

## Digital transformation in trade was handled at IGU

'International E-Commerce and Digital Marketing Seminar' was organized by the Department of International Business and Trade of the Faculty of Economics, Administrative and Social Sciences at Istanbul Gelisim University.

E-commerce, Digital Marketing, and Social Media Expert Sedat Ateş was the guest of the seminar organized by Asst. Prof. Bahar Meriç Atakan. The seminar focused on the relationship between digital transformation and international trade.

Expressing the Digital Transformation as dispossession Ateş said: “The food order line with no restaurant, no stock-keeping e-commerce site, the florist without any shop... Digital transformation in all areas such as dining, market, car, education, finance, tax, health, insurance, sports, service etc. continues at full speed”.

### “OCCUPATIONAL EVOLUTION”

Sedat Ateş, who stated that the effects of dispossession will start to feel more intense on the street and from each age group and every generation, said: “We have to think big and more important produce, and realize what we produce. A concept called digital nomadic began. This concept precisely gives us the freedom to do business wherever our computers and internet connection are, without bringing us to a fixed space. Hence, the occupations have been evolving and the inevitable changes in the way of doing business were heard as ringing”.

### “BORDERS ARE REMOVED”

Stating that the world has become a small market, Ateş said: “The international borders have become a national issue of various states by getting up in trade. In the past, we were able to purchase products only in domestic e-commerce markets, but now we have the opportunity to compare and buy products from different vendors and countries in the universal village. On the contrary, we can open new sales channels by displaying our products in international markets in order to create a new market for ourselves and to get rid of the vicious cycle”.

### “E-TRADING VOLUME INCREASED”

Sedat Ateş stated that the global e-commerce volume was approaching 3 trillion dollars by the end of 2018, continued as follows:

“Turkey increased by 350 percent in the last 5 years has exceeded 45 billion Turkish Lira. In the light of these data, it can be captured through social media through video ads and text statements prepared by the language spoken in that country the target audience in the country by examining holidays, favorite sports, series, meals and so on. Those who are

successful with different advertisements are determined and their measurements are monitored regularly.”

“WE CAN GAIN SOME COMPETITIVE ADVANTAGE”

Underlining that the companies have reached a very advanced level in payment and logistical point, Ateş added: "It was the main policy of the state at the point of customs clearance and delivery to the final consumer in another country. We have categories that will provide competitive advantage especially in the products we produce in the domestic market”.

At the end of the seminar, Sedat Ateş was presented a plaque of appreciation on behalf of the university by faculty member Dr. Bahar Meriç Atakan.

### **Special site for students from expert guides**

Istanbul Gelisim University Guidance Specialists have published a web site containing information on exam information, departmental presentations, and career planning.

It is aimed to provide the students over the special website that can be followed through the official website of the university with the true information about Higher Education Institutions Examination (YKS), the Vertical Transfer Exam (DGS), the International Students Examination and the Special Skills Exams. In order to ensure that the students prepare the exam in the best way, working methods, goal setting, anxiety, stress, examination system evaluation processes are shared.

IGU Guidance Specialist Elif Aluç Gülşen, making statements related to the site, said:

“In order students to make the right decisions in their career choices, Istanbul Gelisim University (IGU) Professions Guide which includes the departmental presentations, the experiences of the students studying in the relevant departments, the statistics about the most preferred departments and the expert articles, is available for download in different file formats open to everyone on the web site. ÖSYM and YÖK announcements, press releases, and the developments in the examination system can be followed on the site. 'To Be a Gelisim Member' section includes information about Istanbul Gelisim University. For students who want to see which sections they can choose according to their scores, there is a preference robot and it is accessible for everyone. High school students and university students' articles are shared in the 'Student Writings' section; articles prepared by teachers, experts and people practicing various professions are shared in 'Expert Writings' section.”

## Support for pedestrian awareness from IGU

With the cooperation of the Ministry of Internal Affairs and the Ministry of Culture and Tourism, a campaign was launched in 81 provinces on pedestrian awareness. Istanbul Gelisim University also signed a social experiment in order to support the campaign with the aim of creating awareness of pedestrian priority.

Campaigns are organized to raise awareness of the need to prioritize pedestrians at school crossings and intersections. In this context, IGU members wanted to cross the street using the crosswalk in front of the university rectorate building waiting for vehicles to give way 1 and a half minutes. During this period, only three of the 30 vehicles gave way to the pedestrian.

IGU members responding to the drivers who didn't give way with the 'Red Whistle' banners, thanked the drivers giving the way by distributing the stickers written 'We Are All Together On This Way'.

## Prof. Dr. Hacı Duran: Women are in favor of flexible working

Stating that women's work is a constant issue in the transition to modern society Faculty member of Istanbul Gelisim University Prof. Dr. Hacı Duran said that this problem has always resulted in the adoption of legal measures to promote effective participation of women in business life.

Emphasizing that despite the positive orientation of women's work to promote women's participation in the business life never reached the same level of men Prof. Dr. Duran made evaluations on the reasons for this. Prof. Dr. Duran said: "Contemporary forms of work, practices and conditions are opposed to motherhood and domestic work. Working conditions and forms should be corrected in favor of women. In many industrialized countries, research on women found that women do not want to work full-time jobs and are in favor of flexible working order."

Giving examples from a study conducted in the US, Prof. Dr. Duran said: "According to a survey conducted by the Pew Research Center, 44 percent of mothers working in full-time jobs in 1997, 50 percent in 2007 and 47 percent in 2012 indicated that they did not want to work full-time. In the same study, the percentage of women who accepted full-time study was 30 percent in 1997, 20 percent in 2007 and 32 percent in 2012. Those out of these two categories stated that they do not want to work outside the home".

## “FEMINIST IDEOLOGIES HAVE SERIOUS CONFLICT”

Indicating that class differences are effective in the participation of women in business life and in it was proved many scientific studies, Duran said: “The feminist and counter-feminist ideologies contain serious contradictions within themselves on the subject. Women's participation in business life turns into a discourse of power and this hampers women's working conditions. Feminist ideologies alienate the natural tendencies of women and mothers, and drown the discourses of power. In all societies where pre-industrial traditional production relations were effective, women's participation in work life was never a problem. Because in these societies women were working effectively in work life. Women's pre-modern social and economic positions did not become problematic in these societies”.

Saying that, as the family income increased, mothers' tendency to work outside the home also decreased, Prof. Dr. Hacı Duran added: “This finding also suggests that mothers want to work with family motives. In other words, the working woman wants this action for the peace and economic power of her family rather than her own individual freedom”.

Noting that the law concerning the protection of the family in Turkey, only dealt with the context of violence against women, Prof. Duran said that the issue is closely related to the regulation of working conditions of women and mothers in favor of them. Professor Dr. Hacı Duran stated that women's family loyalty is higher than that of men, but the working conditions partially fetters women to fulfill these demands.