



FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN

Applied Science in Gelişim, For a Change In Your Life

News from FoAS

"International Congress of Applied Social Sciences" (USBK2022) Will Be Held in the Applied Sciences Faculty

Organized by Istanbul Gelisim University Applied Sciences Faculty, the International Congress of Applied Social Sciences will be held between March 10-11, 2022.

The main purpose of the International Congress of Applied Social Sciences is to present the original academic studies in the field of social sciences in order to create collaborative work environments by sharing and creating original ideas among scientists. Within the congress centered around the Sustainability concept, theoretical and applied studies of social sciences, economics, and environment will be considered.

It is assumed that the theoretical and conceptual discussion of the meaning of the sustainability concept, which is one of the significant concepts of the 21st century and the future, for the field of applied social sciences, and the raising awareness through theoretical and applied studies will contribute to scientific progress. Aimed to reach new knowledge with the contributions of valuable scientists who are experts in their fields, the congress will be held both face-to-face and online.

We are honored to invite all scientists working in the fields of Social Sciences to the International Congress of Applied Social Sciences.

Link to apply: <https://igucon.gelisim.edu.tr/>



Events

“Gastro Talks 2” Event Was Held...

Organized by the Gastronomy and Culinary Arts Department, the “Gastro Talks 2” event was held on December 24 2021, moderated by IGU Genel Secretary Assoc. Prof. Serdar öp.

Unal Dölek, the owner of Kadırgalı Restaurants, which has various branches in Istanbul, and a board member of TÜRES (All Restaurants and Tourism Association), took part as a speaker at the event that was held at the K Block Auditorium Hall. Dölek informed the students about the difficulties faced by the food and beverage industry under pandemic conditions and the steps taken in the face of these difficulties.

At the end of the event, in which the students of the department showed great interest, Ünal Dölek was presented with a plaque by our university.



Events

“The Effects of the Covid19 Epidemic on Turkish Insurance Agencies and the Adaptation Process of Agencies” Seminar Was Held!

With the participation of IGU students and the Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, the seminar titled "The Effects of the Covid19 Epidemic on Turkish Insurance Agencies and the Adaptation Process of Agencies" was held on Thursday, December 23th 2021, at the Rectorate Building E103 Conference Hall.

Moderated by Asst. Prof. Lokman KANTAR, the seminar was hosted by the Chairman of the Board of Directors of Insurance Agencies Association (SAB), Ayhan ÇALIK, treasurer Altan SİYAHOĞLU and member Arzu ÖNEÇ.

In the seminar, the effects of the Covid19 pandemic period on the sector and the points that the intermediary institutions had difficulties in this process were discussed. It has been revealed that the agencies have experienced a successful transition period by adapting quickly during the pandemic process. After the talk, the plaques of the participants were presented by Dean of the Faculty of Applied Sciences Prof. Dr. Kamil KAYA to the guests.



Events

The Panel Titled "Digitalization in Finance" Was Held!

By the Banking and Insurance Department on December 29, 2021, under the Head of the department Asst. Prof. Lokman Kantar's moderation, the panel titled "Digitalization in Finance" was held at K Block Firmas Auditorium.

Infina Software Sales, Marketing and Business Development Assistant General Manager and Financial Literacy and Access Association (FODER) Board Member İskender Ada and Infina Software Assistant General Manager and recommender Software Co-founder Burak Arslanpay attended the panel as speakers. The panel covered topics such as digital customer acquisition, artificial intelligence in investment applications, financial gamification, and financial access.

The panel, which was held with the participation of department students and academicians, ended with the presentation of plaques to the participants after the students' questions were answered.



Events

The Seminar "Operation Management of Multinational Companies in the Covid -19 Period" Was Held!

On December 8, 2021, a talk on "Operation Management of Multinational Companies in the Covid-19 Period" was held by the International Trade and Finance Department.

Shell&Turcas Turkey Retail Operations Manager Mustafa Erin gave the speech as a speaker, Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, faculty members of the department and students from IGU participated. Within the scope of the seminar, how the operations were organized during the Covid-19 process and how they were managed during the crisis were explained step by step.

In addition, information about working conditions and career planning in multinational companies was given to students who are continuing their education process and who are going to graduate, and the students' questions were answered. At the end of the talk, Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya presented a plaque to Shell&Turcas Turkey Retail Operations Manager Mustafa Erin.



Events

“Next Generation Digital Film Cameras Workshop” Event Was Held!

“The New Generation Digital Film Cameras Workshop” event was organized by the Department of Television Journalism and Programming on December 28, 2021.

Held at IGU B Block Television Studio, cinematographers Emre Köktaş and Recep Süleyman Önüt attended the event as speakers. In the event, the functions of cinematography, digital camera functions, and the impact of developing technology on the cinematic narrative language were discussed. Additionally, the latest model digital cameras were introduced to the participating students and practical studies were carried out.



ISTANBUL
GELİSİM
ÜNİVERSİTESİ

TELEVİZYON
HABERCİLİĞİ VE
PROGRAMCILIK
BÖLÜMÜ

Yeni Nesil Dijital Film Kameraları Atölyesi

A. EMRE KÖKTAŞ
Görüntü Yönetmeni

RECEP SÜLEYMAN ÖNÜT
Görüntü Yönetmeni

28 ARALIK 2021 SALI 12:00
B BLOK TELEVİZYON STÜDYOSU

Kıralık Kameracım'ın Katkılarıyla

Events

“Economics and Finance School Workshops” Started...

The Banking and Insurance Department started the “School of Economics and Finance Workshops” as a pioneer in order to enable the public to access financial literacy training free of charge and easily by combining academy and finance.

From the Banking and Insurance Department. Assoc. Prof. Gülgün Çiğdem, Asst. Prof. Ayşegül Ertuğrul Ayrancı, and Head of Department Asst. Prof. Lokman Kantar laid the foundations of the “School of Economics and Finance.” With the participation of Dr. Gülay Elif Yıldırım, chief economist in the industry, the workshop was held for IGU students on 27-28 December 2021 for the first time.



ISTANBUL GELİSİM ÜNİVERSİTESİ

ATÖLYE

UYGULAMALI BİLİMLER FAKÜLTESİ
BANKACILIK ve SİGORTACILIK BÖLÜMÜ

EKONOMİ ve FİNANS OKULU
ATÖLYE ÇALIŞMASI

 Dr. Gülay Elif YILDIRIM
RİSKLİ
Banka Baş Ekonomisti

 Doç. Dr. Gülgün ÇİĞDEM
İstanbul Gelisim Üniversitesi
Uygulamalı Bilimler Fakültesi
Bankacılık ve Sigortacılık Bölümü

 Dr. Öğr. Üyesi Ayşegül ERTUĞRUL AYRANCI
İstanbul Gelisim Üniversitesi
Uygulamalı Bilimler Fakültesi
Bankacılık ve Sigortacılık Bölümü

 Dr. Öğr. Üyesi Lokman KANTAR
İstanbul Gelisim Üniversitesi
Uygulamalı Bilimler Fakültesi
Bankacılık ve Sigortacılık Bölümü
Bölüm Başkanı

BAŞVURU: [HTTPS://L24.İM/EYDMB](https://l24.im/eydmb)

27 ARALIK 2021, PAZARTESİ 10.00-13.00, A BLOK DERSLİK 306
28 ARALIK 2021, SALI 14.00-17.00, J BLOK BİLGİSAYAR LABORATUVARI 339

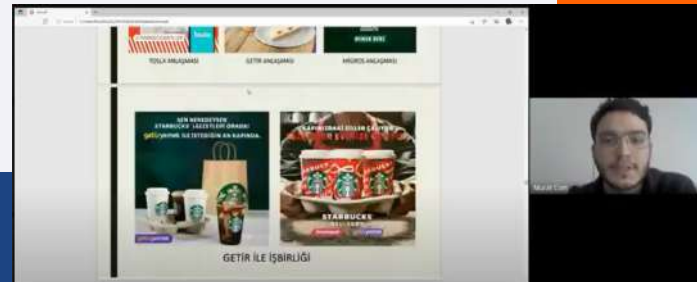
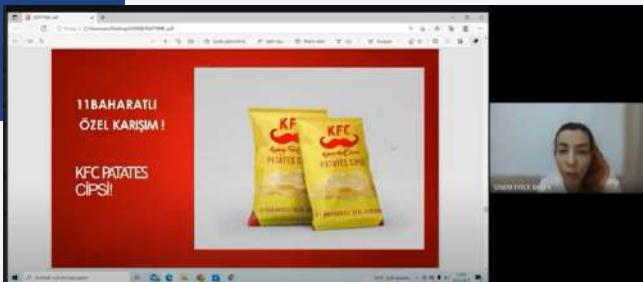
gelisim.edu.tr

Events

Campaign Presentations Prepared within the Campaign Planning in Public Relations Course!

From the Public Relations and Advertising Department, under the leadership of Asst. Prof. Sinem Eyice Bařev, the presentations of the campaigns prepared by the 3rd year students of the department within the scope of the HRY329 Campaign Planning in Public Relations course were held online (online) on December 29, 2021, between 10:00 and 16:00.

Students, who are working on 7 different brands, have prepared banners, banners, viral advertisements, television and radio advertisements, outdoor advertisements, social responsibility campaigns, etc., about Volkswagen, Apple, Starbucks, Decathlon, Coca Cola, KFC and Adidas brands, presented their work. After the campaign presentations, Asst. Prof. Sinem Eyice Bařev, Head of Department of Public Relations and Advertising Asst. Prof. Emel Tozlu Öztay, the department scholars and students who participated, thanked them for their participation



Events

“Agency Operation and Digital Processes in Advertising” Event Was Held!

The “Agency Operation and Digital Processes in Advertising” event was held on December 30, 2021 by the New Media and Communication Department.

Head of the Department of New Media and Communication, Asst. Prof. Şebnem Gürsoy Ulusoy, took part in the event held in K Block Firnas Auditorium with the participation of UBF Deputy Dean Prof. Dr. Kamil Kaya.

In the event, where Freelance Designer and Art Director Caner Tuncel and Social Media and Digital Marketing Manager Caner Kayış participated as speakers, various information was given to students about advertising, advertising agency management and digital advertising practices.

After the students’ questions were answered, the event ended with the presentation of plaques to the participants.



Events

"Nescafe Xpress Commercial Film" Production and Shooting Stages Webinar Was Held!

A webinar was held by the Public Relations and Advertising Department on January 3, 2022, between 13:00 and 14:00, via Google Meet.

In the webinar attended by Gain Medya Chief Production Officer Ulaş Elgin as a guest, the details of the production and shooting stages of the "Nescafe Xpress Commercial Film" and the budget planning process of the commercial film were mentioned. In his speech, Ulaş Elgin also underlined the issues that need to be precisely addressed during the production and shooting stages of the commercial. After the webinar, Asst. Prof. Sinem Eyice Başev thanked the Head of Department Asst. Dr. Emel Tozlu Öztay and Ulaş Elgin, department professors and students who participated in the webinar for their participation.



The graphic is a rectangular announcement for a webinar. At the top left is the Istanbul Gelisim University logo. To its right is the SİKS logo and the word "Söyleşi". Below this is the text "Halkla İlişkiler Ve Reklamcılık". The main title of the webinar is "NESCAFE XPRESS REKLAM FİLMİ" YAPIM VE ÇEKİM AŞAMALARI. In the center is a photo of Ulaş Elgin wearing a white racing suit and a cap with "BG" on it. Below the photo is his name "Ulaş Elgin". At the bottom left is a QR code and the Google Meet logo with the URL "https://meet.google.com/hmz-aofx-pry". At the bottom right is the date and time "3 Ocak 2022 Pazartesi 13.00". On the right side, there is a vertical text "gelisim.edu.tr".

Events

“Improving Sales Opportunities in Electronic Commerce” Seminar Was Held!

Organized by the Electronic Commerce and Management Department, the “Development of Sales Opportunities in Electronic Commerce” seminar was held on January 5, 2022.

Moderated by Asst. Prof. Mustafa Çanakçıoğlu, from the Department of Electronic Commerce and Management, the event was held in UBF A Blok D-108, Suat Özgür was the host who is database manager of mrexcel.com. In his speech, Özgür talked about the importance of information technologies today, current opportunities in e-commerce and sales opportunities in e-commerce. The event ended after the students' questions were answered.



ISTANBUL GELİSİM ÜNİVERSİTESİ

SİKS Seminer

ELEKTRONİK TİCARETTE SATIŞ İMKANLARININ GELİŞTİRİLMESİ

MODERATÖR
Mustafa Çanakçıoğlu

KATILIMCI
Suat Özgür

5 Ocak 2022 Çarşamba 09.00 A Blok D-108

gelisim.edu.tr

Events

IGU New Year's Event Treats Prepared by Our Gastronomy and Culinary Arts Departments...

The Turkish and English Departments of Gastronomy and Culinary Arts offered food to the guests for the New Year's Event organized by the IGU Community Service Coordinator for the students of our university on December 30, 2021 in the K Block.

Among the treats prepared by our academics from the Turkish and English Departments of Gastronomy and Culinary Arts and offered to the participants, there were products such as soufflé potatoes, focaccia, biscotti, and handmade chocolate.



Events

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In the event, where Freelance Designer and Art Director Caner Tuncel and Social Media and Digital Marketing Manager Caner Kayış participated as speakers, various information was given to students about advertising, advertising agency management and digital advertising practices.

After the students’ questions were answered, the event ended with the presentation of plaques to the participants.

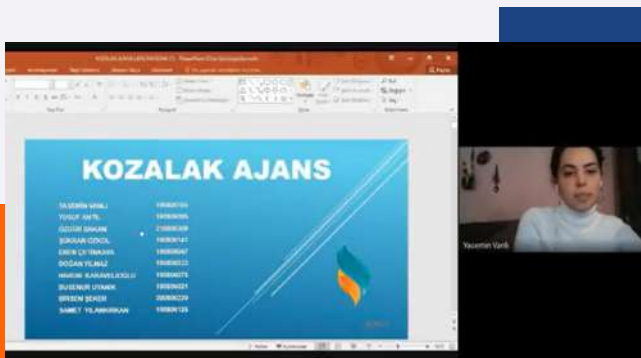


Events

Presentations of the Studies Prepared within the Scope of the Radio TV Advertising Practices Course Were Held!

Under the supervision of Asst. Prof. Sinem Eyice Bařev from the Public Relations and Advertising Department, the presentations prepared within the scope of the HRY215 Radio TV Advertising Applications course by the 2nd year students were held online (online) on Google Meet on January 5, 2022, between 09:00 and 13:00.

Students working in 4 different groups who worked with 8 brands, have prepared and presented viral advertisements, television and radio advertisements, outdoor advertisements, social responsibility campaigns about the brands such as Haribo, Beypazarı, Dođanay řalgam, Jacobs, Lays, Dalin, Fuse Tea and Royal Canin. After the campaign presentations, Asst. Prof. Sinem Eyice Bařev, Head of Department of Public Relations and Advertising Asst. Prof. Emel Tozlu Öztay, scholars, and students who participated, thanked them for their participation.



Academic Articles

The Study Titled “Covid-19 Pandemic and BIST Sector Indices Relation: Bayer – Hanck (2013) Cointegration Analysis” Was Published!

From the Banking and Insurance Department, Asst. Prof. Ayşegül Ertuğrul Ayrancı titled “The Relationship of the Covid-19 Pandemic with BIST Sector Indices: Bayer - Hanck (2013) Cointegration Analysis” was published in the 4th issue of the Journal of Business Studies in 2021.

You can access the full text:

<https://www.isarder.org/index.php/isarder/article/view/1611>



The Study “Determining the Factors Affecting Capital Adequacy with the Help of Panel Regression: Deposit Banks Example” Was Published

From the Banking and Insurance Department, Asst. Prof. Ayşegül Ertuğrul Ayrancı’s article titled “Determining the Factors Affecting Capital Adequacy with the Help of Panel Regression: Deposit Banks Example” was published in the 9th issue of the International Journal of Entrepreneurship and Management Inquiries in 2021.

You can access the full text:

<https://dergipark.org.tr/en/pub/ijemi/issue/66427/10292>

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Academic Articles

The Article "A Review on the Effect of Social Trade, A New Dimension in E-Commerce, on Consumer Behavior" Was Published!

From the Department of Management Information Systems, Faculty of Applied Sciences, the mutual study of Asst. Prof. Bilge Turp Gölbaşı, Asst. Prof. Hande Ayhan Gökcek and IGU Vocational School Logistics Department Asst. Prof. Murat Başal entitled "A Review on the Effect of Social Trade, A New Dimension in E-Commerce, on Consumer Behavior" was published in 2022, Volume 9, Number 17 of the Journal of Economics and Social Research.

You can access the full text:

<http://www.ekosad.net/>

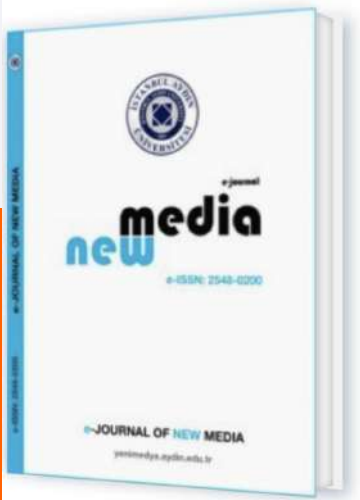


The Study "A Conceptual Study Towards Developments in Communication Field in The Light of Artificial Intelligence Applications" Was Published!

From the Public Relations and Advertising Department, Res. Asst. Engincan Yıldız's article titled "A Conceptual Study Towards Developments in Communication Field in The Light of Artificial Intelligence Applications" was published in Volume 6 Issue 1 of the New Media Electronic Journal, in 2022.

You can access the full text from the link below:

<https://dergipark.org.tr/tr/pub/ejnm/issue/67647/999752>



Academic Articles

The Article "The Interaction of Customer Preferences and Reputation Elements within the Scope of Uses and Gratifications Theory" was published.

The article Co-Authored by Asst. Prof. Sevinç Koçak From the Public Relations and Advertising Department and Tuğba Erdemir Özocak, Was Published in the International Journal of Cultural and Social Studies (UKSAD).

In the article which was published on December 31, 2021, examines the tendencies of consumers shopping from chain stores that overlap with reputation elements while forming their brand preferences, an analysis was carried out by considering the effects of the uses and gratifications theory in the communication studies of chain markets and the reflections of these effects on reputation.

You can access the full text from the link below:

<https://dergipark.org.tr/tr/pub/intjcss/issue/67529/996349>



Social media accounts of FoAS:



/ iguubf

Congresses

Asst. Prof. Sevinç Koçak, From the Public Relations and Advertising Department, Attended the “5th International European Conference of Interdisciplinary Scientific Research”...

Asst. Prof. Sevinç Koçak, in her paper titled "The Future of Public Relations Practices in the Metaverse Universe: Examples and Reviews", which she presented by participating online at the conference in Valencia, Spain, which took place on January 28-29, 2022, stated that national and international brands have planned plans to create a positive impression with their target audience. She examined and evaluated the examples of applications they developed in order to exist in the metaverse universe and the views of futurists in the axis of the public relations discipline covering their efforts.

You can access the congress from the link below:

<https://www.eucongress.org>



THE
TIMES
HIGHER
EDUCATION
IMPACT RANKINGS 2021

24th in World Impact Ranking 2021
Qualified Education - (SDG4)

#THEGlobalImpact

Ecological, Economic and Social Sustainability

ISTANBUL
GELİSİM
UNIVERSITY

World universities ranked according to their
"Power of Impact" : Istanbul Gelisim University
Ranked 1st in Turkey Quality Education!

Academic Books

The Book Chapter “The Evaluation of Payment Methods with Cryptocurrencies and Bitcoin in International Trade with an Integrated Heuristic Fuzzy Decision Method” Was Published!



From the Department of Electronic Commerce and Management, the mutual study of Asst. Prof. Mustafa Çanakçıoğlu and Asst. Prof. Hande Küçükönder from Bartın University Faculty of Economics and Administrative Sciences titled “The Evaluation of Cryptocurrencies and Bitcoin and Payment Methods in International Trade with an Integrated Heuristic Fuzzy Decision Method” was included in the book titled “Digitalization, International Trade and Logistics” as a book chapter.

You can access the “Book Chapter” from the link below:
<https://neuyayin.com/online-satis/urunler/dijitallesme--uluslararasi-ticaret-ve-lojistik/718>

News from Our Alumni

Hi! It is Refik Mert Uyuseven...

I graduated from Istanbul Gelisim University, School of Applied Sciences, Department of Television Journalism and Programming in 2019. As of 2020, I am also proud that our School continues its education life as a Faculty. After my graduation, I personally experienced that Istanbul Gelisim University never cuts off its ties with its graduate students and helps with job opportunities, and I have been working full-time at Istanbul Gelisim University Distance Education Application and Research Center since 2020.

I would like to say that I have seen many support and benefits of Gelisim University during my undergraduate life, which I started in the Department of Television Journalism and Programming, which was opened in 2015. I would also like to say that the biggest advantage of studying in a School in Applied Sciences is that the lessons are practice-oriented and that there are sufficient application areas thanks to this. In the Shooting Techniques and News Gathering classes, performing application assignments as if I were working on a real television channel and making programs with the "live broadcast" facilities in the studio allowed me to gain a lot of experience before I graduated.

During my education, I had the opportunity to study in Guarda, Portugal, in the 3rd year with the Erasmus Student Exchange Program of Gelisim University. After I successfully completed all my courses and returned to my country, all the courses I took there were counted and I graduated without losing a semester. At the same time, when I was a student, I took part in various activities of the university (camera, photography, live broadcast directing and so on). By establishing the Camera and Shooting student club, we had the opportunity to do many activities and practice and reinforce with my friends.

I was able to be prepared for the sector very well throughout my education life, both with the diversity of the equipment and the qualified staff of expert academics. On behalf of myself and my friends, I would like to express my gratitude to the studio chief, Kadir Tiryaki, for his smiling face, vast knowledge and always helping students with studio opportunities.

Another opportunity our university provides to its graduate students is to receive a Master's degree. I am still doing my master's degree in the New Media Communication and Journalism program at Istanbul Gelisim University Graduate Education Institute with the scholarship opportunity given to the graduate students by the Board of Trustees, and I am at the thesis stage. I sincerely thank the family of Istanbul Gelisim University, who have had a direct impact on my educational life.



Interview

Kanal D News Correspondent İbrahim Konar:

"If you see journalism as a lifestyle rather than a profession, then you will have done this job completely... The troubles, happiness, success or failure of others are now your concern..."

Dear İbrahim Konar, first of all, we would like to thank you for accepting our UBF Monthly e-bulletin interview request. Let's get straight to the point, could you please tell us the reasons that made you turn to journalism?

Mustafa Kemal Atatürk's phrase "The Press is the Common Voice of the Nation" is a sentence that impressed me a lot. A journalist is the one who conducts research on every subject on behalf of the society, closely follows the world and country agenda, and monitors all kinds of innovations moment by moment. This discipline makes journalism very different from other professions. This is exactly the reason why I chose this profession...

Journalism is being a profession from within life, witnessing history, making important issues reach millions, providing a very good opportunity to communicate/interact with people and preparing a new environment for personal development every day... These are the topics that make me more committed to this profession. brings. That's why I think that the microphone we hold in our hands as a television reporter is actually a world rather than a device...



Interview

Mr. Konar, do you think it is really necessary to "give heart" for the profession of journalism? And why?

If you look at journalism only as a profession, the things you think about are usually your insurance premium, working hours and salary... Of course, these are very important... But if you see journalism as a lifestyle rather than a profession, then you will have done it completely... Other people's worries, happiness, success or its failure concerns you closely... As a matter of fact, what you see from your own window becomes your most important capital, the building blocks of your profession... Making news that you believe, trust and own will bind you to your profession more closely...

So, as a phenomenon and practice that has been increasing in recent years, how do you think "Digitalization" has contributed positively and negatively to the journalism profession?

Digitization has actually made journalism easier to do. I think very important advantages are the rapid transmission of information and images and the presentation of instant developments through different communication tools. Especially during the Covid-19 Pandemic period, it was a period that broke the ground in journalism. When it was impossible to meet with experts and guests due to the epidemic, this situation became very easy with the options offered by the digital world.

We conducted most of our interviews remotely, with artists giving concerts from home while experts taught from home. In other words, this difficult process has been overcome with digitalization. As the positive aspects of digitalization; we can say that the increase in news sources, easier access to the news, increase in the quality of the news, disappearance of the distance and more people watching the news on different platforms.



Interview

The negative aspects can be listed as the false information spreads very quickly and misleads the public, unfounded allegations cast a shadow over the reality of the news, and black propaganda is made on some issues. It also should be noted that all information must be confirmed before it is published. Otherwise, the possibilities offered by the digital world can turn into a nightmare.

Mr. Konar, what do you think is “Media Literacy”? What are your thoughts on the subject?

The broadcasts that we watch, the radios we listen, the newspapers that we read, the magazines, the websites we follow, and dozens of others... In fact, while all of them are tools for us, most of the time we can be tools. In other words, we are exposed to information that is imposed on us without fully realizing it. However, media literacy is our most important strength in this sense... The number of courses in schools needs to be increased and the teaching staff consisting of communication faculty graduates needs to be increased.

The definition of “media literacy” was created for traditional media. Devices and platforms in mass media are constantly changing. With digitalization, the power of social media is increasing day by day. For this reason, “media literacy” studies for the virtual world should be expanded very quickly and the penalties should be deterrent.



Interview

Lastly, Dear İbrahim Konar, what would you recommend to our young students who want to be journalists?

Being extraordinary is the important difference of this job. It is necessary to stay away from every hunched structure. We should focus on improving ourselves in the professional field by constantly reading and researching. Patience, love of work, an inquisitive spirit, love of the world, a curious perspective and perseverance are the most important building materials that build this profession... Learning more than one foreign language and visiting are indispensable... ... With the internship, those big doors open to the end... Therefore, when you find an environment where you can practice your profession, you should stick there like a tick... You should be extremely open to interaction and have knowledge about everything...

Dear İbrahim Konar, we would like to thank you very much for the very meaningful and valuable information you have given us in your busy schedule...

Thank you very much for including me in such a meaningful project. I would like to express my gratitude to all scholars and my dear student friends.

İBRAHİM KONAR

İbrahim Konar was born in 1986 in Kahramanmaraş. He completed primary and high school education in Kahramanmaraş. He worked as a male barber for 12 years until he entered the university. He graduated from Marmara University, Radio, Cinema and Television Department, which he started in 2012.

Konar joined Show TV as a trainee in 2011 and worked as an "assistant director" in "Show TV İç Productions" in 2013. Then in 2014, he joined the correspondent staff of "Show TV News Center". Continuing his duty as a "Reporter" in "Kanal D Main News" since 2018, Konar follows the prominent topics of the agenda, life, law, education, art and the lives of the disabled.

Organizes interviews with experts and guests. In addition to all these studies, Konar teaches in the field of "Cinema-Television" at the "Private Mimar Sinan Fine Arts High School".

İbrahim Konar is a Presidential press card holder and a member of the "Journalists Association of Turkey".

You can reach İbrahim Konar's extensive life story from the link below:

<https://www.milliyet.com.tr/yazarlar/umit-unker/haberin-kaynagindan-bildiriyorum-ibrahim-konar-6450888?sessionid=6>

Sector News

Getir Partnered with n11.com...

Joining the shareholders of n11.com, Getir will also be responsible for the management. Online retail application Getir joined the shareholders as a junior partner of online shopping platform n11 and will reportedly be responsible for the management control of the company. Getir took the first step of the investment process and applied to the Competition Authority in November, and Nazım Salur, the founder and CEO of Getir, announced the development regarding the completion of the negotiations on Twitter. Continuing to grow at home and abroad, Getir also made the largest acquisition it has ever made in Turkey. No explanation was given about how much of the completed investment or how many shares were purchased.

<https://www.haberturk.com/getir-n11-e-ortak-oldu-3311119-technology>

İşbank Launches New Boarding Card Maximiles Black...

Maximiles Black owners can fly without having to reach fixed mileage amounts, with the MaxiMiles they have accumulated over the flight ticket price, or with advance miles without waiting for miles to accumulate, without a region and passenger quota.

On the one hand, while earning high rates of MaxiMil and reaching more tickets faster, they can benefit from many privileges abroad with the Visa Signature feature of the card.

<https://www.isbank.com.tr/>

A New Era in Flight Ticket Sales

With the financing application developed to be used in flight ticket expenditures, the era of flight tickets without a credit card begins. With the application developed in cooperation with Kuwait Turk, CheapUcuzun.com provides the opportunity to purchase flight tickets without filling the credit card limit, and also saves time for consumers with its price calendar option. Tuğba Helvacıkara, Project Manager of CheapUcuzun.com, said the following about the application, which was launched on 8 December: "People who apply for a credit card to cover their flight costs can force their credit card limits. The application we have implemented offers cardholders the advantage of purchasing flight tickets in installments without using their limits.

<https://www.airnewstimes.com/ucak-bileti-satisinda-yeni-donem.html>

World's 20 Safest Airline Companies Announced...

Australia-based AirlineRatings, which examined 385 companies around the world within the scope of the "20 safest airline companies in 2022" research, announced the names that placed at the top of the list. In the evaluation, the accident and serious incident history of the airline companies, the age of the aircraft, operational innovations and the Covid-19 protocols they applied were examined. Air New Zealand has been named "the safest airline in the world" for reasons such as its excellent track record, cockpit innovations, pilot training and fleet age. Etihad Airways ranked second on the list, followed by Qatar Airways and Singapore Airlines.

www.marketingturkiye.com.tr/haberler/en-guvenli-airway-companies/

Sector News

TV Collaboration by VESTEL and DTS...

Vestel collaborated with DTS, one of the leading names in next-generation audio, imaging and sensor technology of Xperi Holding Corporation, to develop TVs with Play-Fi multi-room Audio and surround sound technologies. It is planned to start production of Vestel TVs that support PlayFi, a wireless sound system, in the second half of 2022. Within the framework of this cooperation, Vestel will produce products with DTS PlayFi system for licensed and OEM brands, including the Vestel brand.

www.hurriyet.com.tr/technology/vestel-ve-dtsden-tv-is-birligi-41979378

Waste turned into art at Istanbul Airport...

Although sustainability sensitivity is increasing all over the world, it is still not at a sufficient level to stop the climate crisis and build a better future. It is critical to draw attention to the issue through art. Deniz Sađdıç's "Zero Point Exhibition" is one of those important works... The exhibition, where wastes such as old uniforms, buttons, plastic boxes and bags collected at Istanbul Airport, which meet the visitors at Istanbul Airport and bear the brands of İGA and its stakeholders, turn into art. is met with intense interest from passengers. A portion of the revenue from the sales of the works will be used in İGA's Corporate Social Responsibility projects.

www.marketingturkiye.com.tr/haberler/atiklar-sanata-donustu/

Linkedin is preparing to organize events like Clubhouse, which made a lot of noise...

The LinkedIn platform will make a lot of noise and, together with the latest developments, will bring together the new, live broadcast events in the virtual environment with its users. With this step, it is thought that new trainings, webinars and various events will be held on LinkedIn. In the feature, which will be offered in the in-house tools created by LinkedIn, users will be able to communicate with each other during and after the events, but users who are meeting hosts will be able to manage the discussions. Although the event tickets are free at the first stage, LinkedIn has stated that it will be working on an improvement that will cost the ticket.

www.pazarlamasyon.com/linkedin-clubhouse-like-events-organizing-preparing

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Announcement

WOULD YOU LIKE TO BE IN THE UBF MONTHLY E-BULLETIN STUDENT TEAM?

Our 2nd and 3rd year students from all departments of UBF are voluntarily joining the Faculty of Applied Sciences Monthly News and Events Bulletin team!

We look forward to the applications of all our students who want to support our bulletin, with up-to-date and rich content to gain sectoral knowledge and experience through expert interviews in their fields, where we announce the department and student activities of our faculty!

For 2nd year 3rd year students of all UBF departments:

Application Deadline: 1-14 February, 2022

Application: tobuyukcelikok@gelisim.edu.tr / skocak@gelisim.edu.tr

Quota: 12 Students

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