

# ISTANBUL GELISIM UNIVERSITY



## SosyoCom

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# Robotic Process Automation (RPA)



Asst. Prof. Biray KOÇAK

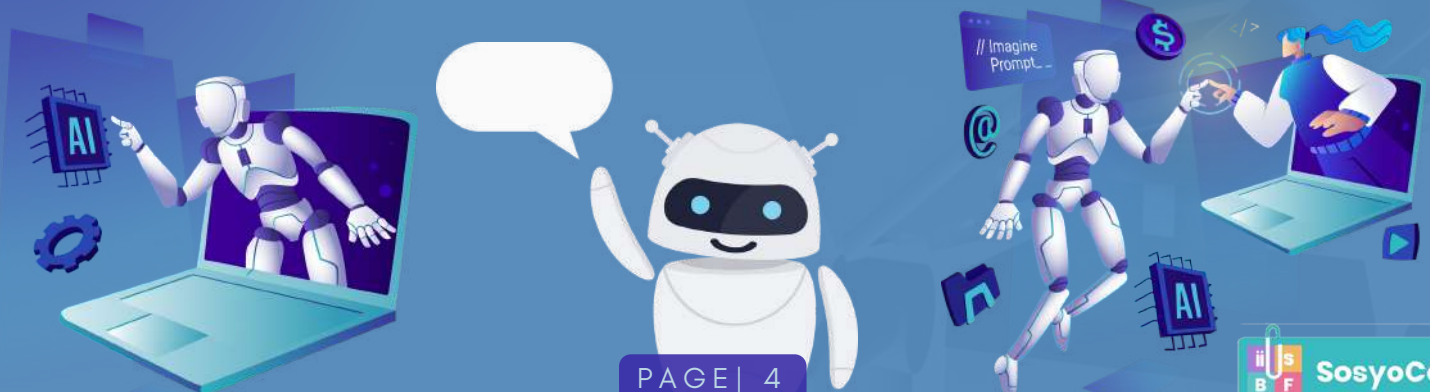
The Department of the Logistics Management

Robotic Process Automation (RPA) is a software technology that enables the creation, deployment, and management of software robots that mimic human actions in digital systems and software. These robots can understand screens, complete keystrokes, navigate systems, identify and extract data, and perform various actions faster and more consistently than humans. RPA streamlines workflows, increases employee satisfaction, engagement, and productivity, and is noninvasive, making it a valuable tool for accelerating digital transformation.

Advanced robots can perform cognitive tasks like text interpretation, chat engagement, data comprehension, and decision-making using advanced machine learning models. This allows humans to focus on their strengths, such as innovation, collaboration, creation, and customer interaction, rather than repetitive, high-volume tasks.

Robotic Process Automation (RPA) is a technology that uses software robots to automate routine tasks in supply chain management systems. It can be applied to various activities such as data entry, order processing, and inventory management. RPA automates common tasks, streamlining operations and removing human error. It can automate end-to-end processes like sourcing, coordinating, forecasting, supply, planning, warehousing, procurement, production, fulfillment, and monitoring. RPA also allows supply chains to scale up faster, meeting supply requirements as demand increases. For example, Amazon has implemented warehousing automation in its distribution centers, forcing competitors to invest in similar technologies or risk losing market share. RPA improves efficiency by reducing non-value-added time spent by employees, allowing them to focus on customer delight. Additionally, RPA software ensures 100% accuracy, particularly in tasks like matching invoices to purchase orders or updating PO records. Overall, RPA in supply chain management systems can significantly enhance efficiency and accuracy, reduce costs, and free up human resources for more value-added tasks.

Robotic Process Automation (RPA) is experiencing significant growth, with the market size reaching \$1.89 billion in 2021 and expected to reach double-digit rates through 2024. The industry is projected to report a 32.8% compound annual growth rate (CAGR) between 2021 and 2028. North America dominates the market due to its high adoption of process management and automation solutions. Asia Pacific has the highest CAGR growth rate due to RPA adoption across various industries. As of June 2021, 20% of organizations have adopted RPA, up from 13% in 2020. This growth is attributed to RPA's ability to enhance operations' quality, speed, and productivity, and the potential for cost efficiency gains from reduced manual labor costs.





# USAGE OF DRONES IN AGRICULTURAL PRODUCTION



Asst. Prof. Hacer Handan DEMİR  
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Drones are also called unmanned aerial vehicles (UAV) or simply "drones". A drone is a type of flying vehicle that does not have a physical human being on board. Drones are usually kept in the air with the help of propellers. Propellers can move the drone up or down; It allows it to move left or right, forward or backward. These offer balance and the ability to maintain the desired path. Sensors and GPS systems help drones determine their location and perform automatic flights. Additionally, advanced drones often come equipped with high-resolution cameras, thermal imaging, etc. Drones can be controlled with remote control devices or special software. Advanced drones can also be compatible with smartphones or tablets.

The first unmanned aerial vehicle was used during World War II. In the 2000s, commercial and civilian use of drones began to increase. In addition to consumer drones, which have been used for hobby purposes since the 2010s, drones are also seen as exciting tools with the potential to increase productivity in many sectors. For example, aerial photography; inspection and mapping of construction sites; It is used to quickly transport small packages, to find lost people in emergencies, and to monitor cultivated areas in agriculture.

The use of drones in agricultural production is becoming increasingly common in Turkey, and drones are considered as an important technological development in the agricultural sector. The use of drones in agricultural production has become an increasingly adopted technology to increase the efficiency of modern agriculture, optimize resources and work processes, and make farming operations more effective. Drone technology provides various advantages in monitoring and managing agricultural fields. These:

1. **Agricultural Field Observation:** Drones can monitor plant health by scanning agricultural fields with high-resolution cameras or sensors. With the data collected, determinations regarding the growth status of plants, diseases, harmful organisms or irrigation requirements can be made faster.
2. **Mapping and Analysis:** Drones can create maps of agricultural fields and perform analysis. In these maps; Important information such as land slope, water flow paths and soil types helps determine soil fertility, plant density and irrigation requirements.
3. **Irrigation Management:** Drones can help optimize irrigation processes by measuring soil moisture and plant water requirements. This allows water resources to be used more efficiently and reduces irrigation costs.
4. **Pest control:** Drones can be used to detect and monitor pests or plant diseases. This can help deliver chemical interventions in smaller quantities, more quickly, in a timely and precise manner.
5. **Harvest Tracking:** Drones can be used to monitor the condition of plants at harvest time and estimate the amount of harvested produce, providing farmers with better information on harvest timing.
6. **Fertilization:** Drones can be used to fertilize plants according to their needs. In this way, the amount of fertilizer is optimized, reducing costs and environmental impacts.
7. **Data Analysis and Reporting:** Drones can analyze the data they collect and provide meaningful reports to farmers. This provides farmers with the information they need to make better decisions.

In addition to making the agricultural sector more efficient, the use of drones in agricultural production is an important way to protect natural resources and promote sustainable agricultural practices, and it is also of great importance in improving decision-making processes with the data it provides to farmers. However, the use of drones must comply with local legal regulations and safety rules, and trained personnel are needed to effectively use this technology.

# DONUT ECONOMICS: A NEW APPROACH FOR SUSTAINABILITY AND SOCIAL WELL-BEING



Asst. Prof. Ihsaniye Gökçe Kaya  
The Department of the Logistics Management



"Donut Economics" is an economic model developed by British economist Kate Raworth. This model aims to bring a new perspective to economic thinking by seeking to strike a balance between environmental sustainability and social well-being. The core idea of Donut Economics is represented by a shape resembling a donut. In this representation, the outer ring symbolizes environmental sustainability, while the inner ring represents social well-being.

The outer ring emphasizes that the Earth's natural resources are finite and that their excessive consumption can lead to environmental issues. Therefore, it advocates for not exceeding ecological boundaries. Within the outer ring, factors such as water usage, energy consumption, carbon emissions, biodiversity loss, and other environmental considerations are included.

The inner ring represents a life standard where every individual can meet their basic needs. Within the inner ring, elements such as food, water, education, healthcare, shelter, and social equality are present. Additionally, social issues such as income inequality, gender inequality, human rights, and justice are addressed within the inner ring.







The fundamental principle of the Donut Economy advocates not entering the outer ring, meaning not exceeding environmental boundaries. This principle aims to preserve the sustainability of the planet and prevent environmental issues. Therefore, it emphasizes that economic activities should take place within ecological limits, preserving natural resources and ecological balance. It also argues that individuals who cannot enter the inner ring face risks such as poverty, hunger, social exclusion, and the violation of basic human rights. The inner ring aims to ensure that every individual can lead a life in line with human dignity and that social justice is achieved.

The Donut Economy sets limits on economic growth and well-being, promoting a more equitable, sustainable, and human-centered economic system within those boundaries. Its primary goal is to create a world where people can meet their basic needs without exceeding the planet's limits. Therefore, the Donut Economy is a new economic model that questions traditional economic thinking and offers a fresh perspective.



# Plant Factories

Asst. Prof. Hacer Handan DEMİR  
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As a result of the increase in the world population, the increase in fuel costs due to the decrease in conventional resources, and climate change caused by global warming, it is becoming more and more difficult to carry out agricultural production with traditional methods. Achieving agricultural production in large areas on the earth, under the sun, requires coping with many economic, social and environmental challenges. In order to ensure the sustainability of agricultural production, plant factories have begun to take their place in the industry as an alternative to the production that is relatively carried out today and perhaps as a way to ensure food security in the future.

Plant factories are designed to control plant growing processes and optimize the environmental conditions required for plant growth; They are agricultural facilities where plants are produced precisely in a closed and controlled environment using technology and special cultivation methods. In these facilities, ideal growth conditions are created in greenhouse environments by imitating the natural environments of plants, and high productivity is achieved by providing the ideal light, temperature, humidity, water and nutrients that the plants need, at the required times and in the required amounts. In addition, these facilities are affected by light, temperature, humidity and carbon dioxide level, etc. Since conditions such as these can be controlled, it provides the opportunity to obtain products throughout the year, regardless of seasonal conditions. In other words, production can be done outside the season. Thus, it is possible to obtain more product in a shorter time.

Plant factories offer agricultural production opportunities within cities or in limited areas. Instead of large areas, production can be carried out on much narrower surface areas by taking advantage of the cubic volume of the factory. Thus, space saving is achieved. Additionally, energy savings are achieved by reducing the need to transport products over long distances.

In plant factories, production is carried out using special growing techniques such as hydroponic and aeroponic systems, which allow plants to be grown without using traditional soil. With the help of technology, plant factories can precisely control the nutrition of plants, allowing them to grow faster, produce healthier products and increase their nutritional value. These facilities contribute to resource savings by optimizing the effective use of water and fertilizer and offer a more sustainable agricultural method.

Plant factories can often grow many different types of plants, such as greens, herbs, lettuces, tomatoes, peppers, strawberries, and even medicinal aromatic herbs. If studies are carried out on growing different plant species by focusing on R&D studies, product diversity can be increased and market demand can be met in a wider area.

These facilities offer significant advantages in terms of efficiency, product quality and environmental sustainability compared to traditional agricultural methods. Therefore, plant factories could become an important part of food production in the future. They could be preferred to facilitate the supply of local products, ensure food security and promote sustainable agriculture by increasing local food production, especially in urban areas. However, issues such as high investment costs, energy consumption and the need for expertise might be seen among the factors that may limit the spread of plant factories. Although establishing and operating plant factories requires high costs in the beginning, it may be preferred in the future for higher efficiency and product quality advantages in the long run.



# ACTUARY

Asst. Prof. Ihsaniye Gökçe Kaya  
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Actuarial science" is the field of study that examines unpredictable and random events that affect our lives, such as birth, death, illness, disability, as well as events that impact our economy, like earthquakes, fires, accidents, floods, and their financial implications. Actuarial science is a discipline that uses mathematical, statistical, and financial principles to analyze, assess, and manage financial risks and uncertainties. It involves solving complex problems by studying the financial impact of these events. Individuals who work in the field of actuarial science are referred to as "actuaries" or "actuarial experts." In advanced countries, actuarial science is among the top 5 most demanded professions, and its importance is gradually increasing in Turkey as well.

## Actuaries:

- Analyze the future risks of insurance companies and financial institutions. These analyses include tasks such as determining insurance premiums, predicting compensation payments, and developing investment strategies.
- Make financial forecasts using mathematical and statistical models. These models help assess the probabilities and financial outcomes of future events.
- Also manage the design and financing of retirement plans.
- Conduct risk tracking in sales positions to prevent taking high risks in fast-moving trading processes.
- Extract the financial requirements of the institutions they work for and ensure that the company complies with these financial requirements. To achieve this, they collaborate with IT specialists.
- Inform team members by making presentations and assessments for evaluating the risk situation, and prepare annual reports.
- Establish effective communication with investment firms, investment managers, financial directors, and clients.

To become an actuary, strong mathematical abilities, analytical thinking, and statistical knowledge are essential. Additionally, having an interest in financial matters, proficiency in computer programming and data analysis skills are important. Effective communication skills are necessary to convey complex topics clearly and understandably. Actuaries must also stay updated with industry changes through continuous education. Adherence to ethical conduct and professional standards is crucial. Actuarial science presents an attractive career option for individuals aiming to specialize in the analysis and management of financial risks.

In conclusion, actuarial professionals play a critical role in the management of financial risks and uncertainties. They assist companies in safeguarding their financial health by utilizing complex mathematical models and analytical skills. Actuarial science is a cornerstone of the financial world, offering new and significant career opportunities for those interested in working in this field.

# CUSTOMER SUCCESS ANALYST



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The Department of the Logistics Management

A Customer Success Analyst is a professional who seeks to develop a positive customer experience and fosters relationships to support brand loyalty. They work closely with other departments and analyze data involving customer reviews and experience with products or services. They are also well-versed on the technical side of projects and can offer insight and tips on how to use features and troubleshoot.

In the context of Supply Chain Management, a Customer Success Analyst plays an important role in planning, analyzing, and monitoring a company's supply chain distribution to ensure products make it to their destinations in a timely, cost-efficient manner. They usually work on specific projects, such as a product launch in a new country or lowering costs by identifying new routes or suppliers.

Some common responsibilities and tasks of a Customer Success Analyst in Supply Chain Management:

1. **Monitoring Data:** They monitor data on current business operations, managing different pieces such as sourcing, warehousing, deliveries, and scheduling production.
2. **Data Analysis:** They collect and analyze data to reduce costs and increase efficiency.
3. **Managing Supply Chain Processes:** They manage supply chain processes and inventory using tools like SAP.
4. **Maintaining Professional Relationships:** They maintain professional relationships with vendors, acting as representatives of the company or organization to promote a positive image.
5. **Improving Supply Chain Management:** They consistently seek ways to improve supply chain management, including evaluating approaches, processes, tools, and technology.

In essence, a Customer Success Analyst in Supply Chain Management acts as the liaison between the company and its suppliers, ensuring that the supply chain operates efficiently while meeting the needs of the customer.





# CULTURE- ART- LITERATURE



## Must-Visit Museums for Literature Lovers in Istanbul

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The Department of the Management Information Systems

As the cultural capital of Turkiye, Istanbul is a city rich in history and literature. For literature lovers living in Istanbul, some important museums they can visit are as follows:

**Kemal Tahir's House:** The house where Kemal Tahir spent the last ten years of his life has been turned into a museum through the foundation established by his wife Semiha Tahir. In this museum, thousands of books, photographs and achievements of Kemal Tahir are exhibited. Nazım Hikmet's typewriter is also exhibited in this museum. Entrance is free of charge.

**Orhan Kemal Museum:** The house of the famous Turkish writer Orhan Kemal in Istanbul provides important information about his life and works. The museum has a rich collection of Orhan Kemal's works and writing life.

**Pera Museum:** Pera Museum, which houses collections of Ottoman period and modern Turkish art, can be an interesting place for art and literature enthusiasts.

**Istanbul Literature Museum:** This museum, which exhibits historical documents, old books and personal belongings of writers, is an important source for those who want to trace literature in Istanbul.

**Sait Faik Abasıyanık Museum:** The house of the famous short story writer Sait Faik Abasıyanık in Beyoğlu provides information about the life and works of the writer. It is an important point of visit for literature lovers.

**Nazım Hikmet Ran Museum:** The house of Nazım Hikmet, one of the important names of Turkish poetry, provides information about his life and works. Nazım Hikmet's personal belongings and writing desk are also exhibited here.

**Painter and Poets House Museum:** Located in Üsküdar, this museum offers the opportunity to visit the places where important names of Turkish literature lived and produced their works. Here are the houses of painter Bedri Rahmi Eyüboğlu and poet Melih Cevdet Anday.

**Istanbul Museum of Modern Art:** As a place where literature and art are intertwined, Istanbul Modern is an interesting option for literature and art lovers with its modern artworks and exhibitions.

Istanbul has a rich heritage as one of the meeting points of literature and art. These museums will help literature lovers living in Istanbul to get to know this heritage more closely.



# ARCHAEOLOGICAL MUSEUM OF *Mytilene*

**Assoc. Prof. Hakan Yıldırım**

## **The Department of the Logistics Management**

The museum, which hosts countless finds, is a fascinating place with tombstones, ceramics, jewelry, wetlands, architectural finds and sculptures from the prehistoric period to the Roman period. It appears as a museum where dazzling sculptures are exhibited, in addition to mosaic floors, frescoes and important finds from Roman buildings.

Among the finds that can be considered the most impressive structure in the museum are undoubtedly the seated lion statue from the Roman period and the column capitals of the Temple of Klopédi. Let's get to know these two magnificent finds and see what is exhibited at Archaeological Museum of Mytilene

**Lion Statue:** In ancient times, B.C. Late 6th century or BC. It dates from the early 5th century and is generally thought of as a protective symbol used to guard the entrance to a local temple on the island of Lesbos. In addition, the sculpture stands out as an impressive work that attracts attention with its stone workmanship and details.

**The Ancient Temple of Klopédi:** Klopédi Temple is an important archaeological ruin reflecting the religious and cultural life of Lesbos Island in ancient times. This temple was built as a place of worship for ancient Greek religious rituals, and it is thought that the temple was used for worship and offerings in ancient times. Unfortunately, although much of the temple has been destroyed over time, its ruins still offer visitors the opportunity to experience the atmosphere of ancient times.

The island of Lesbos, which has a rich history, confirms this richness with finds such as the Sitting Lion Statue and the Temple of Klopédi, as well as antique ceramics and vases, statues and busts, mosaics, charms and jewelry, and old inscriptions from the ancient period.

While various ceramic works, such as ceramics and vases, especially from the Ancient Greek and Roman periods, are among the important indicators reflecting the art and daily life of the period, sculptures from the ancient period point to depictions of gods and goddesses and famous people. Likewise, mosaics and mythological scenes from the ancient period display daily life.

Among the most important findings in understanding the linguistic and historical variables of the ancient period, it is possible to find ancient writings and tablets, texts written in ancient Greek or other languages. In addition, the olive trees that are still abundant on the island can be expressed as a legacy from ancient times to today. An ancient oil mill was found in an old olive oil factory discovered during construction excavations on the island. The oil mill is thought to be part of a larger complex associated with the production and use of local products such as grain, oil or wine. Following the restoration work, the mill in question was re-established intact and in one piece in the courtyard of the Archaeological Museum. The discovery of the ancient mill supports local efforts to promote Lesbos as an important island.

As a result, by visiting the Archaeological Museum of Mytilene, which hosts countless finds, it is possible to understand the society and lifestyle of the ancient period, and also have the opportunity to learn about the history, language, religion and culture of the relevant period and the island.

# SOSYOCOM SHELF



Cast Away is a 2000 American survival drama film directed and produced by Robert Zemeckis and starring Tom Hanks, Helen Hunt and Nick Searcy. Hanks plays a FedEx troubleshooter stranded on a deserted island after his plane crashes in the South Pacific, and the plot centers on his desperate attempts to survive and return home.

Chuck Noland is a FedEx systems analyst traveling the world to solve productivity problems. He lives in Memphis, Tennessee with his girlfriend Kelly Frears. During a Christmas dinner, Chuck is called to solve a problem in Malaysia. Before leaving, Kelly gives Chuck her grandfather's pocket watch with a photo of herself inside. Chuck gives her a small box and says she can expect to open it when he returns on New Year's Eve, implying that it is an engagement ring. However, the FedEx cargo plane he is on is caught in a violent storm and crashes into the Pacific Ocean. Chuck is the only survivor and escapes in an inflatable lifeboat. The emergency locator transmitter is in the process. The next day he crashes on a deserted island.

But several of the packages on the plane to be delivered wash ashore with him, and he initially treats them with caution. Chuck realizes that his priority is survival - which is primarily food, water, shelter and fire - and rescue. But survival is also emotionally important. To fulfill this emotional need, he has a family heirloom pocket watch with a photo of Kelly given to him as a Christmas present, and a Wilson volleyball, which he eventually draws a face on while opening FedEx packages and names Wilson. As time progresses, Chuck goes through a series of emotions, but realizes that if he is to be rescued, he must find a way off the island, which seems impossible in his circumstances.

The 2000 film "Cast Away", starring Tom Hanks, who is well respected in the movie industry, is a highly successful work that also touches the supply chain.

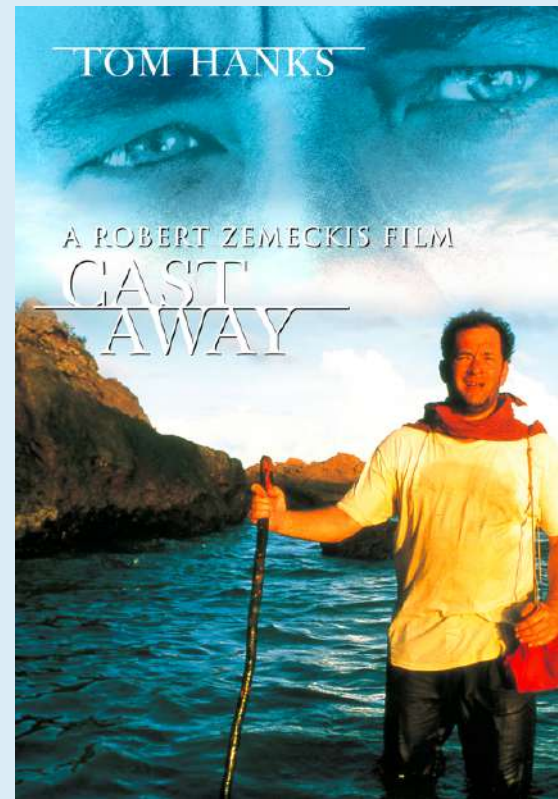
## A MOVIE



## CAST AWAY

**Res. Asst. Güzde ÇAĞLAR**

**The Department of Logistics Management**



Director: Robert Zemeckis

Year: 2000

IMDb: 7.8

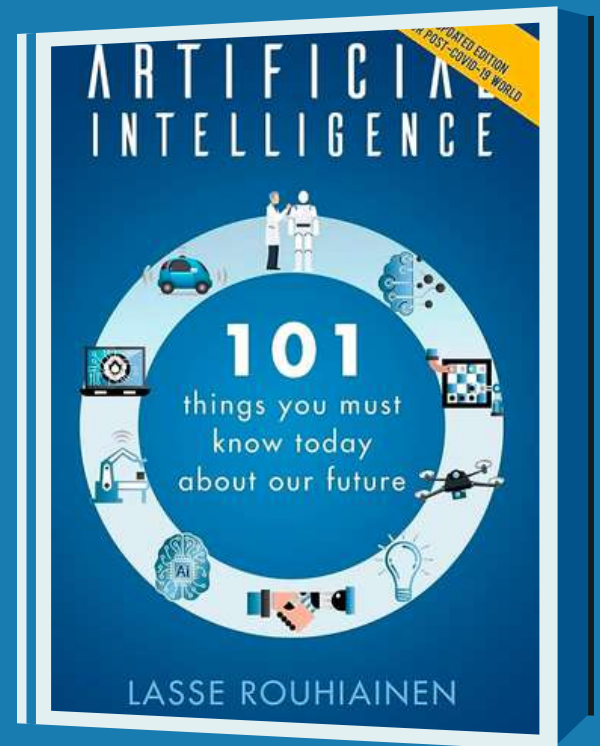
Time: 143 min

Genre: Adventure/Drama

# A BOOK

## ARTIFICIAL INTELLIGENCE: 101 THINGS YOU MUST KNOW TODAY ABOUT OUR FUTURE

**Asst. Prof. Can Nalbantoğlu**  
**The Department of the Logistics Management**



The book "Artificial Intelligence - 101 Things You Must Know Today About Our Future", written by Lasse Rouhiainen in 2020 and translated into our language by Toprak Deniz Odabaşı, seeks answers to questions about artificial intelligence in ten chapters. The first part of the book includes definitions and general information about artificial intelligence. In the second part, the impact of artificial intelligence on industries is discussed. Artificial intelligence will impact many industries. This section includes various examples from different industries. The third section examines the impact of artificial intelligence on business processes. By reading this section, you can learn how you can improve your email sending with artificial intelligence. The fourth section examines the chatbots we know as "Chatbots", which we have encountered frequently in the last few years. If you have a web page and want to use a chatbot, this section will be very helpful. The fifth section explains the impact of artificial intelligence on the labor market. Will artificial intelligence create new jobs or take away our existing jobs? If you are looking for an answer to this question, you should definitely read this section. Artificial intelligence is of vital importance for autonomous driving and robots. The sixth and seventh chapters contain a lot of information on this subject. Google, Microsoft, Apple, Facebook, Amazon etc. whose products we use every day. If you are wondering what he is doing on artificial intelligence issues, the eighth episode is for you. The last two chapters of the book are devoted to frequently asked questions about artificial intelligence. The topics here may answer your questions about artificial intelligence. Although this book, written by Rouhiainen, provides brief theoretical information about artificial intelligence, it is a very valuable book in terms of the examples it contains. If you want to learn about artificial intelligence, you can start by reading this book.



# LES REVENANTS

A SERIES

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Les Revenants is a French supernatural-drama television series created by Fabrice Gobert, based on the 2004 French film “Les Revenants”, directed by Robin Campillo. The series offers quality viewing pleasure by reconciling a fantastic adventure with human life without making some of the mistakes that the movie made.

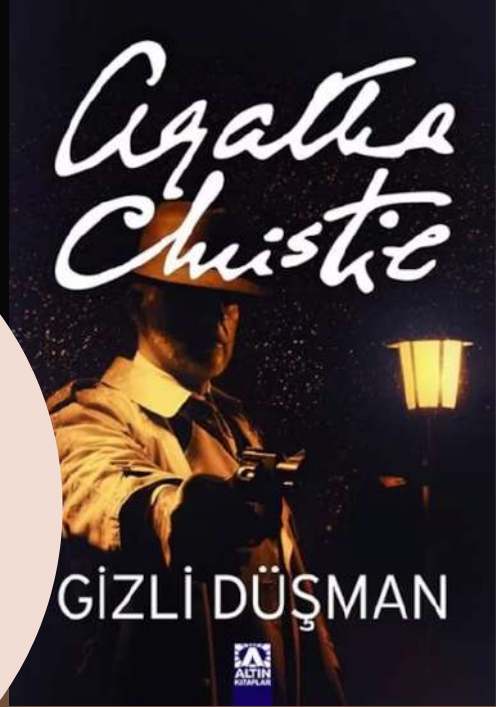
In this series, we follow the story of those who return as if nothing had happened after dying in a modest French town. Those who have returned from the dead are not aware that either they are dead or they have returned from the dead. How they came back from the dead is left ambiguous in the series. Unlike the classic zombie&ghost productions, supernatural depictions are not included in the production. The series examines the relationship between those who return from the dead and their environment rather than the reason behind their return from the dead. The fear and happiness experienced by the families and environment of the returnees are handled impressively.

Each episode deals with the past, death and present of a single character. Again, the life story of each character is presented to the audience in an impressive way by combining it with others. Mysterious information about the past lives of the dead is given through flashbacks to the past of the story. Secrets about why they died are also revealed in these flashbacks.

This two-season production promises a lot, especially for David Lynch cinema lovers, with its fantastic atmosphere in its natural view. In this broadcast, we offer Les Revenants, which may hit the spot to those who enjoy stories full of mysteries, as a series recommendation, and we wish a good viewing to those who want to watch it.



## Book Review of the Month



Res. Asst. Gözde ÇAĞLAR  
The Department of Logistics Management

# THE SECRET ADVERSARY – AGATHA CHRISTIE

Agatha Christie's novel "The Secret Adversary" is set in post-World War I England. Tommy Beresford and Tuppence Cowley are young people unemployed after the war. They meet by chance and are offered a job by an old acquaintance. Their mission is to find a missing woman.

However, this seemingly simple task turns into a difficult conspiracy to solve. Throughout their adventure, Tommy and Tuppence encounter spies, secret organizations and complex intrigues. A series of secrets and mysterious events unfold in a fast-moving sequence of events.

Tommy and Tuppence use their own wits to unravel these secrets. The dynamics between the characters and the cleverly constructed solutions are hallmarks of Christie's style. As the adventure progresses, they both find themselves in the midst of danger and face many unanswered questions.

Throughout the novel, readers gather clues to the solution. Christie's deft touches guide readers along the path to solving the events. Finally, a gripping resolution emerges in the novel's finale.

"The Secret Adversary" is a beloved example of the detective genre that occupies an important place in Agatha Christie's career. The work envelops its readers in a gripping mystery and is full of unforgettable characters. Christie's mastery is also evident in this novel, keeping her readers in suspense until the last page.

The adventures of Tommy and Tuppence take readers on a journey full of mystery. They use their intelligence and cunning to overcome the challenges they face. Christie's depth of character and cleverly woven storyline keep readers hooked with every page. "The Secret Adversary" offers a delightful reading experience for Christie fans and detective enthusiasts. "The Secret Adversary" is a beloved example of the detective genre that played an important role in Agatha Christie's career. The work envelops its readers in a gripping mystery and is filled with unforgettable characters. Christie's mastery is evident in this novel and keeps her readers in suspense until the last page.





# Movie Review of the Month

*Res. Asst. Orcan Çetinkaya*  
*The Department of Logistics Management*

## MATRIX: A JOURNEY INTO THE DEPTHS OF DIGITAL REALITY

"Matrix" is a science fiction masterpiece that pushes the boundaries of the cinema world. Released in 1999 by Wachowski brothers, this film offers an unforgettable experience not only in terms of cinematic techniques but also with its philosophical depth.

The movie changes the life of a computer programmer named Neo in an extraordinary way. One day, he is told by Morpheus, a mysterious hacker, that a digital world called Matrix is unreal and that the real world is controlled by this artificial reality. While Neo tries to accept this unthinkable truth, the audience begins to think about many philosophical questions.

Matrix is stunning with its visual effects and action scenes. Especially Neo's scenes called "bullet time" are a turning point in the history of cinema. These scenes offer a magnificent visual feast to the audience as time slows down and almost comes to a halt.

However, Matrix is not just a visual feast. The film deals with deep philosophical issues such as consciousness, reality and freedom. While people in the Matrix have the chance to learn the truth and escape, the existence of those who do not want to accept this truth reflects the complexity of human nature. Additionally, the movie makes you think about how technology can control humanity.

The performances are also remarkable. Keanu Reeves gives a convincing performance as Neo, while Laurence Fishburne's Morpheus offers captivating wisdom and leadership.

In conclusion, Matrix is not just a science fiction movie, but also a masterpiece that provokes deep philosophical thought. Its visually stunning scenes and thought-provoking theme make the movie unforgettable. "The Matrix" will continue to be remembered as one of the most impressive productions in cinema history.





# ACADEMIC PLAYLIST



Res. Asst. Tuğçe Gül BABACAN  
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## September Harmony

"All the months are crude experiments,  
out of which the perfect September is made"  
-Virginia Woolf

"Happily we bask in this warm September sun,  
which illuminates all creatures..."  
-Henry David Thoreau

September brings freshness to people. September, when cool weather, rains, more gloomy and cloudy days awaits us, is a harbinger that sunny days are behind us. However, new beginnings, fresh hopes and blossoming expectations come to light with September.

As we approach the end of 2023, we wanted a group of songs from the 2000s to accompany you. We have delicately created our September Academic playlist for you, which we have chosen from various songs by Teoman and Şebnem Ferah.

Wish you a joyful listen.



İstanbul'da Sonbahar

Teoman



Kupa Kızı Ve Sinek Valesi

Teoman



Çoban Yıldızı

Teoman



Yağmurlar

Şebnem Ferah



Rüzgar Gülü

Teoman



Hoşçakal

Şebnem Ferah



Sevdim Seni Bir Kere

Teoman



Papatya

Teoman



Ne Ekmek Ne De Su

Teoman



İki Yabancı

Teoman, Şebnem Ferah







Asst. Prof. Can Nalbantoğlu  
The Department of the Logistics  
Management

# CURRENT EDUCATION APPROACHES IN THE FIELD OF HIGHER EDUCATION

Higher education is an important step in education for individuals to gain knowledge, skills and competence. Although it seems like the last stage before entering business life, it is actually one of the steps in the field of education. The training process continues during and after entering business life. Although traditional models continue in higher education today, innovative education approaches are also increasing. These approaches are designed to provide students with new skills, ensure that they are ready for business life, and help them adapt to changing conditions. Current approaches included here; project-based education, problem-solving-based education and education based on multiple intelligence theory. Project-based education helps students develop skills such as problem solving, teamwork and critical thinking. Problem-solving-based education is an educational approach that enables students to use their knowledge and skills to solve the problems they encounter. In this approach, students address problems adapted from the real world and develop different approaches to solve these problems. Problem-solving-based education, just like project-based education, helps students develop problem-solving, critical thinking and decision-making skills. Education based on multiple intelligence theory is an educational approach that enables students to learn using different types of intelligence. In this model, students learn using visual-spatial, verbal-linguistic, logical-mathematical, bodily-kinesthetic, musical, interpersonal and intrapersonal intelligence types. Education based on multiple intelligence theory helps students improve their learning skills and cater to different learning styles. Current educational approaches in higher education have many benefits. These approaches help students improve their learning skills, better prepare them for business life and adapt to changing world conditions.





# REINFORCEMENT LEARNING IN LOGISTICS MANAGEMENT

Asst. Prof. Metin Yıldırım  
The Department of the Logistics Management  
(ENG)



The level of complexity of activities within the area of logistics management has expanded dramatically, particularly since the start of the Covid-19 pandemic. The adoption of technological developments and innovative techniques to increase efficiency and effectiveness is a consequence of this situation. In several fields, including logistics management, reinforcement learning algorithms have emerged as a potential technique. Reinforcement learning is a subset of machine learning. The primary goal of reinforcement learning is not only to train agents to learn from performed actions, but also to reward in dynamic circumstances. Among the key predicted advantages resulting from using Reinforcement Learning, particularly in logistics, are increased efficiency, real-time decision-making, scalability, and continuous learning. Autonomous vehicles are one of the most demanding and most well known Reinforcement Learning application area in logistics. Among the main applications of reinforcement learning in logistics management, aside from the use in autonomous vehicles, are resource allocation, demand forecasting, inventory management, and transportation optimization. Despite having various advantages, the necessity for huge volumes of data to train Artificial intelligence agents, as well as connecting to current logistics systems being laborious and time-consuming are among the key drawbacks of Reinforcement Learning utilization. Significant efforts have been made to improve algorithm efficacy, data availability, and the effective utilization of computer resources. The advancement of these efforts, together with the growing availability of data and computer resources, emphasize the widespread use of reinforcement learning in a variety of logistical functions. In addition to the above mentioned benefits, reinforcement learning has the ability to significantly alter logistics management through enhancing logistical operations.



# URBAN LEGENDS IN FINLAND EDUCATION

*Asst. Prof. Kadir Mersin  
The Department of the Logistics Management*



Many urban legends have arisen about Finland, which we see in OECD reports as always being at the top in the field of education. Before taking a look at the urban legends about Finland, which lost first place to China according to the latest OECD report, let's see what PISA score is.

Every three years, in education systems around the world, the OECD conducts PISA to test the critical thinking abilities of 15-year-old students in mathematics, science and reading in more than 65 countries that make up 90% of the world economy.

## **What is PISA? Why is it important?**

Programme for International Student Assessment (PISA) is a global program in which approximately 600,000 15-year-old students from different countries take a two-hour test to measure their knowledge and skills, primarily in the areas of science, reading and mathematics. PISA test questions ask to be based on skills and knowledge to solve real-world problems, not just measure memorization of information. Since a high PISA ranking is thought to equate to economic success, researchers have concluded that PISA is one of the indicators of whether school systems are preparing students for the global knowledge economy of the 21st century. (<https://worldpopulationreview.com/country-rankings/pisa-scores-by-country>) Let's talk about urban legends.



Let's talk about urban legends.

### **1. Students are not given homework in Finland.**

Fact: The claim that giving homework to students is prohibited in the Finnish education system is unreal. In Finland, students are given homework- although less than in other countries. In fact, the assigned homework is added to a system in which the parent is involved and left under the control of the parent.

### **2. In Finland, there are no exams until the end of high school.**

Fact: The claim that there are no exams and grading for students in the Finnish education system does not reflect the truth. It is possible to examine the exams for students by dividing them into two: exams given by teachers specific to schools and courses, and grading exams held nationwide. In Finland, there is a rating-oriented nationwide qualification exam (ylioppilastutkinto / matriculation exam) for university entrance. The Finnish matriculation exam is held simultaneously in all Finnish high schools twice a year, in spring and autumn. The purpose of the exam is to discover to what extent students have adopted the knowledge and skills required by the high school curriculum and to what extent they have reached a sufficient level of maturity in line with general high school goals. The Finnish Proficiency Exam, held at the end of secondary education, is considered an important factor in deciding whether students are qualified for university entrance. Passing the qualification exam gives students the right to continue their education at universities and other higher education institutions.

Apart from this exam, which can be described as a high school graduation exam or a university entrance exam, examinations and grading are carried out by teachers in schools in Finland. The claim that there are no exams for the courses given in schools until the last year of high school or the age of 18 in Finland does not reflect the truth. The exam at the end of the semester, that is, the midterm exam (quiz), is also held. All students in Finland are evaluated by their teachers according to an individualized set of foundation-based grading systems. The progress in students' knowledge level is monitored by the Ministry of Education by sampling groups in different schools.

### **3. There are no private schools in Finland.**

Fact: The Finnish education system sees equal education as the best investment in the future. The number of private schools in the Finnish education system that do not follow a privileged or differentiated education program is quite low. However, this does not mean that there are no private schools in Finland. There is the concept of "private school" in Finland. However, its operation is different from our country. There are state-funded private schools in Finland. It is reported that today there are 85 private schools in Finland and 2-3% of the students in the country receive education in private schools (it is reported that the number of schools managed by local governments is around 2600) (For private schools in Helsinki only, Deutsche Schule, Finnish-French School, Finnish-Russian School, International School of Helsinki and European School of Helsinki examples can be submitted)



# ENTREPRENEURSHIP AND INNOVATION

Asst. Prof. Filiz Sivasloğlu  
The Department of Logistics  
Management

## SOCIAL INNOVATION

Social innovation is an approach that focuses on improving the quality of human life by providing innovative and efficient solutions to increasing social problems. The goal of social innovation, contrary to traditional innovation, is not to produce and implement innovative ideas used for commercial purposes, but to solve social problems with innovative ideas. Social innovation offers solutions to problems in social issues such as health, education, environment, energy, justice, refugees, and poverty.

When it comes to social innovation, the first name that comes to mind is Bangladeshi economics professor and banker Muhammed Yunus (b. 1940, Bangladesh). Yunus was one of the first to implement the "Micro Credit" system in the 1970s. He sees that Bangladeshi women are forced to work like slaves to pay their debts for 5 Taka (Bangladesh Currency), that is, \$0.07 (0.109 TL). He thinks that women need to get a loan to pay their debts and apply to the bank. But he learns that "the poor are not creditable." Thereupon, he took the first step by giving the 27 dollars in his pocket as a loan to 42 people. In 1976, he founded the Grameen Bank to turn the poor into entrepreneurs. Thanks to this pioneering work, he was awarded the Nobel Peace Prize in 2006.

Another example of social innovation is the kindergarten called "Intergenerational Learning Center" which opened in 2015 at the Providence Mount St. Vincent Nursing Home, where 400 people live in Seattle, USA. It is aimed to prevent generation conflicts in the future by enabling children between the ages of 1-5 to communicate with the elderly. Here, children learned about the aging process and communicating with disabled people, and spent time in a loving environment. Since the elderly were also in contact with the children, they felt useful by telling them about their experiences.

Social innovation does not only deal with social problems, but also strives to prevent damage to the natural environment such as endangered animals, loss of biodiversity, depletion of the ozone layer, environmental pollution, and depletion of water resources. In short, social innovation stands out as the activity of producing and implementing innovative solutions to existing social, cultural, economic, and environmental problems with projects developed to ensure a sustainable life for people, society, and our planet.

# Entrepreneurship Ecosystem and Start-up

Asst. Prof. Filiz Sivaslıoğlu  
The Department of Logistics  
Management

The concept of the entrepreneurship ecosystem, first put forward by B. Cohen in 2006, is defined as the social and economic environment consisting of individuals working in interaction and various factors in a particular region. Entrepreneurship ecosystem practices started for the first time in the world in Silicon Valley, which is the pioneer of today's Technopark concept, affiliated with Stanford University. Silicon Valley is the most important example of an entrepreneurship ecosystem where entrepreneurs coming to San Francisco from all over the world develop day by day in line with their goals and try to gain a place for themselves in the renewed ecosystem.

The entrepreneurship ecosystem is formed by various environmental conditions that affect entrepreneurship in every region and the interaction of these conditions with each other. These conditions are finance, government policies, public entrepreneurship programs, entrepreneurship education, R&D and technology transfer, legal, commercial, and physical infrastructure, market situation, and social and cultural norms. Coming together of these elements and providing appropriate conditions contributes to the development of the entrepreneurship ecosystem. In addition, the establishment of a culture of innovative thinking, questioning, and solution generation is also very important for the development of the entrepreneurship ecosystem.

Today, many of the problems experienced in the past have been solved. However, this does not mean that there will not be new problems. The term "Start-up" is encountered in the business world when it comes to finding solutions to problems. Generating solutions is among the duties of Start-up companies. Start-up, an English term, when translated literally means "to start". Universally, the term Start-up is a correct expression for companies that start from scratch, develop and grow. Companies that achieve serious potential with high output in a short time are known as Start-up companies. Whether a company is a Start-up is not related to its capital. It means that the product or service that the company will produce starts from scratch and produces solutions by focusing on previously unsolved problems.

The most apparent difference between the concept of entrepreneurship and start-up is the profit-seeking situation. Both concepts focus on the desires and needs of the consumer. However, entrepreneurship is done to make a profit. In the start-up idea, making a profit does not come first. In the start-up, the company develops by focusing on providing maximum benefit by finding solutions to consumer needs.

In entrepreneurship, the solutions found by startups are offered to a consumer base in a specific region. This shows that entrepreneurship has geographical constraints. Even if entrepreneurship has grown sufficiently and reached an international scale, it may not be as universal as a start-up. For example; while the first company that developed the idea of waterproof shoes is called a Start-up, opening a store to sell shoes can be described as entrepreneurship. Start-ups find the business model, and entrepreneurs deliver this model to the region, sector, and customers. Start-ups, as the concept of new and originality, come on the scene to create something new and make the existing one better.

# 2022 Not a Promising Year for Logistics Startups

Asst. Prof. Metin Yildirim  
The Department of  
Logistics Management  
(English)



Startups, particularly in the logistics sector, have a significant influence on the gradual improvement of several domains, including not only limited customer experience, raising profitability, and optimizing operating expenses. Logistics startups have been among the key players in the supply chain, with moving and storing goods, services, and information among the fundamental tasks of supply chain management. Among the key services they offer are freight forwarding, warehousing, multi-modal transportation, and inventory management. The Logistics Sector has been under constant cost-cutting pressure for several decades, which has a substantial impact on start-up and investor decisions. Start-up financing in logistics provides important information about the progress of the logistics sector. In their study titled "Start-up funding in logistics: Adjusting to a new reality," published on the McKensey website, Sandy Gosling, Ludwig Hausmann, Maite Pea-Alcaraz, and Tobias Wölfel highlighted major changes on the topic. The change in funding for logistics startups was one of the elements emphasized in the study. In light of this analysis, it was shown that investment for logistics start-ups increased by more than 70% after 2014 and reached a new high of 25.4 billion dollars in 2021. The funding allocated to logistics start-ups has reduced by half in 2022, which is an important point to emphasize. Another crucial aspect that has to be highlighted is the sharp decline in the logistics sector's percentage of global venture capital financing between 2021 and 2022. One of the key indications of the issue is the decline in the value from 3.5% in 2021 to 2.6% in 2022. Among the signs derived from the data, experts express their belief that funding for logistics efforts in 2022 would shift away from e-commerce solutions. An additional indicator highlighted by experts is an apparent increase in funding for sustainability-oriented logistics ventures. Given that funding is one of the most crucial variables influencing the growth of start-ups, it is clear that 2022 will not be an especially successful year for logistics start-ups. It is believed that the recent short-term downturn will not disrupt the long-term rising trend in logistics start-up investment, as professionals and experts in the industry expect and desire.





# What is Walmart Effect?

## SOCIO AGENDA

Res. Asst. Kadir SAYIN

The Department of Logistics Management  
(English)

The Wal-Mart Effect is a 2006 book by business author Charles Fishman that describes the local economic impacts attributable to the retail chain Walmart. Although it emerged as a concept in the 90s, it gained its reputation with the book. Briefly, the Wal-Mart Effect refers to the economic impact felt by local businesses when a large company such as Walmart operates in a certain region. The Wal-Mart Effect often demonstrates itself by driving smaller retail firms out of business and reducing the wages of competitors' employees. Many local businesses are opposed to Walmart and similar stores entering their area for these reasons.

This concept, which found its place in business literature after the book was published, reveals many dangers in today's business world. The basic functioning of the notion can be summarized as follows:

1. In a particular sector and region where there are local businesses, a much larger company than those local businesses starts operating.
2. This company primarily endures lower supply and logistics costs than other companies and reflects this in its prices.
3. Small companies, that have difficulties in competing, begin to experience financial losses.
4. With these losses, labor demand in the market is concentrated in a single company, and employees work in that company with lower wages.

The Wal-Mart Effect also has advantages such as reducing inflation, increasing employee productivity, and providing saving opportunities to consumers. However, these effects are quite limited, and the adverse effects far outweigh. Additionally, the Wal-Mart Effect impacts not only competing companies but also suppliers. They are constantly forced to lower supply prices. Otherwise, they may not be able to make large-scale and more regular supplies in the market, and it may cause losses. The reason is that the savings opportunities offered by this company to consumers make its suppliers increasingly more dependent on the company.

As a result, this company has the capacity to sell its products at lower prices compared to other businesses in the market. This could have an impact that extends beyond the retail market into manufacturing and production. In addition to its purchasing power, it controls its compensation to employees in such a way that rival companies might feel pressured to reduce salaries or cut benefits to their workers in response.

#### REFERANCES:

- [LINK1](#)
- [LINK2](#)
- [LINK3](#)



# Time to Socialize

## PERA MUSEUM

Res. Asst. Ceren Demir  
The Department of International  
Trade and Finance (English)

Pera Museum is an important museum in Istanbul that hosts a wide variety of works of art. It was founded in 2005 by the Suna and İnan Kiraç Foundation.

It is located in a 19th-century building in the historical Beyoğlu district of Istanbul. It is an easily accessible museum due to its central location. The museum's collections cover a wide range of art, from Orientalist paintings, Kütahya tiles and ceramics, to European paintings. Among the remarkable works in his collection are the works of Osman Hamdi Bey, one of Turkey's most important painters and intellectuals.

**Orientalist Paintings:** The Pera Museum is particularly renowned for its collection of Orientalist paintings, which depict scenes and imagery from the Eastern world as interpreted by European artists in the 19th and early 20th centuries.

**Kütahya Tiles and Ceramics:** The museum also houses an impressive collection of Kütahya tiles and ceramics, which are known for their intricate designs and vibrant colors.

**Temporary Exhibitions:** In addition to its permanent collections, the Pera Museum hosts temporary exhibitions that feature a variety of contemporary and historical artworks, as well as cultural events and educational programs.

**Café and Gift Shop:** Visitors can enjoy a café on-site, offering a pleasant space to relax and enjoy refreshments. There's also a gift shop where you can purchase art-related souvenirs.

The Pera Museum provides an enriching cultural experience for art enthusiasts and those interested in Turkish history and heritage. If you plan to visit Istanbul, it's worth checking the museum's website for current exhibitions and visiting hours to plan your visit accordingly.



# EVENTS IN İSTANBUL

Res. Asst. Kadir Sayın  
The Department of  
Logistics Management  
(English)



Celebrating the 20th anniversary of their career this year, Dutch symphonic metal band Epica is preparing for their fourth Istanbul concert. The group is coming to KüçükÇiftlik Park again on October 28th. Epica will hold their concert in Istanbul at KüçükÇiftlik Park, the entertainment center of the city, with the joint organization of URU and Epifoni, with the contributions of 100% Metal.

Epica, which held an unforgettable concert at KüçükÇiftlik Park last year in June, is getting ready to meet their Istanbul fans once again. Metal lovers will experience a glorious night once again in this unique concert.

Founded in 2002, the band, which includes Mark Jansen on guitar, Coen Janssen on keyboards, Simone Simons on vocals, Yves Huts on bass guitar and Jeroen Simons on drums, has released 8 studio albums so far. Epica made a strong debut with its first album, "The Phantom Agony", and quickly became famous outside the Netherlands, reaching the top of the world with its album "Design Your Universe" in 2009.

Epica, which continues to get great acclaim today with Simone Simons' unique vocals, draws attention with its songs and assertive stage performances that bring together metal, orchestra, choir, and oriental instruments.

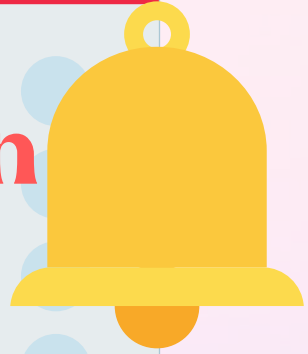
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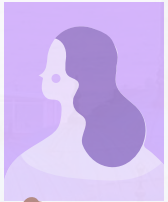
Istanbul hosts interesting events in October. We have compiled some of these for you..

Res. Asst. Asel Ataoğlu  
The Department of Business  
Administration (English)

# October in İstanbul



Type of Event	Name of Event	Location	Date
Movie	Süt Kardeşler	Topkapı Kültür Parkı	1 October Sunday
Children's Theatre	Şeker Portakalı	Halis Kurtça Kültür Merkezi	7 October, Saturday
Theatre	Mahşer-i Cümbüş	Trump Towers Gösteri ve Kültür Merkezi	7 October, Saturday
Concert	Mirkelam	Kayikhane Cafe & Event	13 October, Friday
Concert	Ezginin Günlüğü	Kadıköy Sahne	14 October Saturday
Theatre	Celile	Moi Sahne	20 October, Friday



# IGU STUDENT



## Navigating the Path to Success: My Journey at Gelisim University

OSAMAH ALI MOHAMMED AL-HEBSHI  
A 4th Year Student from The Department  
of Logistics Management (English)

As a Yemeni national, I have personally witnessed the logistical and transportation difficulties that our nation faces. The lack of resources and infrastructure has hampered economic growth and limited access to essential goods and services. I'm dedicated to improving the logistics system and facilitating trade and commerce in order to have a positive impact on my community.

Gelisim University stood out as the perfect choice for me due to its excellent reputation in the field of logistics and transportation. The initial days were filled with new faces, bustling classrooms, and a sense of possibility. The academic journey was both challenging and rewarding. Professors here weren't just educators but mentors who pushed me to excel. The courses were rigorous, providing me with in-depth knowledge of international logistics, supply chain management, and global trade.

Beyond the classroom, Gelisim University offered me a plethora of extracurricular activities. I joined the Logistics Club, where I engaged with like-minded peers and attended industry-related events. These experiences enriched my understanding of the field and allowed me to network with professionals.

Not only did Gelisim University provide me with a solid academic foundation, but it also fostered personal growth. I learned to adapt, communicate effectively, and think critically—skills essential in the world of logistics.

As I stand on the threshold of graduation, I can confidently say that Gelisim University has prepared me for success in the field of International Transportation and Logistics. I am grateful for this incredible journey that has transformed me into a well-rounded professional ready to navigate the challenges of the global logistics industry. My future plans are ambitious, and Gelisim University has been my guiding star throughout this incredible voyage.





**MOISE TSHIANY LUFULUABO**  
**A 4th Year Student from The**  
**Department of Logistics**  
**Management (English)**

Hello everyone,

I am writing these few lines to tell you what my Erasmus+ mobility experience was in Poland. My Erasmus+ program was from February 20 to June 30, 2023, at the State University of Applied Sciences, Konin. Before telling you the story of my 5 months spent in Poland, I will take you back a little. My history with the Erasmus+ program dates back to the 2020-2021 academic year when I was in English preparatory school.

One day in 2021, I saw the announcement on the university page about the opening of an exchange program called Erasmus, and from that day, I was very keen on this program, and I wanted to do this, but I couldn't apply because I was still in preparatory school and my level of English was too low due to my roof, I come from a French-speaking country, so it wasn't easy for me.

But because I wanted to participate in this program, I set myself the goal of working hard. Because when you have a goal, neither language nor money should be a barrier or an obstacle, but you have to work hard and be patient. It is through work, determination, and patience that I was able to participate in the Erasmus+ program and have the grace to travel across Europe for the first time in my life, I visited Germany, Paris, and Belgium, thanks to the Erasmus+ program.

I also had the privilege of being taught by quality professors and being exposed to teamwork. Because out of a total of 6 courses that I took, we had to do several group work, which allowed me to learn to work in a team and discover another work culture from the other students.

I spent 5 months in Konin, a small town 2 hours 40 minutes by train from the capital Warsaw, a quiet, welcoming town, with several young people studying, and not too many distractions, I liked this atmosphere because it allowed me to concentrate only on my studies. I also met wonderful people from all around the world, not only that, but I made a lot of good friends and gained good experiences.

Thanks to the Erasmus program, I had the chance to be confronted with another reality of the world, and another pace of work, and for that, I say thank you to my university and to all the academic staff for the quality of teaching, and student monitoring. Even though I was away, the Erasmus staff responded quickly to my concerns. I say thank you to Mr Kadir, our department Erasmus coordinator, who quickly helped me in choosing courses when I had to make some course changes and completed my Online Learning Agreement on time, which saved me from being too stressed. I also thank my parents, sisters, and Audry, Glodie, Tresor, Grâce for their love and support.





# Shall We Eat 2 Wets up There?

Turkish cuisine is a rich cuisine with a wide variety of flavors that appeals to every palate. However, it would not be right to consider the ıslak hamburger, which I will talk about in this issue, as one of the well-known flavors of Turkish cuisine. Islak means wet in Turkish. It is also known steamed burger. Wet hamburger is a street flavor unique to Istanbul, and even to Taksim in Istanbul, and is also known as Taksim hamburger. Wet hamburger, which has a very special place among fast food snacks, is a type of hamburger with a special sauce. It has become more popular in recent years and has entered the menu of many buffets and cafes. It can now be found in many districts of Istanbul and other cities.

The wet hamburger is relatively simple compared to other hamburgers, with its special hamburger buns that are smaller than regular hamburger buns, and patties. The spicy and garlicky paste sauce gives it the taste it leaves on the palate. The emergence of the wet hamburger happened somewhat by accident. The emergence of this taste, which entered our lives with Kristal Büfe in the 1960s, is explained as follows:

*“Ahmet Yazıcı, the founder of Kristal Büfe, started making hamburgers in Taksim with the meatballs he prepared from 2 kg of minced meat every day and the sauce he made from tomato paste, with what he learned from his master, Koça, he worked with in previous years. And hamburgers were very popular. In these days when 10,000 hamburgers were sold a day, it was no longer possible to keep up with the consumption of ground meat for hamburger patties and tomato paste for sauce. While meatballs were being made from minced meat on the lower floor of the buffet, the sauce was boiling in the pot, and the hamburger was quickly prepared and sent upstairs. In a hurry, the patties, sauce and bread mixed together so much that people started calling it a wet hamburger. This is where the term 'wet hamburger' comes from.”*

Wet burger became very popular in the 1990s. After the nightly entertainment, people go to Istiklal Street and stop at the buffets here to have a few wet burgers as a snack. Ayran is the best accompaniment to that hot, densely sauced, delicious hamburger. In Istanbul, Taksim, Kadıköy, Bakırköy and Beşiktaş are the best districts to go to eat a wet hamburger. You can choose Kristal Büfe, Bambi Cafe, Taksim Burger, Etiler Marmaris Büfe and Marmaris Büfe 1964 to taste this delicious burger.

Enjoy your meal!



# ABOUT ACADEMIC LIFE

## PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun's** article titled "*Examining obesity kuznets curve in the United States from the perspective of globalization and biocapacity*" 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**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Sterling insights into natural resources intensification, ageing population and globalization on environmental status in Mediterranean countries*" was published in **Energy and Environment**.
- **Asst. Prof. Festus Victor Bekun and Asst. Prof. Gizem Uzuner's** article titled "*The nexus of disaggregated energy sources and cement production carbon emission in China*" was published in **Energy and Environment**.
- **Asst. Prof. Ifedolapo Olanipekun's** article titled "*Impact analysis of COVID-19 on Nigerian workers' productivity using multiple correspondence analysis*" was published in **Scientific African**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "*Cushioning environmental damage with institutions and FDI: study of sustainable development goals (SDGs)*" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Habibe Güngör's** book chapter titled "*Retail business management from a sustainability perspective*" was published in **Management and Marketing for Improved Retail Competitiveness and Performance (book)**.
- **Asst. Prof. Nurhan Toğuç's** article titled "*The impact of natural disaster shocks on business confidence level and Istanbul Stock Exchange: A wavelet coherence approach*" was published in **Geological Journal**.

LEAVERS

## ABOUT ACADEMIC LIFE



### ASSIGNMENT-UPGRADE

- **Prof. Dr. Ömer SAY** was appointed to the Department of Sociology.
- **Prof. Dr. Mustafa KÖKSAL** was appointed to the Department of International Trade and Business Administration.
- **Prof. Dr. Bülent EŞİYOK** was appointed to the Department of Economics and Finance (English).
- **Assoc. Prof. Yelda ÜLKER** was appointed to the Advertising Department.
- **Assoc. Prof. İsmail Cem AY** was appointed to the Department of Economics and Finance.
- **Assoc. Prof. Sezgin SAVAŞ** was appointed to the New Media and Communications Department.
- **Assoc. Prof. Hüseyin ÖCAL** was appointed to the Department of Business Administration (English).
- **Asst. Prof. Merve ÖZ** was appointed to the Department of Business Administration (English).
- **Res. Asst. Şeyma ÖZEKİNCİ** was appointed to the Logistics Management (English) Department.

### LEAVERS

- **Prof. Dr. Ekrem Cüneyt EVREN** left the Department of Psychology.
- **Asst. Prof. İdlir LİKA** left the Department of Political Science and International Relations (English).
- **Asst. Prof. Edmund Ntom UDEMBA** left the International Trade and Finance (English) Department.
- **Asst. Prof. Sarp GÜNER** left the Aviation Management Department.





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## IGU Alumni Tracking System

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](https://metsis.gelisim.edu.tr))

Our graduates who are members of the platform can update their profiles and follow job postings.

### How to subscribe to the METSİS platform?

1. Enter the platform ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr)) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

# MASTHEAD

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