



ISTANBUL
GELISIM
UNIVERSITY

JULY 2023



ISTANBUL
GELİŞİM **ÜNİVERSİTESİ**

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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FACULTY OF
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MONTHLY E-BULLETIN

WE COMMEMORATE
JULY 15TH



*Democracy and
National Unity
Day!*





ISTANBUL
GELISIM
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FACULTY OF
APPLIED SCIENCES
MONTHLY E-BULLETIN

**WE ARE WAITING FOR OUR
PROMOTION DAYS...**

17 JULY - 8 AUGUST



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

NEWS FROM IGU

10 Thousand 397 Students From IGU Threw Their Graduation Caps!

Istanbul Gelisim University 2022-2023 Academic Year Graduation Ceremony was held on 19-20 July. 10 thousand 397 students who graduated from undergraduate, graduate and associate degree programs threw their graduation caps.



“We want IGU students to be employers, not job seekers”

The 14th term graduation ceremony started with the opening speeches of Istanbul Gelisim University Chairman of the Board of Trustees Abdülkadir Gayretli and Rector Prof. Dr. Bahri Şahin. Stating that they always stand by their graduates as the IGU family, Istanbul Gelisim University Board of Trustees Chairman Abdülkadir Gayretli said, “We want our students and graduates to be within universal values and become world people. For this, we are ready to send you abroad for educational purposes on the international platform. If you have an ideal project, let's bring them to life. At the same time, we want IGU students to be employers, not job seekers. Let us set up your business. Let's run in innovations to provide added value to Turkey. We are proud of you. Our future is in your hands. You are very valuable to us.”

NEWS FROM IGU

“Show the IGU difference on the field”

1069 international students graduated from IGU, which stands out with its internationalization policy and global projects. Stating that they have made quality education and quality research their mission, Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin said, “We have 49 thousand graduates from IGU. Now you are joining them. Like our 49 thousand graduates, you will work in the service of our country and humanity. You will demonstrate the training you have received here on the field. My request from you is to show the IGU difference on the field as well. Keep in touch with our Alumni Platform. We are ready to give any kind of support. A university stands with its graduates. Our country and the world need you very much. We have set our target as a ‘Research University’ and as a matter of fact, we have achieved this and will take it to a higher level. In the latest data, IGU is in the top 3 in 17 science fields in the ‘Competency Map’ published by TUBITAK. We are among the top 10 universities in Turkey in terms of research intensity. At our university, 85% of the faculty programs and 50% of all programs have international accreditation. We always say innovation and technology. Don't think of innovation as just a technical field. You will also innovate in the social field. We want a difference from you in technical, social and artistic fields.”

Stating that they are the 1st university with the most international accreditation in Turkey, Rector stated that they are proud of this, he added that they are at the top in Turkey with 6,000 international students studying at IGU.



NEWS FROM IGU



Continuing its activities with the vision of "Research University", Istanbul Gelisim University (IGU) bid farewell to its 14th term graduates with the ceremonies held at the Yahya Kemal Beyatlı Conference Hall on 19-20 July 2023. 10 thousand 397 students who graduated from undergraduate, graduate and associate degree programs shared their excitement and happiness with their families.



NEWS FROM IGU

IGU Preference and Promotion Days Started!

IGU Promotion Days Continue! IGU Promotion Days, which started on July 17, 2023, continue until August 8, 2023. There are 11 departments from the Faculty of Applied Sciences at the IGU Promotion Days. These departments are Gastronomy and Culinary Arts in Turkish and English, English Translation and Interpreting, Electronic Commerce and Management, Management Information Systems, Aviation Management, Aircraft Maintenance and Repair, Television Journalism and Programming, New Media and Communication, Public Relations and Advertising, Banking and Insurance, and Avionics. The information on many important issues such as the opportunities, our course contents, our accreditation processes and our workshops were given to our prospective students who request to get information about our technical departments. As part of the Promotion Days, Istanbul Gelişim University took its place in the University Preference Fair held at Istanbul Congress Center on 21-22 and 23 July 2023. Prospective students and their families showed great interest in the fair. We “welcome” our students who will be placed in the departments of Istanbul Gelişim University and the Faculty of Applied Sciences. We wish them a successful education life...



NEWS FROM IGU

THE TITLE OF ASSOCIATE PROFESSORSHIP GIVEN TO THE FoAS FACULTY MEMBERS...

FoAS Scholars Assist. Prof. Dr. Dursun Boz, Assist. Prof. Dr. Çağla Kaya İlhan, Assist. Prof. Dr. Lokman Kantar and Assist. Prof. Dr. Sevinç Koçak were entitled to Associate Professorship as of July 2023.

We congratulate our esteemed faculty members for their success!

"IGU Cyber Academy" is being established!

Istanbul Gelisim University Office of Scientific Research Projects (IGU BAP-K) is implementing the "IGU Cyber Academy" project, which aims to employ young people in the IT sector by providing training in cyber security field with the support of the Istanbul Development Agency (IDA).



NEWS FROM FoAS

Assit. Prof. Dr. Hande Ayhan Gökçek and Res. Assist. Dr. Nevra Üçler Participated in Erasmus+ Education Mobility!

Assit. Prof. Dr. Hande Ayhan Gökçek from the Management Information Systems Department and Res. Assist. Dr. Nevra Üçler from the Public Relations and Advertising Department participated in the training mobility at the University of Business Academy in Novi Sad in Belgrade, Serbia, between 29-31 May 2023, within the scope of Erasmus+ Staff Mobility. During the mobility process, the Dean of the Faculty of Fine Arts Prof. Dr. Dragan Ćalović, the university's departments, curricula, applied courses, etc. provided information on the subject.



ACADEMIC ARTICLES

The Article Titled “Development of Organizational Value Difference Scale” Published...

The article titled "Development of Organizational Value Difference Scale" co-authored by Assit. Prof. Dr. Dursun Boz from the Department of Management Information Systems was published between 1047-1069 pages of the 15(2) issue of the Journal of Business Research in 2023.

Article Access Link:

<https://isarder.org/index.php/isarder/article/view/1926>



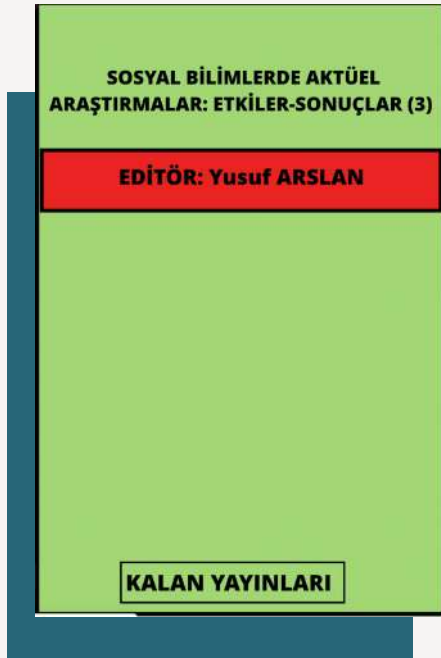
Social Media Accounts of FoAS:



/ iguubf

ACADEMIC BOOKS

“The Book Chapter Titled "Evaluation of Financial Situations of Banks With Foreign Capital Established in Turkey With CAMELS Method" Has Been Published....



The Book Chapter titled "Evaluation of Financial Situations of Banks with Foreign Capital Established in Turkey with CAMELS Method" has been Published.

The book chapter of Assist. Prof. Dr. Ayşegül Ertuğrul from the Department of Banking and Insurance titled "Evaluation of the Financial Situations of Foreign Capital Banks Established in Turkey Using the CAMELS Method" was published in the book Actual Research in Social Sciences: Effects-Conclusions, published by Kalan Publishing.

Book Access Link:

<https://isarder.org/index.php/isarder/article/view/1926>



TUBITAK SUPPORT FOR OUR 5 PROJECTS

PROJECT 1

Implementation of FPGA-Based Fast Image Processing in Unmanned Aerial Vehicles (UAV)

Samet TUZLUPINAR
EAF-Electrical and Electronics Engineering

PROJECT 2

Smart Glasses with Artificial Intelligence and Cyber Security Features for Visually Impaired Individuals

Furkan ONUR
EAF-Mechatronics Engineering

PROJECT 3

Electric Fan Motor Driven Unmanned Aerial Vehicle with Vertical Takeoff and Landing (VTOL) Feature

Hüseyin Furkan ÇELİK
EAF-Aeronautical Engineering

PROJECT 4

The Effect of Nurses' Intercultural Sensitivity Levels on Care Behaviors

İslam SEVGİN Umut GÜNGÖR
Songül NARİN Nihal AKAK
SHS-Nursing

PROJECT 5

Examination of Interleukin-4 (IL4) Gene Vntr Polymorphism in Patients with Breast and Ovarian Cancer

Feyzi Can ÖZTEKİN
VSHS-Medical Laboratory Techniques

EVENTS

The Fourth of the Banking and Insurance Department Academic Colloquium Held!

“BS Academic Colloquium-IV” was held on Monday, June 19, 2023, face-to-face and online through the Google Meet platform, in order to exchange ideas in order to increase the quality of academic studies.

In the fourth “BS Academic Colloquium” for UBF academicians, Head of Banking and Insurance Department Assist. Prof. Dr. Member Lokman Kantar, Assist. Prof. Dr. Ayşegül Ertuğrul, Assoc. Prof. Dr. Hakan Ozcan, Assoc. Prof. Dr. Mete Bumin and Res. Assit. İlknur Külekçi discussed and exchanged ideas on academic studies. Then, for his contributions to colloquiums, Assoc. Prof. Dr. Mete Bumin was presented with a plaque of appreciation.



ISTANBUL GELİSİM ÜNİVERSİTESİ

BS AKADEMİK KOLOKYUM-IV Kolokyum

KATILIMCILAR

Dr. Öğr. Üyesi Lokman KANTAR
Dr. Öğr. Üyesi Ayşegül ERTUĞRUL
Doç. Dr. Hakan ÖZCAN
Doç. Dr. Mete BUMİN
UBF Öğretim Üyeleri ve Öğrenciler

19 Haziran, 2023 Pazartesi 11.30-12.30

A BLOK -A208 NOLU DERSLİK
<https://meet.google.com/vji-ixon-psd>

gelisim.edu.tr @gelisimedu @igugelisim

İSİS
SABİ
Sakarya
Uygulamalı Bilimler
Enstitüsü

EVENTS

Students of the Department of Public Relations and Advertising drew attention to an important issue with the slogan "Use Your Power in Children's Dreams".

A webinar was held organized by the senior students of the Department of Public Relations and Advertising, under the leadership of Department Head Assoc. Prof. Dr. Emel Tozlu Öztay, within the scope of the goal of "End Poverty", one of the sustainable development goals, "Use Your Power in Children's Dreams!" Before the webinar, the students started a campaign to support the children who were affected by the earthquake and started living in the Çatalca district of Istanbul. In the webinar attended by Çatalca Municipality Press and Public Relations Manager Gökhan Balçın as a guest, the importance of aids to the provinces affected by the earthquake, cooperation in meeting the needs and coordination was highlighted.

Links to media coverage of the event:

<https://www.gazeteicses.com.tr/gucunu-cocuklarin-hayallerinde-kullan-h32181.html>

<https://haberekspress.com.tr/gucunu-cocuklarin-hayallerinde-kullananlar.html>

<https://www.catalca.bel.tr/haber-gucunu-cocuklarin-hayallerinde-kullananlar>

<https://merkezsiyaset.com/depremzede-cocuklara-yeni-hayatlar-senin-yardiminla-mumkun-h101677.html>



EVENTS

Students of Istanbul Gelisim University Public Relations and Advertising Department Used the Slogan: “Let the Future Have Energy!”

Under the leadership of Department Head Assoc. Prof. Dr. Emel Tozlu Öztay, "Keep Your Energy for the Future!" A webinar was held within the scope of the project. In the webinar attended by Master Civil Engineer Kubilay Savaşyeri and Civil Engineer Yavuz Selim Ustaoglu, one of the Engineers of the Structural-Earthquake Engineers Platform (YDMP), the measures that can be taken regarding energy in a possible Istanbul earthquake were emphasized, taking into account the problems we experienced in the earthquake centered in Kahramanmaraş and affecting 10 provinces.

Links to media coverage of the event:

<https://www.gulsehir.com/istanbul-gelisim-universitesi-gelecege-enerjin-kalsin-diyor>



The image shows a promotional poster for a webinar and a Zoom meeting grid. The poster is titled "GELECEĞE ENERJİ KALSIN" (Let the Future Have Energy) and is organized by Istanbul Gelisim University. It lists the speakers and moderators, the date (25 May 2023, Thursday), and the time (14:00). The Zoom grid shows six participants: Kubilay, Samet, Yavuz Selim, Ahmet Selamet, Emel, and Sima Berfe.

Seminer
GELECEĞE ENERJİ KALSIN

KONUŞMACI
Kubilay Savaşyeri
Yüksek İnşaat Mühendisi

KONUŞMACI
Yavuz Selim Ustaoglu
İnşaat Mühendisi

MODERATÖR
Doç. Dr. Emel TOZLU ÖZTAY
İGÜ UBF Halkla İlişkiler ve Reklamcılık Bölüm Başkanı

MODERATÖR
Samet KOÇAR
İGÜ UBF Halkla İlişkiler ve Reklamcılık Bölümü Öğrencisi

25 Mayıs, 2023
Perşembe

14.00

Google Meet

Zoom Meeting Grid:
Top Left: Kubilay
Top Right: Samet
Middle Left: yavuz selim
Middle Right: AHMET SELAMET
Bottom Left: Emel
Bottom Right: SIMA BERFE

EVENTS

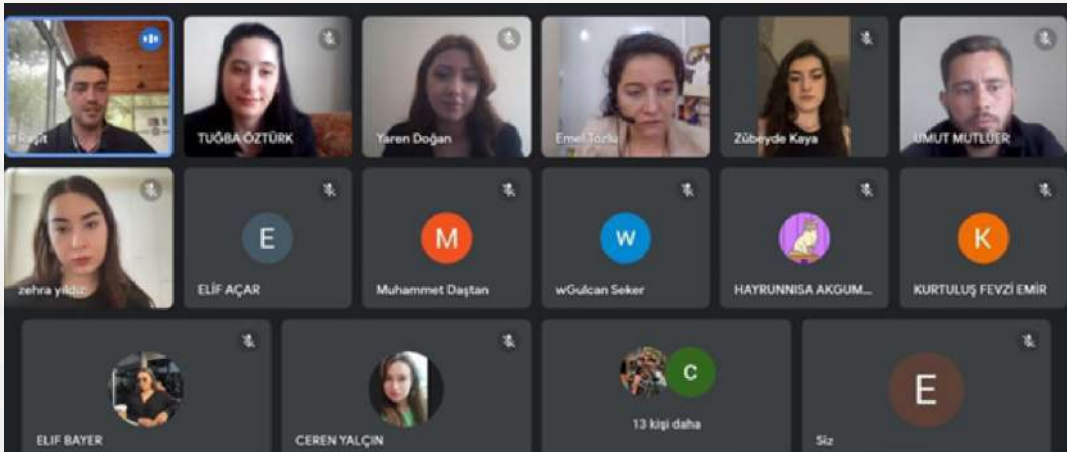
Senior Students of Public Relations and Advertising Department Raised Awareness for Climate Change with the Slogan “The Future is in Our Hands!”

Under the leadership of Department Head Assoc. Prof. Dr. Emel Tozlu Öztay, senior students of the Department of Public Relations and Advertising held a webinar to raise awareness about the harmful wastes generated after the earthquake in Kahramanmaraş and affecting 10 provinces, and the waste that may occur after the expected big Istanbul earthquake. Avcılar Municipality Climate Change and Zero Waste Directorate, Senior Environmental Engineer Raşit Fırat Deniz, who participated in the webinar as a guest, said, “As Avcilar Municipality, they have been inspecting asbestos in buildings since 2020, but underlined that recycling facilities are not sufficient for construction wastes after an earthquake that may occur. He also stated that he has a concrete plant in the Avcilar region.

Links to media coverage of the event:

<https://www.sondakika.com/haber/haber-atik-yonetimi-bizim-elimizde-15987811/>

<https://www.gulsehir.com/ozturk-istanbul-gelisim-universitesi-halkla-iliskiler-ve-reklamcilik-bolumu-son-sinif-ogrencisi>



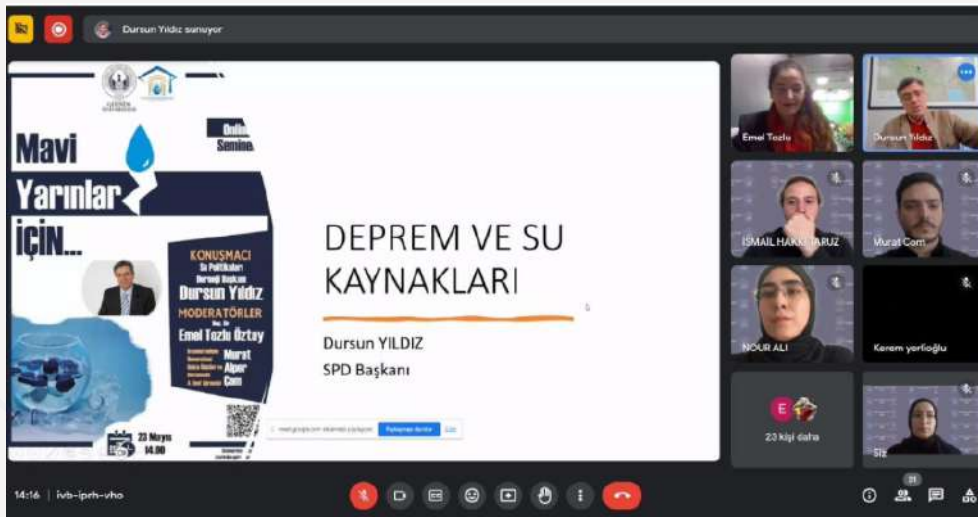
EVENTS

Public Relations and Advertising Department Students Draw Attention with the Slogan “For Blue Tomorrows!”

A webinar was held by the senior students of the Public Relations and Advertising Department under the direction of the head of the department Assoc. Prof. Dr. Emel Tozlu Öztay in order to draw attention to earthquakes and water resources. Dursun Yıldız, President of the Water Policies Association, who participated in the webinar, stated that the biggest problem after the earthquake was to access the water source and that there was a problem of whether this accessed water was clean or not, and underlined the importance of such awareness-raising activities.

Links to media coverage of the event:

<http://gazeteavcilar.com//haber/1252/istanbul-gelisim-universitesi-ogrencileri-mavi-yarinlar-icin-toplandi.html>



EVENTS

Students of Public Relations and Advertising Department Draw Attention to the Importance of Education with the slogan “Natural Disasters Happen, Education Keeps Life!”

With the webinar held within the scope of the social responsibility project carried out by the final year students of the Public Relations and Advertising department with the slogan "Natural Disaster Experiences, Education Lives", attention was drawn to the importance of education, which remained in the background with the earthquake that affected Kahramanmaraş and 10 provinces and after the flood disaster. In the webinar held under the coordination of Department Head Assoc. Prof. Dr. Emel Tozlu Öztay, Disaster Awareness Trainer Tarık Boyoğlu and Psychologist and Family Counselor Almina Karagülle conveyed information about their fields of expertise and emphasized the importance of education in their speeches.

Links to media coverage of the event:

<https://turkiyedeisdunyasi.com/dogal-afet-yasanir-egitim-yasatir/>



NEWS FROM OUR ALUMNI

Namik Arda Yağcı

Greetings, I'm Namik Arda Yagci!

In the last years of my high school life, at a point when I entered an intense paradox of obscurity and uncertainty, I had three options in front of me. Among these three options, Gastronomy stood out compared to other options. The reasons for its prominence were: It seemed to me like a key that would open the world. Besides, who hasn't watched "Ratatouille" and been impressed? Of course, when I applied, my preferences were an education in English. After all, if I wanted this key to open to the world, I had to afford everything that would contribute to it. Looking back now, I can easily say that I stood by this decision and I have never regretted it. Being educated in English did not make me lose anything, and besides having a global literature, it did not cause any obstacles for me to work in my mother tongue.

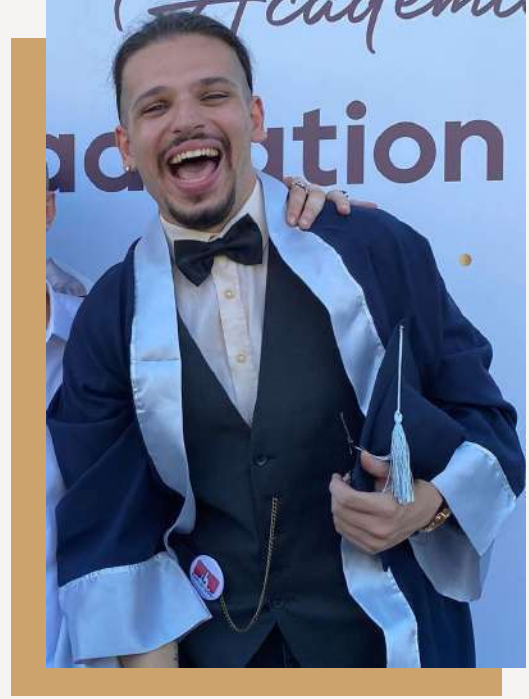
During my education, I continued for 2 years as the representative of my program, and in this way, we achieved various gains together with my friends.

I did my compulsory internship in Germany thanks to the Erasmus+ program. This experience provided a great development, not only professionally but also emotionally. In my adventure that led to many catharsis: living in a foreign country helped me develop my skills to adapt to different cultures and communicate with new people. With the education I received, I had the chance to meet experts in the gastronomy world and learn from them. Studying English was a very valuable experience for me.

While my theoretical courses opened up the relationship of gastronomy with positive science and social science, my applied courses allowed me to gain insight into the sector. The 4-year gastronomy education I received made me feel comfortable. My Gastronomy and Culinary Arts (English) adventure, which I started in 2018 at Istanbul Gelisim University, School of Applied Sciences, came to an end in 2023. Currently, I am evaluating the opportunity to work in Germany. After fulfilling my dream of working in Germany for a while, maybe years later, I will return and continue my journey in my country.

During my time at school, I had an intense emotional relationship with my club as well as Gastronomy, if you ask me, clubs are half of university education. I convey my deepest regards to my Theater Club, of which I am the president.

I would like to express my gratitude to my teacher Assit. Prof. Dr. Sema Aydın, who has always shown me the right path in my adventure, to my teachers Res. Assist. Gizem Hılağa Kaderoğlu and Res. Asssit. Berna Şengüler who have never spared their guidance, to my chefs Fatih Mehmet Aydın, Orhan Baltalı, Didar Yanar and Alican Boynak, who paved the way for me in the kitchen, and to other valuable teachers whose names I cannot name, for their efforts.



JULY GUEST WRITER

On Ecological Sustainability: A Critical Perspective

I think we would not be wrong if we say that the concept of sustainability is one of the most popular topics of the last half century. Of course, there are some historical and social reasons for its popularity. Conceptually, sustainability can be defined as the process of re-stabilization or restoration of an activity whose continuity has been jeopardized. The concept of sustainability has come to the forefront especially as the ecosystem faces irreversible risks due to global warming and climate change. Undoubtedly, failure to ensure the continuity of a habitable biosphere will bring vital problems for humans and nature.

Focusing on the background or causes of global warming and climate change problems, which may have worrisome consequences for the entire ecosystem, is essential to prevent possible hazards.

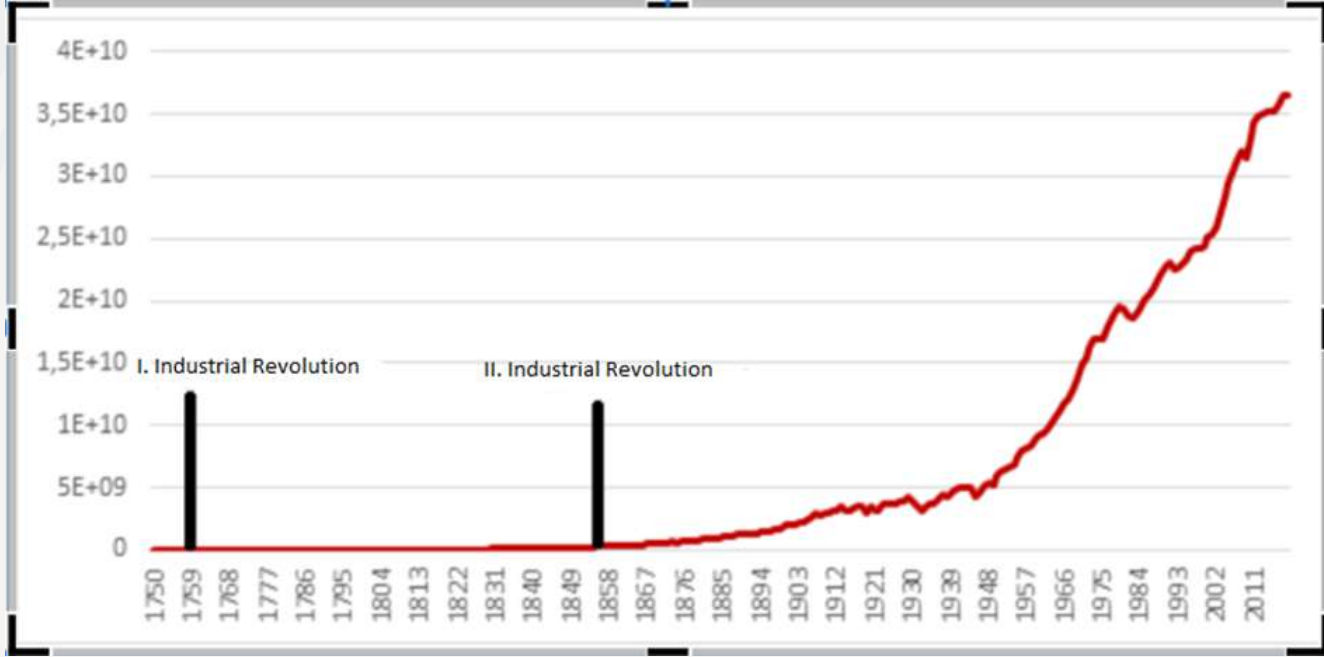
When the historical process follows, it is possible to talk about the warming of the earth at a reasonable level since the formation of the atmosphere. This situation has enabled the formation of many new living spaces for people. However, as seen in Chart 1, it is seen that the process in which global warming started to increase dramatically corresponds to the post-second industrial revolution, when the power mechanism in production is now supplied from fossil fuels (coal, oil, natural gas). In the process until the industrial revolution, human and animal power was mostly used as a power mechanism in production. However, with the industrial revolution, conditions have emerged to benefit from other forces of nature. The transition to the use of fossil fuels, especially with its non-renewable nature, is also the threshold where the alarm bells on the ecosystem begin to ring. In this context, while the carbon dioxide concentration in the atmosphere was stable in the years before the second industrial revolution, it increased significantly after the mentioned period. This leads to an increase in the amount of greenhouse gases that help keep the temperature in the atmosphere. Progress in atmospheric greenhouse gas condensation, on the other hand, causes the earth to warm above normal. According to the data obtained, it was noted that the average temperature of the earth increased by 1.1 degrees Celsius with fossil fuel-based production.



Asst. Prof. Dr. Üyesi Ali Çelik
Faculty of Applied Science
Electronic Commerce and
Management

JULY GUEST WRITER

Chart 1. Historically, global carbon dioxide (CO₂) emissions



Source: <https://ourworldindata.org/>

Along with the destruction caused by global warming, humans and nature have faced many disasters caused by climate change in the last half century. Ecological crises in general, and the climate crisis in particular, are undoubtedly the main cause of profit-oriented production, capitalism. In the capitalist-style production process, nature itself has been instrumentalized and accepted as a pure production factor. The general operation of the current mode of production is shaped by the competition law. According to the competition law, companies want to eliminate rival companies in the current market conditions and dominate the market in order to gain high profits. For this, they consume more natural resources and energy resources to grow more by expanding their production, to produce more to grow more, and to produce more. This operation is characterized by the capitalist-style economic structure. Therefore, capitalist-type business is inherently anti-environmental and does not hesitate to use natural resources recklessly for profit. In this context, the report published by The Carbon Majors in 2017 in a news published in The Guardian offers quite remarkable results. According to the report, from 1988 to the present, the 100 largest companies in the world were responsible for 71% of the total greenhouse gas emissions, and in another report, it was revealed that 25 large companies alone caused more than 50% of the total greenhouse gas emissions.

JULY GUEST WRITER

On the other hand, it can be said that the understanding of sustainability is not compatible with the general characteristics of the capitalist mode of production. For many years, we have been witnessing many climate summits and international negotiations organized within the framework of sustainability. However, it should be stated that we have not yet seen a concrete response to these meetings. For this reason, there is a need for a paradigm shift and effective steps to be taken in this mode of production. Contrary to a profit-oriented approach that sees everything as a commodity, the new paradigm should be designed in a way that is human and nature-centered, in harmony with nature, where production and consumption areas are planned, and the damage to the environment is kept to a minimum. Unfortunately, our time for a sustainable ecosystem is rapidly running out with each passing day. The hourglass is almost full!

Source: <https://www.theguardian.com/sustainable-business/2017/jul/10/100-fossil-fuel-companies-investors-responsible-71-global-emissions-cdp-study-climate-change>



JULY INTERVIEW

Trainer / Management Consultant / Architect of Life: Harun Kilci

“Recognize, analyze, act, control and persevere. If you repeat these five steps continuously, success is inevitable...”

Thank you for accepting our FoAS Monthly e-Bulletin interview request. How did your development-oriented trainer and consultancy journey begin? What do you think is success and is sustainable success achievable?

After my Achilles tendon ruptured in 2014, I was confined to bed for two months. In this process, I questioned a lot about what I did and what I could do. At that time, I was the human resources manager at Borusan Mannesmann A.Ş. I knew that I loved teaching since my school years. I was also aware that I had a very good observation skill. When these two are combined, counseling and development-oriented coaching turned out to be the best area I could do myself.



Success; it is to do with great enthusiasm what others do not want to do. The fact that what you do is acceptable and useful also allows you to be seen by your environment. We cannot consider a result that is not accepted by the society as success. Within the benchmark pool, results approved by the reviewers are success. It is possible to get to the top, but our problem is to manage to stay there. Results that are in line with their own values and within their ability usually achieve success. At this point, it is necessary to understand the expectations of the society correctly and to develop the result. Instead of constantly repeating itself, every result you develop with the appropriate change by understanding the dynamics of the society will be successful.

JULY INTERVIEW

How do self-imposed barriers affect their potential to succeed?

I examine this issue with the question of "who folded his parachute". We are all equipped and geared with different information for every situation. Sometimes our mother, sometimes our father, our primary school teacher, our boss or someone else creates assumptions that will affect our decision system. Despite the expiration of these acceptances, we continue to use them most of the time. These are the obstacles that we do not realize in front of our potential. For success, it is necessary to act as if there is no limit and act at the highest level of your limits. It is important to turn our ultimate potential into performance in order to stand out in the benchmark and achieve surprising results. Otherwise, we will have to live with a mediocre result, and this is our current problem.

You provide personal and corporate consultancy services that will enable individuals and companies to discover their potential and improve their performance. So, how does self-discovery of individuals affect their sustainable success?

I systematically approach the self-discovery for the development of the individual. Every individual is a system and unfortunately the person does not know much about the way the system works. In the "Life Architecture Consulting" process, which consists of six steps, I introduce the individual to himself step by step and guide him to realize himself. Individuals who discover themselves become aware of their values, use their talents and turn to areas that are good for them with the methods they are prone to. The individual, who turns to a field that is compatible with his values, desires to continue with his natural inclination as a result of using his highest abilities. At the end of the process, he starts to produce and get results as if he is not actually working, but he does not realize that he is tired in the flow.

What are the success methods needed in the development journey? How do these methods contribute to individuals?

This question is a little deep. Because I said above that every individual is a system. Therefore, if we try to list the methods to be successful, I think I can say a separate method for each case in my counseling notes. At the beginning of everything lies knowing yourself correctly. He who knows himself correctly realizes his potential. He may also receive mentoring or guidance to unlock his potential. Never be afraid to try. My advice to young friends is to try whatever they want. Let this experiment be experimental. I'm talking about an experiment to realize what they did, how they did it, and what result they got. This is the most permanent way of self-discovery and success. Notice, analyze, act, control and persevere. If you repeat these five steps constantly, success is inevitable.

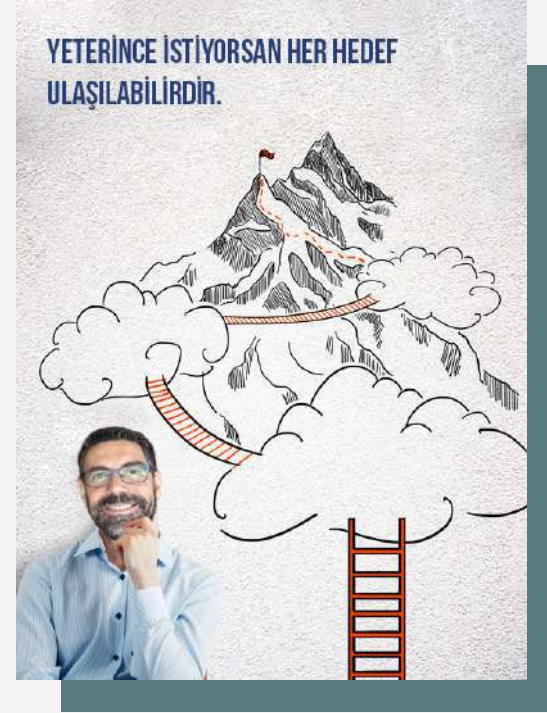
JULY INTERVIEW

What are your suggestions for our students who are about to graduate or have already graduated so that they can see their potential and ensure their success is sustainable?

There is a production that believes that each individual has the purpose of coming into the world. Therefore, they should try to find the reasons for their existence. I think the best way to do this is to meditate for at least five minutes a day and get away from the chaos and noise of the outside world. Then, without any fear, let them notice and remove the glass ceilings above themselves. As Andre Gide said, "The size of the unfolded wings is unknown". Open your wings and glide freely in the sky, a place that will be good for you will definitely appear from that height...

Thank you very much for your time and the comprehensive information you provided for the monthly e-bulletin.

Much appreciated.



Harun Kilci:

He graduated from the Military Academy as a Systems Engineer in 1999, completed his business license in 2005 and his Human Resources Management master's degree from Istanbul University in 2012. Between 2011-2015, he completed the Personal Leadership and Executive Leadership MBA program at Sabancı University, Faculty of Leadership. He received several vocational training throughout his working life. He also has 6 Sigma Expert Green Belt and REFA diploma. He began his career at Başak Gıda Inc. as Assistant General Manager in 1999. He continued his career at Uğur Teneke Ambalaj ve Plastik Sanayi Inc. as personnel manager in 2001 and as the Human Resources and Administrative Affairs Department Manager at Borusan Mannesmann Boru Inc. In 2013, he was selected as an internal trainer within Borusan Holding and started to provide trainings for his fields of expertise in parallel with his current duty. In 2016, he left the corporate business life and founded his own company.

ERASMUS+

Experiencing the Erasmus+ as a Gastronomy Student

Hello, I am Arifcan Güler, a student of Istanbul Gelisim University FoAS Gastronomy and Culinary Arts Department. I had the opportunity to study at Polytechnic of Guarda University in Portugal in the fall semester of 2022-2023 within the scope of Erasmus+ Learning mobility. I would like to share with you the unforgettable experiences and impressions I have gained.

For me, the Erasmus process started with disappointment and ended with me falling to the reserves without being placed in any program with the score I got from the Erasmus exam. My only chance was that a student waived his/her right and this would create me a chance. In February, I received the good news and immediately started the procedures. After the visa process and the preparation of the necessary documents, the departure day came and my Erasmus adventure began.



In this piece of writing, I am not going to talk about formalities and lectures. Rather I would like to talk about the experiences and memories that I cannot forget and that I would like the reader to experience as well. I would like to start with my trip to Morocco. Morocco was the first country I visited after arriving in Portugal. It was the first time I had been to an African country in my life and it was a very different place for me culturally and spatially. I stayed in the house of a local citizen I met through Couchsurfing and ate the food they eat... with my own hands... My second route was Central Europe. Starting from Budapest, I visited Bratislava, Vienna, Prague, Berlin, Amsterdam and finally Paris. This route introduced me to people from all over the world. All the people I met changed something in me and made me look at the world from a wider perspective.

In closure, I wish to give you the advice that you should never set limits on yourself. As a stutterer, I was very afraid of abroad. From not being able to speak, from being unable to express myself. But my experience has shown that life is not that long. Live to the fullest, do not be afraid!

CULTURE - ART

Play: About Life

For the 60th anniversary of Nazım Hikmet's death, the musical show of Nazım Hikmet's passion "Yaşamaya Dair", adapted and directed by Genco Erkal, continues to be staged.

Place: Watergarden Performance Center

Time: 3 August, 2023, 20:30



Istanbul Cocktail Festival 2023

Istanbul Cocktail Festival, the first and only festival of cocktails, the star of the gastronomy and mixology world in Turkey, will be at KüçükÇiftlik Park for the sixth time on August 5-6!

Place: KüçükÇiftlik Park

Time: 5 - 6 August, 2023, 14:00

A Midsummer Night's Festival

The 7th edition of A Summer Night Festival, organized by Kundura Cinema and Kundura Stage, will take place at Beykoz Kundura between August 4 - 20. The festival, which will host master musicians in front of the screen, will screen circus-themed films from 100 years ago, while Frank Bockius from Germany, Korhan Futacı, Islandman and Okay Temiz from Turkey will accompany silent movie classics with their live music.

Place: Beykoz Kundura

Date: August 4 - 20 , 2023, 21:00



CULTURE - ART

A Place to visit Balat

Balat is a neighborhood in the Fatih district of Istanbul, on the shores of the Golden Horn, between Ayvansaray and Fener. The special importance of Balat in the history of Istanbul is that Jews from Spain settled here and it remained the main Jewish neighborhood until recent times. The neighborhood is also home to the Ayios Strati Orthodox Church. The main mosque in the neighborhood is the Ferruh Kethüda Mosque, the work of Mimar Sinan. Not far from the mosque is the Surp Hreşdegabet Church, which was originally a Greek Orthodox church but was given to the Armenian-Gregorian community in 1629.



Sevda Gazozcusu

Sevda Gazozcusu, which has been selling sodas in its current location for five years, is one of the most diverse sodas in Turkey. Located across the street from Vefa Bozacısı, Sevda Gazozcusu offers dozens of local sodas, and you can also try the sodas they make themselves using a special method.



Naftalin Cafe

"A wonderful cafe where you will feel like you have gone through a time tunnel in history. It is an extremely pleasant place where every detail has been thought out. From our grandmother's coffee cups, to the lace covers, to the cats napping everywhere, to the toilet door made from a refrigerator door, it is a rare decoration. It is an ideal place to visit the streets of Balat first, then read your book and listen over a cup of coffee."

Özden, B. Taken from a consumer review on April 16, 2019



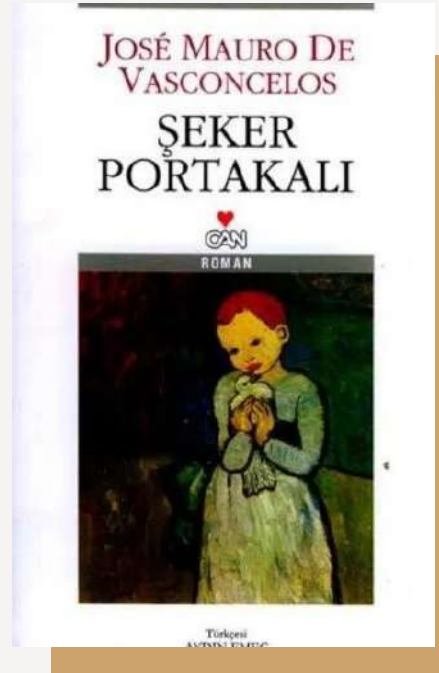
BOOK RECOMMENDATIONS

Res. Asst. İlknur KÜLEKÇİ
Department of Banking And Insurance

My Sweet Orange Tree/José Mauro de Vasconcelos

My Sweet Orange Tree, a story of growth, tells the hopes of the loving and innocent Zezé. Written by Brazilian writer Vasconcelos, the book takes readers to his own childhood and ensures that he can find something in common with Zezé, who is cheerful, curious and has a wide imagination.

Both very naughty and smart enough to learn to read on her own, five-year-old Zezé demonstrates maturity beyond her age in the face of the difficult conditions she finds herself in as a child of a poor family and her family. The title of the book My Sweet Orange Tree talks to the Zezé family, who took refuge in the world of dreams while struggling with their disappointments, with the orange tree in the garden of the house they moved to, and becomes friends and troubled with him.



It was weird, because I used to talk to everybody all the time. But I used to think it was the bird in me who took up the task of responding.”

With My Sweet Orange Tree, Vasconcelos allows us to witness the relationships of his family, who is constantly beaten for his mischief, Carlos, an older brother figure, singer Mr. Ariveldo, “Portuga”, and other characters, Zezé, who is a sensitive child even though he is still young. In particular, we see the effect of Portuga's compassion on Zezé, as well as the effect of Zezé on Portuga.

“You know, I kill people, Portuga.
How do you do this, Zezé?
Forgetting them...”

BOOK RECOMMENDATIONS

Other books recommended by Res. Asst. İlknur Külekçi from the Department of Banking And Insurance ...



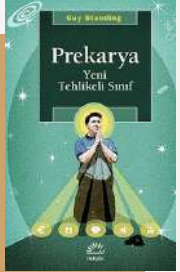
The Invisibles/Roy Jacobsen

Only one family lives on Barrøy, a small island off the coast of Norway. A family of five, Hans and Maria, their younger daughter Ingrid, Hans' father Martin and sister Barbro make a living by fishing. Written by the Norwegian writer Roy Jacobsen, "The Invisibles" tells the reader the seriousness and dark temperament of the island people in a simple and impressive language.



The Picture of Dorian Gray/Oscar Wilde

In Oscar Wilde's only novel, The Picture of Dorian Gray, he touched upon the themes of beauty, ethics and religion. In the book, which is a philosophical novel, the beauty of art and the importance of aesthetics are visualized by Dorian's wish for the beauty in his portrait to be permanent. In his novel Wilde demonstrates society's fondness for superficial beauty by focusing on the fact that Dorian can do anything, including selling his soul for beauty.



Precariat/Guy Standing

It explains the concept and phenomenon of the precariat, a new class type formed in the society of which Guy Standing is the author. The precariat, defined as the "new dangerous class", has increased the number of professionals who do not have sufficient security, such as courier service, who partially participate in temporary and/or part-time labor and provide low financial income. The reason why it is expressed as dangerous is the increase in the rate of professionals with low social security in the society. Standing does not say that the precariat class, which has a low level of welfare in the society, should not disappear, but that the precarious and uncertain working conditions should be improved.



Veronika Decides to Die/Paulo Coelho

Twenty-four-year-old librarian Veronika, whose life is going well, thinks that every day is the same as the previous one. She tried to commit suicide by taking a high dose of medication one day from her bored life. When the rescued Veronika comes to her in a mental hospital, she learns that the drugs she took have damaged her heart beyond repair and that she will die soon. Veronica Wants to Die is Coelho's impressive novel that teaches Veronika to live and enjoy life, who now has to spend her short life in a mental institution.



Confessions of an Economic Hit Man/John Perkins

"Confessions of an Economic Hit Man is the book by the US author Perkins, which exposes the world's international political intrigues, corruption, and the plans of seemingly democratic governments on third world countries. Confessions of an Economic Hit Man, which sheds light on the reasons behind the effects of the foreign borrowing policies of Ecuador and Panama on the country's economy and its future, attracts a lot of attention.

NEWS FROM SECTOR

Gesture from Airbus to Airlines...

Airbus has launched a new scheme to promote Sustainable Aviation Fuel (SAF), which it believes will play an important role in decarbonizing the aviation industry. As a gesture, Airbus will give up to 5 percent pure SAF free of charge to customers who take delivery of aircraft at its production facilities in Toulouse and Hamburg. Thus, airlines will be able to benefit from Airbus' free 5 percent SAF gesture while flying the first aircraft delivered to their home countries.

The first airline to take advantage of this offer is India's Indigo airlines, whose new A320neo took off from Toulouse on July 3. As part of the Sustainable Aviation Fuel incentive, which Airbus sees as a reliable and efficient lever for decarbonization, Airbus has committed to use 10 percent SAF in its domestic operations, including commercial aircraft and helicopters, later this year.

News Link : <https://www.pazarlamasyon.com/twitter-da-yeni-donem> , 27.07.2023.

'Open Your Eyes to Coffee' in Istanbul...

Istanbul Coffee Festival will take place on September 14-17, 2023 at its new location, Tersane Istanbul, with 4 days full of seminars, delicious flavors, cocktails and the main actor of the festival, coffee. Istanbul Coffee Festival will meet coffee lovers for the 9th time in 2023 with the slogan "Open Your Eyes to Coffee". High quality coffees, coffee shops, roasters, artisan flavors, international and national coffee brands, machinery and equipment manufacturers and all other coffee industry stakeholders will come together again for coffee lovers.

News Link: <https://www.pazarlamasyon.com/twitter-da-yeni-donem> , 27.07.2023.

German Logistics Giant Buys MNG Kargo...

DHL Group, which operates in the logistics sector in Germany, has signed an agreement to acquire all of the shares of MNG Kargo. According to a joint statement, the deal will give a new impetus to Turkey's rapidly growing e-commerce and cargo sectors...

Established in 2003, MNG Kargo stands out in its sector with 27 transfer centers, more than 800 branches and employment of approximately 10 thousand people, and will benefit from DHL Group's international logistics expertise and extensive global network, especially in Europe, following the sales agreement.

News Link: <https://www.pazarlamasyon.com/twitter-da-yeni-donem> , 27.07.2023.

NEWS FROM SECTOR

Barbie Has Launched Its First Collection of Down Syndrome Dolls to Raise Awareness About Down Syndrome...

Mattel, the California-based toy company and manufacturer of Barbie, is almost always at the forefront of companies taking action on diversity and inclusion. The company generally realizes this idea by including various characters in Barbie collections. In the new collection of the company, which has completely renewed its story of one-size-fits-all perception and prepared a Barbie collection in a range where all children can see themselves, individuals with 21 chromosomes are reflected. To design the collection, the company worked with the National Down Syndrome Society (NDSS) to develop a more accurate image for the public to identify with, and commissioned British model Ellie Goldstein, who was featured in British Vogue's inclusive May 2023 issue focusing on disabled fashion designers.

News Link: <https://www.pazarlamasyon.com/twitter-da-yeni-donem> , 27.07.2023.

Turkey's First Fashion Show Focused on The Metaverse...

Koton is organizing the first metaverse-focused fashion show in Turkey with the Rachel Araz Kiresepi collection. With the project that combines the hyperrealistic avatar character of fashion influencer Rachel Araz Kiresepi and collection image photos, Koton joins forces with Creative Technology Agency ME to organize Turkey's first metaverse-oriented fashion show. Rachel Araz x Koton Virtual Runway project is not only a first in Turkey, but also includes many innovations such as metaverse compatible designs, hyperrealistic avatars, 3D optimized visuals and the chance to be involved in the story of the creation. The project creates new possibilities for the user to reflect themselves differently in an alternative universe, bringing real-world style to the digital world.

Haberin Linki: <https://www.pazarlamasyon.com/twitter-da-yeni-donem> , 27.07.2023.

Premium Production of Insurance Companies Increased By 131.1% In The First Half of The Year...

Total premium production of Turkish Insurance Association (TSB) member companies in the first half of 2023 increased by 131.1 percent compared to the same period of the previous year. TSB announced the sector statistics for the January-June period of 2023. Accordingly, the total premium production of TSB member companies increased by 131.1 percent and reached 210 billion 349 million 905 thousand 12 TL. In the same period of the previous year, premium production was at the level of 90 billion 930 million 530 thousand 777 TL. 88.3% of the premium production was determined as non-life insurance and 11.7% as life insurance. In the same period, the total premium production in Participation Insurance increased by 121.0 percent compared to the same period of the previous year and amounted to 10 billion 967 million 170 thousand 919 TL.

Haberin Linki: www.finansgundem.com/haber/sigorta-sirketlerinin-prim-uretimi-artti/1750812 , 27.07.2023.



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