



ISTANBUL
GELISIM
UNIVERSITY

APRIL 2024



ISTANBUL
GELİŞİM **ÜNİVERSİTESİ**

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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ubf@gelisim.edu.tr



23 APRIL



**WE CELEBRATE
23 APRIL
NATIONAL SOVEREIGNTY AND
CHILDREN'S DAY**

NEWS FROM IGU

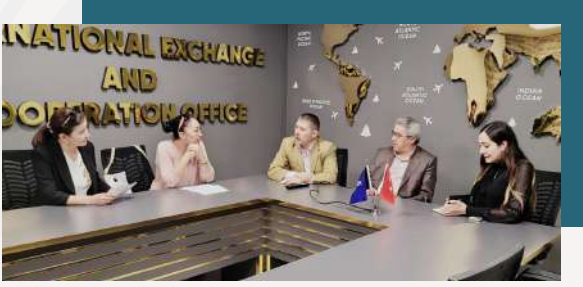
The First Kazakh Exchange Students Visited Our University!

Within the scope of the protocol and cooperation agreement signed between Istanbul Gelisim University and Mukhtar Avezov University of South Kazakhstan, Almagul UTEPOVA and Ainur UALIKHANOVA, PhD students of Mukhtar Avezov University of South Kazakhstan, came to our university to conduct research and study in the field of Sociology.

The aforementioned students visited the Rector of our University Prof. Dr. Bahri ŞAHİN in his office under the guidance of Prof. Dr. Kamil KAYA, Head of the Department/Division of Sociology and Dean of the Faculty of Applied Sciences. During the visit, Rector Prof. Dr. Bahri ŞAHİN stated that the first application within the scope of the protocol and cooperation signed between the two universities is extremely important and that the development of this protocol will be supported and presented plaques and gifts to the guest students.



NEWS FROM IGU



They visited our university's International Student Office Erasmus Coordinator Ms. Alisa USUBOVA in her office. During the visit, USUBOVA gave information about our university's international student exchange and mobility and stated that the guest students were very pleased with their visit to our university and that they would be given all kinds of support and presented them with gifts.



They visited our University Library Director Mr. Şenol ARMAĞAN in his office. Giving detailed information about our university's library during the visit, ARMAĞAN stated that guest students can benefit from our university's library and presented them with gift books from our university's publications.



They visited the Sociology Department of our university. During the visit, department head Dr. KAYA introduced the guest students to the department faculty members and research assistants and gave information about the department. Guest students stated that they were pleased to meet the faculty members of the department and exchanged views with the faculty members.



They visited the director of the Graduate Education Institute of our university, Prof. Dr. İzzet GÜMÜŞ in his office. Stating that he was extremely pleased with this visit, which took place within the scope of our university's postgraduate education, GÜMÜŞ stated that they, as an institute, support our university's international student exchange and mobility policy and presented them "Certificate of Participation".

NEWS FROM FoAS

Primetime Newscaster of ATV Channel Cem ÖĞRETİR Met with Students at IGU!

At the "News Presentation and Communication Skills on TV" event organized by Istanbul Gelişim University (IGU) Faculty of Applied Sciences (UBF) Television Journalism and Programming Department, ATV Anchorman Cem ÖĞRETİR met with the students and academicians of the university. Explaining to the young people one by one what is required for effective communication, Cem ÖĞRETİR also informed the students about television journalism.

With the organization of Istanbul Gelişim University, Faculty of Applied Sciences, Department of Television Journalism and Programming, "TV News Presenting and Communication Skills" training was held on the university campus. Famous Announcer Cem ÖĞRETİR told the participants at the event; He gave practical training on effective communication, body language and diction. Cem EĞİTİR discussed in detail how body language should be, how to persuade a person, and self-confidence. The event was attended by Istanbul Gelişim University Board of Trustees Chairman Abdülkadir Gayretli, Istanbul Gelişim University Rector Prof. Dr. Bahri Şahin, IGU Faculty of Applied Sciences Dean Prof. Dr. Kamil Kaya, IGU and FoAS faculty members and guests.



NEWS FROM FoAS

“Everyone who appears on television and posts on social media is a role model.”

Stating that the words and sentences used in daily life become more habitual the more frequently they are used, Cem ÖĞRETİR said, “Actually, this is a matter of habit, like television. 'Is it a good habit or a bad habit?' I leave the answer to the audience. As an employee of the television world, I try to do my best, and for this reason, I strive to use Turkish in the best way and be a good example for our young people. Everyone who appears on television and posts on social media is a role model. Therefore, when you become a role model, you also take on a great responsibility.”



“Television journalism is changing shape”

Cem ÖĞRETİR explained to an audience who questioned the need for the main news at a time when it has become so easy to access the news, that people still verify the news through television because there is still no full trust in social media. Cem ÖĞRETİR states, “Television journalism is changing and transforming rather than disappearing. Just like it was thought that radio would no longer be used when television emerged, print journalism is now moving to digital channels.”

The training provided by Cem ÖĞRETİR, who also answered questions about his career, attracted great attention from students and academics.

NEWS FROM FoAS

A Significant Success Was Achieved Within the Scope of TÜBİTAK 1001 Project!

To support research projects that aim to understand the historical, cultural, political, social and economic dynamics of our Republic and to offer new perspectives to its future vision; The scientific evaluation results of the projects submitted to the "Special Call for the 100th Anniversary of our Republic" opened within the scope of the 1001- Scientific and Technological Research Projects Support Program carried out by the Research Support Programs Directorate (ARDEB) have been announced.



The research project titled "Initial Public Offerings (IPO) in the Republic Era and Examination of the Effect of the Media on the Initial Public Offering Process", led by Assoc. Prof. Lokman Kantar from Istanbul Gelisim University, was entitled to be supported within the scope of the 1001-Supporting Scientific and Technological Research Projects program.

Prof. Dr. Nimet Hülya Tırmandıoğlu Talu, Prof. Dr. İbrahim Bozkurt, Assoc. Prof. Şebnem Gürsoy Ulusoy, Assoc. Prof. Ali Kablan, Asst. Prof. Özge Turhan, Asst. Prof. Murat Düzer, Res. Asst. Türkan Öykü Büyükçelikok, Res. Asst. Metehan Özırmak were among the research team.



ACADEMIC ARTICLES

The Article Titled “Effect of ESG Scores on Firm Performance: Evidence from Borsa Istanbul Sustainability Index” Was Published!

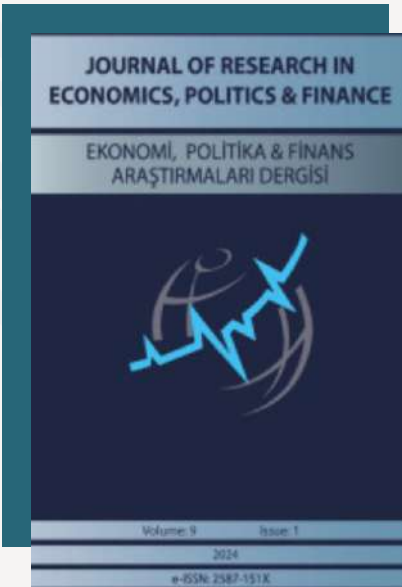
Faculty of Applied Sciences, Department of Banking and Insurance Assoc. Prof. Mete Bumin and Asst. Prof. Ayşegül Ertuğrul's article titled "Effect of ESG Scores on Firm Performance: Evidence from Borsa Istanbul Sustainability Index" was published in the Volume 4, Issue 14 of the International Journal of Academic Research in Business and Social Sciences on April 19, 2024.

Access Link:

<https://hrmars.com/index.php/IJARBSS/article/view/21379/Effect-of-ESG-Scores-on-Firm-Performance-Evidence-from-Borsa-Istanbul-Sustainability-Index>



The Article Titled "The Relationship Between Business Value and Financial Risks: Application on BIST Sustainability Index" Was Published!



From Faculty of Applied Sciences, Department of Banking and Insurance, Assoc. Prof. Ayşegül Ertuğrul, Res. Asst. İlknur Külekçi, and Assoc. Prof. Mete Bumin's article titled "The Relationship Between Business Value and Financial Risks: Application on BIST Sustainability Index" was published in the March 2024 Issue of the Journal of Economic Policy and Finance Research, Volume 9, Issue 1.

Access Link:

<https://dergipark.org.tr/tr/pub/epfad/issue/83910/1418132>

ACADEMIC ARTICLES

The Article Titled "Examination of the Relationship between Excessive Internet Use, Current Individual Innovativeness and Shopping Addiction: An Application on Individuals Using E-Commerce" Was Published!

From the Department of Management Information Systems, Faculty of Applied Sciences, Asst. Prof. Bilge Turp Gölbaşı's article titled "Examination of the Relationships between Excessive Internet Use, Current Individual Innovativeness and Shopping Addiction: An Application on Individuals Using E-Commerce" published in the International Journal of Management Economics and Business Volume 20 Issue 1.

Access Link:

<https://dergipark.org.tr/tr/pub/ijmneb/issue/83735/1368767>



The Article Titled "Snow White's Nightmare: Memory, the Uncanny and Mediatic Objects" Was Published!



The article titled "Snow White's Nightmare: Memory, Uncanny and Mediatic Objects" written by Asst. Prof. İpek Gürkan from the Faculty of Applied Sciences, Department of Television Journalism and Programming was published in CINEMEDIA Written & Audiovisual Magazine, in Volume 1 Issue 1.

Access Link:

<https://cinearji.com/pamuk-prensesin-kabusu-bellek-tekinsizlik-ve-medyatik-nesneler/>



ACADEMIC BOOKS

The Book Chapter "Change in Financial Ratios of the Banking Sector between 2018-2023" Was Published!



The book chapter titled "Changes in the Financial Rates of the Banking Sector Between 2018 and 2023", co-authored by Asst. Prof. Ayşegül Ertuğrul from the Department of Banking and Insurance, was published in the New Trending Finance book published by the All Sciences Academy.



IGU RANKED FIRST IN TÜRKİYE WITH ITS PATENT APPLICATIONS

IGU ranked 1st in Türkiye Patent Champion Rankings

IGU ranked 1st in the Artificial Intelligence Technologies Patent Champion Universities Ranking

IGU ranked 6th in the PCT Champion Universities Rankings

IGU ranked 10th in the European Patent (EP) Champion Universities Ranking

CONGRESSES

Asst. Prof. Ayşegül Ertuğrul and Res. Asst. İlknur Külekçi Attended the 5th International Mediterranean Scientific Research Congress!

Asst. Prof. Ayşegül Ertuğrul and Res. Asst. İlknur Külekçi from the Department of Banking and Insurance, Faculty of Applied Sciences, attended the 5th International Mediterranean Scientific Research Congress on April 19, 2024, with paper titled “Are Consumer Loans the Cause of Unemployment? “An Application on the Turkish Banking Sector.”

Access Link:

<https://www.isarconference.org/kongrekitaplari>



Social Media Accounts of FoAS:



/ iguubf

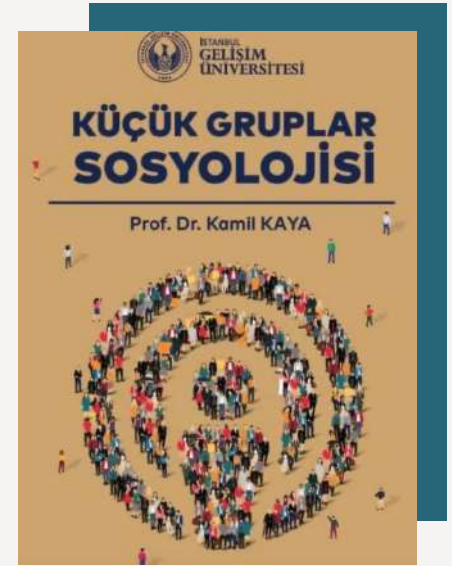
ubf@gelisim.edu.tr

BOOK INTERVIEW

“The Book Small Group Socially” Published!

Could you tell us about the subject and main theme of your book?

Human is a social entity; born, grows and dies within a society. One of the most important characteristics of humans is their tendency to form groups. It lives in social groups from the moment it is born. Most of his life is spent in various groups. Most of these groups are small groups. Small groups are one of the basic social units of society. Therefore, the subject and main theme of the book is small groups.



How did your process of writing this book develop?

The work you have in hand is a work with sociology content and was written to meet a need. The curricula of sociology departments of universities generally include "Group Sociology" or "Small Groups Sociology" courses. In 1995, when I started my academic life, I was assigned to teach the "Sociology of Small Groups" course, which was included in the department curriculum. However, at that time, there were almost no works written on this subject, except for a few lecture notes. So there was a serious resource gap in this field. The process of writing the work began with the aim of filling the gap in question and contributing to the sociology literature to some extent. The process first started with lecture notes. These course notes were improved every year and were published as a book in 2002 under the name "Microsociology and Social Group Types". The work, published under the name "Sociology of Small Groups" since 2008, was reviewed again in 2013 and comprehensive changes were made. It has been enriched in terms of content by adding topics that were missing in previous editions. This work, which has had a total of 5 editions to date, has been taught as a textbook in many universities. Additionally, the book has been translated into English. The English version of the work is also in the printing process. Therefore, it is expected that the work will reach a wider readership with its English edition.

BOOK INTERVIEW

What kind of experience do you hope your readers will expect from this book?

One of the most important characteristics of humans is their tendency to form groups. It is inevitable for a person to establish relationships with other people. A person is born, grows and dies within a social group. No individual can perform a social action alone. He needs the help and support of others to continue his existence. From birth until death, people live in social groups with different characteristics called family, tribe, lineage, community, people, state, professional group, sports club and religious community. Therefore, a person is born as a child of the family; He plays his role in social life as a member of a lineage, a people, a religious community, a sports club and a citizen of a state. For this reason, people live directly or indirectly under the influence of social groups. Therefore, social groups have an important place in our daily lives.

For example, we are all naturally born into a family, socialize, work and play in any group setting. We express our thoughts through various groups. These groups largely determine how we will live and what characteristics we will have as individuals. More clearly, which language a person will speak with what accent, what kind of attitude and behavior he will display in society, what education he will receive are determined by the groups to which he belongs or lives. It is hoped that the book will make a significant contribution to readers in making sense of and analyzing the various group experiences that are a part of daily life from birth to death.

Can you give information about the topics you cover in your book?

The book consists of eight chapters, excluding the introduction and conclusion. In the first chapter, information is given about the definition of a social group, its elements, its difference from temporary communities and its characteristics. In the second chapter, the subject, scope, method, purpose of Small Group Sociology, the reasons and benefits of studying small groups are discussed. In the third chapter, information is given about the definition of small groups, their formation, characteristics, the history of examining small groups, and the development of small groups sociology, which emerged as a sub-branch of sociology.



BOOK INTERVIEW

In the fourth chapter, theories about group formation are discussed and examined. The fifth chapter focuses on group structure, quality and functions. In the sixth chapter, group goals and ideology are discussed. In the seventh chapter, leadership in social groups, the emergence of leaders, their qualities and functions, and leader types are discussed. In the eighth chapter, detailed information is given about social group types.

What were the parts of your writing process that you enjoyed the most or found most meaningful?

What were the parts of the writing process that you enjoyed the most or found most meaningful?

In the book, a part of our daily life as a social being is discussed and analyzed. Since the book includes the analysis of the social groups we live in, influence or are affected by in some way, from the beginning of the socialization process, each topic we addressed during the writing process gave us different pleasure. For this reason, there was no special meaning attribution between the chapters during the writing process.

Are there any lessons or messages your readers will take away from your book?

Our readers will have the chance to make sense of and analyze their experiences if they associate their own experiences and experiences with the subject discussed while reading the book. Accordingly, since they will be informed about the group structure in which they will be a part of, they will have the chance to act more consciously and will have fewer problems in adapting to social life.

How do you hope your readers find your book? Which audience does it appeal to?

The target audience of the book is university students, especially sociology department students. However, as stated above, it is a useful book that appeals to almost everyone, as the topics discussed deal with humans, who are social beings, and the social groups in which they participate in daily life. The book is written in simple language and in a fluent style.

What sources did you use for inspiration or research?

During the research process, all kinds of sources related to the subject, especially sociology and social psychology literature, were used.



EVENTS

A Certificate of Appreciation was Given to the Successful Teams by the Dean's Office of the Faculty of Applied Sciences!



The Dean's Office of the Faculty of Applied Sciences gave certificates of appreciation to the bulletin and exam teams for their successful work throughout 2023. Dean Prof. Dr. Kamil Kaya offered thanks the teams for their hard work. Prof. Dr. Kamil Kaya stated that these thanks were increased to emphasize the devoted work of the teams and their contributions to the success of the Faculty.

Certificates awarded with the name in the newsletter team were first presented on 05.01.2024. Among these names were Asst. Prof. Hande Gürsoy Ulusoy, Asst. Prof. Muzaffer Çakmak, Asst. Prof. Onur Türker, Enginçan Yıldız, Res. Asst. Niger Hacı, Res. Asst. Ensar Macit and Res. Asst. Rabia Şentürk.



Later, certificates of appreciation were presented to the exam team members on 05.03.2024. This time, Asst. Prof. Nevra Üçler, Res. Asst. Gizem Hülağa Kaderoğlu, Res. Asst. Naim Göktaş, Res. Asst. Berna Şengüler and Res. Asst. Abdullah Can Al were thanked for their devoted work.

EVENTS

New Media and Communication Department Head Assoc. Prof. Şebnem Gürsoy Ulusoy Organized a Seminar on "Exam Anxiety and Stress Management" for Gökkuşığı College Students!

On April 18, 2024, the "Exam Anxiety and Stress Management" seminar was given to the 7th and 8th grade and 11th and 12th grade students of Gökkuşığı College by Assoc. Prof. Şebnem Gürsoy Ulusoy, department head of the New Media and Communication department. Within the scope of the seminar, Assoc. Prof. Şebnem Gürsoy Ulusoy gave students important tips on coping with exam anxiety and managing stress, and also touched upon strategies to reduce the stress young people encounter during the exam preparation and exam process.



EVENTS

Head of New Media and Communication Department, Assoc. Prof. Şebnem Gürsoy Ulusoy, Held a seminar Titled "How Should We Manage the Examination Process in Young People" for the Parents of Gökkuşığı College Students!



The seminar titled "How Should We Manage the Examination Process for Young People", organized for Gökkuşığı College parents, was held on Saturday, April 20, with the participation of Assoc. Prof. Şebnem Gürsoy Ulusoy, Head of New Media and Communication Department of the Faculty of Applied Sciences. At the seminar, Assoc. Prof. Şebnem Gürsoy Ulusoy shared important tips and strategies to help parents effectively manage the exam process of their young people. Dr. Gürsoy Ulusoy also offered effective communication and motivation techniques, as well as practical suggestions to support young people in maintaining a balanced lifestyle.



EVENTS

The Gastronomy and Culinary Arts Department Served Soup at Iftar Time Every Friday During Ramadan!

During the month of Ramadan, soup was served to students, professors and all university staff from the Gastronomy Kitchens of Block B and Block G at iftar time every Friday. Both secondary education students and faculty members expressed their satisfaction by showing great interest in the nutritious and delicious soups prepared and distributed with great devotion by the chefs of the Department of Gastronomy and Culinary Arts.

Head of the Department of Gastronomy and Culinary Arts, Asst. Prof. Nevruz Berna Tatlısu, thanked the department chefs and students who contributed to these important events and took part voluntarily, as well as the Chairman of the Board of Trustees, Mr. Abdulkadir Gayretli, for their support, and all our students and staff, especially the Department of Gastronomy and Culinary Arts.



NEWS FROM OUR ALUMNI

Hello, I am Esmanur öpürođlu!

If I were a Gastronomy Department student right now and came across a graduate student article from a friend of mine who graduated from the department, I would be very excited :). In this month's newsletter article, I will briefly share my own thoughts and experiences, hoping that it will guide you as well. I graduated from the Gastronomy Department of the Faculty of Applied Sciences in 2023 with a GPA of 3.21. I am currently working as a chef. You have always heard sentences such as "it's stressful, if you don't like it, quit already" about the Department of Gastronomy. Based on my experience, I can say that it is a much more stressful profession than stated. In addition, cooking is not just about cooking. I read somewhere about this sentence that impressed me a lot: "The cook cooks, the Chef trains the Cook." That's why you need to have the competencies to train a new person. As a chef, apart from cooking the food; stock control, SKT tracking, cost control, etc. There are many areas for which we are responsible. I can almost hear complaints like, "These are the duties of the kitchen chef, none of my business." But in these fields, these are some of our job descriptions.

Another advice I would give to my friends who will work in the field is to gain a lot of experience. The more and different experiences you gain, the more you can get ahead of your other colleagues. Be sure to look for ways to turn even the smallest chance into a gain for yourself.

Finally, I would like to express my gratitude to my department professors who provided me with their valuable knowledge and contributions throughout my education life.
Kind regards...



APRIL GUEST WRITER

2nd of April is the World Autism Awareness Day

Autism is defined as a complex neurodevelopmental difference that emerges in the first years of life and usually persists throughout life. The prevalence of autism has been increasing over the years. Recent studies show that 1 in every 36 children is diagnosed with autism. When the total population is projected, it is assumed that there are more than 2 million individuals with autism in our country. In the 0-18 age group, it is thought that we have close to 700,000 children with autism. According to statistical information, we see that approximately 42,000 of the 700,000 children can be schooled. We can consider these numbers as evidence to emphasize the importance of efforts to remove the obstacles preventing children with autism from accessing quality education services.



Nergis Koçarslan
Tohum Autism Foundation
Educational Institutions
Education Director



Since 2010, 2nd of April has been designated as World Autism Awareness Day and April as Autism Awareness Month in order to draw attention to autism and raise awareness all over the world. Every year on April 2, with the “Light a Blue Light for Autism” movement, the word autism is heard by various segments of society, even if only for one day. However, as with many special days, awareness can be limited to April. However, individuals with autism still have difficulty in accessing qualified educational environments, have difficulty in being a part of social life, cannot access employment opportunities; in short, they have difficulty in accessing equal life rights in all areas of life.

In addition to being aware of autism, in the last few years, “Turn the Red Light on Autism” campaigns have been organized in order to increase the acceptance of individuals with autism in society by switching from blue, the color representing awareness, to red, the color representing attention.

APRIL GUEST WRITER

So, what do we want to draw attention to for individuals with autism and their families?

Individuals with autism and their families are making serious efforts to access equal life rights in all areas of life. If we want to list the needs of children and individuals with autism and their families;

- Good execution of the necessary screening and diagnostic processes in the early period,
- Family-based early intervention programs for children with autism,
- Quality services for children and individuals with autism,
- “Individual Service Counseling” model in which families of children with autism will be provided with psychological support, information and guidance services in health institutions,
- Children diagnosed with autism to have access to intensive and qualified, scientifically proven effective educational opportunities in the early period,
- Benefit from opportunities with an inclusive approach in general education services,
- Accessible environments in social spaces,
- Opportunities to support independent living in adulthood,
- Employment opportunities that will be suitable for the individual with autism and
- Nursing homes and care services that respect the right to life of individuals with autism who need intensive support.



APRIL GUEST WRITER

Tohum Türkiye Autism Early Diagnosis and Education Foundation was established on April 15, 2003 as a non-profit, public interest health and education foundation with the aim of early diagnosis of children with autism, pioneering their integration into society as independent individuals through special education and disseminating it nationwide. For more than 20 years, our foundation has carried out 43 national and international projects and has made a difference in the lives of 802,059 children and families with autism in Türkiye through its school, awareness and advocacy activities, projects and collaborations on autism.

Our Guidance Unit was opened to provide counseling services to families who contact our Foundation from all over Türkiye and to conduct educational assessments for their children with autism. Educational evaluation and information services provided by the Guidance Unit are free of charge. You can also register to the Tohum Autism Foundation Education Portal, which was prepared to improve the early intervention capacities of educators and parents working with children with autism, and benefit from the resources on the portal.

Nergis Koçarslan

Nergiz Koçarslan was born in 1986 in Istanbul. In 2008, she graduated from Anadolu University Department of Special Education. Afterwards, she started working as a teacher at the Private Tohum Foundation Special Education School and worked in different positions as a teacher, formator and coordinator until 2018. Since 2018, she has been working as the Education Director at Private Tohum Foundation Special Education Practice School.



www.tohumotizmportali.org

INTERVIEW

Academician / Tourism Professional : **Prof. Dr. Serkan ŞENGÜL**

“Celebrating tourism week events throughout the country and raising awareness is very important for Türkiye to achieve the tourism goals.”

Dear Professor, first of all, thank you for accepting our FoAS Monthly E-Bulletin interview request. Could you briefly introduce yourself to our students?

I received my undergraduate education in the Department of Hospitality Management at Balıkesir University, School of Tourism Management and Hotel Management. I completed my master's and doctorate education at Sakarya University, Institute of Social Sciences, Department of Tourism Management. I received my associate professorship in the field of tourism science.



Do you find Türkiye's tourism policies, strategies and practices adequate? Could you talk about the importance of tourism week in terms of creating tourism awareness?

In Türkiye, tourism policies and strategies need to be realized in a planned manner and should act in line with the vision to be determined. In this context, it is especially essential to establish destination management organizations and to make stakeholders active and have a say in the process. Celebrating tourism week activities across the country and raising awareness are very important for Turkey to achieve its tourism goals. These events will be beneficial in raising tourism awareness among local people, who are one of the important stakeholders of tourism destinations. For this reason, holding meetings open to local people during the tourism week will contribute to raising awareness about tourism activities.

INTERVIEW

What is gastronomy tourism? What are your thoughts on Turkey's gastronomy tourism potential?

We can briefly define people traveling with gastronomy motivation as gastronomy tourism. These travels may include recognizing the culinary culture, seeing local cooking tools and methods, visiting gastronomy museums and experiencing local dishes.

We have some shortcomings in promoting Turkey's rich food diversity and culinary culture. It is especially important to focus on the promotion of Turkish cuisine. Within these promotional activities, a strong presence on social media channels, which have been actively used recently, should be ensured. In addition, efforts should be made to include TV series or movies about Turkish cuisine on many digital platforms. If a strong promotion can be made in these channels, Turkey will be in a different position in terms of gastronomy tourism.



What are your thoughts and suggestions on Türkiye's gastronomy tourism policies and strategies?

Turkish cuisine has a very rich culture. However, recently, we see that almost all cities in Turkey have been carrying out activities in gastronomy tourism and doing similar works with each other. In this context, a country strategy should be determined and focus on the cities that are stronger in this regard. Branding these cities will ensure that Turkish cuisine is recognized and known more strongly, especially in the international arena. I believe that we need stronger policies and strategies on gastronomy tourism. For this reason, it is very important to organize a shura where stakeholders of the subject are brought together and to create a Turkish gastronomy tourism policy.

INTERVIEW

What are your suggestions and recommendations for our students and graduates who continue their education at our faculty?

Tourism is a sector where communication is very important. For this reason, our students need to strengthen their communication networks and also increase their sectoral experience. It is also very important for them to increase their knowledge and experience both through internships and by receiving services in tourism and food and beverage enterprises. In addition, improving their foreign language skills, which is a must for the sector, is an important requirement for them to be successful in their professional lives.

Thank you very much for your time and comprehensive information in the UBF Monthly E-Bulletin.

Thank you.

Prof. Dr. Serkan ŞENGÜL

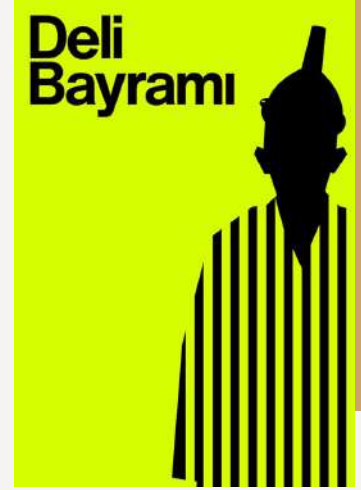
He completed his bachelor's degree in Accommodation Management at Balıkesir University, School of Tourism Management and Hotel Management, and completed his master's degree in Sakarya University Social Sciences Institute Tourism Management in the USA. Prof. Dr. Serkan ŞENGÜL, who has a doctorate degree from Sakarya University, Social Sciences Institute, Tourism Management USA, has been teaching at Sakarya Applied Sciences University, Faculty of Tourism, Department of Gastronomy and Culinary Arts since 2019.



CULTURE-ART

Theater / Deli Bayramı / DasDas / May 06, 2024 20:30

Deli Bayramı, staged under the supervision of Metin Akpınar, is a remake of Devekuşu Kabare's play Deliler. It is an event guaranteed to entertain with its agenda and memorable lines that do not get old despite the years that have passed. The cast includes Mert Fırat, Didem Balçın and the DasDas team.



Workshop (yoga) / Yoga in the Cistern / Şerefiye Cistern May 15, 2024 20:30



One of the most beautiful aspects of Istanbul events is that historical places are also used from time to time. Doing yoga in the mystical environment of Şerefiye Cistern is not an opportunity you will come across very often, so we recommend you to take advantage of it. Yoga and meditation sessions by YogaKioo Institute instructors are open to participants of all levels.

Concert / My City, My Voice May 20, 2024 21:30

Benim Şehrim, Benim Sesim (My City, My Voice) is a program that allows women musicians to interpret the cities they live in through their music and supports their musical development. Feryal Öney and Selin Sümbültepe will take part in the May concert.



CULTURE-ART

Hıdırellez

May 05, 2024

The UNESCO document states that 'Hıdırellez', which is defined as 'Celebration of Spring', was nominated by the Former Yugoslav Republic of Macedonia and Turkey and that in Türkiye this holiday is celebrated under the names "Hıdırellez, Hızır-İlyas, Ederlezi, Kakava, Haftamal, Eğrilce, Eğrice".



Eat What You Want Day

May 11, 2024

This special day gives people the right to be free in their food choices and eat anything they want. With no diet or restrictions in mind, people can enjoy the food they want.



World Bee Day

May 20, 2024

The 82 plant species that provide 90% of the world's food production depend on pollinators for pollination, 63% of which depend on honey bees as pollinators. At least 1/3 of the world's agricultural production comes from pollination by honey bees.

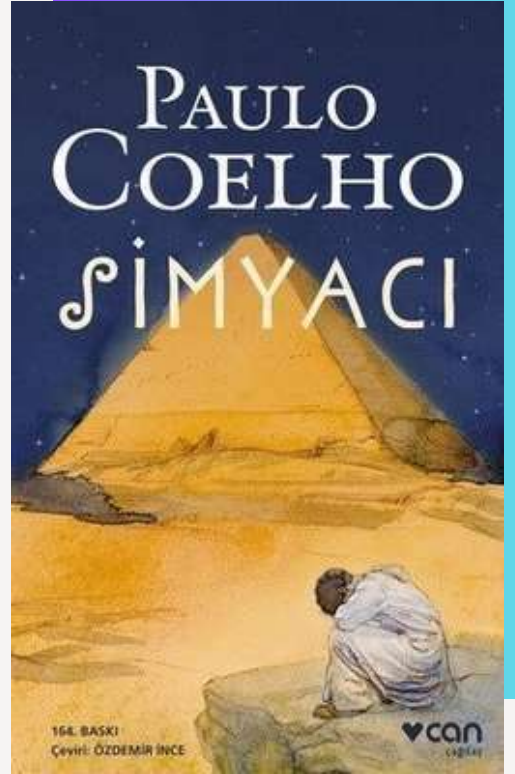


BOOK RECOMMENDATIONS

Department of Aviation Management
Res. Asist. Rabia Şentürk

The Alchemist - Paulo Coelho

Based on a short story in the famous Masnavi of Mevlana, a great Eastern classic, this novel has become a “classic” work for readers who carry the fluttering of their childhood in their hearts. The Alchemist tells the story of the life of Santiago, an Andalusian shepherd who leaves Spain to search for his treasure at the foot of the Egyptian pyramids. Santiago, the protagonist of the story, dreams one night that someone comes to him and tells him to go to the pyramids of Egypt where he will find treasure. Santiago tells his dream to a fortune teller woman and meets the king of Salem. The king tells Santiago the mysteries of life in exchange for a tenth of his flock. He also gives Santiago two stones, black and white, to help him on his journey.

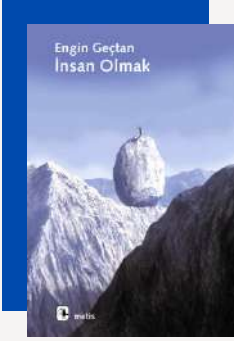


Santiago sells his entire herd to go to Egypt and meets an Arab boy on the way. The Arab takes all Santiago's money and leaves him alone. To earn money, he takes a job in a crystallizer shop, and after 6 months he sets off again. Facing many difficulties along the way, Santiago always listens to his own heart. Finally, he reaches the pyramids and finds the treasure.

The Alchemist is an “advice book”; “How will you master your destiny? How will you build your happiness?” It is a guide to life and morality that seeks answers to such questions.

BOOK RECOMMENDATIONS

Other books recommended by Res. Asist. from the Department of Aviation Management



Becoming Human- Engin Geçtan

Consisting of twelve chapters in total, including the individual and society, parents and children, fear of people, anger and hostility, feelings of worthlessness, anxiety, escape from responsibility, loneliness, the symbiotic relationship, the neurotic vicious circle, life and death, and living oneself, the book sheds light on understanding human beings and being human.



Boundaries - Henry Cloud ve John Townsend

Are you one of those who do not know the right time to say “yes” and “no” in the course of life? If so, this book is a guiding guide. Boundaries tries to remind individuals who have difficulty in directing their lives of their true identities. The book teaches people who cannot determine the right time to do what they should and should not do and how they should behave against external interventions.



Unforgettable People of Aviation History - Fahrettin Öztürk

This work brings together the names and stories of those who have made milestones in the development process of aviation. In the book, the most important names in the history of aviation, the stories of brave people who devoted their lives to the sky are chronologically conveyed to the reader, while the steps of their attempts to success are shaped in our minds.



Vecihi Hürkuş - Hayatı ve Havacılık Faaliyetleri - Hızır Türkkân Demirkazık

Vecihi Hürkuş is undoubtedly one of the most brilliant names in the history of aviation. With his great curiosity and his tremendous effort to satisfy that curiosity, his courage, entrepreneurship and excitement, he both wrote his own history and gained a great place in the Turkish aviation industry. This book, which is based on archival documents, extensive bibliography, newspapers of the period and memoirs, contributes to the better recognition of Vecihi Hürkuş, to the knowledge of the aviation activities of his time and to the increase of aviation curiosity of new generations.

NEWS FROM SECTOR

TikTok is Becoming A Big Commerce App!

TikTok is moving from being just a social media network to a sales platform, despite severe restrictions on the app. Many brands continue to capitalize on the platform's consumer audience to increase engagement and sales. In March, Elf Cosmetics launched the brand's products at the TikTok Shop Super Brand Day event, while COSRX, a skincare brand, announced a new TikTok campaign highlighting its products on the official US TikTok Shop. At the same time, Coca-Cola launched a special TikTok Shop product called Happy Tears Zero Sugar.

News Link : <https://www.pazarlamasyon.com/tiktok-buyuk-bir-ticaret-uygulamasi-haline-geliyor>, E.T. 30.04.2024.

Bitcoin's Market Share Hit Highest Level Since 2021!

Bitcoin's market share in the crypto sector reached 55 percent, driven by the inflow of ETFs. Bitcoin's market share in the crypto sector is at a three-year high. This reflects strong demand for US ETFs, which hold the largest digital asset, as well as a challenging period for smaller crypto assets. At the end of last week, Bitcoin accounted for almost 55 percent of the \$2.4 trillion cryptocurrency market, according to CoinMarketCap data. Bitcoin is followed by Ether, stablecoin Tether, Binance's token BNB and Solana, according to the data.

News Link: <https://sanayigazetesi.com.tr/2021den-bu-yana-bitcoinin-pazar-payi-en-yuksek-seviyede/> E.T. 30.04.2024.

Britannia Good Day, India's Popular Cookie Brand, Hides Money Inside Its Cookies!

Talented Agency, India's independent creative agency, revives the thrill of finding forgotten money in your pocket that was shelved with digital payment. India's favorite cookie brand Britannia Good Day, centered around celebrating life's small wins, has launched a new campaign to bring this old joy to a new generation. The campaign, called Bank of Small Gains, meets consumers with banknotes that come out of the cookies. Although the bank introduced in the campaign is not real, the banknotes are. Consumers can convert the designs into real money of their own value from any bank. Moreover, Britannia Good Day says that there is a possibility that a huge ₹50,000 note is hidden somewhere in one of these pockets.

News Link: <https://www.pazarlamasyon.com/hindistan-in-sevilen-kurabiye-markasi-britannia-good-day-kurabiyelerinin-icine-para-sakliyor>, E.T. 30.04.2024.

NEWS FROM SECTOR

April 23rd Brunch for Children at Raffles Istanbul!

At the April 21 brunch of Raffles Istanbul, which creates unique gastronomic experiences, April 23rd National Sovereignty and Children's Day will be celebrated with the joyful laughter of children and fun and educational activities with special flavors specially prepared for children. Moreover, all children up to the age of 12 will be hosted free of charge as guests of Raffles Istanbul at the brunch event. Children attending Raffles Istanbul's April 21 brunch will paint pictures on a giant canvas with the theme of children of the world at the pennant painting activity in the special workshop area and celebrate this holiday, which Mustafa Kemal Atatürk gifted to all children of the world, with this collective work.

News Link: <https://gastronomiturkey.com/haber/23-nisan-da-raffles-istanbul-dan-cocuklara-brunch-keyfi-h16280>, E.T. 30.04.2024

These Billboards Smell of French Fries!

McDonald's and advertising agency TBWA\Neboko aim to attract passersby to the restaurants with billboards smelling of French fries on the streets of the Netherlands. The billboards, which emit the smell of McDonald's iconic french fries, attract the attention of everyone passing by with both color and smell.

News Link: <https://www.marketingturkiye.com.tr/haberler/bu-reklam-panolari-patates-kizartmasi-kokuyor/>, E.T. 30.04.2024.

Turkish Porcelain Gave Its Name to the World Coffee Tasting Championship!

A brand from our country has opened a new space for itself in the coffee world these days and started to be mentioned frequently. This Turkish porcelain brand, which adorns the world's tables, has made its name in the international coffee world in 2024. Representing the centuries-old coffee and hospitality culture of our country, Porland has become the name sponsor of one of the most prestigious competitions in the coffee world with its expertise and quality.

News Link: <https://www.gastronomiturkey.com/haber/turk-porseleni-dunya-kahve-tadimi-sampiyonasi-na-adini-verdi-h16264>, E.T. 30.04.2024.



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MASTHEAD

ADMINISTRATION

Prof. Dr. Kamil Kaya

Dean of the Faculty of Applied Sciences

Associate Professor Dr. Sevinç Koçak

Vice Dean of the Faculty of Applied Sciences

Assistant Professor Dr. Görsev Sönmez

Vice Dean of the Faculty of Applied Sciences

COORDINATOR

Associate Professor Dr. Sevinç Koçak

skocak@gelisim.edu.tr

JANUARY ISSUE EDITOR

Assistant Professor Dr. Onur Türker

hulusoy@gelisim.edu.tr

TRANSLATION

Research Assistant Niger Hacı

nihaci@gelisim.edu.tr

Research Assistant Ensar Macit

enmacit@gelisim.edu.tr

WRITING AND GRAPHIC DESIGN

News from IGU

News form FoAS

Academic Articles

Academic Books

Congres

Assistant Professor Dr. Engincan Yıldız

enyildiz@gelisim.edu.tr

Events Pages

Assistant Professor Dr. Onur Türker

oturker@gelisim.edu.tr

Guest Writer of the Month

Assistant Professor Dr. Hande Ulusoy

hulusoy@gelisim.edu.tr

Book Recommendations of the Month

Research Assistant Rabia Şentürk

rsenturk@gelisim.edu.tr

Culture & Art of the Month

Assistant Professor Dr. Muzaffer Çakmak

mcakmak@gelisim.edu.tr

Erasmus+

Research Assistant Ensar Macit

enmacit@gelisim.edu.tr

Interview of the Month

Assistant Professor Dr. Muzaffer Çakmak/ Research Assistant Niger Hacı

mcakmak@gelisim.edu.tr /nihaci@gelisim.edu.tr

News From Our Alumni

Research Assistant Rabia Şentürk

rsenturk@gelisim.edu.tr

News from Sector

Associate Professor Dr. Sevinç Koçak

skocak@gelisim.edu.tr

Cover Pages

Assistant Professor Dr. Hande Ulusoy

hulusoy@gelisim.edu.tr



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/ iguubf

ubf@gelisim.edu.tr

ISTANBUL GELISIM UNIVERSITY

Cihangir Mahallesi Şehit Jandarma Komando Er Hakan Öner Sk. No: 1
Avcılar / İstanbul

www.gelisim.edu.tr

0 212 422 70 00