



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim , For a Change In Your Life

News from FoAS

FoAS GRADUATION CEREMONY WAS HELD ENTHUSIASTICALLY

WITH THE PARTICIPATION OF GRADUATES AND ACADEMIC STAFF!



Istanbul Gelisim University Applied Sciences Faculty Graduation Ceremony of 2019-2020 and 2021-2021 was held on September 25 2021 with the participation of graduate students, their families, and academic members of the faculty.



News from FoAS

Prof. Dr. Kamil Kaya, Deputy Dean of Faculty of Applied Sciences, gave his speech and then he gave plaquettes of the first ranking students of 2019-2020 and 2020-2021.



Istanbul Gelisim University Applied Sciences Faculty, the first ranking student of 2019-2020 from Department of Restoration and Conservation İzel Çalışkan and the first ranking student of 2020-2021 Tuğçe Başakçı from the Department of Aviation Management received their plaquettes from Vice-Rector Prof. Dr. Nuri Kuruoğlu and Deputy Dean of Faculty of Applied Sciences Prof. Dr. Kamil Kaya.

News from FoAS

Deputy Dean of Faculty of Applied Sciences Prof. Dr. Kamil Kaya discoursed to the participants at the graduation ceremony with the following speech:

Dear students...

Humans have many periods in their lives that have their remarks. University life is one of them. You have been going through vivid, enthusiastic, and sometimes distressing times; but it is all unforgettable, plenty of memories, in building corridors, in classrooms, in laboratories, in workplaces; at home at nights, or in dormitory rooms, cannot imagine how you have imagined. You were students yesterday, but you are graduates today...

Istanbul Gelisim University, aims for development in every area, targets thinking big and scientific knowledge, not only encourages only gaining a job but encourages to have humane behaviors that have been gained in years...

You did not graduated from a standard university but graduated from a university that is ranked in the 1st place in Turkey amongst other universities, ranked 24th universally in "Times Higher Education" (THE) rewards which are regarded as the Oscar of the higher education, a university that has 63 accredited programs by AQAS, AHPGS, ABET ve PEARSON which are USA, Germany, and British based, and finally a university that has much success in the area of attribution of the articles and the success of the academic stuff. I am celebrating you!!!...

Education is an ongoing event that lasts a life-long period of time. Some of you start working in sectors and some of you become academics. In this period, do not underestimate that, our university has support in your journey of establishing a company and getting training abroad. Do not forget, Istanbul Gelisim University Higher Education Institute offers many MA and PhD program with a special scholarship who wants to pursue further education.

Dear parents...

Know the value of your children. Proud them. Love them, trust them, and believe them. Know that being a student of Istanbul Gelisim University is privileged. We teach them to be open to development, value scientific knowledge and thinking big. The education that they have received will eventually bring them success in life.

While coming to the end, I would like to thank administrative staff, managers, academic staff, and the organizers of this ceremony event.

Dear Graduates...

This is one of the happiest days of your life...

You have the right to be happy and live the moment...

Congratulates! Have a good future!!!...

I greet all of you with respect...

News from FoAS

The graduates of the Departments of Banking and Insurance, Public Relations and Advertising, Gastronomy and Culinary Arts, Aviation Management, Information Management Systems, Logistics, Restoration and Conservation, Social Services, Television Journalism and Programming, Aircraft Maintenance and Repair, International Trade, and New Media and Communication attended the ceremony which was successfully hosted by Res. Asst. Metehan Özırmak.



News from FoAS



IGU Vice-Rector Prof. Dr. Nuri Kuruoğlu also attended the ceremony with other academic staff.



News from FoAS



Supervised by UBF Vice-Dean Asst. Prof. Hilal Kılıç and UBF Vice-Dean Asst. Prof. Nevruz Berna Tatlısu, graduates take their oaths and throw their caps to the air to celebrate!



We would like to congratulate our graduate students and wish them success...

News from IGU

The Academic Year 2021-2021 of Istanbul Gelisim University Begins!

Istanbul Gelisim University Applied Sciences Faculty members and students “welcome” the new academic year of 2021-2020 under the pandemic regulations, precautions and start the new courses.

By September 30 2021, the new academic year begins. Istanbul Gelisim University Applied Sciences Faculty offers students practically oriented courses and an elective courses pool. In the 2021-2022 period, there are 12 departments that welcome the new period with online and face-to-face courses.

Regarding the new academic year opening, Applied Sciences Faculty Deputy Dean Prof. Dr. Kamil Kaya said, “As Applied Sciences Faculty, we take all pandemic precautions and prepare a convenient environment for our students for their ongoing education. Especially with the smart boards application, not only for those students who will choose face to face courses but also for those who choose online courses can get the same education.”

We would like to wish success to all students in the 2021-2022 period!...



News from FoAS

Academic Staff of Faculty of Applied Science Continues to Grow...

Asst. Prof. Ayşegül Ertuğrul Ayrancı was appointed to the Banking and Insurance Department

Completed her BA degree in industrial engineering, MA from banking and finance field, and pursued her PhD degree from finance field, Asst. Prof. Ayşegül Ertuğrul Ayrancı has worked as academic staff in Kadir Has University, Istanbul Arel University, and Istanbul Kültür University. Her research areas include banking and finance.

Applied Sciences Faculty “Student’s Handbook” was published!

Prepared for informing the students who enrolled in the Faculty of Applied Sciences, an online Student’s Handbook has been published which is about Istanbul Gelisim University and faculty. The book consists of many chapters listed as “communication channels, academic advising, students support and information systems, our education system, education opportunities, students support offices, discipline committees and scholarship cut, and graduates” which have detailed information and explanations.

For accessing the Student’s Handbook:

<https://ubf.gelisim.edu.tr/icerik/ogrenci-el-kitabi>



Academic Articles

The study “The Effect of Technology-Based Research and Development (R&D) Activities on General Employment: A Systematic Review” was published!

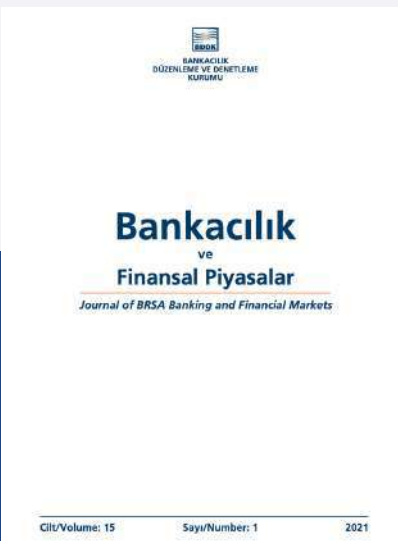
From the Department of Information Management Systems, Asst. Prof. Canan Tiftik’s study entitled “The Effect of Technology-Based Research and Development (R&D) Activities on General Employment: A Systematic Review” was published in the 2nd issue 2021 of the Istanbul Kent University Humanities and Social Sciences Journal.

For reading the full version of this article:

<https://dergipark.org.tr/en/pub/itbfkent/issue/64809/977128>



The study entitled “Volatility of BIST 100 Returns After 2020, Calendar Anomalies and COVID-19 Effect” was published!



From the Department of International Trade and Finance, Asst. Prof. Ali Çelik’s article entitled “Volatility of BIST 100 Returns After 2020, Calendar Anomalies and COVID-19 Effect” was published in the first issue of 2021 of the Journal of BRSA Banking and Finance Markets.

For reading the full version of this article:

http://www.bddk.org.tr/Content/docs/bddkDergiEn/dergi_0029_05.pdf

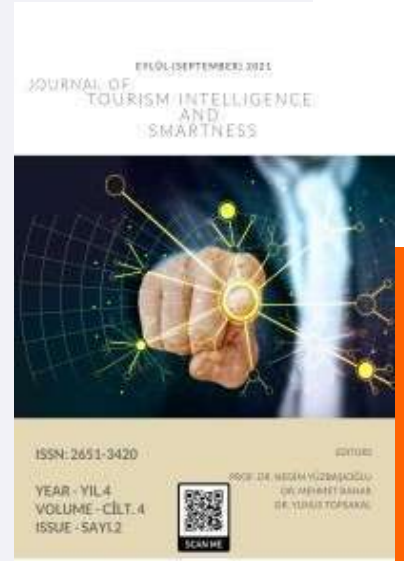
Academic Articles

The Study “Evaluation of Menu Designs in Food and Beverage Businesses Within the Scope of Sustainability” Was Published!

From Sakarya University of Applied Sciences, Faculty of Tourism, Tourism Management Department, Asst. Prof. Özgür Kızıldemir and from Istanbul Gelisim University, Faculty of Applied Sciences, Gastronomy and Culinary Arts Department Res. Asst. Gizem Hulağa Kaderoğlu’s mutual paper entitled “Evaluation of Menu Designs in Food and Beverage Businesses Within the Scope of Sustainability” has been published in the fourth volume, the second issue of the Journal of Tourism Intelligence and Smartness in September.

For reading the full version of this study:

<https://dergipark.org.tr/tr/pub/jtis/issue/63047/986752#article-authors-list>



“Impact of Cultural Reflections on Event Participation Within the Scope of Digital Public Relations: Case of Cheetos Digital Museum” Was Published!



Head of the Department of Public Relations and Advertising, Asst. Prof. Emel Tozlu Öztay’s paper entitled “Impact of Cultural Reflections on Event Participation Within the Scope of Digital Public Relations: Case of Cheetos Digital Museum” has been published in the 5th issue of 2021 of the Digital Communication Journal.

For reading the full version of this study:

http://www.dicoj.com/Makaleler/1457617104_Emel%20Tozlu%20c3%96ztay.pdf

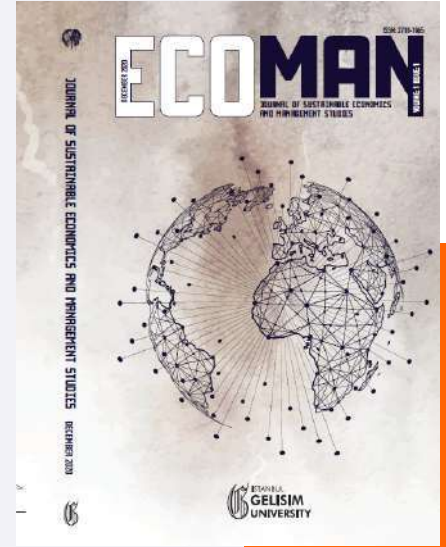
Academic Articles

“Reserve Options Mechanism and Exchange Rate Volatility: An Implementation for Turkey” published!

Head of the Banking and Insurance Department, Asst. Prof. Lokman Kantar’s study entitled “Reserve Options Mechanism and Exchange Rate Volatility: An Implementation for Turkey” has been published in the first issue of the Journal of Sustainable Economics & Management Studies (ECOMAN), owned by the Istanbul Gelisim University, in August 2021.

For reading the full version of this study:

<https://dergiler.gelisim.edu.tr/index.php/ecoman/article/view/17>



The study “Internal Marketing and Job Satisfaction of Women as Internal Customers” was published!

From the Department of Information Management Systems, Asst. Prof. Canan Tiftik’s article entitled “Internal Marketing and Job Satisfaction of Women as Internal Customers” was published in the 2nd issue of the Istanbul Kent University Humanities and Social Sciences Journal.

For reading the full version of this study:

<https://dergipark.org.tr/tr/pub/itbfkent/issue/64809/935328>



Academic Articles

The study “A Critical Approach to Social Media: Social Media as an Economic and Political Power” Was Published!

From the Department of Public Relations and Advertising, Asst. Prof. Zeynep Burcu Şahin’s study entitled “A Critical Approach to Social Media: Social Media as an Economic and Political Power” was published in the 6th issue of the USBAD International Journal of Social Sciences Academy in August 2021.

For reading the full version of this article:

<https://dergipark.org.tr/tr/download/article-file/1808114>



“The Effect of Consumers’ Green Product Use Preferences on Their Purchasing Behavior: The Case of Damla Water” Was Published!



From the Department of Public Relations and Advertising, Asst. Prof. Sinem Eyice Başev’s study entitled “The Effect of Consumers’ Green Product Use Preferences on Their Purchasing Behavior: The Case of Damla Water” was published in the fifth issue of the Digital Communication Journal.

For reading the full version of this article:

http://www.dicoj.com/Makaleler/1899444587_2021_4_5_sinem%20eyice.pdf

Academic Articles

The study “The Impact of Brand Image on Brand Trust and Loyalty for Digital Media Platform: Netflix Turkey Application (Examination Of The Differences Of Brand Architecture Features)” was published

From the Department of Logistics Management, the mutual study of Asst. Prof. Parisa Alizadehfanaeloo, Res. Asst. Onur Türker, and Asst. Prof. Hacer Handan Demir entitled “The Impact of Brand Image on Brand Trust and Loyalty for Digital Media Platform: Netflix Turkey Application (Examination Of The Differences Of Brand Architecture Features)” was published in the 3rd issue of the Third Sector Social Economic Review.

For reading the full version of this article:

[http://www.tisej.com/makale_ozet.php?](http://www.tisej.com/makale_ozet.php?MSID=9khvHmqgj0s2psNfC1etSU6ppjAZ2zDrxmsk_Rmyfls%3D1)

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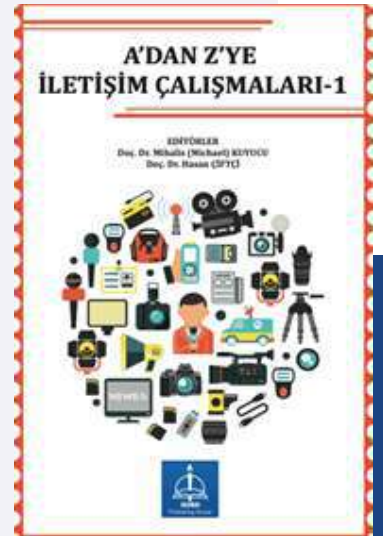
Academic Books

The Book Chapter “The Case Analysis of Postmodern Marketing and In-House Public Relations Concepts: Digital Winter Wonderland Example” Was Published!

Head of the Department of Public Relations and Advertising, Asst. Prof. Emel Tozlu Öztay’s book chapter entitled “The Case Analysis of Postmodern Marketing and In-House Public Relations Concepts: Digital Winter Wonderland Example” was published in the “Communication Studies From A to Z- 1” by IKSAD Publishing House, edited by Assoc. Dr. Michalis (Michael) Kuyucu from Alanya HEP University and Assoc. Dr. Hasan Çiftçi from Harran Universty.

You may access the book:

<https://iksadyayinevi.com/home/adan-zye-iletisim-calismalari-1/>



The Book Chapter “The Effects of Advertisements on Consumers’ Behavioral Intentions Towards Brands: Starbucks Example” Was Published!

From the Public Relations and Advertising Department, Asst. Prof. Sinem Eyice Başev’s book chapter entitled “The Effects of Advertisements on Consumers’ Behavioral Intentions Towards Brands: Starbucks Example” was published in the “INSAC Academic Studies on Sciences Social and Education Social and Education” edited by Assoc. Prof. Mehmet Dalkılıç

You may access the book:

<https://www.kitapyurdu.com/kitap/insac-academic-studies-on-social-and-education-sciences/589800.html>



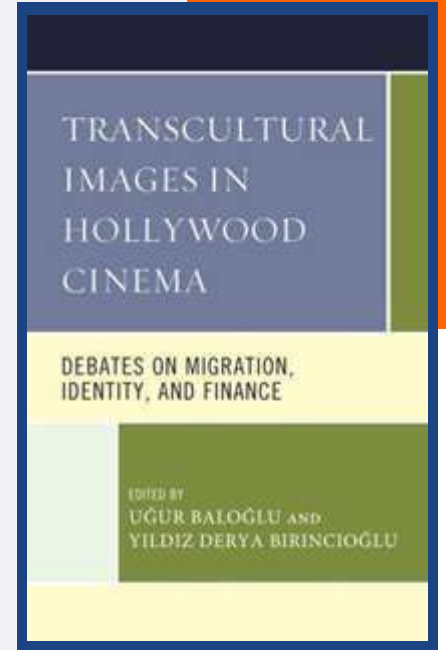
Academic Books

The Study “Transcultural Images: Debates on Migration, Identity and Finance in Transnational Hollywood Cinema” Was Published!

From the Department of Television Journalism and Programming, edited by Asst. Prof. Uğur Baloğlu and Assoc. Prof. Yıldız Derya Birincioğlu, from Uskudar University, the book entitled “Transcultural Images: Debates on Migration, Identity and Finance in Transnational Hollywood Cinema” was published within the series of “Communication, Globalization, and Cultural Identity” by Rowman & Littlefield. Asst. Prof. Uğur Baloğlu’s study is entitled “New Heroes in Transnational Hollywood: An Attempt to Transculturality in Marvel Cinematic Universe” and Assoc. Prof. Yıldız Derya Birincioğlu’s is “Transnational Images in Inarritu Cinema.”

You may access the book:

<https://rowman.com/ISBN/9781793648983/Transcultural-Images-in-Hollywood-Cinema-Debates-on-Migration-Identity-and-Finance>



Social media accounts of FoAS:



Congresses

Asst. Prof. Sinem Eyice Bařev Attended the 6th International Communication in New World Conference!

From the Department of Public Relations and Advertising, Asst. Prof. Sinem Eyice Bařev attended the 6th International Communication in New World Conference with her paper entitled “Neuropazarization: Decision Making Centers of the Consumer Brain in Grocery Shopping,” organized by Harran University on September 2-4 2021 with online participation.



Asst. Prof. Emel Tozlu Öztay Attended the 6th International Communication in New World Conference!



Head of the Department of Public Relations and Advertising, Asst. Prof. Emel Tozlu Öztay attended the 6th International Communication in New World Conference, organized by Harran University on September 2-4 2021 with online participation, with her paper entitled “Corporate Social Initiatives with Examples as a Public Relations Practice Area During the Covid-19 Pandemic: Case Analysis of Opet Brand.”

Congresses

Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Gizem Hulağa Kaderoğlu attended the 7th ISPEC International Conference on Agriculture, Animal Science, and Rural Development

From the Department of Gastronomy and Culinary Arts, Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Gizem Hulağa Kaderoğlu attended the 7th ISPEC International Conference on Agriculture, Animal Science, and Rural Development which was held on 18-19 September 2021. They presented their mutual paper entitled "Investigation of Vertical Agriculture as a Potential Solution to Water Scarcity."



News from Our Alumni

Hello! This is Deniz Dinç...

I am a '19 graduate of Istanbul Gelisim University Applied Sciences Faculty Gastronomy and Culinary Arts Department. I pursue my MA education in Istanbul Gelisim University Higher Education Institute, Gastronomy Programme.

Throughout my education in university, I thought that Gastronomy Department and its education thanks to its multidisciplinary side would support me in the sector. For this reason, my career has evolved with the help of my departmental professors, the education I had, my sectoral experiences in my successful career plan. One of the important points that makes me carry onward is applying the experience and knowledge that I gained in my education. I believe that the ongoing practical and theoretical education that I had in the Department and the internship period were contributed to me a lot which also lead me to become the chef in the two branches of "The North Shield" even if I haven't completed my BA degree. My endeavor and hard work also helped me a lot. After my BA degree, I think that pursuing further academic education would be beneficial for me, as well as newsworthy. This is why I start my MA degree in Istanbul Gelisim University Gastronomy Programme.

The academic staff's experience of the program, theoretical and practical courses of the program bring in a new perspective to me. Furthermore, I stepped into a new career by creating a brand with my past experiences, which is named "The Roof Kingdom" where I become the "Consultant" and "Chef." I also set an example for new interns by passing my experience and knowledge where I become a chef in the restaurant. There are both interns from our school and other schools.

With realizing the importance of education and starting off my work experience for this multidisciplinary area which contains an ongoing education process, I would like to highlight the importance of correct guidance and self-sacrifice. I would also like to wish you success both in education and work life, kind regards.



Interview

Mr. Hamit Güler, Deputy General Manager at Hill+Knowlton Strategies:

“Companies should not consider “sustainability” only as a project-based matter, but they should consider extensively from the companies’ production processes, HR applications to shareholder communication and marketing processes...”

Mr. Hamit Güler, first of all, we would like to thank you for accepting our interview invitation. As it is known, communication is a subject and concept that covers our daily life and agenda the most. What kind of innovations can we expect in the medium term with the “digital transformation of communication”?

In the new world, and especially in the last two years, in which we experience the fastest transformation, societies and individuals; As their needs, interests and approaches to developments changed, we started to encounter new trends in digital transformation.

The perspectives, behaviors and interpretations of new generations, such as today's Alpha generation, are changing all our traditional teachings of the past. I see these generations, which have easier access to information and resources and reduce socialization, as a generation that has the potential to use their talents at the highest level.



**Hill+Knowlton
Strategies**

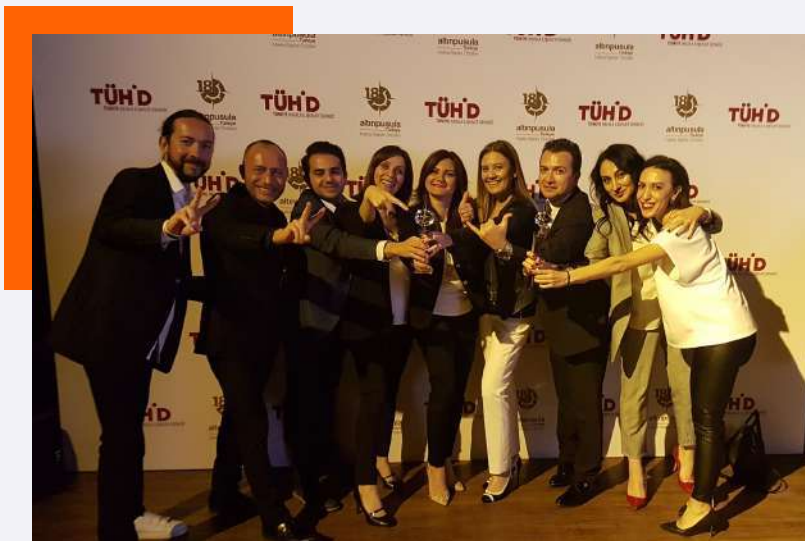
Interview

When we look at it as a communication professional, the shortening of focus and attention spans is a factor that makes us communicators very difficult to adapt to this rapid transformation. In the future communication trends, in the short and medium term; social listening, behavioral analysis, neuromarketing, short content we call phygital (short for physical and digital communication) will be on the agenda. Brands; Approaches to inclusion, diversity, planetary protection, climate change and sustainability, as well as tangible practices that can be measured beyond, will become even more important.

You are absolutely right... Then what would you prefer to say about Public Relations discipline?

The Public Relations industry is rediscovering the power of its employees to lead and bring about change today...

By the 2000s, communicators are "traditional?", "digital?", "transformational?" While they spent time questioning new platforms, sometimes putting sets and sometimes integrating, they ignored their real potential. Those who predicted that the sector would shrink even more by experiencing serious losses during these periods were not to be underestimated. However, this transformation brought along different needs beyond the obvious. All these developments and sectoral dynamics have once again revealed how important the power of content is. We have entered an era where content is only valuable when it makes sense.



Interview

But these abilities can take the industry to a certain extent. The professionals of our profession will determine its importance in the future as well. I believe that Public Relations professionals who can use data analytics systems, evaluate and make sense of data and deliver them to target audiences through the right channels will be very successful in this sense and will carry the profession into the future.

Mr. Güler, what do you think about “sustainability” and its applicability? How do they act to succeed in this?

I would like to answer this by mentioning the target groups’ expectations in companies. Today’s youngsters expect companies to be transparent, sincere, and accessible. Beyond expecting from the companies, they invite them to evolve according to the needs of today by contacting them.

Accordingly, they set a wall against the companies who do not care for nature, animals, gender mainstreaming, and the sustainability of the planet. This is why the companies in Turkey should be keen on sincere and responsible viruses and care for the ongoing projects with those aspects.

The topic of sustainability has been prominent in Turkey for almost years. There are many companies in Turkey which have managed to do this. Then, I became a part of one of these brands in Turkey and I am still working in an ongoing process of sustainability for the companies. The companies should handle the phenomenon of sustainability in terms of production, İK processes, communication with the shareholders, and the marketing acts. I believe that we should look at this topic as not only a “trend” but a target for social and personal approach to success in their aims and targets.

Mr. Güler, young communicators also follow our bulletin, what would you suggest for the candidates?

I would like to suggest to them to observe constantly, watch and compare the observations with their emotions in their current lives. As I have been into the communication sector for years, as a professional of communication, I witness young candidates are now more sensible and responsive to current social issues.

Interview

The communication sector is no longer only the focus of the area. I reckon that this sector has become a system engineering for those who care about observation, multidisciplinary, and the easiness of the application in many areas.

For this reason, I suggest them to select at least 2 or 3 areas. This could be modern art, a different part of technology, gaming or a topic related to the folk. They will see that these will support them for their communication skills along with the different dynamic for the both practical and strategical.

We would like to thank you Mr. Güler...

Me too... Thank you Istanbul Gelisim University Applied Sciences Faculty and e-bulletin team for hosting me in this issue...

HAMİT GÜLER

Hamit Güler graduated from the Public Relations and Publicity Department of the Faculty of Communication of Istanbul University. He practices English at a high level in addition to his mother tongue of Turkish. Keen on numismatics Hamit has a superb collection of old coins and also enjoys travelling.

With more than 17 years' experience in communications, 10 of which have been with Hill+Knowlton Strategies Turkey as Deputy General Manager, Hamit possesses a deep-rooted knowledge of the industry both in Turkey and globally. To date, he has provided communication consultancy services to many national and international brands. One of Hamit's areas of special expertise is 'crisis management' and he has taken the lead position in many crisis situations over the years. A true PR guru, Hamit has worked across most sectors including energy, technology, automotive, aerospace & defence, health, real estate, pharma, FMCG, tourism and finance.



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ADMINISTRATION

Prof. Dr. Kamil Kaya

Deputy Dean of the Faculty of Applied Sciences

Assistant Professor Hilal Kılıç

Vice Dean of the Faculty of Applied Sciences

Assistant Professor Nevruz Berna Tatlısu

Vice Dean of the Faculty of Applied Sciences

EDITOR

Assistant Professor Sevinç Koçak

skocak@gelisim.edu.tr

WRITING AND GRAPHIC DESIGN

Research Assistant Engincan Yıldız

enyildiz@gelisim.edu.tr

Research Assistant Türkan Öykü Büyükçelikok

Research Assistant Nevra Üçler

ENGLISH TRANSLATION

Research Assistant Niger Hacı

nihaci@gelisim.edu.tr



/ iguubf

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İSTANBUL GELİSİM UNIVERSITY

CİHANGİR MAHALLESİ

ŞEHİT JANDARMA KOMANDO ER HAKAN ÖNER SK. NO: 1

AVCILAR / İSTANBUL

+90 212 422 70 00

www.gelisim.edu.tr

