

Time to Socialize

- 32 Time to Socialize: Maiden's Tower
- 33 Events in Istanbul
- 34 September in Istanbul
- 35 IGU-Graduate
- 36 Erasmus+ Diary
- 38 The Month of Muharram, The Month of Ashura

About Academic Life

- 39 Publications
- 40 IGU Alumni Tracking System

Masthead

- 41 Masthead



THE INCREASING IMPORTANCE OF MARKETPLACES IN E-COMMERCE

ASSOC. PROF. ADNAN DUYGUN

THE DEPARTMENT OF BUSINESS ADMINISTRATION



With the accelerating and increasing effect of digitalization in recent years, it is possible to observe that marketing, sales, and therefore e-commerce and online shopping activities also take their share of this situation as in many areas. Undoubtedly, it should not be forgotten that the Covid-19 pandemic has accelerated the developments in the field of e-commerce. Depending on all these, it is possible to state that the popularity and importance of the marketplaces used for shopping in e-commerce is increasing. Consumers continue their online shopping habits from their homes, especially during the Covid-19 pandemic, by shopping online from the marketplaces after the pandemic. Having the opportunity to bring the products they want to their doorstep by buying them from the marketplaces they want and in the quantities they want, as if they were going to a shopping center or a neighborhood market, without leaving their homes, is an important situation for consumers. Entrepreneurs, who realize this situation, can open more marketplaces and offer them to consumers. In this case, shopping from well-known and well-known popular marketplaces, which constitute trust from the point of view of consumers, comes to the fore from the point of view of consumers.

Although consumers prefer to shop from popular marketplaces from their perspective, they generally want to know and learn about popular marketplaces to understand general consumer trends. At this point, websites that rank the popularity of e-commerce and shopping marketplaces that help consumers come into play. One of them is similarweb.com. According to similarweb.com, which ranks the most popular websites, as of June 2023, the three most visited marketplace websites in the marketplace category in the world are amazon.com, ebay.com, and amazon.co.jp (<https://www.similarweb.com/tr/top-websites/e-commerce-and-shopping/marketplace/>, access date: 18.07.2023), the three most visited marketplace websites in Turkey are trendyol.com, hepsiburada.com, and amazon.com.tr (<https://www.similarweb.com/tr/top-websites/turkey/e-commerce-and-shopping/marketplace/>, access date: 18.07.2023).

Considering the impact of digitalization, it will not be difficult to foresee that consumer trends and demands for e-commerce and online shopping marketplaces will increase. Businesses that realize this situation and want to increase their sales will be much more willing to take part in popular marketplaces. Therefore, it is possible to say that marketplaces in e-commerce will become even more popular and their importance will increase.

Artificial Intelligence in Accounting

Asst. Prof. Ali OZBEK

The Department of Business
Administration

The concept of artificial intelligence, which was founded as "Big Data" in the process from the past to the present, has brought about innovations and changes in many areas in our world. In addition, innovative movements and technological changes have come to the fore in many professions and accounting professionals have formed one of the biggest professions affected by the changes. Professional accountants should benefit from the blessings of artificial intelligence while performing their profession and designing their future strategies. Now as in many professions, it has become a necessity rather than a choice to closely follow digital and technological developments in the accounting profession.

From a conceptual point of view, it is possible to express artificial intelligence as a branch of computer science that is based on developing intelligent machines that can work and react just like humans. Artificial intelligence is based on a system that can learn more and is based on problem solving. The concept of artificial intelligence, which was first expressed by John McCarthy at a conference held in Dortmund in 1956, has been frequently used in every field in the technology and business world since then. Artificial intelligence is used as equivalent to many original concepts in terms of solving complex problems, making new acquisitions and learning, integrating into different environments and adapting to human experiences. In addition, artificial intelligence can be encountered as a concept that can perform functions such as reasoning, judgment, evaluation and thinking.

**BIG
DATA**



The latest technological developments and changes in businesses inevitably affect accounting departments, so the precursors of digitalization also affect professional accountants. At this point, instead of the business books that were held by professional accountants in the past, besides digital solutions such as e-ledger, e-archive invoice, e-waybill, e-producer receipt, e-measurement, e-balance sheet with the advantages of artificial intelligence. It can frequently use many activities such as the ability of professional accountants to apply financial analysis techniques on the enterprise, management accounting and ensuring the execution of cost accounting systems within the enterprise. While this is very beneficial for businesses, it reduces the workload of professional accountants and accelerates their work.

The use of artificial intelligence technologies in the field of accounting can bring with it many advantages as well as disadvantages. With the development and widespread use of such technologies, it is possible for professional accountants to increase their stress and anxiety levels and to have employment concerns in the future. In particular, the fear of artificial intelligence taking away their job and losing their job in the future can be a matter of concern for accounting professionals.

As a result future professional accountants will minimize the disadvantages of artificial intelligence in order to be able to read and write accounting systems correctly in businesses, solve complex problems and issues, apply and analyze procedures correctly and make the outputs of the business process in a healthy and safe manner. They need to take advantage of the wind of change.

BIG DATA





FORENSIC ACCOUNTING AND FINANCIAL INFORMATION RELIABILITY

Assoc. Prof. Metin UYAR
The Department of Business Administration (English)

Those who watched the movies "Catch Me If You Can" and "The Wolf of Wall Street", which contain gripping scenarios about the illegal use of financial information, will remember that the individual or corporate abuse of economic assets and financial information of the enterprise makes it difficult to make quality trade and investment. There is a dramatic increase in the volume of fraudulent commercial transactions and financial crimes worldwide, especially with the existence of gaps or deficiencies in the legal regulations regarding the accounting and banking system. Fraudulent financial transactions lead to fraudulent financial reporting in the following stage and cause business assets to be portrayed differently from their fair value.

The main motives for making fraudulent financial transactions may vary from business to business and person to person. Many illegal acts such as credit fraud, illegal asset sales, unauthorized use of company assets, tax evasion, buying or selling without consent, forging financial documents, writing unprovided checks, card duplication, balance sheet make-up, selling company secrets, insider trading, money laundering, stock market manipulation, lead to the victimization of thousands of institutions and individuals. In this context, the reliability of financial information is a key factor in the sustainability of trade and investment. The reliability of financial information is directly proportional to the adequacy of both the accounting system and independent auditing activities. Independent audit is the primary detection mechanism in the determining of accounting-based errors and frauds. However, audit activities alone are not sufficient to identify or prevent individual or corporate abuses. Financial crimes have changed their nature with digitalization and turned into a structure that includes tangible and virtual elements. It can be difficult for the auditor to detect digital crimes. At this point, forensic accounting and forensic accounting profession come to the fore in determining and preventing both tangible and intangible fraudulent transactions and illegal commercial activities.

Forensic accounting is a field of expertise that includes many functions such as analyzing complex relationships in financial transactions by using various methods and skills, revealing the workflow related to fraud or forgery, measuring the economic value of the damage, and contributing to the judicial authorities as an expert and witness. Forensic accounting activities include experts with accounting and trade notions, having in-depth knowledge of fraud or forgery by specializing and using this information in investigations. In this direction, forensic accounting is the whole of the activities carried out by experts to collect evidence and express opinions about financial crimes.

Forensic accounting includes different features from independent auditing. The purpose of audit work is to measure compliance with the law, whether performance targets have been achieved, and to determine the accuracy of financial data. The audit can be carried out periodically, on a predetermined schedule, without financial crime. In forensic accounting, on the other hand, in order to carry out an investigation, there must be a concrete event or crime that has passed the litigation stage and is likely to pass. Forensic accounting involves examining a concrete crime or financial transaction with strong suspicion. In this context, forensic accounting, unlike audit activities, is not a periodic activity. The opinion of the forensic accountant may serve as legal advice in a current investigation. Forensic accounting is not only used to detect economic crimes. It can also be used indirectly in concluding other judicial cases. For example, in the case of a beating or physical fight, forensic accounting is assisted in collecting and analyzing the necessary evidence while examining whether there is a financial motive as reason for the fight.

Detection, prevention, and reduction of crimes and acts that threaten the reliability of financial information will support stable trade and investment. Forensic accounting plays a valuable role in preventing crimes, punishing criminals, and reducing abuses. In this context, it can be foreseen that the interest in forensic accounting and the expansion of its usage area will increase in the coming years.





TOYS OF WARNER BROS., CREATOR OF CONSUMPTION CATHEDRALS:

Barbie

Res. Asst. Eslem BUYUKARSLAN
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Barbie: Welcome to the pink, perfect world of consumerism.

The movie Barbie, starring Margot Robbie (Barbie) and Ryan Gosling (Ken) and written by Gerwig and Noah Baumbach, had a great impact around the world. At the same time, it can easily be said that Barbie has a great share in the management of consumer perception of capitalism. Warner Bros., a cathedral that nurtures capitalism and consumer society and symbolizes consumerism under the name of activism; Barbie in Barbieland is the toy of this cathedral. Barbieland, although located in Leavesden, within the boundaries of London, Warner Bros. Although it was established in the studio, it is possible to say that in reality, each individual now has their own Barbieland. Recently, Barbieland's rosy magnificence has been marketed as a reality as Barbie's unbreakable molds break down. That's why it's hard not to notice that everything has been painted "Barbie pink" lately. So how did Barbie achieve this stunning comeback?

From past to present, Barbie defines a standard that cannot be reached with her idealized perception of unreal beauty and the ability to be anything, as well as a commodity that promises women that they can be anything they dream of. For this reason, Barbie, who adorns the dreams of little girls, represents more than a toy when they grow up. In this context, it is seen that Barbie's sales have decreased since 2015 due to the fact that it represents impossible beauty standards and the Barbiezation syndrome that has been created along with it. Warner Bros., on the other hand, aimed to develop new strategies that will increase its market share by eliminating the reactions. One of these strategies was the Barbie movie. The comments in The Conversation also debate whether the Barbie movie is a bold step to reinvent and right the wrongs of the past, or a clever gimmick to enter a new market. In the new Barbieland, there are women of all races and body types, professions, sexual orientations. However, it should not be overlooked that the stereotypical Barbie (Robbie) in the movie Barbie still represents a woman with blonde hair and a perfect body.



Mattel states that although more than 100 dolls are sold per minute today, they have not been able to catch up with the successful period of the late 1990s, and in this context, the marketing of the Barbie movie is as important as its production. The fact that the movie is aimed at adults suggests that it is not intended to sell only Barbie. It looks like Barbie intended to clean up her bad reputation among adults and therefore children, and also planned to make each individual a doll of Barbieland in order to reclaim her place in the market thanks to the Barbie movie. In this way, the movie helps to place Barbie in the lives of all women and create their own Barbielands for "real" women.

After the decline in the market shares, Barbie is making a comeback through focusing on diversity and the color Barbie pink that unites (empowers) all. More than a toy while making a noise to regain its market share; it is becoming a pink consumerism slogan. Warner Bros.'s tactic shows that the color pink, which represents her rather than Barbie, is easier to market in life. Barbie, which can adapt its brand to every point of consumption with the color "Barbie pink", which even has the Pantone code, aims to both improve its image and increase its market share. In this context, it is seen that there is a marketing strategy focused on Barbie pink between the Barbie movie and other brands. Thanks to the support of brands, every individual finds himself in a rosy consumption frenzy whether he wants it or not. From the clothes worn to the hamburgers eaten, the fact that pink marketing is so strong shows that the boundaries of Barbieland are expanding. Now, every woman becomes the Barbie of her own Barbieland by consuming only Barbie pink, regardless of the stereotypical definitions of beauty. In this case, it is thought that Warner Bros. also has important gains such as box office revenue, increased market share, cooperation with other brands, and most importantly, it is planned to maintain these gains in the long term by improving the image of Barbie.

Barbie



Res. Asst. TUGCE TOPCU

The Department of Business Administration

The "social media expert" has become a popular and important profession nowadays. Social media experts are professionals who manage and develop digital assets of companies or individuals on various platforms (such as Facebook, Twitter, Instagram, LinkedIn, TikTok, etc.). They specialize in areas such as brand awareness, customer relations, marketing strategies, and content management. Here are some typical tasks undertaken by social media experts:

Strategy Development: Social media experts develop strategies that are suitable for the goals of clients or employers, including which platforms to use, what type of content to share, and how frequently to make posts.

Content Creation and Management: Experts produce engaging and effective content or guide content production teams.

Monitoring and Analysis: Social media experts monitor and analyze the performance of shared content. This helps determine which content is more effective and which strategies are working.

Customer Relationship Management: Social media experts interact with customers and followers, respond to inquiries, consider feedback, and maintain a positive dialogue.

Ad Management: They create targeted advertising campaigns for brands using the advertising tools of social media platforms.

Trend and Technology Tracking: The social media landscape is constantly changing and evolving. Social media experts keep track of new platforms, features, and trends to ensure brands are effective in these areas.

Crisis Management: When unexpected situations or negative feedback arise, social media experts have experience in managing crises and minimizing adverse effects.



SNAPSHOTS:



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SHEDDING LIGHT ON K-POP CULTURE



Res. Asst. TUGCE TOPCU
The Department of Business Administration

K-pop, a music genre and movement originating from South Korea, has gained significant popularity worldwide in recent years. This culture, with a large following among young people, has evolved beyond music to become a way of life. So, why has K-pop culture become so popular?

The first reason is the musical diversity of K-pop. By combining various music styles, K-pop creates a unique sound. It blends different genres such as hip-hop, R&B, electronic dance music, and traditional Korean music, offering listeners diverse musical experiences. This musical diversity influences young people and provides them with a platform for self-expression.

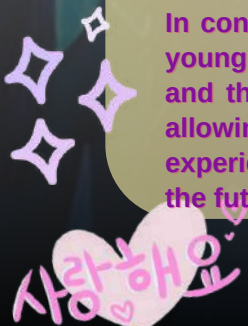
Secondly, K-pop stands out for its artistic value and production quality. K-pop groups typically undergo intensive training to perfect their dance, singing, and performance skills. They also showcase their creativity in fashion, stage design, and music videos. This high production quality ensures that listeners are visually and audibly satisfied.

The third reason is K-pop's strong fan culture. K-pop fans form a passionate and dedicated community, often identified by their fandom names. They are known for their loyalty to their favorite groups and actively engage in sharing content on social media to support them.

Lastly, we must not overlook the power of social media, which has played a significant role in making K-pop a global phenomenon. The internet has provided a platform for K-pop fans to connect, share content, and engage in discussions. K-pop groups effectively utilize social media to establish connections with their fans and offer them exclusive content. This facilitates the spread of K-pop culture worldwide.

K-pop is much more than just a music genre. It has become a cultural phenomenon, creating a unique bond among young people. With music, fashion, dance, and fan communities, K-pop enables young individuals to express themselves and share common interests.

In conclusion, K-pop is a culture that pushes the boundaries of music and brings young people together. Its musical diversity, artistic value, strong fan communities, and the influence of social media have made K-pop a global phenomenon. While allowing young people to connect worldwide, K-pop also offers a unique musical experience. This culture appears poised to further expand in the music industry in the future.





Gobekli-tepe: Unraveling Ancient Mysteries and Spiritual Significance

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Gobekli-tepe is an extraordinary archaeological site located in southeastern Türkiye, approximately 12 kilometers northeast of the city of Şanlıurfa. Gobekli-tepe is renowned as one of the most significant and intriguing archaeological discoveries of the modern era.

Dating back over 11,000 years, to the Pre-Pottery Neolithic period, Gobekli-tepe predates other monumental sites like Stonehenge and the Egyptian pyramids by thousands of years. What makes it even more fascinating is that it was constructed by hunter-gatherer societies, challenging the traditional understanding of ancient human capabilities and societal complexity.

Gobekli-tepe, with its ancient and awe-inspiring stone pillars adorned with intricate carvings, holds not only archaeological significance but also profound spiritual importance. Archaeological evidence suggests that Gobekli-tepe served as a ceremonial center, possibly a place of communal gatherings for ancient hunter-gatherer tribes. The site's layout and construction required sophisticated planning, engineering, and collaboration, reflecting the emergence of complex social organization and the shift from nomadic lifestyles to settled communities. The T-shaped pillars, often interpreted as representations of beings or deities, could have served as intermediaries between the earthly realm and the spiritual world. The abundance of animal depictions on the pillars also points to the site's potential role in animal worship or shamanic practices. For these early hunter-gatherer societies, the animals they relied on for survival held immense spiritual significance, and honoring these creatures through rituals might have been a way to ensure bountiful hunts and the favor of their divine protectors.

In essence, Gobekli-tepe stands as not only an archaeological marvel but also a testament to the enduring human desire for spiritual expression and connection. In recognition of its outstanding historical significance, Göbekli-tepe was designated as a UNESCO World Heritage Site in 2018, attracting researchers, archaeologists, and tourists from around the world who seek to unravel the mysteries of this ancient marvel and gain insight into the origins of human civilization.



An Exhibition

Res. Asst. AseIATAOGLU

The Department of Business Administration (English)



In Pursuit of Light

John Craxton (1922-2009), the first solo exhibition in Türkiye presenting the life and works of the renowned British painter and designer, will be on view from April 5 to July, 2023. Curated by the artist's biographer and friend Ian Collins, presents a selection of works spanning Craxton's long career. The exhibition features nearly 200 of Craxton's wide-ranging works, including a monumental tapestry, paintings, drawings, prints, book designs and personal effects. The exhibition showcases a joyful and creative life, moving from wartime darkness to light and from monochrome to bright colors, and the window displays a sample of the classic motorcycles the artist loved to ride. John Craxton: In Pursuit of Light exhibition features works on loan from various collections, as well as 44 works from the Omer Koc Collection, which has the largest number of Craxton works after the John Craxton Estate. The exhibition is also enriched by the photographs of American photographer Robert McCabe and London-born painter Nicholas Moore. McCabe's photographs are very similar to John Craxton's paintings; the photographer, who first visited the Aegean in 1954, focuses on the Aegean landscape and its people. Nicholas Moore's photographs are scenes from his and Craxton's trip to Istanbul in 1985. Craxton is a frequent visitor to Istanbul and loves it, and this inspiring exhibition explores his art and life in his favorite land.

Craxton was influenced early on by Picasso and Miró. Always his favorite artist, he first studied El Greco's Allegory (Fábula) up close at the age of 14. Craxton's love of Aegean culture and landscape, stemming from his travels in Greece and Türkiye, shaped his work as an adult. His strong compositions in color reflect a subtle and deeply personal symbolism as well as a sensuous life under the sun. Mythology and archaeology, especially Byzantine mosaics, Turkish carpets and Ottoman architecture, were important influences on Craxton's work. For nearly fifty years, Craxton created much of his best work in his Ottoman heritage studio in Chania, Crete, a city he adopted as his hometown. Although he had famous friends, he preferred to paint ordinary people - sailors, shepherd families, friends in taverns and cafes.



NO COUNTRY FOR OLD MEN

Res. Asst. Merve TOSUN

The Department of Management Information Systems

The film "No Country for Old Men" is based on Cormac McCarthy's renowned novel and is considered one of the best book-to-film adaptations of his work. Directed by the Coen Brothers, the movie delves into the darker aspects of human nature, including violence, corruption, and the inexplicable evil that people can inflict upon each other. The story revolves around Llewellyn Moss, who stumbles upon a drug deal gone wrong and takes off with two million dollars, leading to a deadly pursuit by the relentless hitman, Anton Chigurh. The film's themes revolve around fate versus coincidence and the lack of control humans have over the violent world they inhabit.

The film's characters, including Chigurh, Moss, and Sheriff Ed Tom Bell, are each confronted with their own understanding of fate and self-determination. Chigurh sees himself as an instrument of fate, using a coin toss to decide his victims' destinies, while Moss is caught in a web of violence due to his poor choices. Sheriff Bell, a morally upright character, comes to terms with the fact that he can only react to the violent world he lives in, unable to prevent its cruelties.

"No Country for Old Men" is a powerful and brutal exploration of violence and human nature, featuring outstanding performances by the cast, especially Javier Bardem as Chigurh. The film is not for the faint of heart, as it presents a bleak and nihilistic view of the world. With its stunning cinematography and tension-building direction, the movie stands as a dramatic thriller that delves into shades of grey rather than offering a conventional Hollywood ending.

Overall, "No Country for Old Men" is a thought-provoking and gripping film that confronts complex moral questions and leaves a lasting impact on its audience.



Yönetmen: Joel Cohen ve Ethan
Cohen

Yıl: 2007

IMDb: 8.2

Süre: 122 dakika

Tür: Dram / Gerilim / Suç



Book Review of the Month

FRANK HERBERT
DUNE

Res. Asst. Demet TAÇ
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THE UNIVERSE BENEATH THE SANDS: JOURNEY INTO THE DEPTHS OF "DUNE"

"I must not fear. Fear is the mind-killer. Fear is the little-death that brings total obliteration. I will face my fear. I will permit it to pass over me and through me. And when it has gone past, I will turn the inner eye to see its path. Where the fear has gone, there will be nothing. Only I will remain."

"Dune," a rare work that shone during the golden ages of science fiction literature and managed to transcend its era, opens the doors to a realm of imagination where sands blanket minds. Born from the pen of Frank Herbert, this modern classic offers much more than just a story. It invites readers to journey into the depths of human nature, universal themes, and intricate characters. Beneath the story's surface lies a profound universe of thought, extending from spice dust to struggles for power and even religious prophecies.

The novel's central themes revolve around power, politics, religion, destiny, and the complexity of human nature. The spice, known as "melange," provides physical strength and represents the ability to foresee the future and unlock human potential. The landscapes of sand and desert draw parallels to the characters' internal journeys, reflecting their vulnerability and deepening the thematic elements.

Symbols and themes inspired by Eastern culture add depth to the work. The inner development of the main character, Paul Atrides, and his control over both mental and physical power resembles the teachings of Eastern philosophy. The Fremen warriors' rapid and efficient combat techniques pay homage to Eastern martial arts.

The book also encourages deep contemplation about the characters' destinies and futures, similar to the concepts of karma and destiny in Eastern philosophy. Additionally, Paul Atrides being hailed as a hero and savior echoes similar themes in Eastern and Western mythologies.

Herbert skillfully weaves religious and philosophical aspects into the narrative. The influence of Eastern philosophies like Buddhism and Taoism can be seen in concepts such as inner peace, balance, and universal connection. The Fremen culture and Paul's abilities mirror the notion of unity in Eastern thought.

The work revolves around the characters' internal journeys and development. Paul's struggle between power and responsibility and Jessica's efforts to find balance among the teachings of the Bene Gesserit sisterhood all contribute to the depth of the characters. The contrasting textures further enrich the richness of the narrative.

The planet Arrakis is not just a setting but also a representation of the depths and potential of humanity. The traces beneath the sand might be temporary, but their effects are lasting. Paul Atrides' walk amidst the sand alters his destiny and the universe's balance. Herbert's language acts like a window that extends beyond the pages, opening to the infinity of the universe. It invites readers to think, imagine, and delve into the book's profound thoughts, embarking on a journey into the sands of eternity.

"Dune," in every sense, challenges the boundaries of science fiction literature and delves into profound themes. Through rich symbols and characters, it conveys universal themes like power, destiny, religion, and the complexity of human nature, enriched by elements inspired by Eastern culture. "Dune" is not merely a book; it is a world, a journey, and a contemplation.



MOVIE REVIEW OF THE MONTH

Res. Asst. TUĞÇE TOPÇU

The Department of Business Administration

OPPENHEIMER

"Oppenheimer" is a biographical drama film directed by renowned director Christopher Nolan. The film focuses on the life of physicist J. Robert Oppenheimer, who is regarded as one of the most important figures of the 20th century. Oppenheimer led the Manhattan Project, the United States' initiative to develop the world's first atomic bomb, during World War II through his groundbreaking work in nuclear physics.

The story of the film delves into Oppenheimer's career, personal life, and the challenging task he undertook. It also explores the effects of nuclear weapons and the complexities of human nature. The film extensively portrays Oppenheimer's scientific brilliance, inner conflicts, and moral responsibilities. This provides audiences with a closer look into Oppenheimer's inner world and thoughts, while also prompting them to question the destructive power and impacts of the atomic bomb.

The casting of the film, specifically the choice of actors to portray Oppenheimer and the supporting characters, is noteworthy. The lead actor, an experienced and talented performer, realistically embodies the character of Oppenheimer. The supporting cast delivers successful performances in their roles as other scientists, politicians, and Oppenheimer's family members, bringing authenticity to the portrayal of Oppenheimer's life.

"Oppenheimer" goes beyond being a mere historical biopic and delves into the depths of human nature. Alongside exploring the destructive power of the atomic bomb, the film also focuses on themes of science, ethics, responsibility, and the complexities of human creativity. It not only enables viewers to comprehend a historical event but also provides a thought-provoking experience, encouraging them to question the limits of human nature.

Overall, "Oppenheimer" stands out as a film that delves into the intricacies of human nature while portraying a historical figure. Christopher Nolan's directorial prowess, coupled with a profound screenplay and performances, promises an unforgettable experience. This film is a must-watch for anyone interested in understanding a significant historical event and contemplating the boundaries of human nature.



ACADEMIC PLAYLIST



Res. Asst. Tuğçe Gül BABACAN
The Department of English Language and Literature

Indie Road Trip: A Refreshing Collection for Chill Journeys

We can say that August is definitely a vacation month for the summer period. We have prepared a perfect playlist for you to make August more fun for those who want to enjoy the sun, sea and sand. With our Indie Road Trip list that will accompany you on your road trips, we wanted to ensure that you spend your travels enjoying the music. Whether you are with a group of friends or with your family, this list is just the one for you. All you have to do is to follow our list and play the music. The music will do the rest for you.

We can imagine how stifling and boring road trips can be in the rising temperatures of August. We are sure that the songs we have chosen will add a little coolness to your car under the heat of the sun. The songs on our list will entertain you and raise your mood, while nourishing your soul and filling you with positive energy. Our Academic playlist, which we have compiled from bands such as The Cure, Tame Impala, Alt-J, and Gorillaz, has been prepared for you.

We hope you will enjoy this playlist.





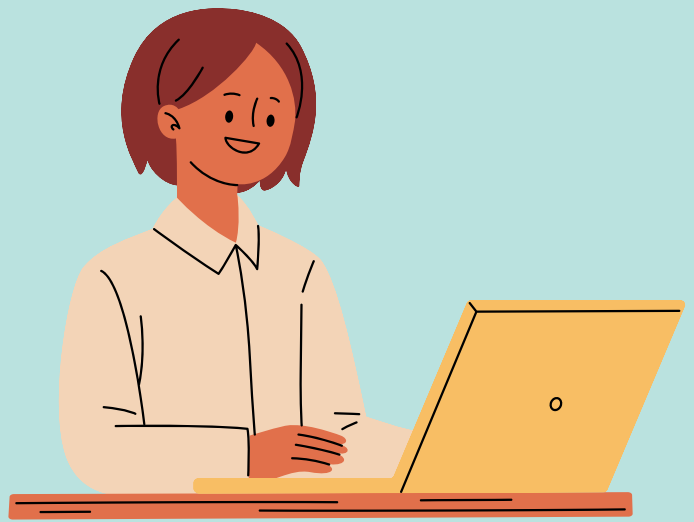
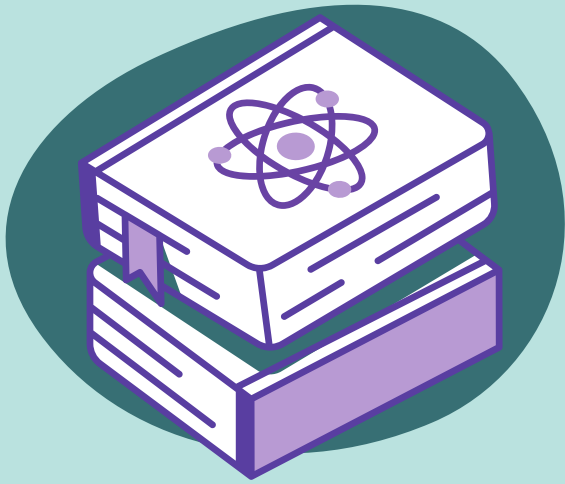
Ress. Asst. Melih YILDIZ
The Department of Business
Administration

EXPERIMENTAL RESEARCH FOR SOCIAL SCIENTISTS

At what °C does water boil? Where is the center of the Earth located? What is an atom? These questions will yield the same answer no matter where in the world you go or whom you ask. Water boils at 100 °C. Since the Earth is a sphere, its center is its core. An atom is the smallest building block that carries the chemical properties of an element. However, when it comes to questions like how people engage in consumption when they feel emotionally vulnerable or whether women engage in more hedonic consumption compared to men, or if consumption is influenced by demographic characteristics, there is no straightforward answer. The response can vary from person to person and from place to place. Unlike natural scientists, social scientists often work in the gray areas where certainty is not always attainable. Nevertheless, in our research, based on the data we collect, we explore correlations and regressions between two variables. The statistical results we obtain provide us with insights into the relationship or effect between the variables under investigation. As a result, our interpretation would be as follows:

- Consumers may tend to engage in utilitarian consumption when they feel emotionally weak compared to situations where they feel strong.
- Women may exhibit a higher tendency for hedonic consumption compared to men.
- Demographic characteristics can influence consumption behavior.





As seen above, unlike natural scientists, social scientists do not possess certainty in their statements. Achieving certainty requires a series of experiments. Returning to the example mentioned earlier, the reason for water boiling is its temperature reaching 100 °C. Therefore, it is possible to infer the need for a series of experiments to express causality. Now, how do experimental processes work for social scientists? By following the recipe below, you, too, as a social scientist, can conduct your experiment.

Experimental Design Recipe for Social Scientists

1. To conduct your experiment, you should create experimental and control groups. These groups will vary based on the levels of the manipulation you will use. The control group typically consists of participants where no stimulus is applied, and measurements are solely taken.
2. Speaking of manipulation, in experimental designs, the independent variable is manipulated rather than simply measured. This constitutes a crucial aspect of experimental design. Therefore, always manipulate the independent variable, not the dependent variable.
3. The control of manipulation is equally as important as the manipulation itself. While you may think you have manipulated the participants, they might not have perceived the stimuli you provided correctly. To obtain accurate and clean results, you should test whether your manipulation has been correctly perceived by asking a small question.
4. Some studies may require collaborators. In such cases, you can select volunteers from undergraduate or graduate students.
5. Another essential element you will need during the experimental design process is creativity. Unlike natural scientists who use test tubes, we, social scientists, rely on various scenarios, collaborators, or visual materials. Creating all these elements demands precision and creativity. You might believe that you have come up with the best scenario, but it may not be the case in reality. Hence, conducting a pilot test with a small sample can be a lifesaver.
6. A single experiment is not sufficient for causal inference. You should repeat your manipulation with different techniques and measurements.

THE IMPORTANCE, STRENGTHS, AND DEVELOPMENT AREAS OF FAMILY BUSINESSES

Assoc. Prof. HÜSEYİN ÖCAL
The Department of Business Administration
(English)

Family businesses play critical roles in free economies. Studies show that family firms create 49% of the gross national product in the USA and 75% in many other countries, employ at least 75% of the working population worldwide, and 37% of the Fortune 500 companies and 60% of the total listed companies in the USA are under family control. Family businesses have an essential share in the Turkish economy and the economies of other countries. Studies show that approximately 95% of all businesses in Türkiye are family businesses, and this rate rises to 98.8% if we include small and medium-sized businesses.

When the performances of family firms are compared with companies that are not family businesses, family businesses in the US have a better annual return on assets of 6.65%. In Europe, the situation is similar to the US. Again, family businesses outperform other companies by 8% to 16% (on a return on capital ratio basis). These figures well explain the contribution of family businesses to the world economy.

Family businesses also play a severe role in creating new jobs. If all world policymakers want to cope with the high unemployment caused by the global crisis, it would be beneficial for them to focus on family companies and put incentives in effect to make it easier for family firms to invest. Many features of family firms create a competitive advantage. If these features are used correctly, family businesses can be long-lasting. Because every positive feature also has adverse side effects, the critical point is to adopt good management mechanisms to eliminate negative effects while adopting positive features.

The owner and the manager are the same person, especially in small companies. The owner/manager provides a severe advantage in the speed of bringing the product to the market. A concentrated ownership structure, that is, holding firm shares in the hands of one or more people, increases the firm's efficiency and causes it to adopt a longer-term perspective in investment in innovation. Family firms are customer-focused and serve niche markets, increasing the return on their investments. At the same time, the desire to protect the family name and reputation transforms into a higher quality product/service and positively contributes to the return on investment.

Family management and family member interaction, which supports steadfast capital, leads to family unity, transfer of knowledge from generation to generation, and rapid adaptation to changing market conditions. Family firms can take advantage of opportunities missed by other companies by making quicker decisions.

On the other hand, 85% of new family business ventures disappear in the first five years. The founding family's second generation successfully runs 30% of the family businesses. It is thought that the situation is similar in Turkey. This high failure rate wastes job opportunities and enrichment for many societies. The main reasons for the failure of family businesses can be classified as follows.

Family businesses may experience share ownership, management, and family-based role conflicts. The goals and principles of family, business, and management may differ from each other. This conflict reduces the business performance and the advantages listed above. A family member can take on the roles of entrepreneur, manager, shareholder, and family member. Defining the boundaries of these roles well in the family business is extremely important to minimize conflict. Which role will come to the fore in which situation should be well defined? The owner/manager should know well which hat to wear and when. While it is essential to make a logical decision in business management, since the owners of family businesses have more than one hat, it can be seen that they act with their emotions from time to time. Optimizing the disparate objectives of the closely related systems of ownership, management, and family so that the overall system achieves its purpose successfully is the secret to success.

The upbringing of the new generation and the transfer of management to the new generation have a strategic role in the longevity of family companies. There may be hundreds of reasons for a company to fail. Still, the most common reason family companies fail and have a short life is that the new generation needs to be brought up with a plan, and the management needs to be promptly transferred to the new generation. If the purpose of the family business is to live for many years, the new generation manager succession process must be planned and implemented.

Suppose family businesses aim to be successful and long-lasting. In that case, family managers and employees who are unsuccessful and incapable of doing their job should be removed from the business, and businesses should be able to employ professional managers from outside the family who create added value and are talented. This way, the family business will be financially healthy and managed under family control. Ensuring the participation of good managers from outside the family and implementing encouraging methods to prevent these professionals from leaving the company play an essential role in institutionalization.

Today, the competitive environment is changing rapidly. Businesses that adapt quickly to this change and have a strategy will be successful and will be able to survive. A study conducted in Türkiye stated that less than half of family businesses have a written vision and strategy. Keeping up with the changing competitive conditions is equally important for family businesses and others. However, it is more difficult for family businesses to formulate and successfully implement a strategic plan. Because the goals and objectives of the family and the company are often different from each other, a successful and applicable strategic plan can be executed if these differences are eliminated.

Flexible companies that operate in line with the company strategy and have a solid culture show high performance in the long run. If the culture is not flexible during change, a strong culture can work against the company and cause it to disappear. Considering the weight of the founders' shadow on the family and the business in family companies, it is inevitable that the change process will be very painful and problematic. Every generation has a leadership mission. While the founders created the company from nothing, the second and subsequent generations prevent a possible family conflict by managing the change and expanding the business when the market is saturated. It is essential to address the change process well for business continuity.

As a result, family businesses have positive features. The secret of success lies in preserving the positive attributes and managing the negative characteristics well.



IS METAVERSE DEAD?

Especially when Mark Zuckerberg, CEO of the social media giant Facebook, changed the name of his company to Meta in 2021, we were faced with a concept that the vast majority of us are actually somehow involved in but are not aware of. Metaverse! The concept of the metaverse, which has attracted a great deal of attention in the last few years, is no longer a new concept. When we examine the concept, we see that the word "metaverse", which is a combination of the words "universe" and beyond "meta", was first mentioned in 1992 in Neal Stephenson's novel "Snow Crash". Today, we define the metaverse as an all-encompassing internet where we can access augmented and virtual reality and interact with any environment using permanent avatars and innovative digital technology. In other words, we are stepping into a digital world where we can interact with other users using virtual or augmented reality, such as socializing, watching concerts, playing games and shopping. In this context, movies such as Spielberg's Ready Player One and the Wachowski brothers' Matrix trilogy provide us examples of the metaverse, but research shows that consumers as well as business executives are confused about what the metaverse is and how it will affect their lives.

When we examine the prominent historical events in the metaverse concept, we see that in 1838 Sir Charles Wheatstone addressed the concept of binocular vision to obtain 3D images. This initiative led to the development of stereoscopes, which contributed to the emergence of the modern VR headsets we use today. Later, we witness the first virtual reality machine, the Sensorama Machine, which simulates the experience of riding a motorcycle with 3D video, sound, smell and a vibrating chair. In the 1970s, we see virtual city tours, while in the early 1990s, users of the famous gaming company SEGA experience VR in arcade games. In 2010, the Oculus Rift VR headset was developed by a young entrepreneur and in 2014, Oculus VR, a company working on the development of virtual glasses, was acquired by Facebook for 2 billion dollars.

Nowadays, the Metaverse has been called a failure on its journey, with claims that it will find application in almost every aspect of life and business, from work, travel, health and fitness, entertainment and gaming, communications, education, worship, finance, marketing and shopping to the future of work. The lack of a coherent vision for the product, the approach of users to large and difficult to use spectacles, and the lack of a Metaverse platform that users can benefit from in daily life are attributed to preventing the realization of social acceptance. Although developments in VR and AR technology are getting better day by day and Zuckerberg continues to stand behind his project, the company announced a loss of approximately 10 billion dollars at the end of 2021 and 4 billion dollars in the first quarter of 2023, companies in the USA suspended their investments and layoffs took place. In the movies Ready Player One and The Matrix, we see that people are driven away from a habitable world and forced into a virtual environment called the metaverse. Similarly, the metaverse attracted intense interest during the Covid-19 pandemic. This situation shows that reality and fiction meet at the same stake. In this context, the following question comes to mind: Is the metaverse dead or is it waiting for a suitable time period as in the examples?

ARTIFICIAL INTELLIGENCE IN INNOVATION MANAGEMENT

Asst. Prof. Arzu SERT ÖZEN
The Department of Business
Administration

Artificial intelligence (AI) technologies are estimated to have the potential to replace almost half of all business activities performed by humans. Considering the potential of AI to take on traditional "human" tasks performed by employees in organizations, it is questioned whether it can be used effectively in innovation, which is one of the most important processes that affect an organization's long-term survival and competitive advantage.

Innovation managers are faced with increasingly changing environments, competitive global markets and competing technologies. In such a competitive and uncertain business environment, there is evidence that more creative decision-making and new product development processes can be achieved in organizations with the inclusion of AI in the innovation process. At this point, it is necessary to consider the question of when, how and to what extent innovation managers and AI systems can work together.

Developing a new product or innovation is a tremendous task coordinated by a large management team. In this context, it will not be possible for all these decisions to be made by AI, since decisions on innovation management throughout the organization are complex by nature. However, AI is likely to be more useful when it comes to launching new products or making radical innovations in areas that the senior management team is less familiar with. In this case, it seems important that AI works together with human management in terms of the successful achievement of the innovation process.

In addition to the contributions of AI to the innovation process, there are some challenges to be overcome for its application in businesses. The first of these challenges is the availability of data and the need for some contemporary AI applications to use very large data and information processing capabilities.

Second, there are some challenges involved in the relationship between technology and the people responsible for implementing it, and AI. Since the solutions to be put forward have a complex structure, organizations need employees with extraordinary technical skills. However, it is not always easy to employ individuals with these skills. In addition, it is also possible that organizations which have employees with high technical skills can face different obstacles. If AI applications are used for achieving high performance, the team that will create this should be composed of individuals with high technical skills and experience in the relevant field.

One of the factors limiting the application of AI systems in organizations may be the human intervention needed. Individuals who develop and implement AI systems in organizations prepare most of the algorithms for the solution areas that AI can reveal in advance. Along with the determination of the solution area, it should also be considered that there may be deficiencies and intervention by people may be necessary. The biggest challenge in this regard is determining a clear attitude towards when the relevant intervention will be introduced by the employees.

Although AI acts as a bridge between humans and technology, one of the challenges for AI is the trust in the system. People can trust this concept both too much and too little for reasons stemming from AI design. This situation naturally creates a dilemma. Therefore, the existence of a design in which people who will be associated with the concept of AI can trust this system at a sufficient level represents one of the challenges to be solved.



POLITICAL AGENDA

COMMON STRUGGLE AGAINST GLOBAL WARMING: INTERNATIONAL CLIMATE CHANGE AGREEMENTS AND MECHANISMS

Res. Asst. Onur Kaya
**The Department of Political Science and
International Relations**

Global warming is one of the most serious environmental challenges of the last century, negatively affecting societies and ecosystems around the world. Greenhouse gases accumulating in the atmosphere due to increased industrialization, fossil fuel use, deforestation and agricultural activities are slowly increasing the temperature of our planet. These negative effects affect our lives in a wide range of areas, from agricultural production to the reduction of water resources, from health problems to economic difficulties.

Combating global warming is a shared responsibility of all humanity, and international cooperation is vital for a sustainable future. International climate change agreements and mechanisms play an important role in this struggle and support solutions to reduce the impacts of global warming. Here are some important international agreements and mechanisms on climate change:

1. **United Nations Framework Convention on Climate Change (UNFCCC):** Adopted in 1992 during the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. It aims to establish global policy on climate change and to encourage member states to make efforts to combat climate change. The UNFCCC holds regular meetings called the Annual Conference of the Parties (COP).
2. **Paris Agreement:** Adopted in 2015, this agreement sets the goal of keeping the increase in global average temperature below 2°C above pre-industrial levels and, if possible, reducing it to 1.5°C. Member countries commit to reduce greenhouse gas emissions by submitting their national contributions (National Development Commitments - NDCs). The Paris Agreement emphasizes cooperation between developed and developing countries and the provision of financial support.
3. **Climate Finance:** It is one of the mechanisms aiming to ensure that developing countries receive financial support for combating and adapting to climate change.
4. **Carbon Markets and Offsetting:** Carbon trading and offsetting mechanisms are used to provide financial incentives for projects to reduce emissions and offset emission surpluses.

These agreements take important steps in combating global warming and climate change by encouraging cooperation among countries around the world.

HEALTH AND MENTAL HEALTH

Health- Psychology



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THE DEPARTMENT OF
PSYCHOLOGY (ENGLISH)

Health means the individual's physical, social, and spiritual well-being as a whole but the definition of mental health can be a little more complicated. When we look at it in general terms, we can consider mental health as the individual's ability to be in harmony and balance with himself and other people around them. An individual needs to be flexible to a certain extent while adapting to himself and his environment. According to the WHO, "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." These definitions show us that the concept of health is multidimensional and should be handled with all its dimensions.

The Effect of Mental Health on Physical Health

Having negative emotions and a poor mental state can worsen a person's physical condition. Mental problems such as depression and anxiety can cause insomnia, physical pain, digestive system problems or fatigue.

In addition, when a person is exposed to stress, stress hormones secreted in the body increase blood pressure. In this case, it can cause an increase in negative emotions such as anger and aggression. If the persistently high levels of stress hormones in the body continue, this may cause some changes in the chemistry of the brain. As a result, the person may be prone to heart disease, sleep problems, or other chronic conditions.

How Can We Balance Physical and Mental Health?

Our body sends us signals when we are not feeling well. It is very important to listen to our body and notice these signals. To protect our physical and mental well-being;

- It is very important to do activities that make us rest and relax.
- Activities that are good for us, such as engaging in our hobbies, reading a book or taking a walk, take us away from stress.
- Our emotional well-being also affects our physical well-being a lot. For this reason, it is very important to find a way to deal with our negative emotions.

SOCIO- AGENDA

FEAR OR JOY OF MISSING OUT? FOMO, JOMO AND MARKETING STRATEGIES

Asst. Prof. Çağla TUĞBERK ARIKER
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Administration(English)



Today, marketing managers have the advantage of sharing real-time messages about their products, promotions, and events on social media and interacting with customers. Similarly, individuals can also share information about their lives, and follow other people and companies on social media. In short, digital developments have brought many opportunities to both companies and customers. On the other hand, some novel concepts like FoMO and JoMO have also appeared as a result of real-time information flow and being aware of what is going on in one's social environment at any moment.

The first concept, FoMO, is the abbreviation of Fear of Missing Out. The concept is defined as “a pervasive apprehension that others might be having rewarding experiences from which one is absent, FoMO is characterized by the desire to stay continually connected with what others are doing”. Today, the addiction to mobile phones and social media are associated with FoMO.



When we examine the figures of Internet usage, we can understand why it is important for marketing managers to understand FoMO and enhance the brand's online presence. Zippia Research reports that the ordinary Americans check their phones once every ten to 12 minutes (sometimes with a panic because they think they lost their phone) and spend 5 hours and 24 minutes on their mobile device each day on average.

The figures are similar for Turkish society. The findings of a research conducted by We Are Social and Meltwater showed that average daily time spent using the Internet by each Turkish Internet user was 7 hours 24 minutes while mobile's share of daily Internet time was 4 hours and 26 minutes by January 2023.

FoMO affects consumer behavior. Therefore, marketing managers need to develop strategies to utilize the FoMO, although ethical discussions appear as another dimension of the subject. Marketing managers may implement influencer marketing, viral marketing as well as offering flash sales since FoMO is associated with a strong desire to follow trends. Additionally, they can encourage users to generate content because FoMO also brings a desire to share an individual's experiences.

The second concept, JoMO, is the abbreviation for the Joy of Missing Out. JoMO is defined as "enjoyment of periods of disconnection from others or from social demands". JoMO rises as a reaction to overuse of the Internet and stands for the thrill of missing out.

The concept is closely related with mindful consumption. Therefore, value-driven marketing strategies supporting conscious consumption, minimalism and personal growth may be helpful for marketing managers especially if they are targeting JoMO type consumers.

TAKE A SHORT TEST*

Do you agree with these items? Then, you are under the influence of JoMO.	Do you agree with these items? Then, you are under the influence of FoMO.
I feel happier in the absence of limited or no connectivity.	I frequently check my phone to stay updated about my friends and what's new in their life.
I avoid using my smartphone when on vacation.	Even when I go on vacation, I continue to keep tabs on what my friends are doing.
Disconnecting allows me moments of rest and peace from my daily routine.	When I do something good or spent a good time I must share the details online i.e. I update my status on virtual platforms without failing.
Disconnecting helps me in restoring balance in life.	Sometimes, I wonder if I spend too much time keeping up with what is going on.

*See: Rautela, S., & Sharma, S. (2022). Fear of missing out (FOMO) to the joy of missing out (JOMO): shifting dunes of problematic usage of the internet among social media users. *Journal of Information, Communication and Ethics in Society*, 20(4), 461-479.

DIGITAL LITERACY AND ACCOUNTING MANAGEMENT

Asst. Prof. Mehmet Şirin YAKUT
The Department of Business
Administration

Digital literacy is expressed as the ability to understand and use the information presented in the digital environment in different ways. In other words, it is the ability to access existing information using digital technologies and produce information by using this information effectively. Digital systems have shown a very rapid uprising trend in accounting life recently, and accounting information and data have been developed as a different field of specialization processing, using, reading, and managing perfectly in digital environments. Developments in digital literacy have a crucial place in services, production activities, strategic decision-making, investments, controlling the risks to be incurred and performing the accounting transactions of enterprises effectively. In addition, the records such as e-ledger, e-declaration, e-document created with computer technologies (CT) are stored with digital cloud composition, collections, tax liabilities, accrual transactions and audits can be detected instantly by the public authority.

Digitalisation is constantly developing and undergoing changes, and there are those who produce technologies as well as those who follow them later. In this context, technology migration is one of the alternative solutions for the transfer of technologies. Technology migration is defined as a series of processes organised to transfer digital objects from one software to the next computer generation. The main goal of technology migration is to protect the integrity of digital materials and to ensure the display, access and use of information resources in the face of changing and transforming technology.

Competition arising from the impact of digitalization has made it necessary to revise many accounting programs and even to make large-scale changes, as in many sectors. The use of digital environments by private enterprises and public institutions through e-transformation has provided significant gains in terms of acceleration and control of work and has been an important factor in accelerating the process in question. As a result of the developmental processes, traditional accounting software has transformed into "Enterprise Resource Planning" (ERP) software in terms of database, functionality, and operating system. Thanks to ERP software, which refers to corporate information systems, data has been obtained in a reliable, fast, and accurate manner.

With digital literacy, accounting management can provide effectiveness in new areas such as improving and updating the flow of information, allowing management to easily access information and data, decision-making process and performance evaluation. In this context, it can make it easier for customers to adapt to the conjunctural changes and transformations in the environment and provide important opportunities for decision makers.

In processes where CT tools are used, less energy and time are required to be spent on books, calculations, and documents. In other words, recording, monitoring, controlling, and organizing accounting transactions become easier via computers. As a result of carrying out daily work with computers, accounting employees have the opportunity to allocate a significant part of their time to different tasks. With computers, transactions are carried out faster, and results are obtained in the desired details and quickly. In this way, accounting employees provide support to business managers in auditing and decision-making.



The Contradictory Partnership between Barbie and Burger King

The Barbie movie, directed by a feminist director, Greta Gerwig, hit theaters on July 21, triggering a profound sigh of relief among consumers. As you will notice, the promotional efforts for the film were carried out intensively, covering the world with pink or saturating it. Numerous textile giants, primarily cosmetic brands, also released exclusive products and designs inspired by Barbie. While we, as consumers, have long been accustomed to seeing these brands alongside Barbie, one brand has surprised us by eagerly seeking to obtain a slice of this lucrative market: Burger King.

While the latest versions of Barbie may suggest otherwise, those in the old generation will always remember Barbie as fit and well-groomed. Unfortunately, many of us have internalized Barbie's perfection in our subconscious over time. We all know that Barbie is always flawless, and if we want to look like Barbie, we should avoid eating hamburgers! Burger King, however, dares to challenge these stereotypes - presumably inspired by Barbie's new versions - and entices us with its new product, engulfing us in pink and promoting hamburgers.

Burger King's special menu called the BK Barbie Combo includes a hamburger with pink sauce, sweet Ken fries, and a "Barbie shake with Donut". These products, each a hundred percent real, have been produced in limited numbers and have been offered to burger lovers in Brazil since the 12th of July. The BK Barbie Combo menu, which can be purchased both online and through drive-thru service, is presented in a package designed with the Barbieland theme. Although it has not yet been introduced in our country, I believe there will certainly be some interested individuals who would like to try it.

What are your thoughts on Burger King's move? Considering the contradiction between hamburgers potentially triggering obesity and the promotion of an ideal body image through Barbie, do you think the success of the film could bring profit to the brand?

Reference:

<https://www.pazarlamasyon.com/barbie-cilginligina-burger-king-de-katildi>

<https://www.marketingturkiye.com.tr/haberler/pembe-burger/>

Res. Asst. Melih Yıldız
The Department of
Business
Administration



19. yy

2023

Time to Socialize

MAIDEN'S TOWER

Res. Asst. Ceren Demir
The Department of the
International Trade and
Finance

The Maiden's Tower is one of the historical and well-established structures located in the middle of the Bosphorus, in Salacak, a district of Üsküdar, at a point that connects the continents of Europe and Asia. The building, also known as the "Leander Tower" by European historians, is one of the important symbols of Istanbul.

History of the Maiden's Tower, which dates back to the 7th century BC, was used for defense in various periods. In addition, it also served as a lighthouse and outpost. Maiden's Tower, which has undergone various repairs and restorations throughout its history, stands out as a touristic place frequently visited by both domestic and foreign tourists. Visitors can reach the tower by boat.

During the restoration works in Istanbul Maiden's Tower, academicians working at İstanbul Technical University (İTU) and Fatih Sultan Mehmet University (FSMVU) took part. The restoration, which was carried out under the supervision of the Ministry of Culture and Tourism of the Republic of Türkiye, started in 2021 and was completed on May 11, 2023.

Detailed information about the Maiden's Tower can be found on the official website of the tower. Museum Pass Türkiye holders can enter the Maiden's Tower FREE of charge.

The ticket price for visitors who do not have a Museum Pass Türkiye is as follows:

Maiden's Tower Entrance Ticket: 400 TL

Maiden's Tower Transportation Fee: 50 TL

Total Fee: 450 TL

The text of the invitation to tourists by the Ministry is available on the official website as follows:

The pearl of the Bosphorus, the Maiden's Tower (Kız Kulesi), has reopened its eyes. You are invited to the light and laser show on every night at 21:00. The Maiden's Tower was restored by the Ministry of Culture and Tourism of the Republic of Türkiye. With the guidance of experts, it was reinforced during more than two years of meticulous work, so that it can be inherited by future generations. The Maiden's Tower opens its doors as a cultural monument and invites you to view İstanbul through its eyes.

EVENTS in ISTANBUL

Res. Asst. Kadir Sayın
The Department of the
Logistics Management



HEADLINERS

KALABRESE XINOBI
MARCEL VOGEL
OCEANVS ORIENTALIS
ALI KURU
PALMİYELER HEADWATERS
MENACHEM 26

VENUES

KLEIN GARTEN
THE ROOF AT THE RITZ-CARLTON
KASTEL TERAS
SWISSÔTEL THE BOSPHORUS 16 ROOF
LOS ALTOS W ISTANBUL SECRET GARDEN
ZOE GARDEN RIXOS PERA SIMONE

9 SEPTEMBER 2023 / SATURDAY

The Istanbul Rooftop Festival, which will be held for the ninth time this year and has become an Autumn classic for Istanbul residents, opens the doors of the city's terraces on Saturday, September 9, to add a new one to the unique experiences of its participants so far.

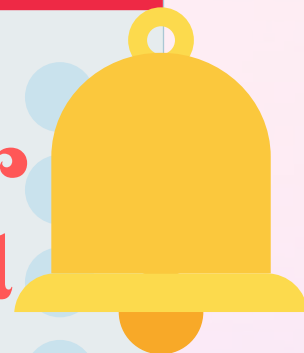
The Istanbul Rooftop Festival, where you will set the sun down by dancing on the unique terraces of Istanbul, will be full of workshop experiences, delicious cuisines of the venues, and performances by local and foreign musicians in its 9th year. The event, which will start simultaneously on different terraces of Istanbul, will offer festival-goers an unforgettable and extraordinary experience in the unique landscapes of the city, with performances by valuable artists. With the Festival, participants will be able to bid farewell to summer by listening to the artists they wish on more than one terrace with a single ticket.

The festival, which will host the strongest names of the local scene as well as world-famous musicians, will host many activities from cocktail workshops to gastronomy workshops, from kite making to yoga.

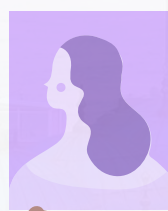
We have compiled some of the prominent events in Istanbul in September for you.

Res. Asst. Ahmet Mecid VERGÜL
The Department of Tourism Guidance

September in Istanbul



Type of Event	Name of Event	Location	Date
Theatre	Doğu Demirkol	Kadıköy Belediyesi Selamiçeşme Sahnesi	02.09.2023
Theatre	Mesut Süre İle İlişki Testi	Watergarden PSM	10.09.2023
Theatre	Özgür Turhan	Watergarden PSM	15.09.2023
Theatre	Yaz Gecesi Müzikali	Cevahir Salon	15.09.2023
Concert	Hande Yener	Kuruçeşme	03.09.2023
Concert	Manga	Harbiye Cemil Topuzlu	04.09.2023



IGU GRADUATE

BARIŞ ŞENLİK

A Student from The Department of
Business Administration

Hello,

My name is Barış Şenlik. I am a fourth-year student in Business Administration at Istanbul Gelişim University. Based on my experiences at Istanbul Gelişim University, I observe that it offers students not only a university education but also a life experience. The university stands out with its structure that provides students with a unique experience. The encouragement of academic development within our institution is one of the main reasons for this. The fact that many of our Turkish professors have successful careers also contributes to the quality of education. Our university places significant importance not only on academic development but also on practical skill acquisition. Our qualified teaching staff supports this approach. They teach us how to conduct research, find information, adapt it to active problem-solving, and effectively use this knowledge in solving professional life issues.

Our university provides a diverse and inclusive environment. People from various cultures are welcomed with indulgence. This atmosphere of tolerance reflects the environment that the university aims to create and support. As a result, individuals from different countries choose to study at Istanbul Gelişim University without hesitation. Thus, this type of education enhances the opportunity to experience different cultures. The chance to work with international students makes organic improvement easier for Turkish students like me. In fact, the English language practice that many other universities try to achieve through English conversation clubs naturally occurs at Istanbul Gelişim University, and we find ourselves speaking more English in our daily lives than Turkish. For this reason, I can easily say that the English proficiency of Istanbul Gelişim University graduates is higher than those who graduated from other universities. The presence of foreign professors further supports this advantage. Our dedicated professors and research assistants support us when we encounter problems, making us feel supported throughout the process. Moreover, the various offices within the university contribute to creating a structure that provides assistance to students in almost every aspect. I am pleased to have studied at this university, and I believe it is the best choice for prospective students seeking a quality education in an international experience.



Emmanuel ESSE
A Student from The Department of Business Administration

As an Erasmus student, what got me to Mondragon University was the culture and innovative study system of "learning from experience". However, I chose this place not only for my own working discipline but also for the characteristics of the city. Nestled in the North of Spain, Bilbao encapsulates the concept of what the Erasmus program is about. Being a central node in the Basque Country network of cities, routes, and ideas, I knew that studying in Bilbao would expose me to a unique diversity of people and culture and provide me with the ability to travel easily around the area that provided me with this opportunity in the first place.

My journey here started on the 6th of February when I arrived at the Bilbao International Airport from Istanbul, I took a Bizkaia bus to Arrasate/Mondragon where I stayed in Biteri residence. The Basque country is my first European country to ever visit and also my first Erasmus participation, so I didn't do much then because of the fear of living and the language barrier which I think is something normal for someone who visits a place for the first time. Little by little I started making friends in school and locals, and eventually learning the language. Then I developed the confidence and decided to visit towns and cities.

Through the extensive Erasmus networks in Bilbao, events, trips, and societies such as Orbea, and Fargo I was exposed to new experiences, new people, and new lines of thinking. I was surrounded by an infectious environment of people wanting to make the most of their time out from Erasmus, and for me, it was a unique chance to remove myself from the responsibilities and old habits of home and adapt to a lifestyle that offered a large degree of freedom with new friends. And this diversity was not restricted to the social realm of Erasmus; it was also present in an academic aspect, too. As a student who majors in the faculty of Economics and Finance, I was exposed to many ways of teaching and assessment. I was permitted to enroll in courses outside my core disciplines of study, and in the process expose myself to new lines of thinking and decision-making.





Accustomed to large lecture halls and MCQ-based exams in my home university, the variance in teaching and assessment posed a learning curve for me. Yet aside from the constant battle I faced with the Spanish and Basque Languages in classes, I gained a lot from the diversified teaching methods of group projects, presentations, verbal examinations, monitoring, and assessment trips.



On the weekends I would visit places like Madrid, Barcelona, Mondragon, San Sebastian, Victoria-Gasteiz, Zarault, etc... I also passed through the city of Andorra to France, and one weekend I spent in the capital of Portugal: Lisbon. Bilbao is one of the most special cities in Europe and I recommend it to those who have not seen it. In the city, which has lived through many periods of history, I visited important points such as the famous Guggenheim Museum and the San Mames Stadium of Athletic Club de Bilbao.

What the Erasmus program aims to provide is a common European identity; and while I initially selected Spain for Erasmus due to its Language and Cultural diversity in Europe, I left with a heightened sense and open mind way of thinking.

I couldn't complete my journey without mentioning my friends from Biteri Residence: Anna Belen van Unen, Hugo, Kenny, Laiz, Anna Starhova, Samuel, Zeyned Korkmaz, and Carmen Sanchez Garcia.

All this wouldn't have been possible without the help of my department coordinator Ms. Cansu Turker, Erasmus coordinator Ms. Hazal Emir, and Mrs. Dorleta Agiriano Gorostiza from the host university.

I returned to Istanbul on the 7th of July and participated in my graduation ceremony, Class of 2023 on the 19th.

Thank you for giving me the opportunity, and reading my writing, "Let's put your fears aside and try participating in Erasmus Exchange; it is a life-changing program!"





The Month of Muharram, The Month of Ashura

Res. Asst. Dilek Kızılırmak
The Department of New Media
and Communication

Muharram, a month in the Hijri calendar, which falls between July 19 and August 16 this year, is an important time for our country. The 10th of Muharram is a day with various meanings for Muslims. It is believed to have religious meanings like that the day Prophet Noah's ship sat on Mount Ararat, Prophet Abraham got rid of the fire, Prophet Musa saved his people from the pharaoh by crossing the Nile River, and Hasan and Hussein, the grandchildren of Prophet Muhammad, were killed in Karbala. Alevis fast for 12 days of Muharram this month. During the fasting, Alevis do not eat meat to bless life and oppose death. In addition, drinking water to understand the tortures of Hasan and Hussein in Karbala is not welcomed. On the tenth day of Muharram, Alevis make Ashura to commemorate Hasan and Hussein and to be distributed to the people around them, starting from the close ones as a symbol of unity, peace, abundance, and plenitude. Sunnis, on the other hand, believe that when Noah's ark ran aground, he made this dessert by combining the last food left in his hand and cooking it, and it is believed that Ashura is a symbol of abundance. The dessert is made with prayers and distributed to familiar and unfamiliar people.

Ashura is a dessert known in the Balkans, Anatolia, and the Caucasus. Although its ingredients vary from region to region, its main foodstuff is (unshelled) wheat. Other ingredients used in making Ashura are legumes such as chickpeas, beans, nuts such as almonds and hazelnuts, dried fruits such as figs, apricots, and grapes, and spices such as cinnamon and cloves. Koliva dessert in Greek culture and Anuşabur, the Armenian Christmas dessert, are desserts similar to Ashura and are consumed on holy days. Although the 10th day of Muharram is known as the day of Ashura, it is mostly distributed throughout the week or even within the month. Although it is preferred in winter because it is sweet with high nutritional value and gives energy, it is a dessert that can be enjoyed any time of the year because it is consumed cold.



I strongly recommend you taste this delicious dessert that has many cultural and spiritual values. Since it is commonly made only in Muharram in Anatolian geography, and you may not be able to taste it if it was not made in home or was not offered by a neighbor, you may think about where you can eat it. Alaçatı Muhallebicişi, with many branches, is one of the best places to enjoy this flavor throughout the year. Located in Kadıköy, Beyaz Fırın is also famous for its other quality and delicious products. Hacı Hafız 1864 in Eminönü, Zeynel Muhallebicişi in Şişli, Konyalı 1987 in Topkapı Palace Museum in Fatih are among the most recommended places.



ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun's** article titled "*Synthesizing the role of technological innovation on sustainable development and climate action: Does governance play a role in sub-Saharan Africa?*" was published in **Environmental Development**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*New Insights into the Research Landscape on the Application of Artificial Intelligence in Sustainable Smart Cities: A Bibliometric Mapping and Network Analysis Approach*" was published in **International Journal of Energy Economics and Policy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Machine Learning Applications in Renewable Energy (MLARE) Research: A Publication Trend and Bibliometric Analysis Study (2012–2021)*" was published in **Clean Technologies**.
- **Asst. Prof. Kadir Mersin's** article titled "*Comparative analysis of the USA's Washington Ferries and road transport carbon emissions using the Trozzi and Vaccaro and Greatest Integer functions*" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "*Assessing the human development aspects of CO₂, PM_{2.5}, PM₁₀, NO_x, and SO₂ in the United States*" was published in **Heliyon**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Sustainable electricity consumption in South Africa: the impacts of tourism and economic growth*" was published in **Environmental Science and Pollution Research**.

ASSIGNMENT-UPGRADE

- **Asst. Prof. Can Burak NALBANTOĞLU** was appointed to the **Department of Logistics Management**.
- **Asst. Prof. İlknur GÜMÜŞ** was appointed to the **Department of Public Relations and Publicity**.
- **Asst. Prof. Bülent TANSEL** was appointed to the **Department of Psychology**.
- **Asst. Prof. Oğuz YILDIZ** was appointed to the **Department of Aviation Management**.
- **Asst. Prof. Aysun KAYA DENİZ** was appointed to the **Department of Radio, Television and Cinema**.
- **Res. Asst. İrem UYAR** was appointed to the **Department of Psychology**.
- **Res. Asst. Deniz Mısra GÜROL** was appointed to the **Department of Psychology**.
- **Res. Asst. Meryem SARIKÖSE** was appointed to the **Department of Sociology**.
- **Res. Asst. Tarık YILMAZ** was appointed to the **Department of Business Administration**.
- **Res. Asst. Zehra MAKAR** was appointed to the **Department of Business Administration**.

LEAVERS

- Our Faculty Department of Psychology **Prof. Esra SAVAŞ** resigned from her position.



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The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. (metsis.gelisim.edu.tr)

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