

85 % OF FAMILY COMPANY VENTURES DISAPPEAR WITHIN THE FIRST 5 YEARS!

The family companies taking up substantial roles on the free economy employ 75 % of the population working worldwide. The researches, made in this respect, bring forth the fact that 95 % of the enterprises in our country are affiliated to the family companies. Ok then, what are the problems that the family companies experience in the transfer of the family companies into future generations?

The Academic Member Dr. Hüseyin Öcal of the Department of Business Management of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University having emphasized that 85 % of newly established family company ventures disappeared from the scene in the period of their first 5 years said: "If the policy-makers throughout the world want to cope with high employment as a consequence of the global crisis, it will substantially be beneficial to approach the family companies with due importance and put into application the incentives that will facilitate and provide the family companies with opportunities of making investment."

THIS IS THE CAUSE LYING UNDER THE FAILURE OF FAMILY COMPANIES

While the wish and request to protect the name and reputation of the family turn into more quality product and service, this matter make a positive contribution to the investment proceedings. The Academic Member Dr. Hüseyin Öcal, who mentioned that the conduct of both the company management and ownership of the same provide various numbers of advantages, however, relevant problems were experienced while the same is transmitted to the following generations, further said: "There may be hundreds of causes for the failure of a company in its activities; however, the cause, witnessed at most in the failure of family companies and their short-lives, is the failure of training/educating the new generation within the framework of a plan and of the transfer of the management to a new generation in a timely manner. If the objective of the family company is to live long years, it will be necessary to plan the manager development plan of the new generation and put the same into application."

"IT IS NECESSARY FOR THEM TO EMPLOY PROFESSIONAL MANAGERS OUT OF THE FAMILY"

Another important matter for the family companies in order to catch a long-term success is, however, the family-member managers and employees, who are unsuccessful and fail to carry out their works and duties properly. Mr. Öcal, who emphasized that it was necessary for them to employ professional managers, who are skilful and talented and will create added value, outside the family, further added that putting the encouraging methods that may ensure the participation of such

managers into application at the company and prevent their departure from the company has been significantly important in respect of institutionalization.

12. DON QUICHOTTE INTERNATIONAL CARTOON EXHIBITION WAS OPENED AT THE GELISIM ART GALLERY

The cartoon exhibition, titled as "No to the Violence against Women" and organized within the scope of the March 8 International Women's Day, was opened by the Graphic Design Department of the Faculty of Fine Arts of the Istanbul Gelisim University with the contributions of the Don Quichotte International Humour Magazine. The curatorship of the exhibition, which will continue until the date of March 18, 2022, are carried out by the Academic Member Dr. Nuri Sözer of the Graphic Design Department.

THE COMPETITION PROVIDED EXPRESSION SPACE FOR 394 CARTOONISTS FROM 62 COUNTRIES

The cartoon competition bearing the subject of "No to the Violence against Women" well-known international humour magazine Don Quichotte, published in Germany, provided space of expression for 394 cartoonists from 62 countries. Another leg of the exhibition, however, met with the lovers of art at the Gallery of Art of the Istanbul Gelisim University.

Prof. Dr. Nail Öztaş, who was Vice-Chancellor of the Istanbul Gelisim University and drew attention to the violence at the opening ceremony (speech) of the exhibition, made an emphasis to the therapeutic and reformatory power of the art as well. The exhibition continued with the speech of Mr. Erdoğan Karayel, who is the Chief Editor of the Don Quichotte. Mr. Karayel underlined the fact that the works of art at the competition were made subject to relevant approval processes times and again from the curatorial point of view and the the March 8 - International Women's Day had been celebrated as a matter of fact as a day of struggle (fight) for right.

The exhibition will be open for the visitors until the 18th day of March, Friday.

THIS SYNDROME IS GENERALLY SEEN IN FEMALE EMPLOYEES!

The gender inequality that we started to hear more about in recent years certainly appears before us in commercial fields. The failure to promote the women to the top management cadres without taking their professional successes and talents into consideration and known to us as the Glass Ceiling Syndrome is regarded as a part of social gender inequality. The Academic Member of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, Dr. Yeşim Kaya, evaluated the obstacles that the Glass Ceiling Syndrome preventing the progress of the women through top management positions has created with relation to the women.

THE BIGGEST OBSTACLE FROM THE POINT OF THE WOMEN TO PROMOTE TO MANAGERIAL POSITIONS: GLASS CEILING SYNDROME

The Glass Ceiling Syndrome, generally seen in women, is defined as the problems and obstacles from the point of promotion(s), experienced by them, to top management positions irrespective of the professional successes and talents of the women. The academic member Dr. Kaya, who indicated that the female managers applied different strategies in three fields as business-life and family balance in order to overcome the glass ceiling, said as follows:

“Among these strategies, especially applied by the women in order to get admission thereunder, their bringing of dressing restrictions for them, developing a common hobby in order to be included in the business networks of their male workmates and emphasizing the respect to the private life in order to prove that she was an innocent (convenient) woman in respect of family life are substantially attention grabbing.”

“WOMEN ARE STILL DISADVANTAGEOUS IN MANAGERIAL POSITIONS”

Notwithstanding that the numbers of working women in commercial life show increases from day to day, the women turn out to be still disadvantageous in managerial positions and are not represented in corporate leadership positions at important degree. As a consequence, Mrs. Kaya, who underlined the fact that the studies so carried out were showing that the female managers were able to make progress by taking advantage of the support of the establishment where they might be working in, through their individual efforts and qualifications and at most, by struggling against the negative effects of other managers, indicated that the managers of the human resources as well as the leaders and managers play guiding role in all processes.

THE DEFORMITY THAT MAY OCCUR IN THE TEETH DURING THE PERIOD OF CHILDHOOD MAY CREATE LACK OF SELF-CONFIDENCE IN THE ADVANCING AGES!

The specialists make warning about the protection of mouth and dental health at every age. The dental health, which leaves the person face to face with various negative matters within the sociological and physiological aspects, may cause the occurrence of unintended consequences in advancing ages when they are experienced at the childhood period.

The Academic Member Dr. Ufuk Ok, who is an Orthodontist, of the Istanbul Gelisim University and emphasized that a correct orthodontic treatment is substantially important, indicated that the deformities, occurred in teeth during the childhood period, might even create a lack of self-confidence in the advancing ages.

THE MOST CONVENIENT AGE FOR THE FIRST ORTHODONTIC EXAMINATION IS 4-5

The academic member Dr. Ok, who emphasized that it was absolutely necessary for children to go through orthodontic examination in order to determine the jaw deformities and erroneous swallowing and mouth inspiration, and provide early intervention with the best treatment alternatives, said: 'It is absolutely necessary for you to apply to an orthodontist in order to determine the problems that your child may have experienced at current period or possibly do it in future period. Since it will be a significantly important advantage for future period to overcome the orthodontic problems, brought into light within a short period of time, at a young age, it is definitely necessary to attach importance to the dental and mouth problems of the child.'

Mr. Ok, who underlined the fact that the best time for the children to have the first orthodontic examination is the age range of 4 or 5, said that indicated that relevant problems might be experienced as a result of the habits of the child at the babyhood under some circumstances. It is possible:

- To ensure the direction of jaw growth;
- To prevent the mouth habits coming from the babyhood period (thumb-sucking and so on); and
- To obtain a more aesthetic dental appearance in the children through an orthodontic treatment to be applied in early age(s).

THE DENTAL AND MOUTH PROBLEMS OF THE CHILDREN AT THE AGE RANGE OF 10-15 ARE SOLVED MORE RAPIDLY

Notwithstanding that the orthodontic treatment is applied to all people from every age, the same circumstance may not be applicable for children. The orthodontists may keep the treatment awaited together with the bone age determination in order to evaluate the growth potential of children in some orthodontic deformities as a result of continuation of the children. At these ages, it becomes possible to obtain more lasting results since the orthodontic deformities subject to the jaw are treated by way of the direction of the growth development.

The Orthodontist Dr. Ufuk Ok, who emphasized that the most convenient period for the orthodontic treatment was the said period when the development of the jawbones at early ages was taken into consideration, indicated that the dental and mouth

problems of the children between the age range of 10-15 were handled and overcome more rapidly in comparison with those of other ages.

EMOTIONAL CONTAGION REDUCES PROFESSIONAL LOYALTY

You have witnessed that when you smiled at a person in face of you, he/she has smiled at you as well or while you are in communication with a crying person, your feeling of the same pain or sorrow and as a consequence, crying may be a sign of the emotional contagion. The affection of an individual by the emotions of another person and the emotional contagion, which is defined as a tendency of catching the emotions of that person, may cause different interactions in some attitudes and behaviours in professional life.

The academic member Dr. Seda Mumlu Karanfil from the Department of Aviation of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University indicated that the emotional contagion may show difference from person to person, and in the meantime, may brought forth the consequences in the related person such as burnout, alienation to work or environment (depersonalization), rise in the stress level, social desirability and so on.

EMOTIONAL CONTAGION IS SEEN MORE IN WOMEN!

The emotional contagion that is realized at the end of an interaction of the individuals with each other comes forth at the professional life through the attitudes and behaviours of the individual towards the work at the professional life by affecting the attitudes and behaviours of other employees for the work. The academic member Dr. Seda Mumlu Karanfil, who emphasized that there might be differences at the level of affecting from person to person, further added "It has been determined at the end of due researches that the levels of emotional contagion in women have been more in comparison with those of men. While it is possible to say that the foregoing might be caused by the fact that the women are more compassionate and affectionate and the roles, owned by them in life, the modes of bringing up of the men and their education (training) about giving more logical and imperturbable reactions to the external world might cause this circumstance."

It may be possible for the emotional contagion to create various numbers of organizational and individual circumstances, and furthermore, result in the negative consequences as well such as depersonalization in employees especially at the organizational contagion, reduction of professional loyalty, fall in the feedback at the communication and so on.

IT IS POSSIBLE TO GET INCREASE IN THE WORK PERFORMANCE OF EMPLOYEES IF THE PROCESS IS CONDUCTED WELL

The emotions cover an important place in our attitudes, behaviours, perceptions and relationships with other individuals. As a consequence, the emotional contagion may cause the individual to act with the emotions that the individual maybe affected thereby. The academic member Dr. Seda Mumlu Karanfil also indicated that it was possible to experience increase in the work performances of the employees at the establishments where the emotional contagion process is managed and conducted well.

Faculty Member Dr. Emrah Tüncer Received the Mediterranean Award

The winners of the Kaygusuz Abdal 12th Story and Poetry Competition have been announced. In the competition organized by the Güncel Sanat Dergisi (Journal of Contemporary Art), Dr. Emrah Tüncer, Faculty Member at the Social Work Department, Faculty of Health Sciences, Istanbul Gelisim University entitled to the "Mediterranean Award", which is the best story award.

The Kaygusuz Abdal Story and Poetry Competition, which is held every year in the Alanya district of Antalya to keep the name of Kaygusuz Abdal alive, was held this year for the 12th time. In the competition that received a large number of applications, the works of the authors competed in the field of poetry or story on the topics they desired without being tied to a specific topic.

EXPRESSED SOCIAL EVENTS THROUGH ART

Entitled to receive the "Mediterranean Award" with his story titled "Adını Unuttum (I Forgot Your Name)", having a topic freely chosen, Dr. Emrah Tüncer, Faculty Member at Istanbul Gelisim University said, " I took part in this competition with a travel story on my path to understand Kaygusuz Abdal, and I am very happy that it was awarded. The general topic in literature, which is defined as the art of expressing aesthetically the events occurring in the society, the thoughts of people, their feelings and dreams through language, is human. In this sense, it often deals with human beings and their relationships with other people. Further, novels and stories provide information about the social, political and economic conditions of the period in which the event took place. That's why I think that importance should be attached to read literary texts and write in that genre in the academia."

Kaygusuz Abdal 12th Story and Poetry Competition awards are planned to be presented to their winners in May. You can access to the winners of the competition [here](#).

THE ARTICLE OF THE RESEARCHER FROM IGU, CREATING A CONTENT RECOMMENDATION SYSTEM FOR NETFLIX HAS BEEN PUBLISHED

Article titled "A Content Suggestion System Application on Netflix data with TF-IDF algorithm and Cosine similarity " written by Ali Çetinkaya, who is a member of Application and Research Center team at Istanbul Gelisim University Technology Transfer Office, was published in the Online Journal of Information Technologies.

The study carried out on Netflix user data, is aiming to develop a content recommendation system application that can recommend new contents with high accuracy according to the content searched, watched or liked based on the personal preferences of the users. Özlem Gelemet and Hakan Aydın are working with Çetinkaya in the research.

DATA SET CONTAINING 8807 DATA and NAMED "NETFLIX MOVIE AND TITLES" IS USED

A success ratio of 80-99% was achieved in the experiment that are carried out thanks to the methods used in the study, which revealed through experiments on more than 35 films and TV series published in Turkish and in other languages. Ali Çetinkaya who made evaluations on the subject, stated that they plan to enhance further, with up-to-date data, the number of samples in the data set which have been used and thus to develop the application further. In addition to the existing features, it is planned to add user comments and ratings to the works in the upcoming works of the application.

You can access by [clicking here](#), the article on a Content Suggestion System Application on Netflix data with TF-IDF algorithm and Cosine similarity.

SPEED READING SKILL AFFECTS EXAM SUCCESS DIRECTLY

The 'Speed-Reading Techniques Training', organized in cooperation with Istanbul Gelisim University and Beylikdüzü Rehberlik ve Araştırma Merkezi (Beylikdüzü Guidance and Research Center), aiming for the participants to carry out the process as practitioners, after having explained to the participants basic principles of speed-reading techniques for 2 days, has ended.

"Speed-reading Techniques for Understanding" provided to the teachers, aim that, students in the institutions of these teachers learn speed-reading techniques and, by putting what they have learned into practice, contribute to their success in the exam preparation process. This technique, which enables students to increase their reading speed up to an average of 300 percent and also helps to provide a solution to the problem of time use, which is one of the most important reasons for failing an exam.

'TRAININGS WILL CONTINUE'

The trainings, maintained under the leadership of instructor Ferhat Şahin, aiming to help teachers and students in becoming skillful in speed-reading, will continue to be organized throughout the year within the framework of various collaborations. The schedule of the training programs for the month of March, which can be accessed on the website of Istanbul Gelisim University, is as follows;

*March 23-24, Beylikdüzü Rehberlik ve Araştırma Merkezi (Beylikdüzü Guidance and Research Center),

* March 28-29, Esenyurt Rehberlik ve Araştırma Merkezi (Esenyurt Guidance and Research Center).