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Katlan Olsun!

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SUSTAINABLE COMPETITIVE ADVANTAGE AND DIGITALIZATION PROCESS

TECNO-
AGENDA



Res. Asst. Berika AKÇAY

The Department of the Management of Information Systems

Sustainable business models in competitive environments depend on flexibility and adaptability in management decisions. Sustainable models are essential for maintaining a competitive advantage in highly competitive systems. The concept of sustainability in competition is referred to as "protection skill" by Hiziroglu (2020). Acquiring the ability to protect is related to the management's assessment of change, transformation and opportunities in highly competitive environments.

Adaptation to the digitalization process is important in ensuring sustainability in competition for businesses, which are expressed as an open system. The fact that flexibility and adaptation are factors affecting the digitalization process is frequently included in academic studies in the field of business. Schwartz states that businesses that do not adapt to the digital world will be doomed to extinction; this statement has been conceptualized as digital darwinism (Finn, 2022). In the researches conducted in the literature, there are topics such as the importance of knowledge management in the digitalization process (Buckman, 2004), the digitalization process in accounting studies with the effect of industry 4.0 (Erturan & Ergin, 2018), and examining the relationship between innovation and developed marketing strategies and digitalization in achieving sustainable competitive advantage (Saglam & Inan, 2021). There are also studies examining when the digitalization process makes competitive advantage more sustainable and when it makes it less sustainable (Knudsen et al., 2021).

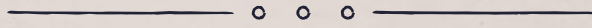
The fact that businesses are open systems requires them to be in a structure that continuously transforms, adapts and makes innovative decisions. The flexibility and adaptation process, which is valid for all functions of the business, is the subject of academic studies as it manifests itself in the business world. Adaptation to the digitalization process in all functions of the business such as management, marketing, production and accounting emerges as a necessity for the sustainability of competitive advantage. In markets where competition is intense, adaptation to the digital world is seen as the first step in IT-oriented thinking, as well as a necessity within the scope of the ability to maintain the competitive advantage gained. This necessity can be considered as a necessity of the age.

As a result of globalization, one step to survive in the competitive environment and to maintain its presence in the business world is the effective management of the digitalization process. The acceptance of IT-oriented thinking by managers and its implementation in all business functions is essential in gaining the ability to maintain competitive advantage. The studies in the literature and the point that the business world has reached in terms of digitalization point to this principle.



GHOST OF MALTHUS: WAS THOMAS MALTHUS RIGHT?

Res. Asst. Burçin ÇAKIR GÜNDOĞDU
The Department of the Economics and Finance



An interesting topic of discussion has been on the agenda in recent years... The question that comes to mind is "Was Malthus right?" Could Malthus, who lived in the 17th century and was called a pessimistic economist and even said to be exaggerated in his ideas, actually just been a forward-thinking economist who was not understood in his time?

Thomas Malthus, in "An Essay on the Principle of Population" published in 1798, stated that "Humanity is condemned to a tendency for the population to grow geometrically while food production increases only arithmetically." This view, also known as the Malthusian crisis or the Malthusian ghost, is based on the idea that after a point the food supply will not be able to adapt to population growth, this will result in disease, famine and war, and the only solution is to control population growth. This view of Malthus has been criticized in many respects. For example, issues such as his failure to provide evidence that the population increased geometrically and the food supply increased arithmetically, and his failure to predict the technology factor were emphasized. However, we can say that the most effective criticism came from the British historian and economist Cannan. According to Cannan, "a baby comes into the world with not only a mouth and a stomach, but also a pair of hands. This population growth will increase not only agricultural but also medium industrial production with an increase in manpower, thus increasing wealth. Similar to Cannan, economist Julian Simon, who wrote The Ultimate Resource in 1981, said, "Humans are not just more mouths to feed, but also productive and creative people who help find creative solutions to human problems, thus leaving us better off in the long run." He criticized Malthus with the statement "they are minds." With all these criticisms, Malthus' theory took its place among the dusty shelves of economic history. However, this theory, which was forgotten and remained in the 17th century, has begun to be questioned again with today's developments. The main reason for this question was undoubtedly climate change.

It is becoming increasingly difficult to continue agricultural activities in a new world order where global temperatures increase and the climate changes as harmful gasses mix with the atmosphere. The incredible increase in population growth and the increase in carbon emissions are well above the world's sufficient capacity. Individuals living in countries most exposed to the negative effects of the climate, such as Africa, migrate to areas where water and soil are fertile, food prices increase and access to food becomes more and more difficult, bringing Malthus' theory to the agenda again. In fact, many economists such as Weil and Wilde (2010) and Rahman (2018) state that Malthus' theory is valid today.

So, was Thomas Malthus right? This issue seems likely to be discussed for a long time.



NEW
OCCUPATIONS

BEING AN AVIATION PSYCHOLOGIST



Res. Asst. Zehra Nur KURTOGLU
The Department of Psychology (English)

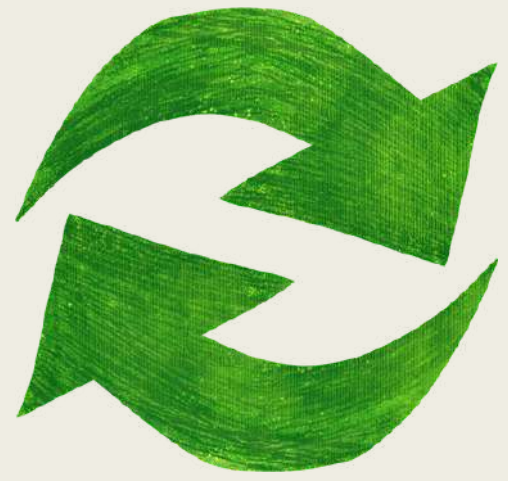
Although psychology is primarily perceived as a clinical field, it encompasses various subfields such as cognitive psychology, developmental psychology, sports psychology, and neuropsychology, among others. Aviation psychology is one of the newest subfields in Türkiye among these areas. Aviation psychologists contribute to the development of many individuals working in the aviation sector, focusing on education, recruitment, and performance improvement, among other areas. Pilots form the most basic working domain, but aviation psychologists also work with cabin crews, air traffic controllers, and passengers.

One of the primary areas where aviation psychologists work with pilots is the recruitment process. When pilots are hired by airlines, they undergo various psychological evaluations in addition to interviews. These assessments may include personality tests like MMPI and paper-and-pencil assessments, but they can also be conducted verbally during interviews. During this process, pilot candidates' personal qualities necessary for flight operations, such as crisis management, judgment skills, and problem-solving, are evaluated. Furthermore, after their employment, they continue to receive assessments and training in the form of Crew Resource Management (CRM) programs. CRM comprises the non-technical skills that pilots need, including communication, decision-making, situational awareness, and judgment. CRM skills are qualities that every pilot should maintain and improve throughout their professional career (Aktash and Tekarslan, 2013).

Pilots have complex tasks that require them to evaluate various elements simultaneously. To perform their duties smoothly, it is crucial for them to have a high level of situational awareness and the ability to make sound judgments. Therefore, aviation psychologists work on helping pilots acquire these non-technical skills that are vital for their profession.



WASTE MANAGEMENT ENGINEERING



Res. Asst. Fatma Betul YILMAZ
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The rapidly increasing population in the world has brought with it many problems. One of these was how to deal with the waste of so many people. Moreover, our garbage, which has consisted mostly of domestic waste for only 30-40 years, is now plastic and packaging (Umay, 2022). Another factor that caused the waste problem was the production and consumption of consumer goods all over the world. The fact that the current situation is alarming gave birth to waste management engineering, one of the new professional fields.

Waste Management Engineering is one of the subfields of environmental engineering and deals with the efficient management of waste. If waste is not recycled or collected properly, it can cause serious problems. Open garbage dumps can cause the release of greenhouse gasses, pollution and habitat destruction. The mixing of garbage into nature, pollution and proliferation of water, and accumulation may be the cause. In addition, failure to produce the necessary cells may lead to their consumption. Waste management engineering tries to hide all these problems.

The principles of Waste Engineering primarily include minimizing the waste of designs by raising awareness about sustainable production and consumption. Encouraging recycling will then reduce the amount of waste and the consumption of raw materials. By disseminating waste parts, waste management becomes easier. Finally, it includes the storage of waste materials to be converted into energy by burning or composting, landfilling or converting them into energy if they are renewable



Music and Psychology

01.24

03.58



**CULTURE-
ART-
LITERATURE**



Res. Asst. Deniz Misra GUROL
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Art gives us the chance to express ourselves, with the emotions it makes us feel and reveals, and allows us to do this without speaking. Also, art is a very useful tool for self-care and psychological well-being. Research shows that people facing stress, anxiety or depression can relax with creative activities. One of these creative activities is integrating with music.

Listening to music can bring you pleasure in many ways, and some research even suggests that music can improve your mental health. In addition to enjoyable and satisfying features of music, listening to music has many other benefits for our mental health. Music has the power to activate the soul and body and improve our pain management skills.

It is very natural if music affects your emotions, habits, and thoughts. If you're moved to tears by a live performance or feel excited when your favorite song is on, you're probably seeing the power of music to influence your mood and even actions.



So what are the psychological/cognitive/biological benefits of listening to music?

- 1- It increases cognitive performance.
- 2- It reduces stress.
- 3- It allows you to eat less.
- 4- It strengthens memory.
- 5- It helps you to cope with pain/stress.
- 6- It improves sleep quality.
- 7- It increases motivation.
- 8- It is good for your mood.
- 9- It reduces depressive symptoms.
- 10- It increases performance and endurance.

Music is also used in psychotherapy to relieve anxiety, depression, and stress. For many years, psychiatrist Roberto Assagioli has recommended his patients listen to classical music to recover their emotion regulation skills. As a result of a study, it is found that not only listening to music but also making music has a positive effect on the mental health of young people. The following studies have also shown that learning to play an instrument as a child or adult is a very powerful way to improve cognitive skills. Music therapy is an intervention method used to improve mental health, help patients manage their stress, and increase psychological well-being. Music therapy may include not only listening to and producing music, but also composing songs, dancing, and talking about music. In addition, some research suggests that your taste in music can give an idea about your personality.

Consider some of the key psychological benefits of integrating music into your daily life, rather than just viewing it as entertainment/enjoyment. As a result, you will see yourself happier, more motivated, and relaxed.





A BRIEF REVIEW ABOUT COMPARATIVE LITERATURE

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Res. Asst. Kemal ÇINKO

The Department of Turkish Language and Literature


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The term "comparison" is defined in the TDK Turkish Dictionary as "the act of comparing similar or identical aspects of people and objects; comparison, analogy, application." When viewed from a literary perspective, this term has attracted the attention of researchers since the 19th century, gradually evolving into a scientific field with increasing precision. "Comparative literature is a field that aims to shed light on literary history, social history, and the history of cultural change by examining the aspects of cross-cultural interaction reflected in literary works" (Kefeli, 2006: 332).

Throughout history, societies have interacted with other cultures for various reasons, leading to cultural exchanges. These exchanges naturally brought "intercultural interactions" to the forefront, affecting every aspect of social life, including literature. Comparative literature, in this context, seeks to shed light on the dimensions of cultural exchanges by identifying the similarities and differences between the literary works of different cultures.

The term "comparative literature" was first used in France in the early 19th century by French politician and writer Abel-François Villemain. The meaning attributed to the term "comparative literature", referring to "a field that examines relationships such as similarity, difference, influence, and proximity between two or more literatures" was provided by French comparatists gathered around the *Revue de littérature comparée* journal (Kefeli, 2006: 333). The recognition of comparative literature as a scientific field was due to the doctoral theses of Joseph Texte and Paul Bertz.

”



According to Prof. Dr. Gürsel Aytac, in comparative literature, the researcher's "task, function, is to examine two or more works written in different languages concerning subject matter, thought, or form; identify common, similar, and different aspects, and provide interpretations on the reasons for these differences" (Bayram, 2004: 70). Based on these starting points, the fundamental research themes of comparative literature can be outlined as follows:

- **Cultural Comparison:** Comparative literature, by examining and comparing the literature of different cultures, aims to understand the values and worldviews of these cultures.
- **Language Comparison:** Comparative literature analyzes literary works written in different languages and investigates the role of language and translation in these works. Translation is one of the most important issues in the field of comparative literature. .
- **Thematic Comparison:** Comparative literature studies similar themes or motifs shared by different literary works, aiming to explore human experiences and universal motifs.
- **Comparison of Literary Movements:** Comparing literary movements (such as realism or romanticism) that emerged in different countries or time periods is another important aspect of this research field.
- **Author Comparisons:** Comparing the works of different authors and trying to determine how the period in which the authors lived, the conditions and cultural context of that period affected their works, is one of the basic research themes in the field of comparative literature.

It's essential to acknowledge that there have been many criticisms of comparative literature studies, including cultural relativism, translation issues, inadequate comparison, methodological problems, and approaching the elements being compared from a Western-centric perspective. These critical areas are broad and complex enough to warrant separate investigations and fall outside the scope of this brief and general introduction to comparative literature.

In conclusion, comparative literature, viewed positively, stands out as a discipline that facilitates the understanding of literature from a global perspective and enhances communication between different cultures. The qualified studies conducted in this scientific field emphasize the universal and versatile aspect of literature while highlighting the cosmopolitan richness of cultural diversity and human experiences.

2023 YEAR OF AŞIK VEYSEL



Res. Asst. Zehra MAKAR

The Department of Business Administration (English)

In the 41st UNESCO General Conference in 2022-2023, due to the 50th anniversary of Aşık Veysel's passing, the year 2023 has been included in the UNESCO Commemorative and Celebratory Anniversaries Program.

Aşık Veysel was one of the great bards and mystics of the past century. His love for the earth was deep, and he considered it his "faithful companion." He possessed an inner world that observed not only the earth but all creatures through the eye of the heart. He was one of those who saw the unity in the universe and the love within it.

The poet had deep respect for all forms of love. Despite the conflicts, wars, poverty, and the influence of ideologies that the Turkish nation endured in difficult times, he demonstrated the ability to love one another. In the midst of all the conflicts, his presence became a symbol of unity and togetherness in love. He was a figure who achieved what no ideology or politics could and probably never will. He was a name who, throughout the past century, expressed love genuinely and from the heart. ¹

Therefore, I believe that to understand Aşık Veysel, one should focus primarily on what he said about love, affection, unity, and togetherness. Nowadays, regardless of one's worldview, if the Turkish nation regards Aşık Veysel as a common value and accepts him, it is because the poet addressed us not just in words but from the heart when it comes to love.¹

We can easily find detailed information about Aşık Veysel whenever we want. So, what I want to emphasize in this article is the deep love in Aşık Veysel's essence.

The core of Aşık Veysel's deep respect for nature, animals, trees, fruit, and the earth was this love. When you read his poems, you can always feel this deeply. The following lines, based on the idea of the unity and wholeness of all beings in the universe, are also a summary of Aşık Veysel's view of the world, existence, and humanity:

I hide your beauty in my eyes,
Whenever I look at anything, you are there.
I conceal your affection in my heart,
I don't place a stranger, you are there.

However, to grasp this love and unity, one had to have a "cause." He used to say, "Mountains bloom, Veysel creates a cause." But this cause was not what we narrowly define as a problem. It was the cause of a heart that questions existence, seeks to understand the unity in the universe, and feels love within this system.

Therefore, Aşık Veysel expresses with the following lines that he will not reveal his cause to those who do not have a cause:

I don't tell my troubles to those without troubles,
Those who don't bear pain can't appreciate the worth of suffering.
My pain was my remedy, I didn't know,
A rose can never be without thorns.

As a result, questions and searches begin. As an example of these searches, we can check the following lines:

Veysel wonders why I came into this world,
I've cried all the time, I've laughed as well.
I found solace in my heart within myself,
I consoled my essence with patience.¹

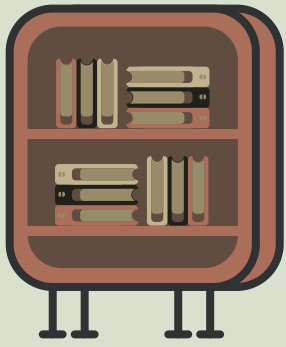
Aşık Veysel's worldview, understanding of love, and rich inner world cannot be confined to just a few paragraphs. However, in his poems, this great bard insists that we must find unity in love. As humanity's existence grows, the cure for its narrowness of the heart is to accumulate love and meaning. Aşık Veysel is a noble soul who shows us this in his songs and poems.¹

The following lines must have been written with such intense sincerity that the beautiful poet is remembered worldwide even on the 50th anniversary of his death:

I'll depart, my name will remain,
May friends remember me.
Weddings happen, festivals come,
May friends remember me.

With love...

SOSYOCOM SHELF



A BOOK

HAPPINESS IN UNHAPPY TIMES

Res. Asst. İrem Uyar

The Department of Psychology (English)

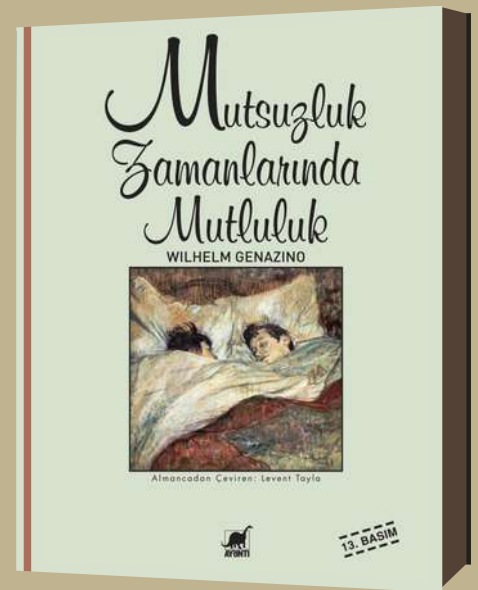
Wilhelm Genazino's novel "Happiness in Unhappy Times", written in 2009, tells the story of the main character's contradiction between the life he imagines and the life he lives, and his drifting between these two different lives. If we look at the characters in the work; Gerhard is 27 years old, graduated from philosophy, finished his doctorate, but could not find a job in his field and started to work as a laundry service driver in a laundromat to start earning money as soon as possible, and after working for many years, he continues his job as a laundry manager. Gerhard's girlfriend Traudel works as a branch manager in a bank. Gerhard and Traudel have been working together for 10 years. Gerhard is a person who often thinks about life, attaches importance to fine details, observes his surroundings, is happy with the small coincidences he witnesses, and enjoys solitude and individuality. Gerhard is dissatisfied both with his inability to resist the excessive workload demanded by his boss and with the fact that he is working at a job lower than his own level. In addition, the progress of his relationship with Traudel and Traudel's desire to get married and have children creates an intense pressure on Gerhard.

Since Gerhard argues that people are lonely even if they are together and share the same house, he and Traudel are incompatible in terms of relationship expectations. Because Traudel is more attached to the person he is in a relationship with and has a structure that wants to do most things together. In short, Gerhard struggles with problems related to both his work and his relationship throughout the work.

In summary, Gerhard's inner questioning, existential pains and his struggle with life are conveyed in the form of a monologue. The differences between the life Gerhard lives and the life he "actually" wants to live and the fact that life consists of these "actualities" are mentioned. According to Gerhard; people are never completely free, they feel free only when they realise the limited opportunities given to them, they expect to reach a better life throughout their lives and this expectation makes them unhappy. Throughout the book, Gerhard observes the world, his own life, his inner reckoning and questioning, while observing the people around him and being happy at small moments. In fact, this may be related to the title of the book "happiness in times of unhappiness". Although Gerhard believes that life consists of people who are not free, who cannot achieve what they want, who are constantly waiting for the better and the beautiful, and accordingly has a "perception of unhappiness" about life; he creates "small happinesses" for himself by observing people, interpreting what they do and talk about in a humorous language.

A quote from Gerhard;

"For decades I have been preparing for a better life, but it never comes. For a long time I lamented in a sentimental and melancholic state until I realised that one's relationship to one's own unhappiness is only to wait for it. Then I'm afraid of losing my mind. Maybe I've already lost it and that's why I'm here."



Br eaking

Ba d

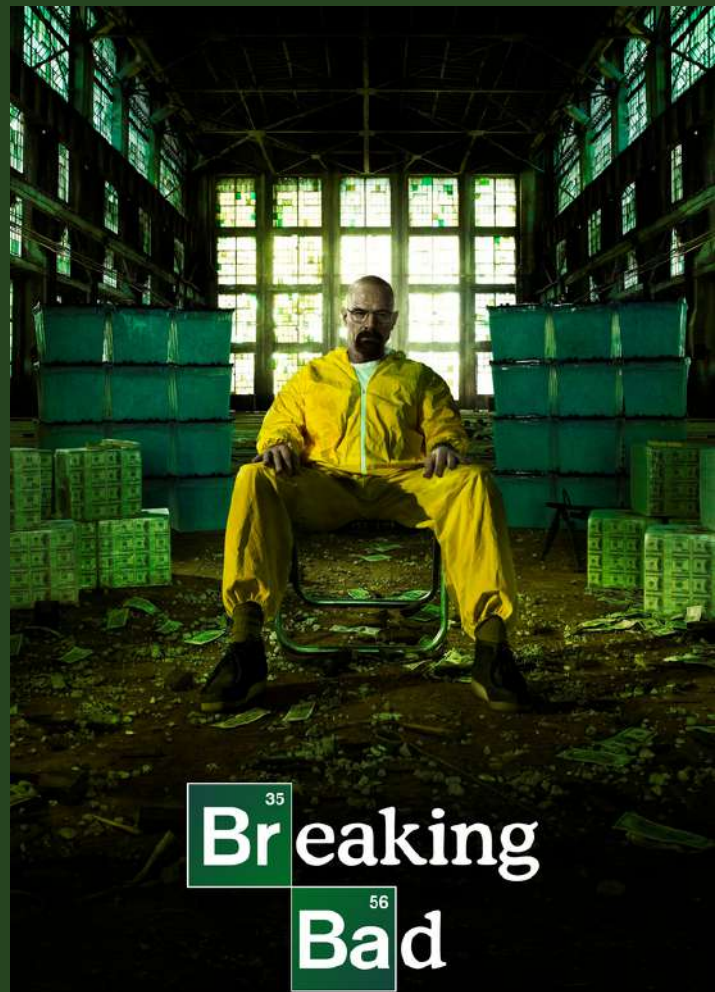
A TV SERIES

Res. Asst. Mert KUSLUVAN
The Department of Psychology

Breaking Bad follows the story of Walter White, a chemistry teacher who is overqualified for his job and underpaid. Living in the city of Albuquerque, New Mexico, Walter goes to work and back without much satisfaction from his life. It is evident that the people in his life, including his wife Skylar, look down on Walter. Walter, on the other hand, appears as anything but dominant; he is a mild-mannered and passive character. Struggling in a passionless marriage, with a son suffering from a form of cerebral palsy, and burdened by a significant amount of debt, Walter receives the diagnosis of advanced lung cancer that is inoperable, with only two years left to live, from his doctor one day. Upon hearing this news, Walter forms a partnership with Jesse Pinkman, his former student and a small-scale methamphetamine producer, whom his brother-in-law Hank is also after. As a result of this partnership, Walter transforms into an ambitious drug lord and undergoes a change in character.

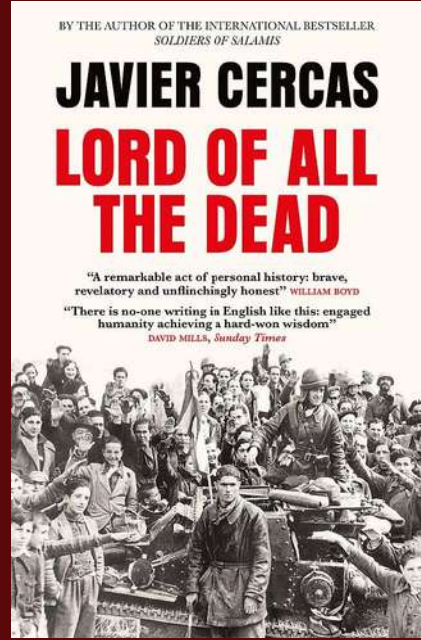
The series can be briefly described as follows: It draws you to Walter's side in the first episode. It makes you empathize with him and support him. However, as the series progresses, it's possible to say that the likelihood of supporting him diminishes. How long you will stand by Walter is up to you.

Breaking Bad, a television series created by Vince Gilligan, has won awards in a total of 155 categories and has been nominated in 247 categories. As of now, according to the ratings on IMDb, it maintains the position of the greatest television series of all time. Although the series concluded its fifth season with its final episode in 2013, it still continues to be a topic of discussion today. Dealing with themes such as pride, power, and corruption, the series has been greatly praised for its exceptional acting, expert cinematography, and compelling storytelling, earning its place as an iconic work in popular culture.





Book Review of the Month



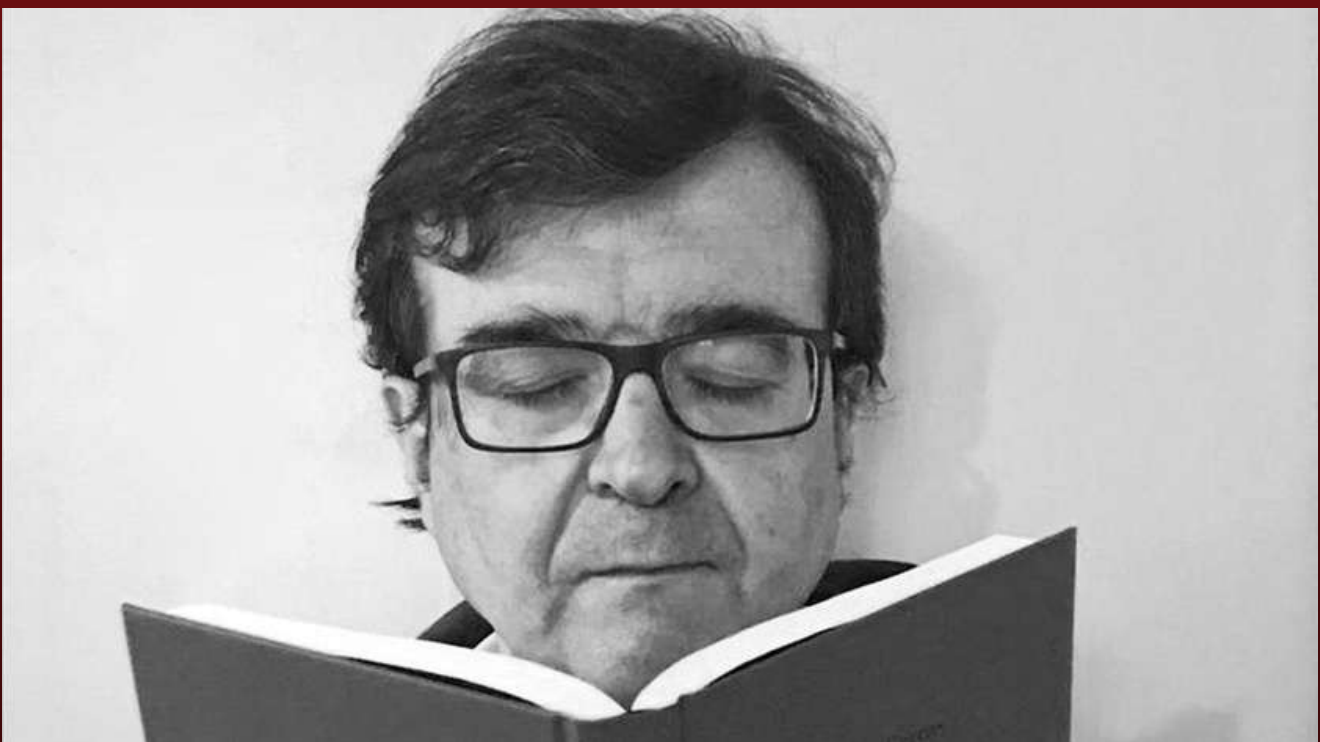
Res. Asst. Bilge İPEK

The Department of Radio, Television And Cinema

LORD OF ALL THE DEAD - JAVIER CERCAS

Can a novel be written based on just a photo? Cercas completes a story left unfinished in *Soldiers of Salamina*. The novel, which looks at only one side of the war, needs the perspective of the other front years later. "His name was Manuel Mena. He died in the Battle of the Ebro at the age of nineteen." The novel begins with these simple two sentences. Cercas, a novel character who fictionalizes the collection of documents in the novel, explains how he embarked on this process by adding Mena's photograph to the novel. Coming to terms with the process itself, the author says that Kafka and Faulkner always wrote around a subject. Here, Cercas is not the narrator, but Cercas is the writer who speaks. We can add Proust and Atay to this. Also Tarkovsky and Bergman from cinema. Quoting Hannah Arendt that we should feel responsible, not guilty, in the face of wars, narrator Cercas constructs the novel with this responsibility. Author Cercas does not construct the novel only through a literary confrontation as a novelist, at the same time, he comes to terms with his family and his own realities. "I should also point out that when I talk about the right, I actually mean the family of Javier Cercas, or rather a significant part of his family." Says the narrator Cercas, confronting the evil and problematizing it.

Cercas tries to analyze Mena's psychology by discussing the real face of war and the ideals of those who want war through two paintings. Velazquez's *The Spears* painting represents ideal and dream, while Goya's *The Third of May* painting represents reality. The narrator, who embodies all the nakedness of dreams and reality with these two paintings, reveals the destruction of war on people's souls. While this nineteen-year-old idealist young man is being transformed into a novel character, the person placed next to him is Lieutenant Drogo of the Tatar Desert. Expectations and the reality of war's bloody and lively death are fictionalized by enriching them with both literary and plastic works of art. With what belief does a nineteen-year-old young man become a Francoist and die for this cause? Expectations and the reality of war's bloody and lively death are fictionalized by enriching them with both literary and plastic works of art. With what belief does a nineteen-year-old young man become a Francoist and die for this cause? While sowing the seeds of belief, the reader's efforts to identify are disrupted by these interventions. Although it is easy and tempting to focus on the moment of light and happiness, it is explained in *Lord of All Dead* that the point is to focus on the darkness, through a young man who is obsessed with killing. Cercas, who brings a new perspective to the historical novel in this respect, fulfills the need for reckoning and responsibility as a necessity of both a novelist and humanity in this novel.



Movie Review of the Month

Emine GÖKALP

A 3rd Year Student of The Department of Radio, TV, and Cinema

ABOUT DRY GRASSES

"About Dry Grasses" is the 10th film in Nuri Bilge Ceylan's filmography. I watched most of Nuri Bilge Ceylan's films online, but I had the opportunity to watch "About Dry Grasses" at the Turkish premiere of the Adana Golden Boll Film Festival and attend a Q&A session with Nuri Bilge Ceylan and the film crew.

The film tells the story of a teacher who, in the final year of his mandatory service, is accused of harassment by a student and falls into despair and hopelessness. Alongside Nuri Bilge Ceylan's usual style, we see differences. We witness dialogues that are sometimes political and sometimes amusing. The film did not have a dull movement. I watched it with curiosity and enjoyment without ever getting bored. In this film, Nuri Bilge Ceylan once again offers visual richness in every frame, like a painting. We see the characters constantly in a process of reckoning with themselves, and while watching these reckonings, we recall moments in real life when we found ourselves in similar situations. In Nuri Bilge Ceylan's film, we once again see the weaknesses, hopes, expectations, in other words, the human condition of people. Throughout the film, I looked for a character who was unquestionably right, and to be honest, I couldn't find one... The film's theme addresses reactions and inaction towards social issues, showing that there is no silence about the situation the students are experiencing, but friendships that might turn a blind eye if the teacher was given the opportunity to overlook the accusation he faced. In fact, we watch situations that are seen in society, heard, but ignored in our lives. We witness the effort of an individual to reluctantly accept or not accept being a part of the society they live in, through the dissatisfaction of "Teacher Samet," played by Deniz Celiloğlu, with the region where he is stationed, and his actions. We see that people, in the end, cannot suppress the bad within them for their own interests. Cinematically, we encounter the technique of alienation in the film. Each viewer can interpret this unexpected scene differently. Some might think that the director is waking up the audience and reminding them that this is just a film, they shouldn't get too engrossed; others might think that Samet's character is taking a break from reality by leaving the stage and being in a play. The director defined this scene with the sentence: "To tell the audience that cinema is actually an illusion and ask them not to disconnect from the film despite knowing that." Nuri Bilge Ceylan once again presents a provincial life to the audience in his film, beyond the glorification of village life, portraying the real situations, troubles, and cultural conflicts faced by the people living there. In response to a question from an audience member during the discussion after the film at the Adana Golden Boll Film Festival, "Why always the provinces?" Nuri Bilge Ceylan replied, "A person is the same everywhere. There are some things that don't change, and I make films about them."

In short, we're fortunate to have a director like Nuri Bilge Ceylan, and his films since he occasionally revives our dormant cinema. We, as cinema enthusiasts and cinema students, bear witness to a successful film.

ACADEMIC PLAYLIST



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Literature

October Halloween Collection

In the month of October, Halloween is celebrated in many different countries. Various celebrations and organizations are held every year on 31 October, the last day of October. Adults and children wear various distinct costumes and which are, in essence, intended to be spooky. Houses and gardens are decorated to match the Halloween theme.

In keeping with this October mood, we have compiled a list of cult horror/thriller films and TV series. In this list, you can find the soundtracks of various films and TV series, each of which is quite valuable and cinematographically successful.

In addition to the film soundtracks of 1968 Rosemary's Baby, 1973 The Exorcist, 1978 Halloween, 1980 The Shining, 1992 Candyman, 2002 The Ring, 2004 Saw and 2007 Dead Silence, this list also consists of the soundtracks of 2018 The Haunting of Hill House and 2020 The Haunting of Bly Manor.

We wish you a spooky and enjoyable listening.

	Lullaby From Rosemary's Baby, Part 2 Krzysztof Komeda, Mia Farrow
	Theme from "The Exorcist" Mike Oldfield
	Halloween Theme - Main Title John Carpenter
	Main Title (The Shining) Wendy Carlos, Rachel Elkind
	Helen's Theme Philip Glass, Michael Riesman, The Western
	The Well Martin Tillman, Hans Zimmer, Henning Lohner
	Hello Eric Charlie Clouser
	Main Titles Charlie Clouser
	Go Tomorrow The Newton Brothers
	The Haunting of Bly Manor (Main Titles) The Newton Brothers





EDUCATION - RESEARCH

Res. Asst. Mert KUŞLUVAN
The Department of Psychology

LEARNING THROUGH PLAY

Learning is a cognitive and behavioral activity that holds critical importance at every stage of human life. Starting from a young age, fundamental activities like learning language, walking, and eating are all made possible through learning. Therefore, educators, psychologists, and various scientists place great importance on studies related to learning. Another thing that humans have been doing since a young age is playing games. Play is a fundamental need for a child and a way of perceiving the world. Even in an environment without toys, a child can turn things into a game using their imagination.

Beyond enabling the execution of basic functions for daily life and sustaining it, learning adds immeasurable richness to human life. This is why the right to education is one of a child's most fundamental rights. In our era, to be distant from education means to be distant from much of what this age brings. This is precisely why some researchers have examined variables that could assist the learning process. One of these variables can be considered the concept of "play," an inseparable part of life.

In 2016, a group of researchers examined the effects of gamifying the learning process on learning and the brain. In the study, participants were exposed to educational content in three different contexts: Study-only, Self-quizzing, Game-Based. Study-only, involved question-and-answer observation, Self-quizzing involved finding answers to questions, and Game-Based included using points gained in a game with a friend on a wheel of fortune.

Upon examining the results of the research, it was observed that in the Game-Based condition, participants showed higher scores in dedicating themselves to the learning process and generally higher learning scores compared to the other conditions. Additionally, fMRI studies showed a decrease in activation in the Default Mode Network of the brain as the learning process turned into a game, which is known to decrease when attention is focused on external stimuli.

This research provides us with data suggesting that gamifying the learning process can enhance our learning performance. Who knows, perhaps children have a reason for turning everything into a game.

MAXQDA: A POWERFUL TOOL FOR QUALITATIVE DATA ANALYSIS

Res. Asst. Tuğçe TOPÇU
The Department of Business Administration



Qualitative data analysis is an essential research method widely used in various fields, from social sciences to marketing research. This method is employed to understand, classify, and interpret qualitative data types such as text, audio, images, and other forms of qualitative data. Qualitative data analysis serves the purpose of making complex data more meaningful and obtaining new information and insights.

When conducting qualitative data analysis, researchers often require qualitative data analysis software to facilitate and streamline the analysis of such data. This is where MaxQDA comes into play. MaxQDA is robust software designed for qualitative data analysis, assisting researchers in managing the data analysis process, classifying data, coding, exploring insights, and presenting findings.

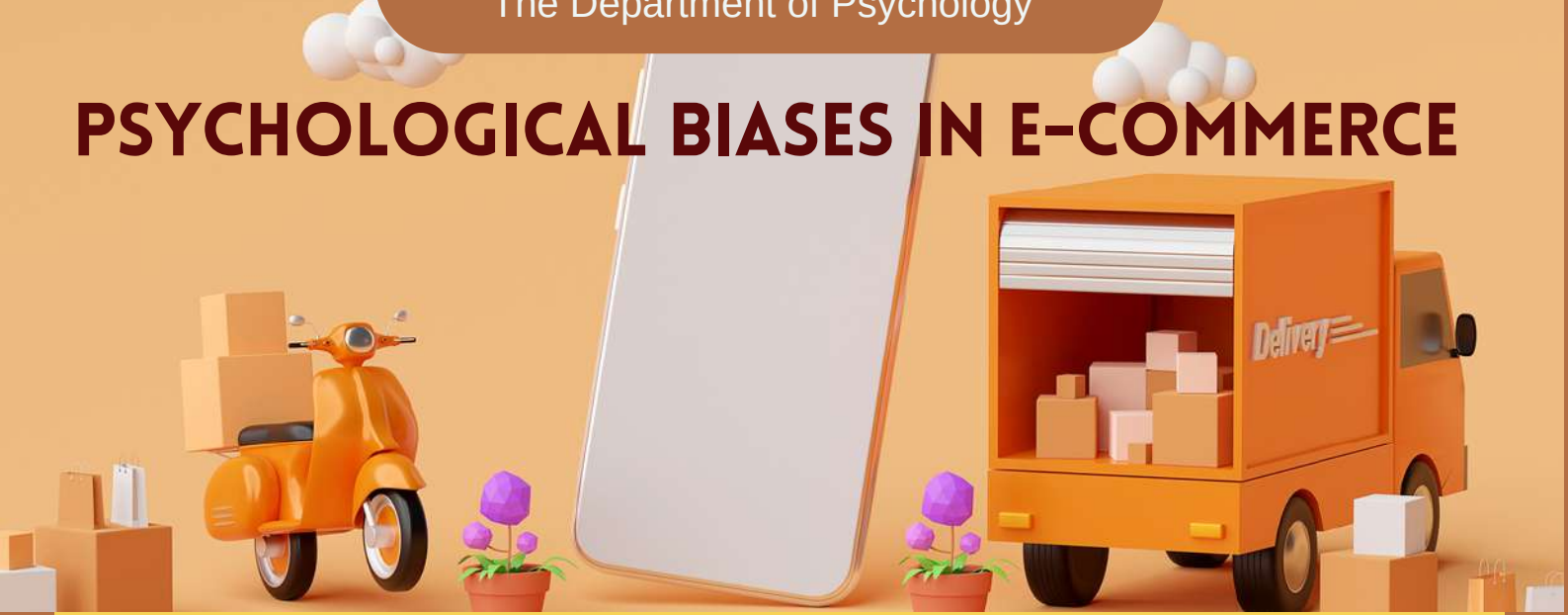
- With this program, the process of loading data into the system, analyzing data, establishing meaningful relationships between data, and visualizing data for better comprehension becomes easier.
- The program contributes to the qualitative analysis of documents, images, videos, and social media data, and it also enables the analysis of audio recordings (transcription).
- In terms of data validity and code security, the program allows other researchers to compare their results when working on the same data, facilitating validity and reliability analysis.
- The program's user interface is available in Turkish, and it does not require an internet connection for data analysis, offering advantages to users.
- Qualitative data analysis with the program helps establish semantic relationships and provides a thematic and map view of the data with visual support.

In conclusion, MaxQDA is a powerful tool for researchers interested in conducting qualitative data analysis. It is an ideal solution for delving deep into data, extracting meaningful insights from qualitative research results, and effectively presenting findings. This software simplifies the data analysis process and assists researchers in gaining more insights.

ENTREPRENEURSHIP & INNOVATION

Res. Asst. Zehra Nur KURTOĞLU
The Department of Psychology

PSYCHOLOGICAL BIASES IN E-COMMERCE



Online shopping has become the preferred method of acquiring goods, especially during the pandemic. Going to various places to shop and visiting stores in different locations on the same day can be time-consuming and costly. On the other hand, customers on online platforms can quickly view various options for the product they want to buy and gather a wealth of information about the product by looking at other customers' reviews. The convenience and practicality of online shopping from various aspects encourage customers to choose online sellers in all fields. However, to stand out among competitors in this limitless market, sellers often face the challenge of making their products more appealing. At this stage, many psychological sales methods are employed by sellers to attract customers.

One of the frequently used psychological sales techniques in e-commerce recently is the "positive priming effect" in psychology, which allows the subconscious association of one phenomenon with another, thereby creating a connection (Minton, Cornwell and Kahle, 2017). For example, the highly popular Barbie movie, in addition to being a film, has permeated all commercial aspects through priming. Many brands that are frequently shopped at have started printing their logos in pink. Similarly, some e-commerce websites have changed their background colors to pink. The goal of this Barbie-themed priming is to evoke positive emotions in customers and encourage them to make purchases. The more associations with Barbie, the recent beloved icon, the more it becomes an intermediary in selling any product.

E-commerce platforms continue to rapidly use various techniques like priming to increase purchasing behavior. Consumption, aside from daily needs, has almost become the norm, leading people to develop habits that can border on pathological shopping addiction. Therefore, as consumers, we need to shop more carefully and be conscious of our consumption habits.

ENTREPRENEURSHIP AND EMOTIONAL INTELLIGENCE

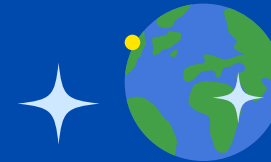
Res. Asst. Fatma Betül Yılmaz
The Department of Psychology



Traditional business skills such as planning and financial acumen are necessary but not sufficient in entrepreneurship. It should not be overlooked that social skills such as emotional intelligence also play a very important role in entrepreneurship. Emotional intelligence is a part of social intelligence and involves understanding our own and others' emotions and managing our actions accordingly (Salovey et al., 1990). Self-awareness is an important component of emotional intelligence and its role in entrepreneurship is huge. People and leaders with high self-awareness know their own weaknesses and strengths better, recognize the emotional stimuli that trigger them, and can keep their motivation high. This awareness is very important because it allows entrepreneurs to strengthen their weaknesses and prioritize their strengths. Additionally, self-awareness is also very effective in coping with stress. Self-awareness is also related to a person's ability to manage their emotional reactions and adapt to changing conditions.

In addition to self-awareness, emotional regulation is a mental skill that will take entrepreneurs to the next level. Emotion regulation is an internal and external process that involves monitoring, evaluating and changing emotional reactions, especially intense ones (Thompson, 1991). Considering that entrepreneurs may encounter difficulties and disruptions at any time, they can regulate their emotions in the face of these difficulties and control their emotional reactions instead of making a sudden and impulsive decision. The consequences of hasty decisions can cause disasters in the business world. Thanks to emotional regulation, hasty decisions are minimized.

Empathy is the ability to experience and understand what others feel without confusion between oneself and others (Decety and Lamm, 2006). In entrepreneurship, empathy is important in establishing positive communication with employees, creating a good company culture, and communicating well with customers. Empathetic leaders manage their employees better. By knowing their team members better, they can support them and make better assignments by taking into account their weaknesses and strengths.



POLITICAL- AGENDA

ENVIRONMENTAL PROBLEMS INCREASE THE QUEST FOR ENVIRONMENTAL JUSTICE

Res. Asst. Elif ŞAHİN

The Department of Political Science and International Relations



Environmental problems have become one of the most debated issues at local, national and international level. Global climate change is among the world's leading problems in this century. The main cause of climate change is attributed to global warming, and given that the problem of global warming is largely closely related to environmental degradation, global economies are trying to provide certain solutions through environmental agreements such as the Paris Agreement at the 2015 United Nations Climate Change Conference.

As a way of coping with this process at the national level, governments have turned their backs on people of color and people of low socioeconomic status who have been left behind in developing cities. In this sense, the environmental justice movement, which aims to give a voice to those who are disadvantaged by changing environmental conditions, has emerged as a movement and a prominent environmental discourse that promotes equal access to a healthy, safe and sustainable environment and equal protection against environmental harm. The current expansion of environmental justice has been with different and global issues such as climate change, food and energy (Martinez-Alier, 2002; Carruthers, 2008). This discourse argues that people are concerned with a wider range of issues that cross racial and social class lines, making environmental justice concerns local, regional and international in scope.

Considering that we are living in a time of major environmental problems as a result of climate change and the crises of inequality and racial injustice that these problems illuminate, an intersectional perspective on the intersection of each problem and the construction of a more just society should be pursued. In a world where we are increasingly aware of environmental problems, an environmental justice discourse represents another way of examining and understanding current environmental problems.

Historical Background of the Israel-Palestine Conflict

Res. Asst. Yunus Turan
The Department of Political Science and International Relations

The Israel-Palestine conflict stands as one of the most enduring and complex disputes in modern history. Rooted in decades of historical, political, and religious tensions, it centers on the disputed territory of Israel and the Palestinian territories of the Gaza Strip and the West Bank.

The conflict traces its roots to the late 19th century when Jewish Zionists sought to establish a homeland in Palestine, then part of the Ottoman Empire. Following World War I, the League of Nations granted Britain the mandate to govern Palestine. Jewish immigration increased, leading to mounting tensions between Jewish and Arab communities.

In 1947, the United Nations proposed a partition plan, dividing Palestine into Jewish and Arab states, with Jerusalem under international administration. While Jewish leaders accepted the plan, Arab leaders rejected it, leading to the first Arab-Israeli war (1948-1949). The war resulted in the establishment of the state of Israel and the displacement of hundreds of thousands of Palestinians, marking the beginning of a profound refugee crisis.

In 1967, the Six-Day War erupted, with Israel swiftly gaining control of the Gaza Strip, Sinai Peninsula, West Bank, and Golan Heights. The occupation of these territories remains a focal point of contention. In 1973, the Yom Kippur War, also known as the October War, began when Egypt and Syria launched a coordinated surprise attack on Israel. Initially caught off guard, Israel eventually repelled the attacks and gained some territorial concessions. This war led to a shift in the regional balance of power.

In 1982, the Lebanon War erupted. While not strictly an Israel-Palestine war, this conflict involved Israel's invasion of Lebanon with the aim of eliminating Palestinian Liberation Organization (PLO) strongholds. The war had significant ramifications for Palestinian refugee camps and the broader regional dynamic.

The First Intifada (1987-1993) and the Second Intifada (2000-2005) were prolonged periods of Palestinian uprisings against Israeli military occupation. These uprisings resulted in significant loss of life and property on both sides.

In this historical context, the conflicts in the region have once again intensified due to the counter-attack launched by Hamas on October 8, 2023, in response to Israel's long-standing oppression and violence against the Palestinians. This latest conflict has caused thousands of casualties and deaths, but the consequences are still unpredictable.

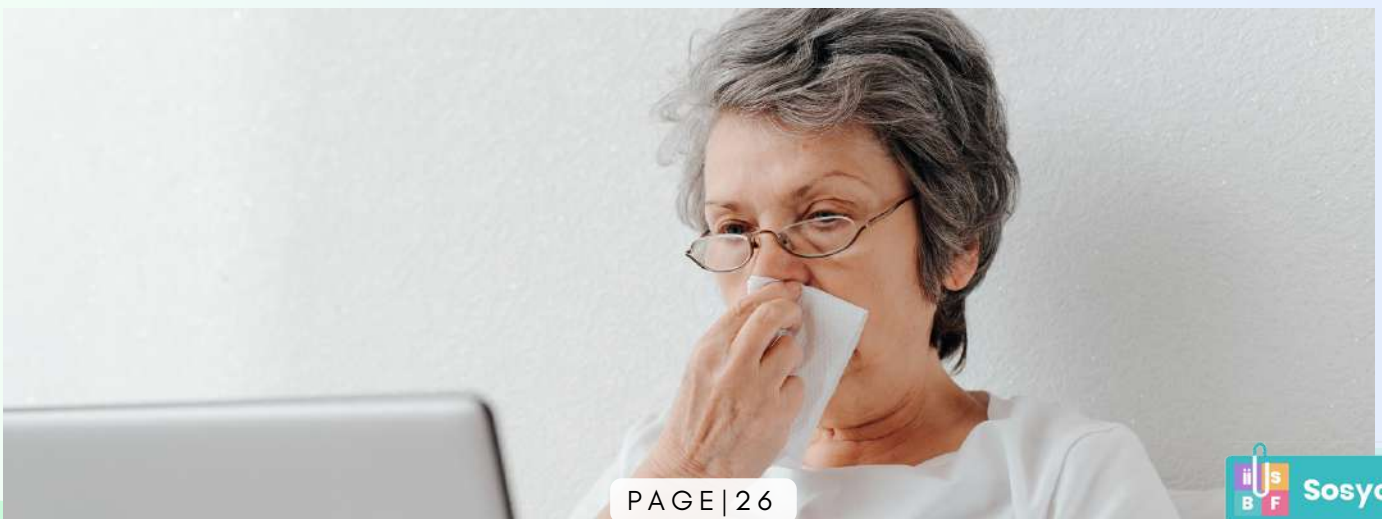




CYBERCHONDRIA (HEALTH INFORMATION SEARCH BEHAVIOR ON THE INTERNET)

Have you ever looked on the Internet to find out the cause of your headache and thought you had a brain tumor?

Cyberchondria is a concept about individuals' behaviors of repeatedly searching the Internet about their health issues. This concept can also be considered as a new version of hypochondria, which is used to express the fear and anxiety experienced when bodily sensations are misinterpreted. Only this time people use the Internet. Additionally, those who obsessively search for information about disease symptoms or disease possibilities on the Internet are called cyberchondriacs. Individuals make this search to alleviate their concerns about their health and possible diseases, but the information they obtain may not be reliable and may be inaccurate or incomplete, which may increase their concerns even more. In general, it has been observed that the rate of people seeking health-related information on the Internet in Turkiye is about 69%. The reasons for such a high rate of information search may include the ease of access to the Internet today, many health professionals (doctors, dietitians, psychologists) actively using social media accounts and frequently sharing health-related information. At the same time, this information-seeking behavior can also affect the patient-doctor relationship. Since health concerns of individuals experiencing cyberchondria increase with their searches, they may frequently apply to health institutions and doctors to control these concerns and undergo medical examinations to clarify whether the information they obtain about their health from the Internet is correct. It is observed that 72.95% of patients research their disease on the Internet before going to the doctor, and 46.61% do research on the Internet about the treatment recommended by the doctor. These behaviors of individuals may not only keep medical centers and healthcare professionals busy, but may also cause them to refuse a treatment that is suitable for them or to apply the wrong treatment. Finally, in order to control cyberchondria, individuals should use the Internet when they really need information rather than when they are under anxiety, limit the time they search for information on the Internet, and critically evaluate the information they obtain.



SEASONAL TRANSITIONS AND SEASONAL AFFECTIVE DISORDER



RES. ASST. DENİZ MISRA GÜROL
THE DEPARTMENT OF
PSYCHOLOGY (ENGLISH)

Every year, nature teaches us a lesson about how to relate to some of the despairing moments on our path. Starting in mid-October, temperature drops, nights get longer, the weather gets colder, and the rain comes hard across a gray landscape. In autumn and winter, the happiness hormone serotonin obtained from sunlight decreases and the sleep hormone melatonin is produced more than it should be. In addition to temperature and light changes, many of us deal with work related issues including beginning of the new work year or our child's new school year. Some differences emerge in schedules, routines, expectations, and even relationships.

As winter comes, some changes occur in our emotions, behaviors and thoughts. This situation is also called as "winter blues". Our minds have many more cycles than we think. No matter how much we want it to be, when we are experiencing the winter blues we may have no alternative but to stop and we may be unable to be productive/creative/excited/open. During these times, we may not be inspired for what we want to do, we may panic: Why are we in such a depressed mood? Where did all our ideas and hopes go? At such times, we can see the reflection of the changes in nature in our soul. It may be true that the feelings of said excitement are pending, but it is not the end of the world. What nature wants to tell us is; We cannot bloom permanently. We may need to slow down, so we can try to make peace with our own winter mood and be patient.

Seasonal Affective Disorder (SAD) is a type of depression triggered by the change in seasons, usually when autumn begins. It is more severe and different than the winter blues we mentioned above because SAD is both a type of depression and affects not only how you think and feel, but also daily life. This seasonal depression generally occurs in late autumn or early winter and worsens with winter. It ends with the sun rising in spring.





So what are the symptoms of Seasonal Affective Disorder?

- Feeling depressed most of the day
- Feeling anxious
- Increased appetite and carbohydrate cravings
- Extreme fatigue and lack of energy
- Feelings of hopelessness and worthlessness
- Difficulty concentrating
- Feeling nervous
- Avoiding social situations
- Difficulty in enjoying activities
- Sleep problems (usually hypersomnia)

You can ask yourself the following questions to be prepared for seasonal transitions. Answering these questions can give you insight about how the seasonal transition affects you:

- Are you noticing that you are sleeping more now? Finding it harder to get out of bed?
- Is it harder or easier for you to exercise now?
- Are you more patient now? Or do you get upset and angry more easily?
- Are you more or less motivated?
- Has anything changed in your relationships recently?

Regardless of how affected you are by seasonal affective disorder, three important factors can help you manage seasonal changes.

1. **Exercising:** Regular physical activity is extremely beneficial for both your physical and psychological health. Walking, doing push-ups, or going to the gym can be examples of this.
2. **Trying to get more light:** It is important for everyone to be exposed to sunlight every day. Since most workplaces are indoors, accessing sunlight requires some form of effort. We can try to get the vitamin D necessary for our body by spending a few minutes under the sun.
3. **Sharing with someone:** All transitions have their own challenges, and the transition always gets easier when you talk to someone about it. Whether you're talking to a loved one, a co-worker, or your therapist, allow someone into your inner thoughts and experiences.



SOCIO AGENDA

NOBEL PRIZES HAVE FOUND THEIR WINNERS

Res. Asst. Fatma Betül
YILMAZ
*The Department of
Psychology*

The 2023 recipients of the Nobel Prizes, which have been awarded since 1901 based on Alfred Nobel's will, were recently announced. Accordingly, the Nobel Prize in Economics was awarded to Harvard professor Claudia Goldin for her work on gender pay gap. The Nobel Prize in Literature went to Norwegian author Jon Fosse, the Nobel Peace Prize was awarded to Iranian women's rights advocate Narges Mohammadi, the Nobel Prize in Medicine or Physiology was given to Katalin Karikó and Drew Weissman, and the Physics Prize was awarded to Pierre Agostini, Ferenc Krausz, and Anne L'Huillier for their experiments providing new tools for studying atoms. The Chemistry Prize was given to Moungi G. Bawendi, Louis E. Brus, and Alexei I. Ekimov (Hooker, 2023). Claudia Goldin became the third woman to receive the Nobel Prize in Economics. So, what is the story behind the world's most prestigious, albeit sometimes controversial, awards?

Alfred Nobel was a Swedish chemist, engineer, and inventor. Throughout his life, he obtained 355 patents for explosives and synthetics, but he is best known for inventing dynamite (The Nobel Prize, 2020). During his lifetime, he became a sensational figure, and his inventions were heavily criticized, even leading to hatred. During his work with nitroglycerin, an explosion in his factory claimed the lives of four people, including his own brother. Despite being a substance that facilitated and expedited processes in construction and mining, dynamite was quickly used in wars, leading to a significant increase in casualties. The death of Nobel's other brother, Ludwig, was reported in a French newspaper with the headline "The Merchant of Death is Dead." It is said that reading this headline deeply affected Alfred Nobel and led to a sense of remorse in his later years. He was very concerned that his name would be remembered in a negative light after his death. According to his will, he worked for two years and established the Nobel Foundation with nearly 95% of his fortune (The Times of India, 2020). The foundation was tasked with awarding those who had served humanity in five fields: chemistry, physics, medicine, literature, and peace. The first awards were given in 1901, five years after Alfred Nobel's death.

References

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- Hooker, L. (2023, October 9). *Nobel economics prize awarded to Claudia Goldin for work on women's pay*. BBC News. <https://www.bbc.com/news/business-67045408>
- Merchant of death- The story behind the nobel prize!*. Times of India Blog. (2020, April 5). <https://timesofindia.indiatimes.com/blogs/unheardshepherd/merchant-of-death-the-story-behind-the-nobel-prize/>

Time to Socialize

NATIONAL PALACES PAINTING MUSEUM

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

The National Palaces Museum of Painting, located in Beşiktaş, Istanbul, is among the important art centers of Istanbul. Among the works in the museum is Félix-Auguste Clément's Prince Halim's Gazelle Hunt in the Gatah Desert, whose restoration has been completed and is Turkiye's largest orientalist painting.

The building that today houses the National Palaces Museum of Painting is the Apartment of the Heir Apparent at Dolmabahçe Palace, built during the reign of Sultan Abdülmecid, this building is an architectural symbol of the new freedom permitted to Ottoman heirs to the throne following the Reforms of 1839. After the restoration of the second part of the Apartment of the Heir Apparent was completed, this was reorganized to integrate it with the previously opened section, creating a museum that is outstanding in its field in Turkiye. The museum's exhibition panels, lighting, and information systems have been renewed in line with contemporary museum technology. After Yıldız Palace and Topkapı Palace became part of the National Palaces, works of art range in date from the 16th to 20th centuries. The number of paintings and drawings in the museum is 553. You can check out the National Palaces' website for detailed information about this museum, a must-see for art lovers.

Events in Istanbul

Res. Asst. Demet TAÇ
The Department of
Economics and
Finance

Date: November 21, 2023

Time: 8:30 PM

Location: Trump Stage

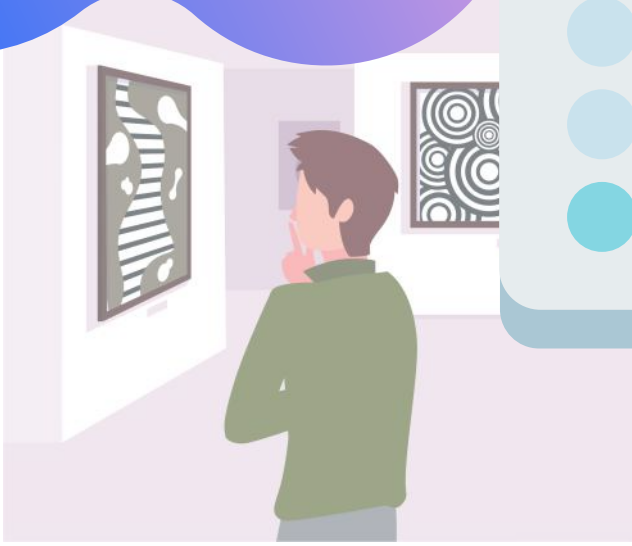
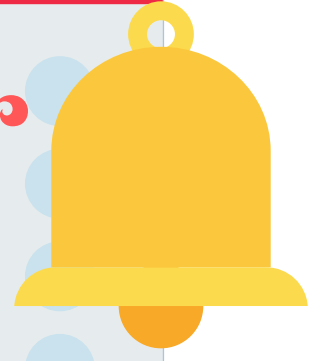
Victor Hugo's unforgettable masterpiece meets with performing arts enthusiasts. Despite the passage of time, 'The Hunchback of Notre Dame continues to captivate the audience with the same excitement as the first day. The story revolves around Quasimodo, the ugly and hunchbacked bell-ringer of the church, and Claude Frollo, the religious leader of France. This dazzling musical delves into the love Quasimodo harbors for Esmeralda, the gypsy girl living in the neighborhood, and explores the inner conflicts and reactions of the bell-ringer and the Priest from a romantic perspective. Quasimodo lives as someone who is mocked for his ugliness and feared by the people, but he accepts what others say not as a mockery or curse but by trying to understand. One day, he meets Esmeralda and falls in love with her, completely changing his world. Getting your tickets in advance is advisable!



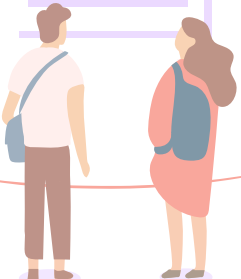
Istanbul hosts interesting events in November. We have compiled some of these for you..

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

November in İstanbul



Type of Event	Name of Event	Location	Date
Concert	Cem Adrian	Dorock XL Kadıköy	2 November, Thursday
Theatre	Ödünç Yaşamlar	Beylikdüzü Kültür Merkezi	4 November, Saturday
Stand-Up	Cem İşçiler	Maxiumum Uniq Box	5 November, Sunday
Concert	Ogün Sanlısoy	Dorock XL Kadıköy	8 November, Wednesday
Theatre	Tepetaklak	Trump Sahne	13 November Monday
Concert	Yeni Türkü	Beylikdüzü Hayalkahvesi	22 November, Wednesday



30th GOLDEN BOLL FILM FESTIVAL

Erce ÖZMEN

*3rd Year Student of
The Department of
Radio, Television and
Cinema*

Golden Boll Film Festival was the first festival I attended in my life. As a student fortunate enough to live in Istanbul, although we have plenty of festivals like "Film Ekimi" in our city, sometimes we couldn't appreciate what we had, so I wasn't going to these festivals very often, or I was postponing it. However, the experience of Golden Boll made me realize the value of these opportunities and became an awareness tool for me.

From the moment I arrived, what surprised me the most was the interest of the people of Adana in cinema. This embarrassed me because, in a city like Istanbul, where there is a sea of opportunities, hosting only a few people in theaters and focusing on films that are popular just because of their popularity seemed embarrassing. As of 2020, the emptiness that filled the theaters was causing me anxiety, but seeing the theaters full of Adana revived my hopes. In Adana, I had the chance to attend discussions, seminars, workshops, and film screenings, to meet with the art community, and to exchange of information by chatting with juries, film crews, and cinema enthusiasts. Most importantly, the opportunity to have immediate discussions with experts and enthusiasts after watching a film developed me professionally and academically, and it was enlightening to watch films from others' perspectives. I realized that I missed this feeling because films are not interpreted as they used to be; especially with uncontrolled digitization, films are presented as a consumer product to be "consumed". Together with Golden Boll, I gained the enthusiasm to attend festivals in other cities. Watching works where the artistic line of cinema is preserved in full theaters with valuable filmmakers and enthusiasts was promising and encouraging for the future of cinema.

During the festival process, bonding with our friends from different cultures and geographies and exploring the film languages of different cultures with them provided us with new friendships and spiritual accumulations. With these friendships, we had the chance to observe new styles and flavors in every field. Although we all come from different cultures, lifestyles, and geographies, our common language was "cinema", and speaking this common language made me happy. It was a festival and art week where everyone met with love and endless desire in a common language and location.

I would like to express my infinite thanks to our esteemed Assoc. Prof. ÖZLEM TUĞÇE KELEŞ, who provided us with this opportunity and accompanied us on this artistic journey by not withholding their support and encouragement and to our department head Assoc. Prof. NİSA GÜLENER YILDIRIM, to our dear Res. Asst. Dr. ERDEM TÜRKAĞCI, who shared their ideas with us in every possible way and gave us the opportunity to share our experiences in this magazine. I thank the Adana Golden Boll Film Festival team for their support in transportation, accommodation, and all kinds of needs. I thank the Adana Metropolitan Municipality for their hospitality, for all the services they provided for the festival, and for their gracious hosting. I thank Sosyocom magazine for including our thoughts in this issue of their magazine. I hope that all festivals going on the art path will continue with the same enthusiasm, and the desire and effort of cinema lovers to carry the torch of cinema without extinguishing it will always increase.



Mustafa AKAGÜNDÜZ

*3rd Year Student of The
Department of Radio,
Television and Cinema*

Dear friends and our esteemed academics, the Adana Golden Boll Film Festival, which we attended together, added an indescribable vision and a different perspective to us. We came together with very valuable directors, artists, and workers from every aspect of the industry. The respect that the art community has for students and the young generation for their efforts is immense. These feelings made us very happy, and the conversations we had with people in the industry and the references we received will provide us with a great advantage in the future. We watched the films in the Student Short Film Competition. After watching the films, we repeated the sentence "We can do it too, and we can even show better ones." Our confidence in ourselves increased even more. I watched "As if Everything is a Bit of a Disaster," directed by Umut Subaşı, which won the "Best Film Award" at the National Feature Film Competition and had its Turkey premiere at the festival, and it was the film I enjoyed the most among the films I watched at the festival. We also had the opportunity to watch Nuri Bilge Ceylan's new film "On Dry Grass" at the Turkish premiere of the Adana Golden Boll Film Festival. We also attended the Q&A session with Nuri Bilge Ceylan and the film team. We had the opportunity to chat with many important actors like Deniz Celiloğlu and Merve Dizdar. As cinema students, we returned with much more than we could get from a festival. The experience-filled, enjoyable memories we gathered with the films we watched and the people we met at the festival.

I would like to express my thanks to our dear Assoc. Prof. Özlem Tuğçe Keleş, who pre-juried the festival, to our department head Assoc. Prof. NİSA GÜLENER YILDIRIM, and to Res. Asst. Dr. ERDEM TÜRKAVCI, whom we communicated with during the festival process.



Emine GÖKALP

*3rd Year Student of
The Department of
Radio, Television and
Cinema*

This year, we, along with our valuable cinema teacher Özlem Tuğçe Keleş, who pre-juried the festival, were invited as guests of the Adana Altın Koza Film Festival organized for the 30th time, by the Adana Altın Koza Film Academy, with two of my friends from the Department of Radio, Television and Cinema.

We were very pleased with the services provided to us by the festival, and we had the opportunity to meet many directors, producers, screenwriters, and actors working in the cinema and media industry by attending the trainings of the Golden Boll Film Academy. We watched the films in the Student Short Film Competition. After watching the films, we repeated the sentence "We can do it too, and we can even show better ones." Our confidence in ourselves increased even more. I watched "As if Everything is a Bit of a Disaster," directed by Umut Subaşı, which won the "Best Film Award" at the National Feature Film Competition and had its Turkey premiere at the festival, and it was the film I enjoyed the most among the films I watched at the festival. We also had the opportunity to watch Nuri Bilge Ceylan's new film "On Dry Grass" at the Turkish premiere of the Adana Golden Boll Film Festival. We also attended the Q&A session with Nuri Bilge Ceylan and the film team. We had the opportunity to chat with many important actors like Deniz Celiloğlu and Merve Dizdar. As cinema students, we returned with much more than we could get from a festival. The experience-filled, enjoyable memories we gathered with the films we watched and the people we met at the festival.

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IGU GRADUATE

Eren KESKİNER 4th Year Student from The Department of Psychology (ENGLISH)

Hello, I am Necmettin Eren Keskiner. I am a 4th-year student majoring in Psychology at Istanbul Gelişim University. This year marks my 5th year at this university, including my preparatory year. The five years I've spent here have been one of the most crucial periods of my life. Getting an education at this university has not only been an academic experience but also led to significant development in my social, cultural, and professional life.,

Academically, thanks to the rich programs offered by Istanbul Gelişim University and the qualified faculty, I have gained in-depth knowledge in my field. Interactive environments in my classes, student-faculty relationships, and projects have enriched my learning experience. Additionally, the internship and job opportunities provided by the university have greatly contributed to my post-graduation career.

On a social level, the dynamic cultural atmosphere of Istanbul and various events at the university have allowed me to make new friends and get to know different cultures. Student clubs, sports activities, and social responsibility projects have contributed to my personal development. I am currently serving as the President of the Psychology Club at my school. This has given me the opportunity to lead a student community, organize events, improve my organizational skills, and make many friends. Moreover, various social events and seminars offered by the university have enabled me to stay updated with the latest developments in the field of psychology and keep my knowledge current.

Istanbul Gelişim University, from my perspective, is not just an educational institution but also a life experience. My time at this university has enriched me both professionally and personally. This experience has not only laid a strong foundation in the field of psychology but also helped me develop leadership, social, and many other skills, allowing me to look into the future with greater confidence.



Eminegül Tekerci
3rd Year Student from The Department
of Architecture (ENGLISH)

Hello everyone,

I'm Eminegül Tekerci, a 3rd-year student majoring in Architecture at Istanbul Gelişim University. In the spring semester of the 2021/2022 academic year, I participated in an Erasmus+ mobility program at the University of Evora.

Evora is one of Portugal's small cities, but it's quite popular due to its proximity to Lisbon. The buildings here date back to the 15th century, yet they've never lost their charm. Even the newest buildings are at least 25 years old. That's what I loved most about Evora, to be honest. The streets I walked through to get to my school, the buildings I saw, made me feel like I was living in the Renaissance era.

Of course, there were times during my mobility when I faced challenges. After all, I was in a different country with a new way of life, a different language, and a different education system. It took me about two months to adapt to all of this. But after the adjustment period, I had a great time. There were moments I wished it would never end, but just like everything beautiful, this had an end, too.

I also had the chance to visit Spain, which is adjacent to Portugal. The University of Evora organized an architectural trip to Granada, Spain. It was truly a unique experience for me. We toured the buildings of Granada with our architecture professors and exchanged ideas. Granada was very similar to Istanbul in terms of both Islamic and Christian architecture. There were even many places designed like covered bazaars. As an aspiring architect, I can say that this experience added a lot to my knowledge.

The most surprising thing for me during my Erasmus experience was Europeans' love for döner and kebab. You can find döner and kebab shops everywhere in Portugal. There was even a Turkish place in Granada that made baklava. Whenever you mention that you're Turkish, everyone talks about the beauty of Istanbul and the deliciousness of Turkish cuisine. They also mentioned that Turkish architecture is highly appreciated, so our professors frequently organized trips there and held workshops. Their favorite structures, it turns out, were our hammams.

I gained so many experiences and collected so many memories that I don't even know where to start if I were to tell them all. If I were to recount them all, it would be a novel.

Erasmus+ is a wonderful program that everyone should experience. It can add so much to you. If you have thoughts like "how can I do this, living abroad must be very difficult," and for this reason, you're hesitating to go, please don't. Because unless you step out of your comfort zone, you can't learn new things and add something new to yourself. This was also my first experience abroad. As I said, there were times I struggled. But believe me, every second was worth it.

I hope you also seize this opportunity and enjoy the unique experience.

Turkish Bagel

Simit and Culture

Res. Asst. Dilek

Kızılırmak

The Department of New
Media and
Communication

Simit –or Turkish bagel-, which has become a symbol of Türkiye, is one of the country's street foods. Simit, also known as "sesame bread" among the locals, is typically consumed during breakfast, tea time, or purchased from street vendors. Simit is made by shaping thin dough and baking it after coating it with sesame seeds, and it is an integral part of Turkish cuisine due to its flavor and historical significance.

The history of simit dates back to the Ottoman Empire. It was first seen in Istanbul in the 16th century and quickly gained popularity. During those times, simit was primarily sold by street vendors but eventually became an essential part of breakfast tables. Today, street vendors and simit sellers across Türkiye offer freshly baked simits from their stalls.

Simit, with its sesame-covered crust and soft interior, is a favorite of people of all ages. It is often enjoyed with accompaniments such as white cheese, olives, tomatoes, and cucumbers. Additionally, warm simits pair perfectly with tea or freshly squeezed fruit juices.

Simit is also a reflection of Turkish culture. Simit sellers in street corners or local markets become social meeting points, offering freshly baked simits that are crispy and delicious. Simit is also commonly found at cultural events, from theater performances to sports activities; simit vendors are everywhere.

In Türkiye, simit is not just a food but also a tradition and a cultural symbol. The simit culture brings people together with warm and delicious simits, facilitating conversations and sharing. Therefore, simit is an integral part of Türkiye's rich culinary and cultural heritage. It's challenging to recommend specific places in Istanbul to eat simit. There are famous bakeries known for their delicious simits, such as the historic Galata Bakery, Taş Fırın Evin Unlu Mamulleri, Kireçburnu Bakery, and Tophane Historic Stone Bakery. In addition, there are places like Pierre Loti, Moda Tea Garden, and Üsküdar Beach where you can enjoy a cup of tea and simit while admiring Istanbul's beautiful views.



ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun's** article titled "*Toward a sustainable growth path in Arab economies: an extension of classical growth model*" was published in **Financial Innovation**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*A research landscape bibliometric analysis on climate change for last decades: Evidence from applications of machine learning*" was published in **Heliyon**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Empirical analysis of South African's urbanization growth and export demands: implications for environmental sustainability*" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Another look at the nexus between economic growth trajectory and emission within the context of developing country: fresh insights from a nonparametric causality-in-quantiles test*" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Developing environmental policy framework for sustainable development in Next-11 countries: the impacts of information and communication technology and urbanization on the ecological footprint*" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Festus Victor Bekun and Asst. Prof. Gizem Uzuner's** article titled "*Tourism and the Mediterranean Experience Amidst Environmental Issues: Fresh Insights from Panel Analysis*" was published in **International Journal of Energy Economics and Policy**.
- **Asst. Prof. Uju Violet Alola's** article titled "*Is pass-through of the exchange rate to restaurant and hotel prices asymmetric in the US? Role of monetary policy uncertainty*" was published in **Financial Innovation**.
- **Asst. Prof. Andrew Adewale Alola's** article titled "*Does economic policy uncertainty drive outbound tourism expenditures in 20 selected destinations?*" was published in **Quality and Quantity**.
- **Assoc. Prof. Onur Özdemir's** article titled "*The determinants of income distribution: the role of progress in human capital*" was published in **Quality and Quantity**.
- **Assoc. Prof. Bright Akwasi Gyamfi's** article titled "*Green industrial transition: Leveraging environmental innovation and environmental tax to achieve carbon neutrality. Expanding on STRIPAT model*" was published in **Journal of Environmental Management**.
- **Assoc. Prof. Bright Akwasi Gyamfi's** article titled "*Does financialization enhance renewable energy development in Sub-Saharan African countries?*" was published in **Energy Economics**.
- **Assoc. Prof. Bright Akwasi Gyamfi's** article titled "*The synergistic roles of green openness and economic complexity in environmental sustainability of Europe's largest economy: Implications for technology-intensive and environmentally friendly products*" was published in **Environmental Impact Assessment Review**.
- **Assoc. Prof. Hakan Yıldırım and Asst. Prof. Festus Victor Bekun's** article titled "*Predicting volatility of bitcoin returns with ARCH, GARCH and EGARCH models*" was published in **Future Business Journal**.
- **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**.

ABOUT ACADEMIC LIFE



ASSIGNMENT-UPGRADE

- **Professor Dr. Ömer SAY** has been appointed as "*Professor*" in the Department of Sociology of our university's Faculty of Economics, Administrative, and Social Sciences.
- **Professor Dr. Mustafa KÖKSAL** has been appointed "*Professor*" in the Department of International Trade and Business Management of our university's Faculty of Economics, Administrative, and Social Sciences.
- **Professor Dr. Bülent EŞİYOK** has been appointed to the position of "*Professor*" in the Department of Economics and Finance (English) of our university's Faculty of Economics, Administrative, and Social Sciences.
- **Associate Professor Dr. Yelda ÜLKER** has been appointed to the position of "*Associate Professor*" in the Department of Advertising of our university's Faculty of Economics, Administrative, and Social Sciences.
- **Professor Dr. Mustafa KÖKSAL** has been appointed the "*Department Chair*" in the Department of International Trade and Business Management of our university's Faculty of Economics, Administrative, and Social Sciences.



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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)

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

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1. Enter the platform (metsis.gelisim.edu.tr) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
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