

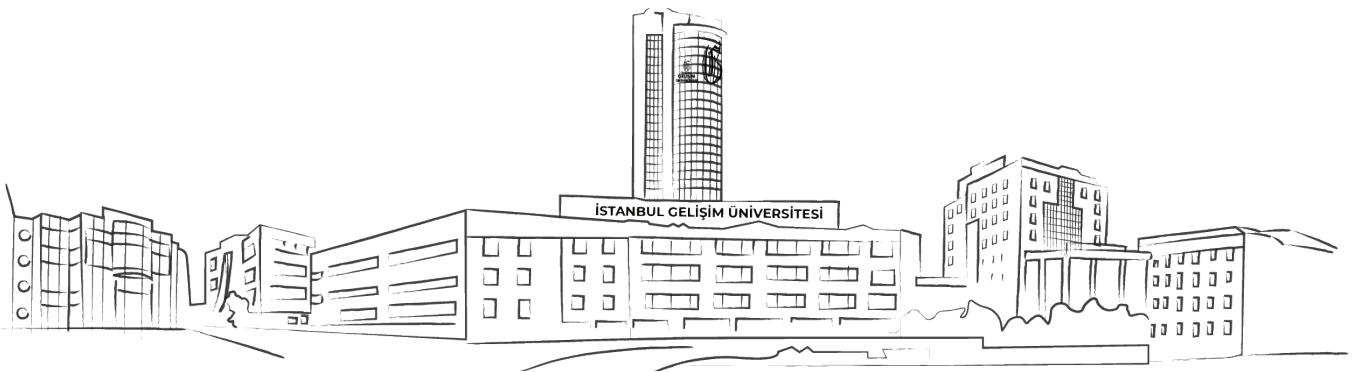


— ISTANBUL —
GELISIM
UNIVERSITY

WEEKLY PRESS RELEASE

MARCH 14 - MARCH 18, 2022

Issue: 141



<https://gelisim.edu.tr/en>



AGENDA OF PERSONAL

ACADEMIC-ADMINISTRATIVE APPOINTMENTS

• **Prof. Dr. Ali Kemal ÖZDEMİR** has been appointed as of 16.03.2022, as the Director of Oral and Dental Health Application and Research Center of our University.

I congratulate all our appointed lecturers and wish them success in their new positions.

Assoc. Prof. Serdar Çöp
IGU Secretary General

ACADEMIC STAFF AGENDA

- 1. Prof. Dr. Ali Kemal ÖZDEMİR** has been appointed to the “Professor Doctor” staff of the Department of Prosthetic Dentistry of the Department of Dentistry of the Faculty of Dentistry.
- Faculty Member **Abdulkadir BÜYÜKBİNGÖL** has been appointed to the “Faculty Member Dr.” staff of the New Media and Communication Department of the Faculty of Economics, Administrative and Social Sciences.
- Faculty **Member Ecrü DİLEK** has been appointed to the English Preparatory Program of the School of Foreign Languages.
- Faculty **Member Rayan ABRI** has been appointed to the “Faculty Member Dr.” staff of the Department of Software Engineering of the Faculty of Engineering and Architecture.
- Faculty Member **Asil ŞENGÜN** has been appointed to the “Faculty Member Dr.” staff of the TÖMER Turkish Language Course Department of the School of Foreign Languages.

I congratulate all our appointed lecturers and wish them success in their new positions.

Assoc. Prof. Serdar Çöp
IGU Secretary General

ADMINISTRATIVE STAFF AGENDA

1. Murat KIRIK came into office as Mechanical Technician in the Department of Construction and Technical Affairs of our University as of 15.03.2022.

2. Ali Fırat YÖNLÜ came into office as IGVS Gastronomy Kitchen Supervisor in Istanbul Gelisim Vocational School Directorate of our university as of 16.03.2022,.

3. İsrail AYÇİÇEK came into force as graphic designer in the Corporate Communications Directorate of our university as of 16.03.2022.

4. Seda DAĞLI came into force as Solution Center Personnel in the Public Relations and Publicity Directorate of our university as of 16.03.2022.

5. Burçak ÇAĞLAR came into force as Public Relations and Publicity Specialist at the Public Relations and Publicity Directorate of our university as of 17.03.2022.

I congratulate all of our administrative personnel on their new assignment and wish them success in their duties.

Assoc. Prof. Serdar Çöp
IGU Secretary General

LATEST NEWS FROM IGU

IGU PARTICIPATED IN THE 2ND INTERNATIONAL DIY WORKSHOP SYMPOSIUM

The 2nd International DIY Workshop Symposium was held in Afyonkarahisar with the cooperation of Istanbul Gelisim University, Afyonkarahisar Provincial Directorate of National Education and Zafer Kalkinma Ajansı (Zafer Development Agency).

A total of 76 papers, 8 of which being from abroad, were presented at the symposium. Along with the authors who contributed directly or indirectly, a total of 135 presenters attended the event. The event appeared in local and national press, as it was a very important step made towards the internationalization of education. In this context, significant effects are expected at the point of joining forces national education and academic community in Turkey.

Book chapter titled “Youth Unemployment Problem and the Effect of Youth Unemployment on Turkish Economy Labor Markets” written by Faculty Member, **Dr. Ismail Cem Ay**, Director of Istanbul Gelisim University Vocational School and Deputy Director Faculty Member **Esat Daşdemir** is published in Current Economic Research book.

Review paper titled “A New Trend Among Plant-Based Food Ingredients in Food Processing Technology: Aquafaba”, of which **Faculty Member Dr. Nevruz Berna Tatlısu** and **Research Fellow Gizem Hūlağa Kaderođlu** from Applied Sciences Faculty, Gastronomy and Culinary Arts Department is published in Critical Reviews in Food Science and Nutrition journal classified as Q1 category being in the 10% journal share of Journal Metrics Scopus classification. You may access the article by link here below.

<https://www.tandfonline.com/doi/pdf/10.1080/10408398.2021.2002259?needAccess=true&>

LATEST NEWS FROM IGU

Students and academicians of the Department of Gastronomy and Culinary Arts and Cookery Program participated in the Culinary Forum - Education organization held in Antalya between the dates of March 16-17, 2022. In the forum attended by the leading names of the industry, Faculty member **Assoc. Prof. Dr. Serdar Çöp** and Faculty member **Levent Demirçakmak** took part as speakers.



SPEED READING SKILL AFFECTS EXAM SUCCESS DIRECTLY

MARCH 18 2022



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.tttt

<https://gelisim.edu.tr/en/news/speed-reading-skill-affects-exam-success-directly>

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

MARCH 18 2022



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.

<https://gelisim.edu.tr/en/news/the-article-of-the-researcher-from-igu-creating-a-content-recommendation-system-for-netflix-has-been-published>

EXPRESSED SOCIAL EVENTS THROUGH ART

MARCH 17 2022



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.

<https://gelisim.edu.tr/en/news/faculty-member-dr-emrah-tuncer-received-the-mediterranean-award>

EMOTIONAL CONTAGION IS SEEN MORE IN WOMEN!

MARCH 17 2022



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 PO

<https://gelisim.edu.tr/en/news/emotional-contagion-reduces-professional-loyalty>

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

16 MARCH 2022



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.'

<https://gelisim.edu.tr/en/news/the-deformity-that-may-occur-in-the-teeth-during-the-period-of-childhood-may-create-lack-of-self-confidence-in-the-advancing-ages>

“WOMEN ARE STILL DISADVANTAGEOUS IN MANAGERIAL POSITIONS”

15 MARCH 2022

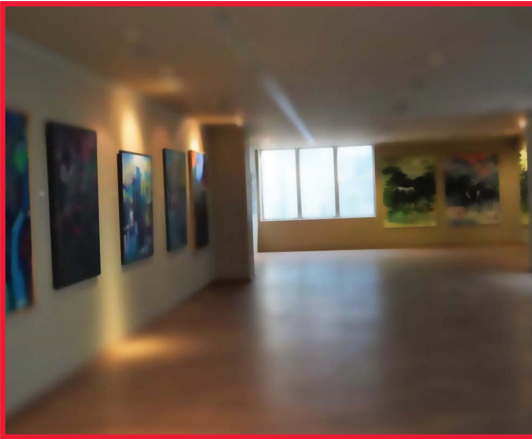


Notwithstanding that the numbers of working women in commercial life show increases from day to day, the women turn out to be still disadvantageous in managerial positions and are not represented in corporate leadership positions at important degree. As a consequence, **Mrs. Kaya,** who underlined the 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.

<https://gelisim.edu.tr/en/news/this-syndrome-is-generally-seen-in-female-employees>

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

15 MARCH 2022



12. Don Quichotte International Cartoon Exhibition hosted the lovers of at the Gelişim Art Gallery of the Istanbul Gelişim University, with the theme of "**No to the Violence against Women**".

12. Don Quichotte International Cartoon Exhibition was opened at the Gelişim 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 Gelişim 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.

<https://gelisim.edu.tr/en/news/12-don-quichotte-international-cartoon-exhibition-was-opened-at-the-gelisim-art-gallery>

THIS IS THE CAUSE LYING UNDER THE FAILURE OF FAMILY COMPANIES

14 MARCH 2022



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."

<https://gelisim.edu.tr/en/news/85-of-family-company-ventures-disappear-within-the-first-5-years>

**ISTANBUL GELISIM UNIVERSITY
EVENT SCHEDULE**

DATE	TIME	EVENT TYPE	EVENT NAME	EVENT LOCATION	REMARK	EVENT ORGANIZED BY
21.03.2022 - 27.03.2022						
21.03.2022	14:00	Other	Google Ads Search Engine Advertising	Computer Lab Room Nr. 250	Basic competency level education shall be carried out for Adobe Photoshop program by Research Fellow Emre ERGEN.	Faculty of Economy, Administrative and Social Sciences / Public Relations and Presentation Department
21.03.2022	16:00	Interview	Strategy Development in Digital Marketing	J-306	It shall be carried out by the participation of Cansın YÜCETÜRK	Department of Health, Culture and Sports/ New Media and Communication Club
22.03.2022	13:30	Seminar	Eve's Children : Getting old, Socio-Cultural Diemnsions and Social Services	Google Meet https://meet.google.com/	It shall be carried out by the participation of Faculty Member F. Sıla AYAN	Health Science Faculty / Departments of Gerontology, Social Services in Turkish, Social Services in English, Nutrition and Dietetics in English, Gerontological Applications and Research and Social Services Club
22.03.2022	13:30	Interview	Aviation Talks	G Block, Mimar Sinan Conference Hall of AVS	It shall be carried out by the participation of Faculty Member Dr. Rıza Haluk KUL	Department of Health, Culture and Sports/ Aviation Club
22.03.2022	14:00	Interview	Importance of Corporate Social Responsibility in the Understanding of Sustainability	Google Meet https://meet.google.com/vqf-zqux-iqv	It shall be carried out by the participation of Ash Çelikten	Applied Sciences Faculty / Public Relations and Advertising Department
22.03.2022	07:00	Interview	Stress Management Training	https://us04web.zoom.us/j/74222284415?pwd=OyXeRB1xlnPn24bZPETG7JBbiPEB-aY.1	It shall be carried out by the participation of Mustafa YUMŞAK and Sebile AKIN	Department of Health, Culture and Sports/ Child, Literature and Art and Psychology Club
23.03.2022	09:00	Seminar	Introduction to DIR® 101: DIR® MODELİ VE DIRFLOORTIME® Program	E Block, Tusi Conference Hall	It shall be carried out by the participation of Spec. Dkt. Egemen NAKIŞÇI	Department of Health, Culture and Sports/ New Media and Communication Club
23.03.2022	08:00	Other	1st Recreation Games Airsoft	Istanbul / Çekmeköy	It shall be carried out to enable the students to get socialized and having physical activity.	Department of Health, Culture and Sports/ Recreation Club
23.03.2022	14:00	Other	Mini Paws	Istanbul/Avcılar and Gelisim University	It shall be carried out to raise awareness on adopting stray animals.	Department of Health, Culture and Sports/ IGU TOG Club

23.03.2022	19:00	Other	Interview techniques	https://forms.gle/h7Paupp7FAy5pvBJ7	It shall be carried out by the participation of Faculty Member Dr. Özge TURHAN	Graduate Studies Institute
24.03.2022	11:00	Interview	Effects of Digital Developments (Metaverse) on Education and Work	G Block, Mimar Sinan Conference Hall of AVS	It shall be carried out by the participation of Hamit KELEŞ	Faculty of Economy, Administrative and Social Sciences / Public Relations and Presentation Department
24.03.2022	11:30	Seminar	SPL and SEGEM exams in Banking and Insurance	A Block Class Nr. E101	It shall be carried out by the participation of Research Fellow İlknur KÜLEKÇİ	Applied Sciences Faculty / Banking and Insurance Department
24.03.2022	14:00	Conference Seminar	Being a Foreigner Psychologist in Turkey	K Block Firmas Auditorium	It shall be carried out by the participation of Dr. Aman Sado ELEMO, Dr. Mehran ROSTAMZADEH	Faculty of Economy, Administrative and Social Sciences / Psychology in Turkish and Psychology in English Departments
25.03.2022	09:00	Other	Match of School Basketball Team	School of Physical Education and Sport / Sport Hall	Match of School Basketball Team shall be performed	Department of Health, Culture and Sports
25.03.2022	10:00	Other	How healthy are your feet?	Padology Laboratory	Training on foot health and care shall be carried out	School of Health Services / Padology Department
25.03.2022	13:00	Interview	Blockchain and sustainability	K Block Firmas Auditorium	It shall be carried out by the participation of Çağla Gül	Department of Health, Culture and Sports/ Blockchain Club
25.03.2022	14:00	Interview	Advertising Process in Traditional Media	Google Meet: https://meet.google.com/bnv-nfrm-ahy	It shall be carried out by the participation of Cem Galip KAHVECİ	Faculty of Economy, Administrative and Social Sciences / Advertisement Department
25.03.2022	14:00	Seminar	Whats is Hand Therapy?/Hand Therapy Details	Google Meet: https://meet.google.com/erd-wzcd-ohs	It shall be carried out by the participation of Blair AGERO	Health Science Faculty / Departments Physiotherapy and Rehabilitation in Turkish, and Physiotherapy in English, FTR Student Club
25.03.2022	14:30	Interview	Human Interest: On Usury	Google Meet https://meet.google.com/brc-iftd-fhd	It shall be carried out by the participation of Prof. Arthur BRADLEY	Faculty of Economy, Administrative and Social Sciences / Sociology Department

THINGS TO KNOW



ABOUT NEW CORONAVIRUS



All necessary measures are taken for the **coronavirus** revealed in Turkey and the World at **Istanbul Gelisim University**. **Things to know about coronavirus are as follows:**

What are the new coronavirus symptoms?

- The most common symptoms are **fever, cough and respiratory distress**.
- In severe cases, **pneumonia, severe respiratory failure, kidney failure and death** may occur
- Incubation period is between **2 and 14 days**.

How is the virus transmitted?

- It can be transmitted by the contact of the droplets caused by **coughing and sneezing** with the contact of the **mouth, nose and eyes** of other individuals in certain environment and by touching the surfaces where the droplets adhere and taking hands **into the mouth, nose or eyes**.

What to do to be protected from the virus?

- When **coughing or sneezing**, the mouth and nose should be covered with a **disposable tissue**, if there is no handkerchief, the mouth should be closed with the **upper sleeve or elbow**, not with the palms.
- **Handshaking and hugging** should be avoided.
- **Mouth, nose and eyes** should not be touched with dirty hands.
- Hands must be washed for **at least 20 seconds** in accordance with the **Handwashing Instructions** found in the toilets. In the absence of water and soap, **alcohol-containing hand antiseptics** should be used. **Cologne of 70-80 degrees** also serve as disinfectants.
- Offices and classrooms must be **ventilated hourly**.
- Places frequently used by many people such as common areas and door handles should be **disinfected every 2 hours**.
- Hands **must be washed** after using **public transportation**.
- Because the virus progresses faster in people with low immune system; **a balanced and healthy diet** is required. Foods **must be washed thoroughly** before consumption.

What to do if there are symptoms?

- If you have come from countries with infections **in the past 14 days**, apply to the **nearest healthcare facility** by wearing **a surgical mask**.
- If you are **coughing, have a fever and have difficulty at breathing**, apply to the **nearest healthcare facility** by wearing **a surgical mask**.
- **Always wear your mask** when you are in the same room with **a person who is recommended insulation** at home.





PROTECTION AGAINST VIRUS IS IN OUR HANDS



THE MOUTH AND NOSE SHOULD BE CLOSED WITH PAPER TOWEL DURING COUGHING AND SNEEZE. IF YOU DO NOT HAVE ANY WIPE, THE INSIDE OF THE ELBOW SHOULD BE USED.



CLOSE CONTACT SHOULD AVOID LIKE HANDSHAKE AND HUGGING.



IT SHOULD BE STAYED AWAY FROM CROWDED ENVIRONMENTS.



DO NOT TOUCH THE MOUTH, NOSE AND EYES WITH DIRTY HANDS.



HANDS MUST BE WASHED WITH WATER AND NORMAL SOAP FOR AT LEAST 20 SECONDS.



ALCOHOL CONTENT HAND ANTISEPTICS SHOULD BE USED IN CASE OF THERE IS NO WATER AND SOAP.





<https://gelisim.edu.tr/en>