



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

Happy New
Year!

Happy

2022

News from FoAS

Turkey Aircraft Maintenance Training Organizations (TUBEK) Meeting Was Held...

On the 3th of December 2021, the Civil Aviation Authorities gathered together to highlight the improvements with my TECHNIC and Pegasus Technic A.S. and participants from the production section organized by the Higher Education Institution (YOK), the Ministry of National Education (MEB), and Turkish Civil Aviation Directorate (SGHM).

Necdet Aksaç, director of the Aircraft Technicians Association, asserted that such meetings have a role and duty conveying the target, which was held and to be held, training, aircraft maintenance practices such as the example in Europe which can apparently be the same. Aksaç also stated that Higher Education Institution (YOK) shared their information and messages about how to be trained by 22 associate degrees and 12 bachelors' degrees, the aircraft/aviation providing this training, the information and the units that can participate in the workshops to be formed for the existing guidance and improvements in education.

Organized at Ataturk Airport Turkish Civil Aviation Academy (SGHM Academy), Istanbul Gelisim University Faculty of Applied Sciences Deputy Dean Prof. Dr. Kamil Kaya, Director of Gelisim University Vocational School Asst. Prof. Cem Ay, from the Department of Aircraft and Repair Asst. Prof. Rıza Haluk Kul and Lect. Mehmet Ateş attended the meeting.



News from FoAS

The Excavation That Lights the Way of Byzantine, Seljuq and Ottoman Era History Comes to the End of 2021 Activity!

The Çobankale Excavation, in Yalova Altınova, conducted by Assoc. Prof. Selçuk Şahin from Mimar Sinan Fine Arts University and scientific team member Res. Asst. Esra Sayın from Istanbul Gelisim University Applied Sciences Faculty, was ended their actions of 2021.

The excavation of Çobankale will remain 12 years until it is fully completed which has a critical importance in Crusades and Ottoman Empire establishment. Thus, it is aimed to improve the visibility of the area in academic studies and effect the possibility of the local tourism of the area.



Events

High School Students visited "Gastronomy and Culinary Arts Department Gastronorm Kitchen"!

Used by the Gastronomy and Culinary Arts Department, B Blok Gastronorm Kitchen was visited by the Avcilar Anatolian High School students on 14th of December 2021.

By the supervision of department scholars, 20 high school students were informed about Italian pasta making. Following the information, students tried making tagliatelle, ravioli, and tortellini pasta by becoming groups of two.



Events

Asst. Prof. Dr. Şebnem Gürsoy Ulusoy Gave a Training Named "Using Technology Consciously"...

Head of the New Media and Communication Department, Asst. Prof. Dr. Şebnem Gürsoy Ulusoy gave a training about technology usage named "Using Technology Consciously" which was on December 1, 2021 in Bahçelievler Gökkuşığı College.

Informed about the digital literacy, digital citizenship, safe internet usage, and negative effects of the internet, Bahçelievler Gökkuşığı College teachers and students attended the training.



Events

GastroArt and Entrepreneurship Athletes Students Club Arranged an Event for December 3 International Day of Persons with Disabilities...

GastroArt Student Club members collaborated with Entrepreneurship Athletes Students Club members and prepared a December 3 International Day of Persons with Disabilities event for Gaziosmanpaşa Municipality Life Without Hindrance and Education Center, baked cookies and decorated them.

Presented by Entrepreneurship Athletes Students Club members, cookies were found so delicious and good looking.



Events

"Ancient DNA" Event Was Held by Conservation and Restoration of Cultural Properties Department!

Conservation and Restoration of Cultural Properties Department's event named "Ancient DNA" was held on the 8th December 2021 in K Blok Auditorium Hall between 13:30-14:30 with the participation of Deputy Dean of Applied Sciences Faculty Prof. Dr. Kamil Kaya.

Moderated by the Head of the Conservation and Restoration of Cultural Properties Department Asst. Prof. İlknur Türkoğlu, Dr. Mehmet Görgülü and Dr. Fatih Tepgeç became the host of the event. Dr. Görgülü and Dr. Tepgeç were informed the audiences about the Ayasuluk Hill and St. Jean Monument excavation and genetic studies which was supported by Istanbul Gelisim University and answered the question by their knowledge about the genealogy and archeo genetic studies in Turkey.

After the seminar, Asst. Prof. İlknur Türkoğlu presented her thanks to the participants and after that Asst. Prof. İlknur Türkoğlu, Deputy Dean of Applied Sciences Faculty Prof. Dr. Kamil Kaya, Res. Asst. Fırat Baranaydın and Res. Asst. Esra Sayın gave the plaquettes to Dr. Görgülü and Dr. Tepgeç.



Events

"Basic Web Design Education and Wordpress" Event Was Held!

Organized by the New Media and Communication Department and New Media and Journalism Department, "Basic Web Design Education and Wordpress" event was held successfully on 14th of December 2021.

Specialist Kaan Ulusoy and Res. Asst. Metehan Özırmak from the New Media and Journalism Department became the participants of the event, which was held online. Kaan Ulusoy gave a speech about the meaning of web technology, network connections, and specific web sites. Also, Res. Asst. Metehan Özırmak mentioned how a news submitted to Wordpress, how to create a heading, how to add a photograph and a text.

The event, which was hosted by the department students and department scholars, was ended by the questions and answers part.



The poster features the Istanbul Gelisim University logo at the top left and the SİKS logo at the top right. Below the logos, it says "Online Seminer". The main title is "TEMEL WEB TASARIM EĞİTİMİ VE WORDPRESS". Below the title, there are two circular portraits of the speakers: Kaan Ulusoy and Metehan Özırmak. The date and time are listed as "14 Aralık 2021" and "10.00 Salı". At the bottom, there is a QR code and the Google Meet link: "meet.google.com/ohp-pvkg-rzx". The website "gelisim.edu.tr" is written vertically on the right side.

Events

The "Turkish Economy Towards 2022: Facts and Expectations" Seminar Was Held under the Moderation of Assoc. Dr. Gülgün Çiğdem.

Held on the 16th of December, on Thursday, the seminar entitled "Turkish Economy Towards 2022: Facts and Prospects" which was organized by Applied Sciences Faculty Banking and Insurance Department, many topics of interest were discussed. In this seminar, domestic and international developments were evaluated. Dr. Gülay Elif Yıldırım participated as a speaker at the seminar, there are also other important names such as Prof. Dr. Serap Durusoy and Prof. Dr. Zahide Ayyıldız Onaran who participated.

Towards the end of the seminar, from the Faculty of Applied Sciences, Banking and Insurance Department, Assoc.. Dr. Gülgün Çiğdem emphasized that such activities will continue, where the academy and finance will come together and reach the public.



ISTANBUL
GELİSİM
ÜNİVERSİTESİ

Online Seminer

UYGULAMALI BİLİMLER FAKÜLTESİ
BANKACILIK VE SİGORTACILIK BÖLÜMÜ

**2022'YE DOĞRU TÜRKİYE EKONOMİSİ:
GERÇEKLER ve BEKLENTİLER**


Moderatör
Doç. Dr. Gülgün ÇİĞDEM
Istanbul Gelisim Üniversitesi
Uygulamalı Bilimler Fakültesi


Katılımcı
Dr. Gülay Elif YILDIRIM
İkizotop

  Meeting ID: 862 8588 0876
Passcode: 237053

 **16 Aralık 2021**
Perşembe  **20.00**

gelisim.edu.tr

Events

December 7th International Civil Aviation Day Celebrated in the Faculty of Applied Sciences!

Held in the J Blok Mehmet Akif Ersoy Conference Hall, Deputy Dean of Faculty of Applied Sciences Prof. Dr. Kamil Kaya, Head of the Aviation Management Department Asst. Prof. Sezer Cihan Günaydın Kesken, Management Information Systems Asst. Prof. Dursun Boz, and Lect. Mehmet Ateş attended the event.

Additionally, Aviation Avionics Department, Aviation Management Department, and Aircraft Repair and Maintenance Department students attended the event, Deputy Dean of Applied Sciences Faculty Prof. Dr. Kamil Kaya and scholars gave a speech before the cocktail party.



Events

The Students of Gastronomy and Culinary Arts (English) Department Attended the "3th Chocolate Cup"!

The students of Gastronomy and Culinary Arts(English) Department attended the "3th Chocolate Cup" between 4-5 December 2021 which was organized by AGAFED at Torium AVM.

Hosted by the Head of the Gastronomy and Culinary Arts(English) Department Asst. Prof. Sema Aydın and Lect. Didar Yanar, department students Doğa Yeşiloğlu, Şule Tekin, and Batuhan Uysal got the silver medal with making chocolate mousse, salted caramel, and gold covered praline chocolate.

Apart from attending the chocolate contest, students had a chance to meet national and international chefs, academicians, educators, instructors, gourmands, sector writers, managers of non-governmental civil organizations, suppliers, bloggers, and gastronomy department students.



Events

Department of New Media and Communication Students Gave a Training to High School Students!

Under the supervision of the Head of the New Media and Communication Department, Asst. Prof. Dr. Şebnem Gürsoy Ulusoy, New Media and Communication Department senior students Sevgi Aycan and Melike Tolbas met with high school students on Monday 13th of December 2021.

Held in the Conference Hall of Başakşehir İBB Yavuz Sultan Selim Anatolian Imam Hatip High School, New Media and Communication Department senior students presented creative short stories about the technology usage and social media addiction in terms of their Presentation and Presenting Techniques course.



ISTANBUL
GELİSİM
ÜNİVERSİTESİ

SİKS Seminer

BİLİNÇLİ TEKNOLOJİ KULLANIMI VE SOSYAL MEDYA BAĞIMLILIĞI
Uygulamalı Bilimler Fakültesi Yeni Medya ve İletişim Bölümü Öğrencilerinin Yaratıcı Hikayeleriyle

KURUM: Başakşehir İBB Yavuz Sultan Selim Anadolu İmam Hatip Lisesi

Dr. Öğr. Üyesi
Şebnem Gürsoy Ulusoy

Sevgi Aycan
Yeni Medya ve İletişim Bölümü öğrencisi

Melike Tolbaş
Yeni Medya ve İletişim Bölümü öğrencisi

13 Aralık 2021 11.00
Pazartesi

Başakşehir İBB Yavuz Sultan Selim
AHL Konferans Salonu

gelisim.edu.tr

Events

Students from Gastronomy and Culinary Arts (English) Department Attended the "6th International Gastromasa Gastronomy Conference"!

Hosted by the famous and World-known celebrities, Gastronomy and Culinary Arts (English) Department students attended the "6th International Gastromasa Gastronomy Conference" which was organized in Haliç conference Center.

Attended under the Lect. Fuat Sami's supervision, students were informed about this year's conference theme which is "design" by the World-known chefs. Also, students attended the live workshops and taste events while meeting with the famous and talented chefs.



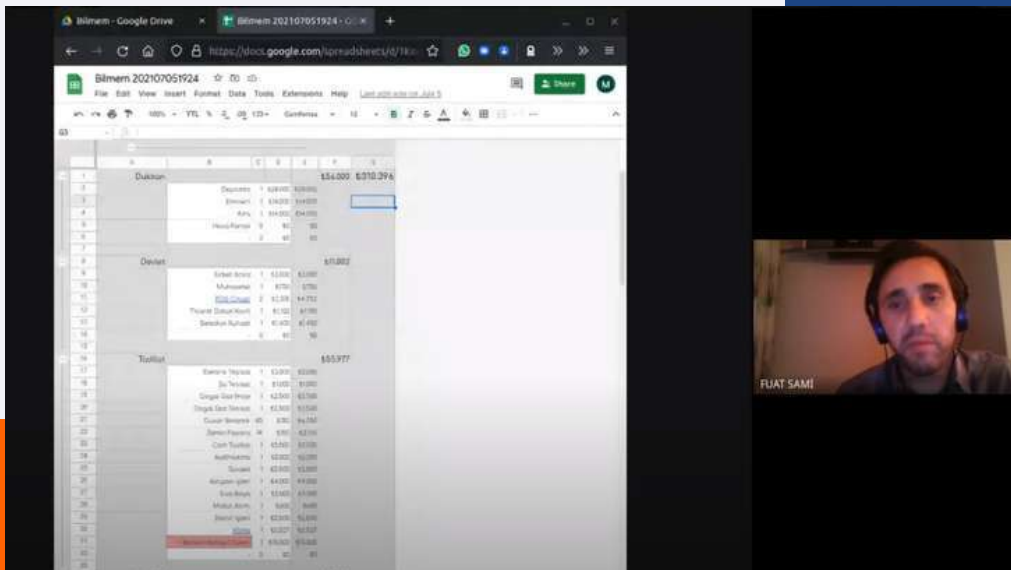
Events

"The Food Planning" Event Was Held by Gastronomy and Culinary Arts (English) Department!

The event named "The Food Planning" was held by the Gastronomy and Culinary Arts (English) Department on 18 November, 2021.

Supervised by Lect. Fuat Sami, the online event hosted Manager of Food of Sugo Restaurant Mert Berkay Konar. Mr. Konar shared knowledge about the menu planning, restaurant concepts, service equipment, and kitchen department.

Students are also informed about the practical forms of the Menu Planning and Cost Control, Service Techniques and Professional Etiquette, Introduction to Management courses that took place in the department curriculum.



Events

"News, Agency, Portrait, and Stage Photography" Event Was Held by New Media and Communication Department...

Planned for helping students course outcomes and sector knowledge in terms of the assigned course the by New Media and Communication Department, "News, Agency, Portrait, and Stage Photography" event and seminar was held by the participation of photo journalist Yağız Karahan and Kutay Ertürk who works in photography and videography areas.

The event was held under the supervision of the Head of the New Media and Communication Department Asst. Prof. Şebnem Gürsoy Ulusoy on November 30, 2021 at 14:00 pm, online on Google Meet. When Yağız Karahan talked about the new photography's basic principle, its struggle, and the sector works, Kutay Ertürk also informed about the stage and portrait photography's importance and key points.

With the participation of the department students and scholars, students also asked many key questions and got information about the sector in detail.



ISTANBUL
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ÜNİVERSİTESİ

Online Söyleşi

**HABER, AJANS, PORTRİ VE
SAHNE FOTOĞRAFÇILIĞI**

Yağız Karahan
Foto Muhabiri

Kutay Ertürk
Fotoğrafçılık ve Videografi

30 Kasım 2021 14.00
Salı

Google Meet
meet.google.com/kuu-ztgb-bwh

gelisim.edu.tr

Events

The Event of "Career Talks for Employment" Was Held!

Organized by the Management Information Systems Department scholars with the sectoral professionals' participation, The Event of Career Talks for Employment was organized on 13th of December.

Divided into two sections career and sector talks, in the first part department scholars Asst. Prof. Hands Ayhan Gökcek, Asst. Prof. Bilge Turp Gölbaşı, and Asst. Prof. Canan Tiftik made their speeches. In the sector part of the event covers the Alternative Investment Securities Internal Check and Accord Manager Fatma Parlak's knowledge sharing.

In the event, speakers share knowledge about the career paths and what should be careful about, the current trends, the effects of career choices, and the sector's expectations.

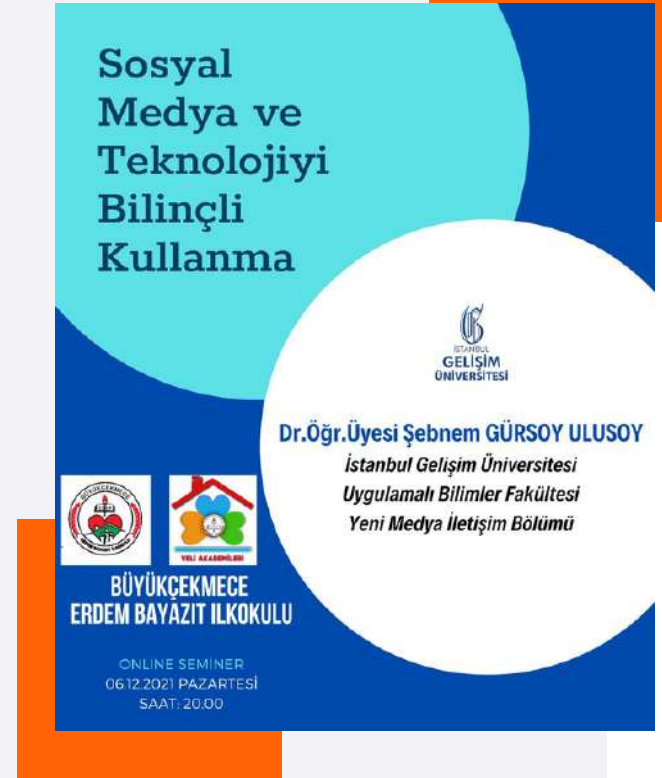


Events


Asst. Prof. Şebnem Gürsoy Ulusoy Gave a Training Named "Using Social Media and Technology Consciously"...

Head of the New Media and Communication Department, Asst. Prof. Dr. Şebnem Gürsoy Ulusoy gave a training about technology usage named "Using Social Media and Technology Consciously" which was on December 6, 2021 in Büyükçekmece Erdem Bayazıt Elementary School.


Informed about digital literacy and digital citizenship, Büyükçekmece Erdem Bayazıt Elementary School teachers, students and parents attended the training on Zoom.



Sosyal Medya ve Teknolojiyi Bilinçli Kullanma


GELİSİM
UNİVERSİTESİ

Dr.Öğr.Üyesi Şebnem GÜRSOY ULUSOY
*İstanbul Gelişim Üniversitesi
Uygulamalı Bilimler Fakültesi
Yeni Medya İletişim Bölümü*


BÜYÜKÇEKMECE
ERDEM BAYAZIT İLKOKULU

ONLINE SEMİNER
06.12.2021 PAZARTESİ
SAAT: 20.00

Events

The Event "Aviation Innovation Seminar" Was Held...

The event named "Aviation Innovation Seminar" was organized by the Aviation Management Department and Applied Sciences Faculty Anka Students Club.



Held in the J Blok Mehmet Akif Ersoy Conference Hall on December 9, 2021, experienced pilot attendants shared their experiences and then answered the following questions of students in terms of the sector.

There was a lot of attention and attendance from the students.

Events

"How Does an Advertising Campaign Work?" Webinar Was Held...

Organized by the Public Relations and Advertising Department, the webinar named "How Does an Advertising Campaign Work?" was held online on 21th of December 2021, on Google Meet.



ISTANBUL
GELİSİM
ÜNİVERSİTESİ

Online Seminer

Uygulamalı Bilimler Fakültesi Halkla İlişkiler ve Reklamcılık Bölümü

REKLAM KAMPANYASI NASIL OLUR?

Konuşmacı
Namık Ergin

21 Aralık 2021 11.00
Salı

gelisim.edu.tr

Google Meet
<https://meet.google.com/zjp-mkrq-qnz>

Creative Director Namık Ergin attended the webinar as a guest. He talked about the Şekerbank, which has awards in creativity festivals such as Ergin, Kristal Elma, Kırmızı and Felis, and the details of the advertising campaign processes through the example of the advertising campaign named "Don't Go, I Need You".

After the speech, Ergin answered the questions of the participants and thanked the Head of Public Relations and Advertising Department, Asst. Prof. Emel Tozlu Öztay and Asst. Prof. Sinem Eyice Başev conveyed their thanks.

Events

“Aviation Education for High School Students” Was Held...

An aviation training event was organized by the Applied Sciences Faculty Aircraft Maintenance and Repair Department on the 17th December 2021, at the application workshops for Avcılar Anatolian High School students.

The training was given by Lect. Mehmet Ateş at the Melike Kuvvet Aircraft Hangar which was about basic aircraft knowledge. Additionally, Res. Asst. Ahmet Devlet Özçelik and Res. Asst. Abdullah Can Al gave an application-oriented training at the D Block Computer Laboratory, basic information about the applied rocket design was given to the students.



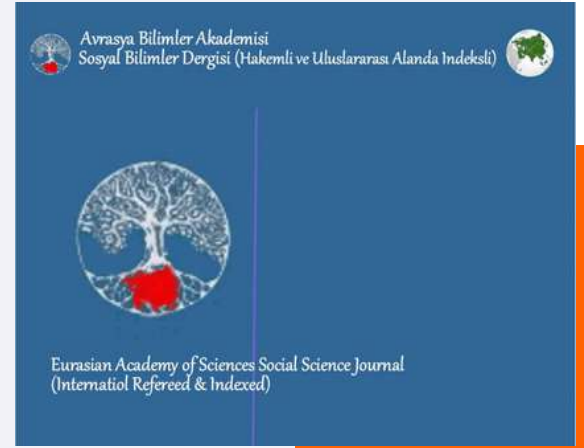
Academic Articles

The Study Entitled "Workplace Ergonomics Scale" Published...

The co-written study of Asst. Prof. Dursun Boz, from the Management Information Systems Department, Dr. Firat Polat, Asst. Prof. Aysel Çetindere Filiz, and Prof. Dr. Cengiz Duran entitled "Workplace Ergonomics Scale" was published in the Eurasian Academy of Sciences Social Sciences Journal as the 38th volume of 2021.

For reading the full version of this article:

<http://socialsciences.eurasianacademy.org/dergi//isy-eri-ergonomisi-olcegi202112.pdf>



Asst. Prof. Mustafa Çanakçıoğlu's Study "Evaluation of E-Document and E-Ledger Applications in the Turkish Tax System" Was Published...

From the E-Commerce and Management Department, Asst. Prof. Mustafa Çanakçıoğlu's article entitled "Evaluation of E-Document and E-Ledger Applications in the Turkish Tax System" was published in the Journal of Financial Solution of 31th volume and 168th number of 2021.

For accessing the full version:

<https://archive.ismmmo.org.tr/docs/malicozum/168malicozum/7.pdf>



Academic Articles

The Study "The Crisis-Cancer Cycle in the Shadow of COVID-19: Evidence from Turkey" Was Published...

From the Department of Banking and Insurance, Assoc. Prof. Gülgün Çiğdem's study entitled "The Crisis-Cancer Cycle in the Shadow of COVID-19: Evidence from Turkey" which is about determining the existence of the cycle between the economic crisis-unemployment-cancer and implementing appropriate policies for this is important in the fight against cancer, which is an important public health problem, was published in the World Cancer Research Journal (WCRJ) of 8: e2106 volume of 2021.



For accessing the full version:

<https://www.wcrj.net/article/2106>

Assoc. Prof. Gülgün Çiğdem's study also takes place in the media as well.

For reading the news:

<https://www.sozcu.com.tr/2021/saglik/issizlik-de-kanserin-bir-nedeni-6816610/>

<https://www.cumhuriyet.com.tr/turkiye/issizlik-de-kanser-nedeni-1891296>

Social media accounts of FoAS:



/ iguubf

Congresses

Res. Asst. Oğuzhan Köklü and Asst. Prof. Nevruz Berna Tatlısu Attended the "7th International Mardin Artuklu Scientific Researches Conference"...

From Gastronomy and Culinary Arts Department, Head Asst. Prof. Nevruz Berna Tatlısu and Res. Asst. Oğuzhan Köklü attended the "7th International Mardin Artuklu Scientific Researches Conference" with their mutual paper entitled "Gastronomi Araştırmalarının Bibliyometrik Analizi" which was organized between 10-12 December 2021.

For accessing the conference page:
<https://www.artuklukongresi.org/>



Asst. Prof. Canan Tiftik Attended the "International Aegean Scientific Research Symposium"...

From the Information Management Systems, Asst. Prof. Canan Tiftik attended the "International Aegean Scientific Research Symposium" with her paper entitled "The Sustainability of Turkish Agricultural Sector Management". With her paper, it is estimated that it will shed the light in the agriculture sector management area.

For reaching the web page of the symposium:
<https://multidisipliner.com>



Congresses

Res. Asst. Onur Türker Attended the "7th International Mardin Artuklu Scientific Researches Conference"...

From Logistics Management Department, Res. Asst. Onur Türker attended the "7th International Mardin Artuklu Scientific Researches Conference" with his paper entitled "Mobil İzinli Pazarlama Uygulamalarının Marka İletişim Faaliyetlerine Yönelik Tüketici Tutumları Üzerine Etkisi" which was organized between 10-12 December 2021.

For accessing the conference page:
<https://www.artuklukongresi.org/>



Res. Asst. Muzaffer Çakmak Attended the "7th International Mardin Artuklu Scientific Researches Conference"...

From Gastronomy and Culinary Arts Department, Res. Asst. Muzaffer Çakmak attended the "7th International Mardin Artuklu Scientific Researches Conference" with his paper entitled "Gastronomi Araştırmalarının Bibliyometrik Analizi" which was organized between 10-12 December 2021.

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Erasmus+

Academics from IGU Went to "ESAD – Escola Superior de Artes e Design" Within the Erasmus Staff Mobility!

Within the Erasmus Staff Mobility Program, academicians of the Applied Sciences Faculty from the Department of New Media and Journalism and Public Relations and Advertising Department Asst. Prof. Zeynep Burcu Şahin, Res. Asst. Engincan Yıldız, and Res. Asst. Metehan Özırmak attended "ESAD – Escola Superior de Artes e Design."

While getting education from the assigned university, our academicians grasp a chance to communicate about internalization and new collaborations.



Erasmus +

The Gastronomy and Culinary Arts (English) Department Student is in Budapest With Erasmus Exchange Program!

Gastronomy and Culinary Arts (English) Department senior student who is representative of the last year, Rana Nur Ersan, attended the Erasmus Students Learning Exchange Program in Kodolányi János University, Hungary in terms of the bilateral agreements between İstanbul Gelisim University and Kodolányi János University for

2021-2022 Fall Semester. Studying in the Tourism Faculty, Rana Nur Ersan also tasted local tastes and dishes.



Erasmus +

Gastronomy and Culinary Arts (English) Department Student Attended Erasmus Exchange Program!

Gastronomy and Culinary Arts (English) Department senior student Dođa Yeşilođlu attended the Erasmus Students Learning Exchange Program in Portugal, Polytechnic Institute of Guarda for 2021-2021 period. She studied in Tourism and Hotel School.

Dođa Yeşilođlu asserted that “the practical and theoretical courses helped a lot for investigating the World cuisine and culture.”



News from Our Alumni

Hello! It is Muhammet Ömer Ustaoglu...

In addition to the education I received at the Restoration and Conservation Department of Istanbul Gelisim University (IGU), in the 2020 excavation season, I visited Ayasuluk Hill and St. Jean Monument excavation, I participated in the Restoration and Conservation works as an intern. In the later process, Ayasuluk Hill and St. Jean Monument excavation I took part in 2021 as a restorer. During this period, I took part in the restoration-conservation processes of the small finds unearthed in the excavated areas, as well as in field studies for architecture.

During the excavation works, the education I received at school and the education I received in the field supported each other and enabled me to progress. Thanks to the practical lessons we took at school, I had already learned that the work should be photographed and documented in the form of before and after, and that the work would be intervened after documentation. At the same time, I knew how and in what way the work should be intervened, thanks to the field courses I took at IGU.

During the period I was in the Ayasuluk Hill and St. Jean Monument excavation, I took part in the restoration of the architectural door lintel, opussetile flooring on artifacts made of metal, terracotta (ceramic), stone, etc. as small finds, and within the scope of field studies.

In the field studies related to architecture, in addition to what I learned at school, I learned a lot about ensuring the necessary security, the interventions to be made on the work should be carried out in a certain order and the processes being more durable. In this context, with the education I received at Istanbul Gelisim University, Ayasuluk Hill and St. Jean Monument excavation, what I learned during the excavation seasons of 2020-2021 completed each other.



Interview

*Senior Trainer and Author, Keynote Speaker and TEDi
Education Founding General Manager, Ümit Ünker:*

"Sales is an interdisciplinary phenomenon. It includes multiple fields such as Communication, Mathematics, Sociology, Psychology, and it is highly variable, our business is with people in this variability, so the right question should not be "how do I sell?", but "why do people buy?"

Dear Ümit Ünker, first of all, we would like to thank you for not returning us and accepting our invitation to talk... As a guest who has great knowledge and experience in sales and has received awards in this field, could you summarize the general situation in sales today? What are the most common deficiencies in terms of sales in the sector and/or the market, what are the mistakes made and what are your solutions?

The period we live in is a period of transformation in many ways. Sales, which is dynamic by its nature, is in a position that is most affected by this, and where its impact is felt most rapidly and intensely. With **Post Corona**, our view of sales processes has changed, as in many other things. Because many phenomena built on classical approaches have brought new approaches in the **"New World Order"**, that is, in the **"Hybrid World."**

Here, we have placed concepts such as **"Remote Sales"** and **"Remote Communication"** at the center of our lives with video call systems (**GGS**). The radical influence of our ways of doing business and the birth of a new paradigm have naturally differentiated the decision-making situations of customers at the purchasing stage. **F2F** (Face to Face), that is, face-to-face sales processes are costly processes in many respects.



Interview

While every opportunity has a cost, many factors such as the time spent for customer visits, the time spent by sellers in traffic, and the sales processes in retail stores create a serious hidden cost for brands, while online processes do not have this cost! This provided **“cost saving”**. With this cost advantage, **“Hybrid Sales”**, that is, holistic sales (the use of face-to-face sales processes and online video call systems and online sales processes together, blended together) on the screen in a short time, rhetorical persuasion, communication management, use of the screen, camera angle, *The use of voice, the use of the image behind us, the use of the background, time perspective and the use of effective time made it necessary to use many competency sets together.*

This is where the need for redefining and redesigning the competency sets of the employees of hundreds of international brands that I have trained and mentored emerges.

The fact that we cannot exist in the new world with the old ways today stands before our eyes more sharply than ever before. With the **“T Axis Methodology” (TEM)**, which we have developed as **TEDİ Education** and which we have provided sales training to more than **110,000** professionals, we determine the stage they are in in the Hybrid Sales processes with our before, during and after measurement metrics and how close we are to the ideal T point we want to reach on this axis. and measure the distance. Average scores are formed from these metrics with the multiple questions we have created between 1 and 5, and the degree of closeness to the **T5** point shows which areas within the sector the person, manager and brand should further strengthen.

Sales is an interdisciplinary phenomenon. It encompasses multiple fields such as Communication, Mathematics, Sociology, Psychology, and it is highly variable, in this variability, our business is with people, so the right question should not be **“How do I sell?”**, but **“Why do people buy?”** If we understand why they bought it and develop our **Adaptive Intelligence**, we can act comfortably and achieve successful results in all kinds of difficult conditions, narrow spaces and shrinking market conditions.

Interview

How have “sales” techniques, one of the most important components of marketing communication, changed recently? What changes has digitalization brought about in sales?

We are in transition to a world blended with advanced technology, which was created in the Metaverse (the virtual universe of the future) and accepted as the new world... We should renew ourselves and give importance to the Hybrid approach. This applies not only to the sales field, but to all people regardless of the industry. Jeffrey H. Gitomer says “Sales; It is a trade for those who do not know, a science for professionals”, starting from this, we should focus on the scientific aspects of sales.

Sales is not a set of techniques or tactics, it is a phenomenon based on human relations and communication management and advanced persuasion. With digitalization, the classical approaches to sales came to an end. We have moved from the situation where what the customer wants is sold to the situation where the customer offers what he wants. With Phygital (Phygital is one of the new concepts that emerged with the merging of the words physical and digital. It means the combination of marketing campaigns in the digital world with traditional media campaigns. With Phygital marketing, they aim to establish a bridge between the physical and digital world between brands, consumers and their products.) We have digitized and integrated them in physical areas. Thus, the sales that we have known and internalized for a long time is no longer what it used to be.

What are your suggestions to young candidates who want to specialize in sales? What should they do to improve themselves?

Sellers should listen a lot, not talk a lot, contrary to popular belief. It is extremely important for them to develop active “empathetic listening” skills. I recommend that they increase their adaptive intelligence, develop their cultural intelligence and emotional intelligence. At the same time, they need to increase their intellectual capital and establish a good network.



Interview

Patience is also important in selling, most sellers are impatient. I recommend them to adopt a value-oriented sales approach. It will be very useful if they are value-oriented rather than sales-oriented. Because people don't like being sold to them, but they love to shop. Transfer value with them and make them trust you because people only buy from people they trust, or from someone else they trust.

Dear Ümit Ünker, we would like to thank you for your enlightening interview...

Thank you very much for bringing me together with the Gelisim University community.

Ümit ÜNKER

Senior Educator and Author - Education 2.0 International "Outstanding Leadership in Education" Honor Award - Best Educator of the Year Award - Milliyet Columnist - Harvard Business Review Blogger - National Association of Sales Professionals (NASP) Author - TEDj Education Founding General Manager.

Ümit Ünker completed his Master's Degree in the "Communication Management Master's Program" at Yeni Yüzyıl University. He also studied at Özyeğin University's "Master of Entrepreneurship" program as a special student. Ümit Ünker continued his professional career as "Turkey Field Sales General Manager" in a private company, which is the giant of the telecommunication sector. He also gained experience in business life as a manager in the fields of "Zincir Mağazalar Turkey Field Sales Manager" and Corporate Field Sales Management at Turkey's largest GSM operator. Managed a field sales team of 400 people. He has managed projects in the fields of Sales, Sales Management, Creation of Alternative Sales Channels and Team Management in B2C & B2B areas. It introduced the "Value Oriented Sales" book, which is the first and only sales book created with Augmented Reality in Turkey's business world, designed end-to-end with its own software and application. Value-Oriented Selling is on the bestseller list. He was awarded the "Best Trainer of the Year" award in the field of Business and Entrepreneurship. He was also awarded the "Outstanding Leadership in Education" Honor Award by Education 2.0.

Completed Educational and Speaker Projects:

- Microsoft Sales Academy (Founded and Trained – 300 people)
- Michelin Turkey Road Show (Value Oriented Approach – Keynote Speaker – 500 people)
- Pfizer Rare Diseases Team (Remote Detailing – Provided their training – 20 people – 3 months)
- TAKEDA Turkey (Remote Detailing 200 people whole team – 2 months)
- Nestle Pharmaceuticals (Remote Detailing 20 people - 1 Month)
- Servier Medicine (Remote Detailing - 20 people)

Published Academic Articles:

- Ethics in Corporate Communications
- Brand and Image Design – New Brand Creation Strategies
- Analysis of Street and Street Names in terms of Social Memory
- Intercultural Communication and Semiotics – The Role of Mass Media in the Formation of Turkey and Turkish Culture in Europe and America
- Persuasive Communication and the Psychology of Persuasion
- The Importance of Using Body Language for Political Communication
- E-Business, E-Government, E-Ethics Book review

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