



ISTANBUL
GELISIM
UNIVERSITY

SEPTEMBER 2023



ISTANBUL
GELISIM **UNIVERSITESI**

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

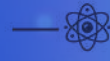
Applied Science in Gelişim, For a Change In Your Life

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**Uygulamalı Bilimler
Fakültesi**

**WE WISH A SUCCESSFUL ACADEMIC YEAR
TO OUR STUDENTS, OUR ACADEMICS
AND OUR ADMINISTRATIVE STAFF FOR THE
2023-2024 ACADEMIC YEAR!**



**WE CONGRATULATE OUR STUDENTS WHO
HAVE NEWLY JOINED THE GELİŞİM
UNIVERSITY FAMILY AND WISH YOU AN
EDUCATION LIFE FULL OF THE
OPPORTUNITIES OF BEING AN IGU FAMILY!**

Istanbul Gelişim University Great Success Within the Scope of TÜBİTAK 2209-A Project From the Faculty of Applied Sciences!

5 Projects of FoAS Students Within the Scope of TÜBİTAK 2209-A Project Rewarded to be Supported!

According to the announced support results of the applications made within the scope of the 2023/1 period of the “2209-A University Students Research Projects Support Program” carried out by TÜBİTAK Scientist Support Programs Directorate (BİDEB), 4 from Istanbul Gelişim University Banking and Insurance Department and 1 from the Gastronomy and Culinary Arts Department, a total of 5 projects were eligible for support. Our winning projects;

- “A Study on DASK Insurance Penetration After the 6.2.2023 Earthquake” by Semih Aydoğan (Executive), Çağla Kesgin and Senanur Aşkın under the consultancy of Assoc. Prof. Dr. Hakan Özcan - FoAS Banking and Insurance Department.
- “Examination of the Effect of Cash Flows Generated from Activities on the Stock Market Value: BIST 30 Application” by Assoc. Prof. Dr. Bahar Selçuk (Executive), İrem Rabia Kara and Elif Yüksektaş, under the consultancy of Assoc. Prof. Dr. Lokman Kantar - FoAS Banking and Insurance Department.
- “Analysis of Portfolio Risk Returns with Markowitz Quadratic Programming Method” under the consultancy of Assoc. Prof. Dr. Lokman Kantar, Assoc. Prof. Dr. Samed Akyar (Executive), Mustafa Bilgin and Melek Demir - FoAS Banking and Insurance Department.
- Under the supervision of Asst. Prof. Dr. Ayşegül Ertuğrul, Meral Apak (Executive), Nazlı Simav and Melisa Özhim will be supported for their project titled “Examining the Factors Affecting Students' Investment Attitudes with a Behavioral Finance Approach: An Application on IGU UBF Students” - FoAS Banking and Insurance Department.
- Under the supervision of Lect. Kübra Sağlam, Derya Dere (Executive) and Berrak Kılıç (Researcher) “Development of Vegetarian Water Kefir Ice Cream Formulation Functionalized with Probiotics” - FoAS Department of Gastronomy and Culinary Arts.

We congratulate and thank our students and Advisor Lecturers for their success!

NEWS FROM IGU

2023-2024 Academic Year Orientation Meeting Was Held!

Faculty of Applied Sciences (FoAS) 2023-2024 academic year orientation meeting was held on September 26, 2023, at Mehmet Akif Ersoy Conference Hall. The opening speech was made by FoAS Dean Prof. Dr. Kamil Kaya. Deputy Deans Assoc. Prof. Dr. Sevinç Koçak and Asst. Prof. Dr. Nevruz Berna Tatlısu, FoAS department heads, department faculty members and newly settled students attended the orientation event. In his speech, Prof. Dr. Kamil Kaya explained the general structure of the Faculty of Applied Sciences and gave information about Departments, Internship Mobility, Double Major and Minor, and Erasmus+ Student Mobility. He gave information about the newly opened laboratories and workshops (Avionics B2. Lab., Simultaneous Translation Lab., Digital Communication and Technology Lab., Gelişim Trade Center) within the Faculty of Applied Sciences. Later, FoAS Dean Prof. Dr. Kamil Kaya added, "I would like to thank our Chairman of the Board of Trustees, Mr. Abdülkadir Gayretli and Mrs. Şule Gayretli, for their support."

Prof. Dr. Kamil Kaya made his speech as follows: "Dear students, As a member of a university and the dean of a faculty that aims to be open to development, I always recommend you to "think big" in your career journey to realize your dreams. I would like to state that we are always with you on this journey with our Faculty administration and academic staff. On this occasion, I wish you success in your entire academic life, especially in the 2023-2024 academic year. As I end my words, I once again welcome you all and greet you with love."



NEWS FROM IGU

The orientation program continued with the department heads of FoAS departments introducing themselves and giving information to the participating students about their departments. Again, the university's Career Center, Psychological Counseling and Guidance Unit and Addiction Fighting Coordination introduced their activity processes to the students. Important information was given by the students of the faculty about double major (DMP), minor and Erasmus+ education processes.

The presidents and vice presidents of the student clubs Aviation, Anka, Yöntek and Theater Clubs gave important information about the past activities of their clubs, the activities planned for the 2023-2024 academic year, and how being a member of any club will contribute to university students.

The event, which was held with the participation of faculty members and students, ended after the cocktail.



NEWS FROM IGU

Istanbul Gelişim University was also entitled to receive the SHT-147 B1.1 Approval Certificate!

Istanbul Gelişim University Faculty of Applied Sciences was entitled to receive the SHT-147 Maintenance Training and Examination Organization Approval Certificate. Istanbul Gelişim University Faculty of Applied Sciences Aircraft Maintenance and Repair department students will start their aircraft maintenance training as of the 2023-2024 academic year with B1.1 (Turbine Engine Aircraft) authorization approved by the General Directorate of Civil Aviation Authority. Graduate students who successfully complete their education will be able to benefit from various privileges in job applications by having a "Recognized School" graduation certificate. In addition, they will have a great advantage in the relevant SHT-66 module exam exemptions and experience requirement criteria when recruiting aircraft maintenance personnel with intensive employment needs.

Istanbul Gelişim University Faculty of Applied Sciences has been continuing its accreditation and standards-based training on training civil aviation approved and equipped human resources in the A1 (Turbine Engine Aircraft) - B2 (Avionics) categories since the 2018-2019 academic year.



NEWS FROM IGU

IGU Laboratory Working System Meeting was Organized!

On Thursday, September 28, 2023, a meeting was held by IGU Research Laboratories Coordinator Lect. Emel ÖZGÜN, where information about the working system of IGU laboratories was conveyed.

The meeting includes information about the laboratory setup, usage, work items, documents, etc. FoAS Departments Faculty Members and Laboratory/Workshop Managers were present at the meeting where information was provided on the subjects.



NEWS FROM IGU

SHT-147 Orientation Training was Organized!

On Friday, September 29, 2023, a new semester information meeting was held by IGU SHT-147 Recognized School Quality Manager Lect. Mehmet Ateş for the Aircraft Maintenance and Repair, Aviation Electrical and Electronics Departments within the scope of SHT-147 Recognized School.

The information meeting, which was held in two sessions, was primarily aimed at the faculty members teaching in the departments, and the other session was held for our department students.



NEWS FROM FoAS

Assoc. Prof. Dr. Sezer Cihan Kesken was Appointed as a Professor!

Prof. Dr. Sezer Cihan Kesken is a graduate of Marmara University, Department of English Political Science and International Relations. She completed her master's and doctorate studies at Marmara University, Department of Business Organizational Behavior in English, in 2001 and 2009, respectively. Dr. Kesken, who received the title of Associate Professor in the field of Management and Strategy in November 2017, has served as Department Heads, Faculty Board Members, Commission Members and Deputy Deans within her 18 years of working experience. Since 2020, she has been serving as the Head of the Aviation Management Department at Istanbul Gelişim University Faculty of Applied Sciences and a member of the Faculty Board of Directors.



Asst. Prof. Dr. Tayfun Timuray Appointed to the Banking and Insurance Insurance Department!

Asst. Prof. Dr. Tayfun Timuray is a graduate of Anadolu University, Faculty of Economics, and a Master of Business Administration graduate of Istanbul Gelişim University. He received his doctorate degree in business administration from Istanbul Gelişim University. He has more than 33 years of experience in the banking sector as a manager and regional manager in three different banks. Faculty of Applied Sciences, Department of Banking and Insurance has been appointed as a doctor lecturer as of August 31, 2023.



Asst. Prof. Dr. Ulvican Yazar Appointed to the Department of English Translation and Interpretation!

In his academic life, which started in 1996, Dr. Ulvican Yazar received his undergraduate degree from Atatürk University Kazım Karabekir Education Faculty, Foreign Languages Education, Department of English Language Teaching; his master's degree from Atatürk University Social Sciences Institute, Foreign Languages Education, English Language Teaching, and his doctorate degree from Sakarya University, Department of Translation Studies. Dr. Ulvican Yazar, who is in the 28th year of his academic life, has been appointed to the staff of Istanbul Gelişim University, Faculty of Applied Sciences, Department of English Translation and Interpretation, as of September 25, 2023.



We wish Dr. Ulvican Yazar success in his academic career.

NEWS FROM FoAS

Res. Asst. Bilge Bilgin was Appointed to the Avionics Department!

Res. Asst. Bilge Bilgin, who started her academic life in 2017, received her Bachelor's Degree from Erciyes University, Department of Electrical and Electronics Engineering. She pursues her master's degree at Erciyes University, Department of Avionics. Res. Asst. Bilge Bilgin, who is in the 7th year of her academic career, was appointed to the research assistant position as of September 18, 2023 to the Istanbul Gelisim University Faculty of Applied Sciences, Department of Avionics



We congratulate our new scholars on their appointments and wish our new scholars success in their new positions.

We would like to say "Welcome to the Gelisim University family!"...

Social Media Accounts of FoAS:



/ iguubf

ACADEMIC ARTICLES

The Article Titled "Evaluation of Public Transportation Systems for Sustainable Cities Using An Integrated Fuzzy Multi-Criteria Group Decision-Making Model" Was Published

The article titled "Evaluation of Public Transportation Systems for Sustainable Cities Using An Integrated Fuzzy Multi-Criteria Group Decision-Making Model", co-authored by Assoc. Prof. Dr. Mustafa Çanakçıoğlu from the Department of Electronic Commerce and Management, was published in the journal Environment, Development and Sustainability.

Article Access Link:

<https://link.springer.com/article/10.1007/s10668-023-03776-y>



The Article Titled "A Research Conducted in Istanbul on the Use of Electronic Accounting Applications by Independent Certified Public Accountants" Was Published!

The article titled "A Research Conducted in Istanbul on the Use of Electronic Accounting Applications by Independent Certified Public Accountants and Financial Advisors", derived from the undergraduate thesis titled "E-Accounting Applications and Evaluation of Professional Members' Opinions on the Subject: Example of Istanbul Province", written by Halim Bursalı, one of the students of Istanbul Gelişim University Graduate Education Institute, Economics and Finance Master's Program with Thesis, supervised by Assoc. Prof. Dr. Mustafa Çanakçıoğlu from the Department of Electronic Commerce and Management, was published in the 70th issue of the Journal of Accounting and Auditing in September 2023.

Article Access Link:

<https://dergipark.org.tr/tr/download/article-file/3055438>



ACADEMIC BOOKS

The Book Chapter Titled "The Relationship between Silent Resignation and Demographic Variables" Was Published



The book chapter of Asst. Prof. Dr. Ahmet Deniz from Aviation Management department titled "The Relationship between Silent Resignation and Demographic Variables" was published in the book "Silent Resignation" published by Eğitim Publications.

The access link to the book:

<https://www.egitimyayinevi.com/u/egitimyayinevi/docs/k/a/kapakli-ekitap-sessiz-istifa-icerik-dosyasi-1693574865.pdf>

The Book Chapter Titled "Silent Resignation Scale" Was Published

The book chapter titled "Silent Resignation Scale", co-authored by Assoc. Prof. Dr. Dursun Boz from the Department of Management Information Systems and Asst. Prof. Dr. Ahmet Deniz from the Department of Aviation Management, was included in the book "Silent Resignation" published by Eğitim Publications.

The access link to the book:

<https://www.egitimyayinevi.com/u/egitimyayinevi/docs/k/a/ka-pakli-ekitap-sessiz-istifa-icerik-dosyasi-1693574865.pdf>



NEWS FROM OUR ALUMNI

Safure Sağbaşı

My interest in media started in high school. While I was in high school, I received honorable mention awards in the inter-high school "Duvar Newspaper" competition organized by Istanbul Metropolitan Municipality for 2 consecutive years. When I was in my last year of high school, I lost my parents in a sudden traffic accident and I could not achieve the success I wanted in the university exams. Ultimately, I got into Istanbul University, Faculty of Letters, Hittitology department. My love for media has always remained alive in my life. When I met my wife at university and got married, I had to take a break from school life for a while. During this period, I had a daughter and a son. As my children's education continued, as a mother, I took care of my children and became their first teacher. My university life was left unfinished, years passed, but my love for the media still continued. I always believe that every born day is a new beginning and that there is a time waiting for us for this. While my daughter was studying at university, my son was preparing for university that year. I started my university life, which I left unfinished, with the question "Why Not?" I started by getting ready at home. New Media and Communication - I was successful in the New Media and Journalism program. My children were grown up now, and I took my life back from where I left off.

Gelisim University, where I started with a full scholarship, was the place where I realized my dreams. Because I love media so much, I studied my school classes to learn, not to pass. Therefore, it was not a coincidence that my grades were high in the first year. My school, which provides the opportunity for a double major to anyone with a high GPA, also provided this opportunity to me. So, I started to do CAP with the "Television Journalism and Programming" department. Both the courses of my own department and the courses of the department where I majored in education enabled me to learn the media closely, which I have been longing for for years. I read both parts with great pleasure.

Especially the first day of my university life, which I started at the age of 49, was a little uneasy. But as time went on, my classmates and I fell in love with each other very much and accumulated many beautiful memories. All of my teachers gave moral support individually. I would like to express my special thanks and gratitude to Gelisim University, my professors and students.

After so many years and at this age, the fact that I graduated from two departments at the same time and graduated as the "Full student of the Faculty of Applied Sciences" made many people happy, along with me. People around me told my story and I was set as an example to many people. People who dropped out of school were inspired by me and decided to return to their education lives, which caused a special pride. The fact that I started school again after many years, studied the department I loved, and graduated as the top student of the faculty was the focus of my life. I got the focus I wanted. Chasing and realizing my dreams motivated me incredibly. Moreover, while realizing these dreams, I inspired many people who loved me and took me as an example. By making my dreams come true, I realized the value of accompanying time when it is not standing still. I will continue to instill awareness of this in people closest to and farthest from me, and of course, to teach it to everyone who wants to strengthen their struggle, especially myself.



GUEST WRITER

AN OVERVIEW OF THE CONCEPTS OF MEDIA LITERACY, DIGITAL LITERACY AND DIGITAL MEDIA LITERACY

Although the concept of literacy is used for individuals who can read and write, "being literate" is perceived as "having knowledge" in society. The concept of literacy is defined by the Turkish Language Association as "the state of being literate" (Turkish Language Association, 2023). In international dictionaries, the concept of literacy is; It has two different meanings: ("the ability to read and write"), "the state of being literate" and ("knowledge of a particular subject, or a particular type of knowledge"), "the state of having knowledge and skills about a particular subject or field" (Cambridge Dictionary, 2023).

In this context, in order to examine the meaning and importance of digital media literacy more clearly, it is necessary to consider the concepts of media literacy, digital literacy and digital media literacy separately.

Discussions about the concept of media literacy, which have emerged in Turkey especially since the 2000s, started with the introduction of the "media literacy" course by the Ministry of National Education, starting from pilot provinces and covering all provinces over time, due to the negative effects that develop when children and young people are exposed to media content. In this context, media literacy education aims to protect the family structure and children's socialization through the media and to protect them from the effects of the media, as well as to move the individual from a passive position to an active position (Özcan, A. 2017).

With the rapid development of computer and media technologies, especially since the 1970s, the production, storage, transmission and distribution stages of information are realized in the digital system and new media tools have gained an important place in our lives. In this process, where a two-stage communication process began to take place as traditional media and new media, the concept of media literacy has been replaced by digital media literacy.

Therefore, within the scope of Media Literacy courses created by the Ministry of National Education, the media literacy program for children and young people aims to access and analyze content in digital environments such as social media and video games, as well as traditional media, and to produce their own content (MEB, 2013, p. 3). The main aim of media literacy in Türkiye, as in most countries of the world, is to raise awareness in individuals about media and its contents.



Assoc. Prof. Dr. Çağla KAYA İLHAN
Department of New Media and
Communication

GUEST WRITTER

On the other hand, the concept of digital literacy, which was first discussed by Paul Gilster in 1997, is expressed as "the ability to understand and use the information presented in the digital environment in different ways". Digital literacy is the ability to access information through digital technologies and to reproduce information effectively with this information (2022). Accessing information through search engines such as "google" can be cited as an example of digital literacy skill.

Digital media literacy basically involves individuals being able to use new media environments effectively, reading new media content, and producing content specific to new media environments (2022). Therefore, the concept of digital media literacy, which plays an important role in participating in society as a citizen, is extremely important in terms of comprehending the qualities of new communication technologies and environments, knowing their cultural characteristics and mastering the new media language. We are confronted with thousands of pieces of information every day through the smartphones, tablets and computers we use today. In this respect, digital media literacy becomes important in terms of being aware as individuals about accessing information, ensuring the accuracy of the information obtained, analyzing and reproducing it.

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- Özcan, A. (2017). "Dijital Medya Okuryazarlığı: Sorunlar, Uygulamalar ve Beklentiler", AJIT-e: Online Academic Journal of Information Technology, Cilt/Vol: 8 - Sayı/Num: 28, 54-66.



Erasmus+

Hello,

I am Res. Asst. Dr. Engincan Yıldız. In this part, I'll share my experiences with the readers within the framework of the Erasmus+ staff mobility that I completed at ESAD-Arts and Agriculture University between 4-8 September 2023.

ESAD is located in Porta, Portugal. When I reached the university, the Erasmus+ coordinator welcomed me. At first, an introductory meeting was held with me. A general conversation was held here about what we can do in line with university opportunities, what happens at the university and what students do. Then, the school was toured, many painting workshops, design workshops, advertising studios, etc. We had the opportunity to see many application-based parts. In fact, this mobility was my second visit to this university and it adds different things to me every time I go. Here, I saw once again how important practice-based education is.



I believe that one of the purposes of Erasmus+ mobility is to interact with faculty members at different universities. In this context, after meeting the Erasmus+ coordinator, we had the opportunity to meet with English-speaking faculty members and talk about future international transportation and collaborations. All these interactions were also important for Public Relations and Advertising, of course, because the school was a practice-based school. In this context, since the studios related to the field of communication are practice-based courses, it was important to have the opportunity to see them on site. Accordingly, I had the opportunity to see the differences between the practices in Turkey and Portugal. As a result, we had the chance to talk about what is being done in Portugal, what differences we have compared to our country, or what we can do as a country in the future, and of course, this was a very useful meeting organization for Istanbul Gelişim University, for me, and for my department.

Portugal, especially Porto, is a very big city and students have many opportunities for both social activities and academic development, so they can actually carry out Erasmus+ activities in Porto or Lisbon in Portugal and add a lot to themselves.

INTERVIEW

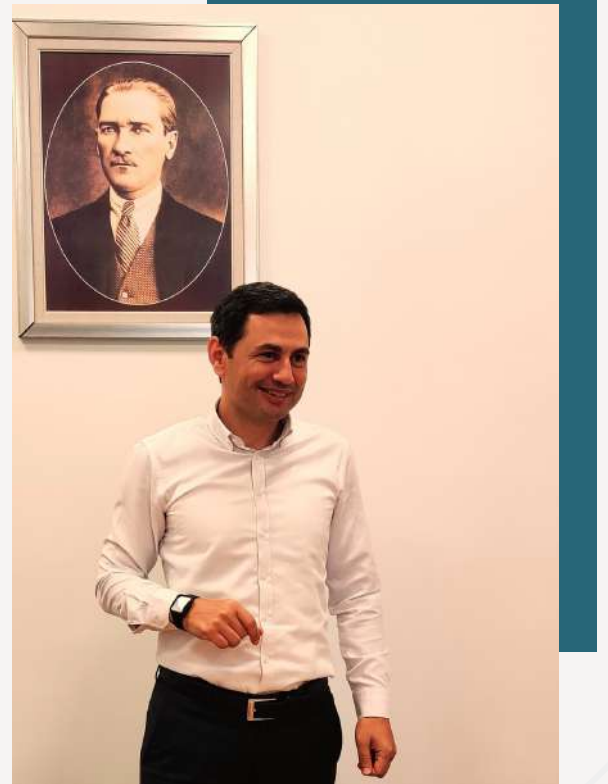
FINANCE EXPERT AND BRANCH MANAGER DR. SELÇUK SEVGİ:

“We should not forget that almost every decision we make in our lives, both on an individual, corporate scale, and at the national level, has a financial background..”

Thank you for accepting our FoAS Monthly e-Bulletin interview request. How did your finance journey begin? What paths did you take to get to where you are now?

Thank you for giving me this opportunity.

My father was a civil servant in the Tax Office of the Ministry of Finance, and I used to go to him after school when I was in middle school and high school. I can say that this atmosphere influenced me when I made my university choice. While I was at university, I used to attend events on economics. A separate path needs to be chosen depending on which profession you will pursue after finishing school. While I was looking for a job, I also tried not to break away from academic life by continuing my master's degree and then my doctorate education. Because I think life is a never-ending education. I applied for the Ziraat Bank Banking School exam and passed the relevant stages and was accepted into the profession. After successfully completing the foreign trade assistant specialist training program, I was assigned to the unit. However, this was not the end for me and I continued to take professional exams. I continued to work as an inspector. Meanwhile, I introduced the profession to students and professional staff candidates by making presentations at career days at various universities. I currently continue coaching and training within the bank. I provide training on different subjects to both new and experienced personnel.



INTERVIEW

Dear Sevgi, it is emphasized that it is important to manage our budget and income more effectively today. What responsibilities do we have in this situation? So what is financial literacy? What does financial literacy do, why should we be financially literate?

People manage by having a budget on a small or large scale, even if they do not know the full name or technically do not use the same terminology. A student's allowance, an employee's salary or a state's budget are essentially similar things. Good budget management requires accurate planning and a dynamic process management that can be adapted to changing conditions. It is important for correct budget management to follow the budget realizations and check what we did right at the end of the period, what we could not manage or calculate the budget for, and what we can plan better in the new period, and to learn from our experiences. I think the most basic criterion for this is to measure correctly; We cannot manage a budget we cannot measure. Here, calculating income and expenses correctly comes into play; it is necessary to include every item in the budget as accurately as possible. Nowadays, inflationary pressures in our country are making budget management more difficult; The budget we made at the beginning of the term requires revision as prices change in the middle of the term, and there can be quite high deviations between planning and realization. In short, we learn the time value of money shown in lessons by experience. We all need an income to sustain our lives. Whether we are salaried employees or business owners, the main medium of exchange to meet our needs today is money. Correct management of this money is necessary to have the amount needed when needed. That's why the issue of savings and asset management is gaining importance. Considering the economic conditions of our country, financial literacy is necessary for us to make the right decision. We all need basic information to make the right decision at the right time, to meet our needs with the right financing and to be able to pay it back when the time comes. On the other hand, we want our savings to maintain their value or increase their value in real terms, so financial literacy is important to make the right investment decision, to understand and manage risks correctly, and to secure and protect our assets.

What should people who want to be financially literate pay attention to and how can they improve these skills?

As far as I can see, today, many people and institutions share and publish information about finance on social media. Unfortunately, some of this is incorrect information. Because these publications do not undergo any inspection or verification. For these reasons, for financial literacy, it is important for people to follow and read the publications of people and institutions with knowledge and experience in this field in order to reach the correct information in the first place. In fact, if possible, it would be useful to follow different publications on the same subject comparatively to see different perspectives and learn the subject from a multidimensional perspective. In addition to reading and research, practice is also necessary to see the real life equivalent of what you read and to reinforce learning. Many publications contain both case studies and application examples. I recommend them to try these too. Of course, the more knowledge and application, the more success. Perhaps, it is necessary to warn here not to go too advanced without learning and experiencing the subject sufficiently, because there are many variables and risks in advanced transactions.

INTERVIEW

What would you recommend to our students who are about to graduate or have graduated, to increase their financial literacy awareness and become conscious individuals?

First of all, I congratulate our graduating students and wish them success in their future lives. I'm sure there are a lot of question marks in their minds, as well as excitement. I wish success to our students who are about to graduate in their exams. Finance is a branch that we encounter in every aspect of life and needs to be taken into consideration when making decisions at many points in our lives. Financial literacy is also an issue that needs to be understood with this awareness. We should not forget that almost every decision we make in our lives, both on an individual and corporate scale and at the national level, has a financial background. For this reason, we must make accurate calculations with more correct variables at each step. After the budget realization, it is necessary to evaluate the success of the decisions we made and try to do better in the next step. This will only happen with lots of practice, reading and researching the right information from the right sources. In this way, our financial literacy competence will increase and we will have a good impact on our environment as more conscious individuals.

Thank you very much for your time and the comprehensive information you provide in our monthly e-Bulletin.

I would like to thank you for focusing on such an important issue that concerns everyone, and I wish you success in your work.

Dr. Selçuk Sevgi

Selçuk Sevgi, born in Adapazarı-Sakarya in 1983, graduated from Selçuk University, Department of Business Administration in 2004. He completed his master's degree at Gazi University, Institute of Social Sciences, Department of Management and Organization, in 2008, with the support of the TÜBİTAK Domestic Master's Achievement Scholarship program. He started his career in 2005 with Türkiye Ziraat Banking Inc. It started with Banking School. After training, he worked as a commercial marketing assistant specialist and then as a foreign trade assistant specialist. In 2007, he passed the bank's Assistant Inspector exam and became an Assistant Inspector. He passed the qualification exam in 2011 and received the title of Inspector. He left this position in 2016 and started working as Branch Manager, receiving the title of Branch Manager. He is still serving in this position and as an in-house trainer, he provides training on various subjects to the bank's staff at different levels. He is married and has two children.



CULTURE - ART

Vintage Festival (7-8 October)

Are you ready for the wind of nostalgia? Vintage Festival, organized by Istanbul Metropolitan Municipality Culture Inc., invites everyone who wants to experience the spirit of the period to Kadıköy. At the event, which will be accompanied by unforgettable songs and with the participation of surprise guests, you can get excited with the dance figures of the 50s and take wonderful photos with classic model cars. For detailed information, you can visit the website <https://kultur.istanbul/etkinlik/vintage-festival/>.



Theatre- Shakespeare in Love (04-17-18 October)

The cult movie Shakespeare in Love, which won Oscars in 7 categories, including Best Picture, is on the theater stage in Türkiye for the first time!

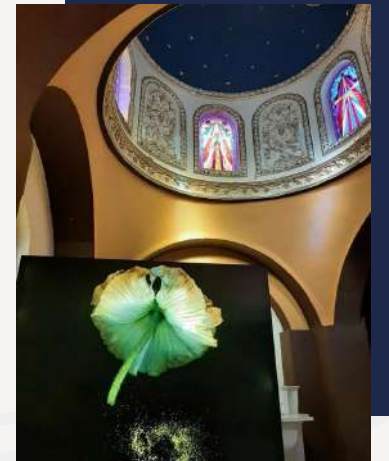
Drawing attention with its high energy, comedy and romance, and a sold-out show in all the countries where it was staged, Shakespeare in Love is on the theater stage in Turkey for the first time with the direction of Serdar Biliş and a huge cast of 70 people, 40 of whom are on stage and 30 behind the scenes.

ASİK
Shakespeare

212 Photography Festival (5-15 October)

The historical Saint Benoît Church will host the "Where are we?", inspired by Jules Verne's world, as part of the 212 Photography Festival, which will be held for the second time this year. It opens its doors for its exhibition. Within the scope of the festival, students will have the opportunity to participate in workshops specially organized for them.

Location: Saint Benoiti Church



CULTURE - ART

Pierre Loti Hill

Magnificent view of the Golden Horn in the red of the sunset, small wooden tables and chairs with red-white gingham covers... If nostalgia is far beyond an ordinary word for you, and even a way of life, Pierre Loti Hill is one of the places you should definitely see in Istanbul.



Belgrad Forest

It would not be an exaggeration to call Belgrad Forest the lungs of Istanbul. It is a natural paradise with its dams, fountains and rich forests that have provided water to the city since its founding. Belgrad Forest, which has now become a popular green area again, especially with its long running track, is one of the top places to see in Istanbul.

Çiya Reastaurant

Çiya Restaurant is a restaurant equipped with traditional flavors. It stands out with kebabs, desserts, soups, pilafs and other leading dishes from Turkish cuisine. You can eat delicious meals accompanied by the view from the rooftop terrace.



BOOK RECOMMENDATIONS

Asst. Prof. Dr. Ahmet Esad Yurtsever
Department of Management Information Systems

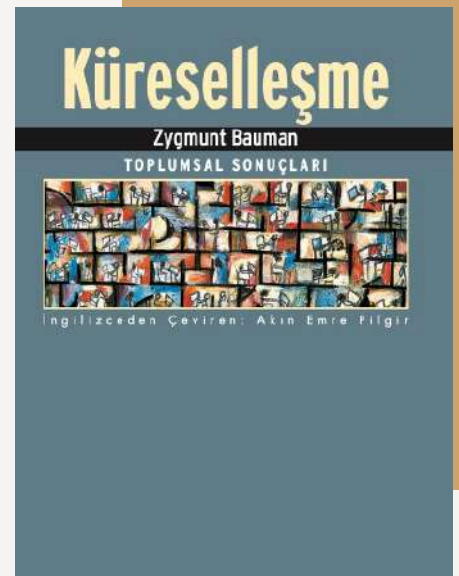
Globalization / Zygmunt Bauman

When nothing comes out of the picture, social scientists who devote their lives to precision and clarity often remain silent and wait for the pieces to fall into place. Outstanding thinkers like Zygmunt Bauman bravely dive into uncertainty and reveal what they find, see and feel. Globalization is the product of such audacity. XX. It was written at the end of the 20th century, when there were no superpowers nor the integrity that these powers had created by dividing the world and giving meaning to every corner, and when there was no north that compasses could point to; But it is a work that points in the right direction, one that becomes clearer day by day.

According to Bauman, globalizing powers are experiencing the days of their reign, and the poor people who are stuck in locality are paying the price. Survival rates remain locally dependent; The existing power was no longer homeless and felt no responsibility towards the workers, the youth, the conditions or the future generations. Globalization focuses on this imbalance. Locals are creating a new sense of "we" by using whatever they have in their repertoire such as race, nation, ethnicity, class, etc., while globals that no longer need the shortcomings are fueling their introversion.

The West, in the effort it once spent to enlighten the world and make it like itself, is now trying to stay where everyone is and as they are. Globalization = Bauman's global is divided into the moral dilemmas brought about by globalization and touches upon the changing ones. Those who want to work where there is plenty of food, are hungry, paying huge amounts of money and embarking on journeys without identification on flimsy boats, where "frowning eyebrows" await them at the end; Rich people enjoy globalism by sipping champagne in the first positions of the planes, often for less.

The author also focuses on the change in the understanding of crime and punishment; He says prison has now become an alternative to employment, a new way to get rid of masses of unneeded people and create an environment where investors will trust. According to Bauman, who makes interesting yet frightening predictions about the future, while locals build thick walls around their localities, globals seek to turn localities into concentration camps. Globalization and its twin sister, localization, serve the same purpose: fragmentation and alienation. Globalization is an indispensable source for understanding today's Turkey, where both localization and globalization make their weight felt.



Other books recommended by Asst. Prof. Dr. Ahmet Esad Yurtsever from the Department of Management Information Systems



Marketing 5.0 / Philip Kotler

This book, which looks at today's modern marketing world from a new perspective from the master of marketing, Philip Kotler, explains how marketers can meet the needs and expectations of customers and make a difference in the world by using technology



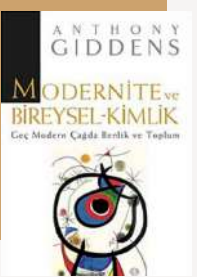
Sustainability, the New Paradigm of Marketing: Today is the Time to Take Action Before It's Late / Cemal Yükselen

This book is written in the light of scientific publications and is a simple book that touches on topics that are familiar to everyone on the subject and is not extraordinary and unwritten information. But since we now have to re-evaluate many things, from investments that disrupt ecological systems and disrupt balances, to managerial decisions, both in our country and around the world, he says that we should not talk or debate, but quickly put them into practice.



The Relationship with the Other at the Essence of Sociological Thought / Dominique Schnapper

In his work titled Relationship with the Other, the well-known French sociologist Dominique Schnapper, while staying within the original flow of the history of sociology, reveals how this history is structured within the framework of national styles, and points out that they are very different from each other in terms of origin and priority, sociology universalizes objective data with special characteristics and In this sense, he emphasizes that there should be a rational effort for knowledge in the social dimension.



Modernity and Self-Identity - Self and Society in the Late Modern Age / Anthony Giddens

Modernity radically changes the nature of everyday social life and affects even the most personal aspects of our lives. In his book, Anthony Giddens touches upon the main lines of upper modernity, the existence of the self, its development line and problems, and "life politics" and asks "Why Modernity and Individual-Identity?" He answers the question in his usual fluent and life-like style.



Can We Live Together With Our Equalities and Differences? / Alain Touraine

In many parts of the world, social controls developed by states, religions, families or schools are weakening and the boundaries between normal and abnormal, what is allowed and what is prohibited, are losing their clarity. Touraine, who delicately sees and examines the complexity, contradictions, weaknesses and power of the world we live in, boldly searches for an answer to a very deceptive question that seems to have an easy answer in this book.



NEWS FROM SECTOR

Forbes Announced the Highest-Earning Content Creators!

Forbes announced the highest-earning content creators between June 2022 and June 2023. Forbes revealed the gross earnings of digital content producers between June 2022 and June 2023. He announced that the 50 people in his "Best Content Creators" list have reached a total of 2.6 billion followers and the estimated income of these content creators exceeds 700 million dollars. This figure represents a significant increase compared to the \$570 million in revenue announced in the list published in 2022.

The published report also reveals that brands plan to spend approximately \$21 billion on creative marketing in 2023. According to social media research firm Influencer Marketing Hub, that figure was just \$1.6 billion seven years ago.

Link of the news: <https://www.pazarlamasyon.com/forbes-en-cok-kazanan-icerik-ureticilerini-acikladi>, 29.09.2023.

THY Became the "Most Sustainable Flag Carrier Airline"!

Turkish Airlines received the "Most Sustainable Flag Carrier Airline" award from the international financial world organization World Finance. Regarding the award, Turkish Airlines Chairman of the Board and Executive Committee, Prof. Dr. Ahmet Bolat said, "Our company, which has carried out more than 100 operational optimization projects to reduce its carbon footprint since 2008, prevented 181 thousand 379 tons of greenhouse gas emissions by saving 57 thousand 581 tons of fuel in 2022." Making a statement about the award received, Turkish Airlines Chairman of the Board and Executive Committee, Prof. Dr. Ahmet Bolat said, "While the climate crisis brings great difficulties in the aviation industry, Turkish Airlines is at the forefront with its voluntary carbon balancing platform CO2mission, use of Sustainable Aviation Fuel (SAF), waste management with in-flight sustainable products, and the sustainable travel experience it offers to its passengers.

Link of the news: <https://www.surdurulebilirlikhaberleri.com/thy-en-surdurulebilir-bayrak-tasiyici-havayolu-oldu/>, 29.09.2023.

Türkiye Will Become the World's Luxury Events Center!

The Tableware Exhibition, which will be held between 31 October - 2 November, under the theme of Turkey's 100th Anniversary, under the sponsorship of Turkish Airlines, will bring together world-famous designers and artists at Hilton Istanbul Bosphorus. The Tableware Exhibition, which will be held with the participation of Turkey's distinguished brands, Karaca, Nippon Paint, Schwarzkopf, English Home, Bonna, Molu, İstanbul Çiçekleri, Tina Jewellery and many more, will host 9 world-famous invitation designers with the events and panels it will organize this year.

Link of the news: <https://www.gastronomiturkey.com/haber/turkiye-dunyanin-luks-etkinlikler-merkezi-olacak-h15975>, E.T. 30.09.2023.



NEWS FROM SECTOR

Gastronomy Guide Gault & Millau will be published in Türkiye in 2024!

Gault Millau, which was first published in Paris in 1969 by journalist and food critic Henri Gault and Christian Millau, will also be published in Türkiye. Gault & Millau, which was first published in Paris in 1969 by journalist and food critic Henri Gault and Christian Millau, will be published in Turkey in cooperation with Sözen Group. Deputy Minister of Culture and Tourism Özgül Özkan Yavuz, who attended the event, said that they were very pleased to include Turkish cuisine in the Gault & Millau guide, which has a respected place in the world. Emphasizing that Türkiye has achieved significant success in the field of gastronomy in recent years, Yavuz said, "As the Ministry, we are open to all national and international collaborations in the field of gastronomy. It is extremely valuable that Gault & Millau takes action to make Türkiye a part of the global gastronomy network. This is a prestigious "The interest shown by the guide to our country shows us that we have made significant progress in gastronomy," he said.

Link of the news: <https://www.ntv.com.tr/n-life/n-lezzetler/gastronomi-rehberi-gault-millau-2024te-turkiyede-yayimlanacak,1KMPkiH9ZUGMu3fBSD-9gQ>, E.T. 30.09.2023.

BRAND Conference will be the most comprehensive event on the 100th anniversary of the Republic!

Starting off Turkey's next century with the BRAND 2023 Conference... BRAND Conference is preparing to organize an organization that will leave a mark on the 100th anniversary of the Republic. The event, which will be held on November 2-3 in the impressive atmosphere of the Atatürk Cultural Center, aims to germinate the ideas that will shape Türkiye's new century. BRAND Conference, organized by Yürekli Conferences since 2000 and with Yapı Kredi World as the main sponsor for the last 20 years, is preparing to bring together the leading names in Turkey and the world once again. The event, which will feature surprise names and interesting speeches, will make an energetic start to the new century of the Republic.

Link of the news: <https://www.campaigntr.com/marka-konferansi-cumhuriyetin-100-yilinda-en-kapsamli-etkinlige-imza-atacak/>, E.T. 30.09.2023.

Kantar's Media Reactions 2023 Report Results Announced!

Global marketers are rapidly losing their commitment to TV, according to Kantar research. According to Kantar's Media Reactions 2023 report; TV failed to rank among the top five most preferred media channels by both consumers and marketers around the world. The medium, which has never been highly rated by consumers in the research, also took a hit for marketers in 2023, falling from third place last year to 12th place. Its sponsorship also dropped from 12th to 20th. Only 6% of marketing bosses said they would increase TV ad spend in 2024. Online video remains advertisers' most preferred channel in 2022, followed by sponsored events (no change, second), digital outdoor (up two places), followed by streaming video ads (+2) and online story ads (+2). From a consumer perspective, sponsored events ranked first, followed by cinema advertisements (+1), OOH (+3), point of sale and DOOH.

Link of the news: <https://www.campaigntr.com/kantarin-media-reactions-2023-rapor-sonuclari-aciklandi/>, E.T. 30.09.2023.



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FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

SEPTEMBER 2023 - ISSUE 09

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FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

SEPTEMBER 2023 - ISSUE 08

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