

“CUSTOMERS NOW EXPECT TO SEE AUTHENTIC AND EXPERIENCED CONTENT”

Beauty brands are towards the top of the most followed social media profiles. As a result, influencers make the content they create with beauty brands available to users. Asst. Prof. Dr. Pelin Ozgunay noted that viewers are shifting away from filters and manipulated photographs as they want to see authentic and experienced content.

"Influencer Marketing", which has become popular in recent years, mostly faces consumers in the beauty industry. Beauty brands raise visibility and revenue by establishing connections with specific target audiences through collaboration with influencers who are familiar with their brands and goods. Stating that conveying the brand's message, product features and experiences to its followers with the content created by influencers and their cooperation with brands has grown the beauty sector at an unprecedented rate, Istanbul Gelisim University (IGU) Vocational School of Health Services Asst. Prof. Dr. Pelin Ozgunay said, "It has become very important for beauty brands to catch up with the age and to adapt and adopt innovative strategies in order to stay ahead of the market. Creative marketing methods can help you increase your success and obtain a competitive advantage. Beauty has become a personal sanctuary. As a result, while looking for beauty goods in their own industry, people turn directly to their favorite influencers with their own personal beauty features for assistance."

“CONSUMERS ARE SHIFTING AWAY FROM THE IDEAL APPEARANCE”

Traditional marketing approaches always display items and people to the buyer in excessively flashy, faultless, and often unrealistic versions. Contrary to popular belief, Asst. Prof. Dr. Pelin Ozgunay stated that consumers attach less importance to visuality and said, "Most of the content that influencers offer to consumers through social media channels is raw and unrehearsed. It is common for influencers to publish beauty and wellness content in their everyday form, for example, in a bathrobe. This makes the content more approachable and enjoyable. Above all, customers today want to see 'authentic' and 'experienced' content. Consumers are turning away from the flawless look achieved via the use of filters and photo editing. As a result, we now have more texture, acne scars, and fine lines."

THE RIGHT INFLUENCER, THE RIGHT STRATEGY

Most beauty firms nowadays want customers to see that the material provided by the influencers with whom they work is a "real" experience. As a result, it allows influencers to build expertise by utilizing products for a few months prior to posting. Stating that this can reflect an original and real experience, Dr. Ozgunay said, "When it comes to influencer marketing, it has become critical for beauty brands to have the appropriate marketing strategies in each category. There's something for everyone, from creating inspiring content for luxury businesses to creating instructional and

authentic content for dermatological brands. Brands can grab the attention of their target consumers with the appropriate influencers and strategy, and as a result, they may produce effective campaigns that will create high brand preference."

THE "OPENING MEETING AT THE BEGINNING OF THE YEAR" OF AVCILAR CRC WAS HELD AT IGU

Avcilar Counseling and Research Center "Opening Meeting at the beginning of the year" was hosted by Istanbul Gelisim University with the participation of 200 counselors and psychological counselors working in Avcilar district.

Istanbul Gelisim University (IGU) continues to carry out educational and awareness-raising programs on a variety of subjects as part of its collaboration with Counseling and Research Centers. IGU recently arranged the "Opening Meeting at the Beginning of the Year" for Avcilar Counseling and Research Center. The seminar started with the opening speech of Vice Rector Prof. Dr. Arda Ozturkcan. Ozturkcan noted that he was open to cooperation and interaction on both guidance and activities in various disciplines throughout the year, referring to the 65 internationally approved programs that showcase Istanbul Gelisim University and chances such as free double majors offered to students.

Before moving on to the agenda items of the meeting, Asst. Prof. Dr. Bulent Tansel, one of the IGU academicians, shared about the 'Psychological Meaning Program' created to make sense of the stress experienced after traumatic events. Avcilar CRC Director Vedat Yoldas determined the teachers who want to take part in the 2023-2024 academic year guidance activities on a voluntary basis. Serap Tingiroglu, Head of the Counseling Department, gave information about the operation processes of the guidance activities and the annual plans.

ABET ACCREDITATIONS OF CIVIL ENGINEERING AND ELECTRICAL AND ELECTRONICS ENGINEERING DEPARTMENTS HAVE BEEN EXTENDED

Abet accreditations of Civil Engineering and Electrical and Electronics Engineering departments in the Faculty of Engineering and Architecture at Istanbul Gelisim University, Turkey's most internationally accredited university, have been extended.

Advancing with the vision of "Research University", Istanbul Gelisim University achieves success on a global scale with its internationalization policies and qualified education staff. At IGU, which is the university with the most internationally accredited programs in Turkey with its internationalization policies, students who graduate from accredited departments have an internationally valid diploma.

The US-based Accreditation Board for Engineering and Technology (ABET), an independent non-profit NGO, evaluates engineering faculties of universities. The abet accreditation certificate means that the training program has a quality assurance assessment. Abet accreditations of the Civil Engineering and Electrical and Electronics Engineering departments of the IGU Faculty of Engineering and Architecture, which registered its international standards, research and development activities and innovation studies, has been extended until September 30, 2025. IGU

Faculty of Engineering and Architecture, which has 5 departments in total with abet accreditation, provides an important reference to its students and graduates on a global scale with its international recognition, quality of education, as well as allowing them to have an advantage in recruitment and admission to foreign master's programs.

THE STUDENT PROJECTS EXHIBITION OF THE DEPARTMENT OF INTERIOR ARCHITECTURE WAS OPENED AT GELISIM ART GALLERY!

The Student Projects Exhibition of the Department of Interior Architecture, organized by the Department of Interior Architecture, was opened on October 4, 2023 at Gelisim Art Gallery.

The Interior Architecture Department Student Projects Exhibition, organized by Istanbul Gelisim University (IGU), Faculty of Fine Arts, Department of Interior Architecture, was opened on October 4, 2023 at Gelisim Art Gallery. Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin, Dean of the Faculty of Fine Arts Prof. Dr. Şükran Güzin Ilıcak Aydınalp, faculty members and students of the Department of Interior Architecture participated. The exhibition includes project presentation boards completed by a total of 27 students from the Department of Interior Architecture within the scope of IMI221 Interior Architecture Studio I, IMI222 Interior Architecture Studio II, IMI321 Interior Architecture Studio III, IMI322 Interior Architecture Studio IV, IMI431 Interior Architecture Studio V, IMI432 Graduation Project in the fall and spring semesters of 2022-2023.

The exhibition was curated by Asst. Prof. Dr. Adem Özer, Lect. Büşra Babacan, Lect. Minel Kurtuluş, Res. Asst. Başak Lale, Res. Asst. Eliz Mutlu. The projects in the exhibition consist of the project works of the second, third and fourth grade students of the department. The themes of the projects exhibited in the organized exhibition;

IMI221 Interior Architecture Studio I: Housing

IMI222 Interior Architecture Studio II: Store

IMI321 Interior Architecture Studio III: Restaurant

IMI322 Interior Architecture Studio IV: Headquarters

IMI431 Interior Architecture Studio V: Cultural Center

IMI432 Graduation Project: Hotel

Students Participated in the Exhibition:

Yaren Aslan

Havle Acar

Aysel Bilgenur Çifdalöz

Buse Ceren Akgün

Ayşe Çalışkan



Bartu Emir Kaya
Betül Azra Coşkun
Rawan Noori Ibrahim Alabdullah
Alaa Alille
Mert Karadeniz
Beyzanur Başay
Nilşah Filiz
Semanur Kurt
Damla Öğet
Ceyda Akbay
Nisa Nur Işık
İlayda Kadioğlu
Kivanc Besili
Ilknur Yilmaz
Eren Yüksel
Mawya Ibrahim
Yusuf Can Yeter
Ecenur Cevahir
Gülzade Erbay
Fatma Bulut
Irmak Kahraman
Ayya Ayad Jalal Al-Bayati

IGU ACADEMICIANS ARE ON THE "WORLD'S MOST INFLUENTIAL SCIENTISTS" LIST!

Stanford University's annual list of the "World's Most Influential Scientists" has been announced. Published in two categories as "Career Impact" and "Annual Impact", the list included 4 academicians from Istanbul Gelisim University.

The "World's Most Influential Scientists" list, which was created based on international criteria such as the impact value of the journal in which the scientists' articles were published, the number of qualified publications, the number of citations to their studies, the number of h-index, hm-index, the number of first and only name articles, the number of articles cited, and the impact value of the journal in which the cited article was published, has been announced. Published in two categories as "Career Impact" and "Annual Impact", the list included 4 academicians from Istanbul Gelisim University.

4 ACADEMICIANS FROM IGU IN THE CATEGORIES OF "CAREER IMPACT" AND "ANNUAL IMPACT"

Istanbul Gelisim University (IGU), which proceeds with the vision of "Research University" and progresses with the understanding of modern, developing, producing and quality education, has achieved another success in the international platform. IGU Rector, Prof. Dr. Bahri Şahin is on the "Career Impact" list as a scientist. In the same list, Asst. Prof. Dr. Festus Victor Bekun from the Department of Logistics Management, Faculty of Economics, Administrative and Social Sciences; Prof. Dr. Ahmet Cihat Baytaş, from the Department of Aeronautical Engineering, Faculty of Engineering and Architecture, was among the "Most Influential Scientists in the World".

In the list sorted according to detailed criteria, in the "Annual Impact" category, Asst. Prof. Dr. Festus Victor Bekun and from the International Trade and Finance Department Asst. Prof. Dr. Edmund Ntom Udemba' names are on the list of "World's Most Influential Scientists".

"ISTANBUL GELISIM UNIVERSITY CONTINUES TO MAKE A NAME FOR ITSELF ON INTERNATIONAL PLATFORMS"

IGU Rector Prof. Dr. Bahri Şahin made statements about the "World's Most Influential Scientists" list published in the Elsevier database by Stanford University Dr. John P. A. Ioannidis and placed in the top 2% according to the 2022 citation year. Prof. Dr. Bahri Şahin: "I congratulate our esteemed academicians who successfully represent our university and our country, who are on the list of "World's Most Influential Scientists" published by Stanford University. We are proud to be on the list based on international criteria such as the number of scientific articles and citations published on a global scale. Continuing to progress with the vision of 'Research University', Istanbul Gelisim University continues to make a name for itself on international platforms. I am confident that we will achieve greater success."