



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

SEPTEMBER 2024

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

*Applied Science in Gelişim, For a Change In Your Life*

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## NEWS FROM IGU

### International Success from IGU: 5 Academicians on the “World's Most Influential Scientists” List!

The list of “The World's Most Influential Scientists” published annually by Stanford University has been announced. This year's list included the names of 5 academicians from Istanbul Gelisim University (IGU). In the list, which was evaluated by many criteria such as the impact value of scientists' research, the number of published articles, the number of citations and international criteria, IGU's academic achievements once again came to the fore.

Stanford University's annual list, which is based on international criteria such as the impact value of the journal in which the articles of scientists are published, the number of qualified publications, the number of citations to their works, h-index, hm-index, the number of first name and single name articles, the number of cited articles and the impact value of the journal in which the cited article is published, was announced. Five academicians from Istanbul Gelisim University were included in the list of “The World's Most Influential Scientists” published by Dr. John P. A. Loannidis from Stanford University in the Elsevier database in two categories as “Career-Long Impact” and “Annual Impact” and ranked in the top 2% according to the 2023 citation year.

#### 5 academicians from IGU in “Career Long Impact” and “Annual Impact” categories

Istanbul Gelisim University (IGU), which progresses with the vision of “Research University” and advances with the understanding of contemporary, developing, producing and quality education, has achieved another success on the international platform. While IGU Rector Prof. Dr. Bahri Şahin was included in the “Career-Long Impact” list as a scientist who preserved his name in the lists; in the same list, Dr. Festus Victor Bekun from the Department of Logistics Management of the Faculty of Economics, Administrative and Social Sciences, Prof. Dr. Ahmet Cihat Baytaş from the Department of Aeronautical Engineering at the Faculty of Engineering and Architecture and Prof. Dr. Kemal Sitki Türker from the Department of Dentistry at the Faculty of Dentistry were also among the “World's Most Influential Scientists”.

In the list, which is ranked according to detailed criteria, in the “Annual Impact” category, Dr. Festus Victor Bekun from the Department of Logistics Management at the Faculty of Economics and Business Administration and Dr. Neslihan Özdemir from the Department of Software Engineering made the list of “The World's Most Influential Scientists”.

## NEWS FROM IGU

"We aim to have more say in the global scientific community with our academic contributions"

IGU Rector Prof. Dr. Bahri Şahin made a statement on the 'World's Most Influential Scientists' list, in which 5 academicians from Istanbul Gelisim University took part, and said: "I would like to sincerely congratulate our esteemed academicians who took part in the 'World's Most Influential Scientists' list published by Stanford University. This success once again shows that not only our university but also our country is a recognized power in the international arena. It is a great source of pride for all of us to be included in this prestigious list, which is based on international criteria such as citations to scientific research and the impact of published articles. As Istanbul Gelisim University, in line with our vision of 'Research University', we are raising the bar every day in the field of quality education and scientific productivity. With the perseverance and determination behind these achievements, I am confident that we will achieve even greater success in the future. In the future, we aim to have more say in the global scientific community with our academic contributions."

### İGÜ'LÜ AKADEMİSYENLER DÜNYANIN EN ETKİLİ BİLİM İNSANLARI LİSTESİNDE

Stanford Üniversitesi yürütücü önderliğinde, bilimsel makale ve atıf sayısına göre belirlenen 'Dünyanın En Etkili Bilim İnsanları Listesi'nde İstanbul Gelisim Üniversitesi'nden 5 öğretim üyesi yer aldı.



Prof. Dr.  
Bahri ŞAHİN  
Rektör  
"Kariyer Boyu Etki"



Dr. Öğr. Üyesi  
Festus Victor DEKUN  
İktisadi, İdari ve  
Sosyal Bilimler Fakültesi  
"Kariyer Boyu Etki"  
"Yıllık Etki"



Prof. Dr. Ahmet  
Cihat BAYTAŞ  
Mühendislik ve  
Mimarlık Fakültesi  
"Kariyer Boyu Etki"



Prof. Dr. Kemal  
Sıtkı TÜRKER  
Diş Hekimliği Fakültesi  
"Kariyer Boyu Etki"



Dr. Öğr. Üyesi  
Neslihan ÖZDEMİR  
Mühendislik ve  
Mimarlık Fakültesi  
"Yıllık Etki"

## NEWS FROM IGU

### An Important Project from Istanbul Gelisim University: Drinking Water Lines Under Earthquake Impacts

Muhammet Ceylan, Lecturer at Istanbul Gelisim Vocational School, Department of Construction Technology, started to work as a visiting researcher at the University of Colorado Boulder in the United States of America within the scope of TUBITAK BİDEB 2214-A project as of September 2023. The project will continue for one year as part of Ceylan's PhD thesis.

This important research aims to investigate the behavior of drinking water lines under earthquake effects using both experimental and numerical methods. The experimental studies are carried out in the CIEST (Center for Infrastructure, Energy, and Space Testing) laboratory of the Department of Civil, Environmental and Architectural Engineering. This laboratory has advanced technology and equipment, such as centrifuge experiments, and offers great opportunities to study the behavior of structural systems against earthquake effects in detail.

Within the scope of the project, the performance of PVC pipes under earthquake effects with new generation fasteners is being investigated in detail. In addition, the behavior of pipelines buried in liquefying soils is also analyzed with advanced numerical methods. These studies will provide important data to improve the performance of infrastructure systems during future earthquakes.

The project will be completed by October 2024 and the results will be presented in a comprehensive report. This report aims to make a significant contribution in terms of both academic and sectoral applications. Muhammet Ceylan's work is of great importance for infrastructure safety in today's world where earthquake risk is on the rise.



## NEWS FROM IGU

### “2024-2025 Academic Year Student Orientation” Was Held Successfully

Istanbul Gelisim University organized “2024-2025 Academic Year Student Orientation” and “Welcome Event” for new students. This event aimed to provide participants with in-depth information about the faculties and colleges of the university and to facilitate their adaptation process.

Istanbul Gelisim University, known for its quality education approach and strong research and development activities, provided new students with the opportunity to meet academicians and make new friends at the orientation event. In this way, students had a pleasant experience both academically and socially.

#### **Orientation program attracted great interest.**

In the orientation program held at the Mehmet Akif Ersoy Conference Hall at Tower, special sessions were held for each faculty and school. IGU Rector Prof. Dr. Bahri Şahin came together with the students at the orientation program of the Faculty of Economics, Administrative and Social Sciences and shared the advantages and achievements of the university. The participation of Rector Prof. Dr. Bahri Şahin, who answered the questions of the students in the field, was met with great interest.

Having 67 student clubs, the club stands opened at the Welcome Event held at IGU were met with great interest by the students. In the program; Anti-addiction Coordinator Dr. Nurten Elkin, Clinical Psychologist from the Psychological Counseling Unit, Dr. Ünal Erdem Elli and Career Center Manager Dr. Mustafa Özan gave informative speeches to the students. This event provided students with valuable information about their academic lives, as well as the opportunity to make social connections.



## NEWS FROM FoAS

As of 25th of September 2024, From FoAS Gastronomy and Culinary Arts Department Asst. Prof. Muzaffer Çakmak was Appointed as the “Vice Dean” of the Faculty of Applied Sciences!

Asst. Prof. Muzaffer Çakmak completed his PhD at Sakarya University of Applied Sciences, Department of Gastronomy and Culinary Arts in 2023.

In August 2023, he started to work as a Doctoral Faculty Member at Istanbul Gelisim University Faculty of Applied Sciences, Department of Gastronomy and Culinary Arts. Dr. Çakmak's research papers are presented in national and international academic events, his articles published in international journals and refereeing duties in journals. As of 25th of September 2024, he was appointed as “Vice Dean” of the Faculty of Applied Sciences.

We congratulate Asst. Prof. Muzaffer Çakmak on his new position.



## NEWS FROM FoAS

### A Success from IGU Students at “GastroAntep Culture Road Festival”!

Istanbul Gelisim University students came together with important names in the sector at the GastroAntep Culture Road Festival held on September 15, 2024 in cooperation with the Ministry of Culture and Tourism and Gaziantep Metropolitan Municipality. Within the scope of this event organized by Sözen Organization every year, the University Competition competition, which has an important place in the field of gastronomy, was organized.



Lect. Kerem Günay, a student of UBF Gastronomy and Culinary Arts department, was among the students prepared for the festival competition by Lect. İbrahim Levent Demirçakmak. The students, who received great appreciation from the jury members, once again demonstrated the quality of gastronomy education at IGU and the talents of its students. As a result of the University Competition, IGU students, who competed with great dedication and discipline, won the second prize.

### The Department Of Television Journalism And Programming Will Host Cem Öğretir

In the fall semester of 2024 - 2025, Lect. Cem Öğretir, ATV News Anchor, will be with our students to give the Advanced Television Journalism and Announcing course. The course will start at 09:00 on Wednesdays and will also be open to students from outside the department who are interested in the field.



## NEWS FROM FoAS

### At the 2024 - 2025 Academic Year Orientation Meeting, the Faculty of Applied Sciences Welcomed the New Students

2024 - 2025 Academic Year Faculty of Applied Sciences Orientation Meeting was held on Tuesday, September 24, 2024 at J Block Mehmet Akif Hall. The meeting started with the speech of our dean Prof. Dr. Kamil Kaya. At the meeting, which was held with the participation of all our faculty lecturers and our new students, our students were informed about the opportunities of our school such as double major, minor and erasmus. After the meeting, our lecturers answered the questions of the new students in the foyer area.



## BANKING AND INSURANCE DEPARTMENT



The orientation meeting of our faculty's Banking and Insurance department for the 2024-2025 academic year attracted great interest. The meeting, which was held on Tuesday, October 1st at FoAS A Block with the participation of all department faculty members, answered the questions of new students.



## NEWS FROM FoAS

### ELECTRONIC COMMERCE AND MANAGEMENT DEPARTMENT

The Electronic Commerce and Management Department orientation meeting for the new academic year 2024 - 2025 was held. The meeting, which took place on Tuesday, October 1 at 12:00 in the A Block FoAS 102 classroom, provided information to new students about university life and questions about the department.



### PUBLIC RELATIONS AND ADVERTISING DEPARTMENT



On October 01, 2024, the orientation event of our university's Public Relations and Advertising Department was held with the participation of all academic staff. In the event where information and promotion for the new academic year were made, valuable information about the department's vision, curriculum and future projects were shared with the students.

### AVIATION MANAGEMENT DEPARTMENT

The Aviation Management Department orientation meeting was held in FOAS A Block with the intense participation of our students. In the meeting, which was held with the participation of our department's academic staff, information about university education was given to the students who will be new to our school.



## NEWS FROM FoAS

### ENGLISH TRANSLATION AND INTERPRETING DEPARTMENT

The orientation event of the Faculty of Applied Sciences, Department of English Translation and Interpreting was held on Monday, September 30, 2024 at 09.00 on the 2nd floor, Block A / Directorate Building, classroom 202. In the event, which was attended by our department lecturers, one of the research assistants of the department, Res. Asst. Ensar Macit, one of the research assistants of the department, gave information on various topics such as the grading system, exams, curriculum, attendance obligation, department activities, Erasmus, etc.



### AIRCRAFT MAINTENANCE AND REPAIR AND AVIONICS DEPARTMENTS



On Friday, September 27, at 14:30, the orientation meeting of the Aircraft Maintenance and Repair and Avionics departments was held at the K Block Firnas Auditorium. The meeting, attended by all faculty members of our departments, attracted great interest from first-year students. At the meeting, our school's opportunities such as Erasmus, minor and double major were explained.

## NEWS FROM FoAS

### Orientation Meeting for Instructors of SHT-147 Courses Held at FoAS

SHT-147 Recognized School 2024-2025 fall semester course instructors' orientation was held in A Block FoAS building. Our SHT-147 Aviation Electric and Electronics department and Aircraft Maintenance and Repair department have the status of a Recognized School. In this context, SHT-147 orientation was held for our instructors who will give Module courses and Task trainings at the beginning of the 2024-2025 Fall academic year.



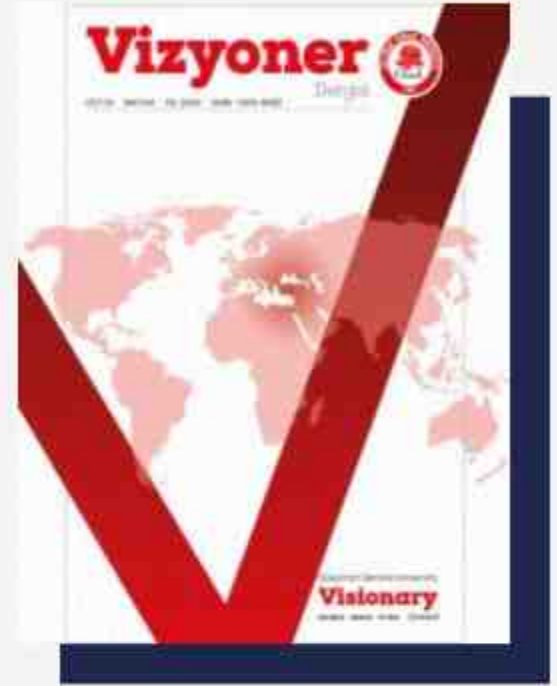
## ACADEMIC ARTICLES

### The Article “Comparative Analysis of Financial Situations of Private and Foreign Capital Deposit Banks” Was Published!

The article titled “Comparative Analysis of Financial Situations of Private and Foreign Capital Deposit Banks” by Ayşegül ERTUĞRUL, Assistant Professor of the Department of Banking and Insurance of the Faculty of Applied Sciences, was published in the Süleyman Demirel University Visionary Magazine, Volume 15, Issue 43, on August 31, 2024.

Access Link:

<https://dergipark.org.tr/tr/pub/vizyoner/issue/86981/1456224>



### Article Titled “Treatment of onion skin waste using dielectric barrier discharge cold plasma processing” Was Published!

Faculty of Applied Sciences, Department of Gastronomy and Culinary Arts Res. Asst. Berna ŞENGÜLER's article titled “Treatment of onion skin waste using dielectric barrier discharge cold plasma processing” was published in the Food Science and Nutrition Journal on September 3, 2024.

Access Link:

<https://onlinelibrary.wiley.com/doi/full/10.1002/fsn3.4448>



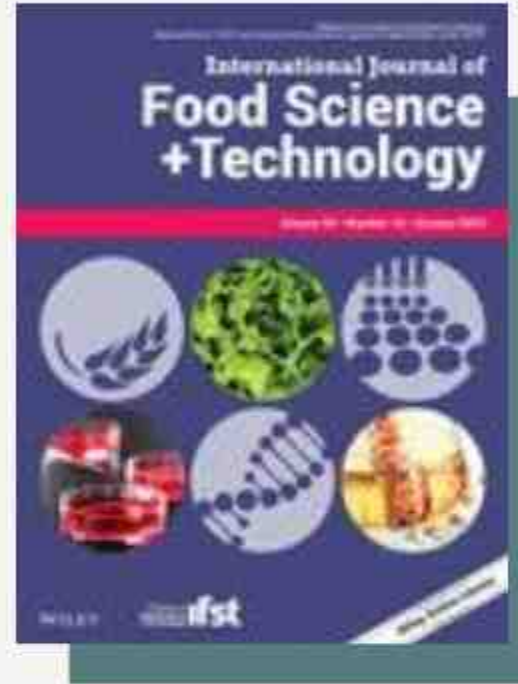
## ACADEMIC ARTICLES

### The Article “Valorisation of cold plasma-treated onion skin waste in chocolate production” Was Published!

The article “Valorisation of cold plasma-treated onion skin waste in chocolate production” by the Faculty of Applied Sciences, Department of Gastronomy and Culinary Arts Res. Asst. Berna ŞENGÜLER was published in the Food Science and Technology Journal on September 10, 2024.

Access Link:

<https://ifst.onlinelibrary.wiley.com/doi/full/10.1111/ijfs.17582>



### The article titled “Need to Improve Trade Union Freedom Guarantee Against Insecure Work: Proposals on the Reorganization of Article 25 of Law No. 6356” Was Published!

The article titled “Need to Improve Trade Union Freedom Guarantee Against Insecure Work: Proposals on the Reorganization of Article 25 of Law No. 6356” by the Faculty of Applied Sciences, Department of Electronic Commerce and Management Res. Asst. Naim GÖKTAŞ and Hitit University Lecturer Orhan Ertuğrul ONUR was published in İstanbul Hukuk Magazine, which is indexed in Web of Science-ESCI and TR Index, on September 26, 2024.

Access Link:

<https://doi.org/10.26650/mecmua.2024.82.3.0010>





## ACADEMIC ARTICLES

**The Article titled “Are Dividend Distribution Policies the Cause of Stock Value? An Application on BIST Dividend Index” Was Published!**

The article titled “Are Dividend Distribution Policies the Cause of Stock Value? An Application on BIST Dividend Index” by Asst. Prof. Ayşegül ERTUĞRUL, at the Faculty of Applied Sciences, Department of Banking and Insurance, was published in the 9th Volume, 3rd Issue of the Journal of Finance, Economics and Social Research on September 30, 2024.

Access Link: <https://dergipark.org.tr/tr/pub/fesa>



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## CONGRESSES

### Assoc. Prof. Uğur Baloğlu and Res. Asst. Mehmet Kayın Participated in the International Conference on Social Media & Society!

Assoc. Prof. Dr. Uğur Baloğlu and Res. Asst. Mehmet Kayın from the Department of Television Journalism and Programming, together with Res. Asst. İlker Kafalı from Galatasaray University and Asst. Asst. Gökçen Cıvaş from Maltepe University, presented the paper titled "From Turkey towards the West: The Marketing of out-Migration through YouTube" at the International Conference on Social Media & Society (#SMSociety) held at the University of the Arts London on July 16-18, 2024. The paper discussed how migration from Turkey to the West is marketed through YouTube videos.

Access Link:

<https://socialmediaandsociety.org/2024-2/papers/>



## CONGRESSES

### Res. Asst. Berika AKÇAY Attended the 21st International Accounting Conference.

Attended the 21st International Accounting Conference. Faculty of Applied Sciences, Department of Management Information Systems Research Assistant Berika AKÇAY attended the 21st International Conference on Accounting on September 12-15, 2024 with her work titled "A Critical View of Accounting Proactivity".

Access Link:

<https://www.modav.org.tr/index.php/en/>





## NEWS FROM OUR ALUMNI

**Hello,**  
**I'm Mert Akçay.**

I graduated from Istanbul Gelisim University, Department of Television Journalism and Programming in 2024. I have been working as a technical director and assistant cinematographer. With the first year of the university, I realized that I would specialize faster in the normalcy of business life and quickly started business life. In this process, I worked as a freelance technical director assistant with companies using simpler broadcast systems. These were mostly meetings, rallies, lotteries, 1st League, 2nd League football broadcasts.



Later, in the 3rd and 4th years of the university, I determined my working target as sports only in order for my field of work to gain an international dimension. I met with companies that have set the goal of international broadcasting originating in Turkey and are in business processes in this direction. We increased our negotiations with HD Protek and as a result of my persistent behavior, they called me for an interview. They stated that they wanted to work with a young person who was open to learning and could be in a managerial position for the future. In this way, I worked and continue to work on behalf of important organizations such as 2023 Trendyol Super League, 2023 Ziraat Turkey Cup, 2024 Trendyol Super League, 2024 Ziraat Turkey Cup, 2023 CEV EuroVolley, 2023 EuroLeague, 2023 UEFA EuroLeague, 2024 FIFA Futsal World Cup, UEFA Euro 2024, 2023 FIBA Basketball World Cup, 2023 European Games. In this process, I also work as a freelance assistant cinematographer in companies that I have met and agreed with individually in my free time. I have taken part in sports broadcasts such as F1, Running, Drift, Drag, Redbull Event in Turkey. In addition to these, I shoot documentaries on art and artists with a small team. As a very recent graduate, I would like to thank my esteemed academic professors who motivated me, mentored me, and welcomed me with love and tolerance to ensure that my success in this process is at least as successful as business life.

Representing my country, my job, Turkish work discipline in Europe, traveling, meeting new people, cultures, witnessing the mobility of the business process and the fact that everyone doing this job is in a new learning process every day, working with technology and artificial intelligence and witnessing the first steps of this process is very enjoyable. I am very happy to study this department and to work in this field. Thank you very much to everyone.

## GUEST WRITER

### BECOMING “FINANCIALLY” LITERATE...

What is financial literacy? We always say that health is the most important thing, what does money matter? Of course health is important, even very important, but is money unimportant? Isn't it also very important to earn money, spend it correctly and save money? I have some savings, should I buy a car? No, I should buy gold, I gave up, my Aunt Ayşe was saying that the currency would appreciate. Uncle Butcher said we should “play” in the stock market? This is exactly where financial literacy comes into play. First, we learn to say that you don't play the stock market, you invest in it, then we learn how to create savings from the money we earn and how to turn those savings into investments in a way that reduces the risks with financial literacy.

Today, financial literacy courses are taught even in primary schools, but can young people invest properly? One of the most important issues in an economy is savings. Sometimes they say that we cannot save, but is the level of income very important for saving? Of course income is important, but regardless of income, it is essential to be able to save regularly. This is what financial literates know. They say, “I can save regardless of my income”. Individuals or businesses then set aside a certain portion of their earnings and turn it into investment. However, the most basic and critical point in the concept of investment is to create a portfolio in a way to minimize risks.



**Banking and Insurance  
Department  
Asst. Prof. Ayşegül Ertuğrul**



## GUEST WRITER

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What is this portfolio concept that we always hear about? In the lessons, I explain the portfolio as an investment basket consisting of more than one asset with the most summarized definition. It is easy to understand, but then questions come up about how we will know which assets to put in a portfolio. This is where the concept of being financially literate comes into play again. Because one should know what return is, one should know what risk is, one should know that risk can be calculated, one should know what interest is, is it enough to know only what interest is? Not enough... One should know the real interest rate, the nominal interest rate, the deposit interest rate, the policy interest rate... They should know so that they can calculate the return on their investment basket.

In short, a financially literate person knows basic financial concepts, budgeting, balance sheet reading, calculating return and risk, and making money from money... He knows how to use and evaluate his money, and contributes to both himself and the national economy. To conclude, financial literacy is important for all economic units.



## INTERVIEW

### ASSISTANT SPECIALIST OF LOCAL GOVERNMENTS SALES DIRECTORATE SAMİYE ANAR :

*“ I recommend to be friendly, to be able to behave calmly, to manage stress, to have a marketing language and to spare time for their interests in accordance with their personal skills.”*

**First of all, thank you for accepting our UBF Monthly E-Bulletin interview request. How did you step into the banking sector? What were the reasons for your orientation towards this field?**

In 2011, I started the Department of Political Science and Public Administration at Ondokuz Mayıs University. In 2014, I studied at Gazi University for 1 year within the scope of the Farabi programme and graduated from my department in 2015. In my last year, seminars were organised in our school for business life and career. I gained familiarity with the banking sector in the career journey of İİBF graduates through these career events. After graduation, I started my master's degree at Istanbul University. Afterwards, I decided to work in the public sector in order to start business life and work in a corporate job. For this purpose, I took the banking exams. In 2017, I started working as an assistant specialist in the Local Governments Sales Directorate, which is a unit of Vakıfbank General Directorate. The head office building, corporate clothing, self-expression, feeling safe in the future in the institution where I work, career plan, many social benefits provided by the workplace and the title given satisfied me. The financial relationship between the department I graduated from and the unit I worked in enabled me to continue in this field. I was interested in the borrowing instruments of municipalities and public institutions, payment methods, seeing the equivalent of banking in public institutions, contributing to social outputs, and the sustainability of public and finance.



## INTERVIEW

### **As a banker, what were the challenges you faced at the beginning of your career and how did you cope with these challenges?**

First of all, banking is a very comprehensive, very wide field. In banking, there is a difference between working in a branch and working in the head office. There are also differences between the units in the general directorate. A banker cannot know everything. There is specialisation. A person specialises in what he/she does. In the banking profession, you know and do the job you are working in, and when you move to another unit, you start to learn again. Group work is common. Although I was familiar with economics and economics as a graduate of the Faculty of Economics and Administrative Sciences, I did not know how the banking system worked. I encountered the intensity of credit calculation processes, customer segment, performance target, payment plan preparation processes. In some periods, work intensity increases. Work intensity increases at the beginning and end of the period. There are works that need to be completed in a short time. Reports prepared for senior management. Real money does not pass through our hands, but numerical expressions are very important. Any zero or numerical expression can change a lot. Coping with work intensity and stress is the most important situation. When you are in business life, your self-confidence increases as you learn to behave calmly and gain practice in what you do. Knowing and being careful, being coordinated with your colleagues and manager when it is necessary to question, makes the process more sustainable. Having a life after working hours, dealing with a job-hobby makes your work life more quality. I am an active volleyball player. Doing regular sports, socialising, making time for myself, travelling help to make my work life more quality. My bank has social clubs. You can participate in the one that suits you. I am in the folk dances team. Socialising with your colleagues and participating in an activity increases the effectiveness of your working life and loyalty to the institution. It is important to relieve the stress of work at the end of the day so that tomorrow we can continue to work with a new day and excitement.

### **What have you done so far to improve yourself in your profession (such as books, courses or mentoring)? How do you ensure your professional development?**

Banking is a system that supports lifelong learning. My workplace has a training portal. Continuous trainings are assigned to keep us up to date and aware of cyber security in the digitalised system. Employees are included in this system. Banks launch new products and ensure that the personnel are informed before marketing them. I attended the Banking Association of Turkey trainings for my profession. Financial mathematics, SEGEM, SPL Licensing exams, Webinar-Qlik Sense Training, Our Bank Product and Services Trainings, Internal Motivation, Simulation Training on Interpreting Markets and Economy, Dashboard Reporting in Excel, Microsoft Excel Advanced Level Training, Microsoft Excel Macro, SAP Bo Report Design, Introduction to Business 4. 0 Introduction Training, Successful Credit Management, Understanding the Economy Training, Written Communication Skills, Intelligence and Financial Analysis Training, Time Management, Problem Solving, Basic Finance Accounting Law and Banking Training, Teamwork Training, etc. The Banks Association of Turkey website, Udemy, BRSA publications, CBRT announcement page, Official newspaper announcements, other banks' websites, examining the financial reports of our bank and other banks, following the agenda contributes to keeping up to date and improving ourselves in the changing and transforming banking system. Banking is a sector open to change, innovation and transformation.

## INTERVIEW

**As in every sector, a transformation is expected in the banking sector with technology. So, which personal characteristics are needed to be successful in this transformation?**

Digital transformation in banking is progressing very fast. Today, banking provides the opportunity to perform transactions without going to branches with internet, mobile banking and ATMs independent of time and place. You can become a bank customer with an online interview. Digital transformation provides 24/7 access to finance. Digital transformation in banking increases the opportunity to do the work of many people online in a shorter time, without waiting in line. A new software and a new product are launched every day. The use of common ATMs is increasing. Payments, eft transactions, cardless payments, credit transactions, university tuition, invoice, municipal payments, exam payments are made with mobile banking. Almost everything can be done easily with mobile banking. Yes, there is a software behind, but there are people who create the system that thinks and implements it. We are not in a completely unmanned banking system at the moment. We will see what awaits us in the future. Group work and joint business plan gain importance. Many units or many banks come together and work for common business and products.

**What advice would you give to our students planning a career in finance and banking? Thank you very much for taking the time and providing comprehensive information for the UBF Monthly E-Bulletin.**

I would advise friends who are planning a career in finance and banking to first of all, to have mastered English, to obtain SPL licensing if possible, to improve their communication skills and to be familiar with applications such as SAP and SQR. Yes, there is digital transformation, innovations are very fast, CHATGPT responds to everything. Open banking, online services, eft-transfers made at any time from mobile banking, multinational use of cards, QR payments are just a few examples. While this system is in place, there are also the background sketches, balance sheet and matching of incoming and outgoing recipients. The system is coordinated with the software developer and the banker. For the software language, there is a need to know what the business will be. It is necessary to understand the legislation part. I recommend them to have verbal communication skills, group work and project management skills. I recommend to be friendly, to be able to behave calmly, to be able to manage stress, to have marketing language, personal skills, to spare time for their interests. Thank you.

### SAMIYE ANAR RESUME:

After completing her primary and secondary education in Istanbul, she graduated from Samsun Ondokuz Mayıs University, Department of Political Science and Public Administration. In 2014, she received education at Gazi University within the scope of Farabi Education. Since 2017, he has been working at Vakıfbank General Directorate as the Head of Local Governments Marketing. She is a volleyball player at Ses Sports Club.

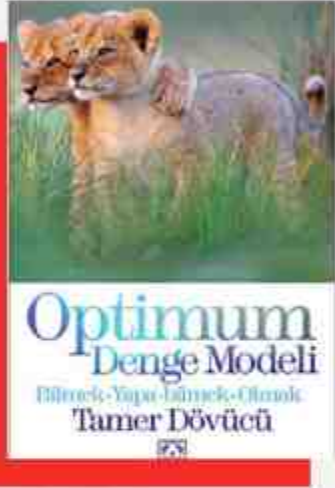
## BOOK RECOMMENDATIONS

Res. Asst. Berika Akçay

Management Information Systems

### Optimum Equilibrium Model - Taner Dövuçü

The Optimum Balance Model (ODM) is a book based on philosophy, psychology and personal development that builds new meanings step by step with enjoyable-instructive definitions and explanations on one's own inner journey. When survival and achieving happiness are considered as goals, the basic components of these goals in the nature of the individual are expressed as "knowing" and "doing". Knowing is the correct positioning of the meanings of human and life, doing is acting in line with these meanings and being in a continuous development process. Based on the basic components of knowing and doing, the transformation to the point of "being able to do" and thus "becoming" is envisaged. The author introduces the reader to the "Optimum Balance Model", a "new life model" that brings together different disciplines in the "journey of being human".



### Truce with the Narcissist - Wendy Behary

A psychology book that offers effective strategies to find the best way to communicate with narcissistic people, both by learning to protect oneself and by teaching the other person. Truce with the Narcissist sheds light on the positive and negative aspects of human beings, offering everyone a piece of themselves and expressing that it is possible to develop a better quality communication with people who only recognize their own existence by putting themselves at the center of life and making life difficult for the other person. This book, which is systematically supported by psychological theories, aims to understand narcissistic people by looking at the world from their perspective, and presents differentiated lives to the reader with real therapy examples. The book offers narcissistic individuals tips on how to make themselves heard and explain themselves in a pleasant and fluent language.



## BOOK RECOMMENDATIONS

Other books recommended by Res. Asst. Berika Akçay from the Department of Management Information Systems



### For Board Members and Managers: Reading and Interpreting Financial Statements-Prof. Dr. Sait Y. Kaygusuz

In businesses that are part of the changes and developments in the business world, the ability of senior management to read and interpret financial statements is a necessity. It will be advantageous for those responsible for senior management to have the knowledge of reading and interpreting the basic and auxiliary financial statements of the enterprises. The author provides the reader with the information necessary for board members or managers to read and interpret financial statements in a simple and fluent language. First, introducing financial statements and their types, giving definitions such as financial analysis, ratio analysis, vertical percentage and slope percentage analysis are explained. Classification of costs as variable and fixed, break-even point calculation, cash flow statement are also included in the book. In the last section of the book; "How to Prepare an Executive Summary?", the author provides users with important, to-the-point information.



### Play and Reality - D. W. Winnicott

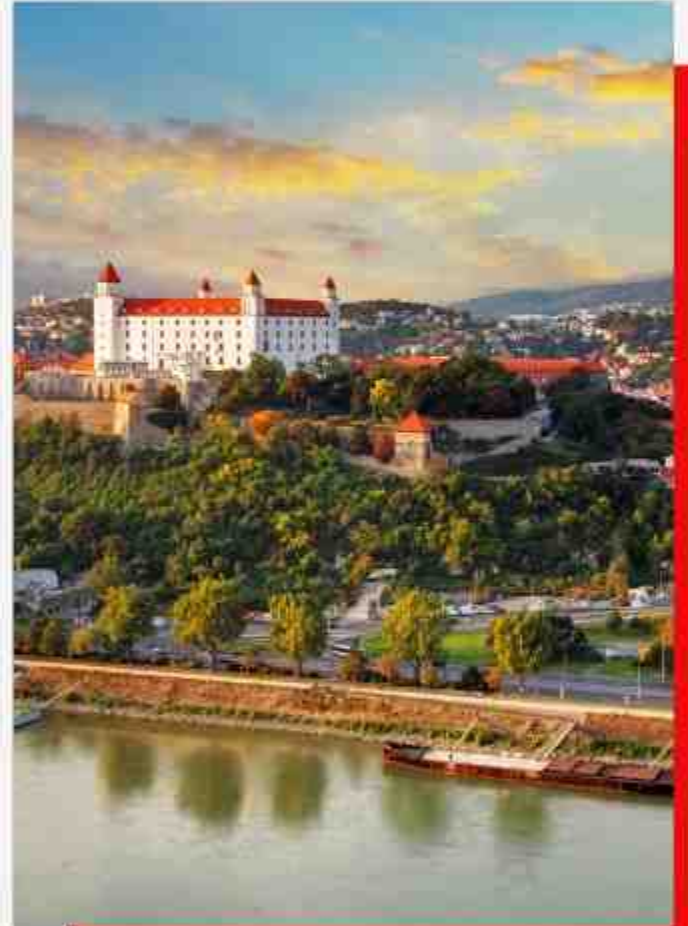
Winnicott contributed to the psychological and cultural development of the individual through his clinical work with infants and children. Play and Reality was created by the same author within the framework of his article Transitional Objects-Facts. The book presents topics such as logic, art, religious understanding, emotional world, scientific perspective in relation to the place of the individual in transition. This book, which carries some clues about some concepts such as false self, dreams, cultural codes, invisible competition due to male-female codes, appeals not only to those working in the field of mental health but also to anyone interested in the field of psychology.



## ERASMUS +

*Hello, I am Alperen Sargin, a student at Istanbul Gelisim University, Department of English Translation and Interpreting. In this section, I will talk about my study semester at Univerzita Mateja Bela in Banská Bystrica, Slovakia as part of Erasmus+ Student Mobility.*

I flew from Istanbul to Vienna and from there I took a bus to Banská Bystrica. When I arrived in the city, my Erasmus Buddy helped me until I got to the school. The next day we met with the students from the Erasmus Student Network for an orientation presentation: they gave me and other Erasmus students detailed information about the city and the school. After this presentation, we had a city tour. One of the reasons why I chose Slovakia is that it is a student-friendly country, if you are a student there you can benefit from discounted or even free campaigns for many things, especially for Erasmus students. Also the cost of living is low. Another reason is that the country has a calm atmosphere. Of course, the calmness I am talking about here is related to the sense of trust and respect people have for each other. We students had a great time with countless activities in the dormitory and outside. In this city, there was a great interest in Italian and Chinese cuisine, as well as Turkish cuisine (especially kebab/doner) as in many other European countries. My favorite was the pizza; it was really delicious. There are also many mountains to hike in the city and castles to admire. The education I received here was also really high quality; I was very pleased that the teachers explained the lessons with great enthusiasm and sometimes tackled different projects.



I would like to thank my university for giving me the opportunity to have this experience and all the Erasmus+ staff who helped me before and after my mobility.

## NEWS FROM SECTOR

### **This Billboard is Only for the Colorblind!**

The latest outdoor campaign designed by Ogilvy Canada for Toronto Dominion Bank (TD Bank) is nothing more than a blank, green billboard for those with standard color vision. However, upon closer inspection, green and red dots become visible. These dots send an important message to colorblind individuals: "If you see this, it means you are seen."

The remarkable campaign introduces the TD Accessibility Adapter, a free Google Chrome extension that aims to make the internet more inclusive for disabled users.

**Link:** <https://gastronomiturkey.com/haber/bitkisel-beslenmeye-ilgi-artiyor-h16508>

### **Burger King's new logo: "BÖRGİR"!**

World-famous fast-food giant Burger King has updated its logo in Turkey to "BÖRGİR". The new logo, which has started to be used on X and Instagram profiles, has created great curiosity.

The new logo maintains the same visual design as the previous one, while the two-line "Burger King" text has been replaced by BÖRGİR.

**Link:** <https://www.marketingturkiye.com.tr/haberler/burger-kingin-yeni-logosu-borgir/>

### **The Baykuş Awards have met with their owners!**

The Baykuş Awards Ceremony, organized for the 12th time this year by the Turkish Researchers Association to reward the most successful marketing and public opinion research of the year, brought together once again the professionals of the world of research, advertising, marketing, communication, academia and branding on the night of September 5. 31 Researchers, 13 Research Companies and 7 Data Collection Companies received their awards during the night.

**Link:** <https://www.marketingturkiye.com.tr/haberler/baykus-odulleri-sahipleri-ile-bulustu/>

## NEWS FROM SECTOR

### HPE Unveils One-Click Deployable AI Applications

Hewlett Packard Enterprise announced that HPE Private Cloud AI is now enhanced with new solution accelerators that automate and streamline artificial intelligence (AI) applications. Co-developed with NVIDIA and introduced as part of the NVIDIA AI Computing by HPE portfolio, HPE Private Cloud AI delivers a cloud-native, turnkey experience that helps businesses of all sizes build and deploy generative artificial intelligence (GenAI) applications. The new solution accelerators simplify the process end-to-end by enabling businesses to deploy their virtual assistants with a single click and have them operational in seconds.

**Link:** <https://www.bthaber.com/hpe-tek-tikla-devreyeye-alinabilen-yapay-zekauygulamalarini-tanitti/>

### E-Commerce Mobility in School Shopping

Electronic Commerce Operators Association (ETİD) President Hakan Çevikoğlu announced that e-commerce volume in Turkey increased by 115 percent compared to the previous year and reached 1.85 trillion liras in 2023. Stating that this year's e-commerce volume is expected to be 3.4 trillion liras by the end of the year, Çevikoğlu said, "We expect the increase in e-commerce volume, which accelerates every year, to double by the end of this year and therefore to be reflected in all sectors."

**Link:** <https://www.ntv.com.tr/ntvpara/okul-alisverisinde-eticaretinhareketliliği,pjbLOVAxPESaz1gqHzgLLw>

### ING Türkiye Extends Paternity Leave to 8 Weeks

According to the statement made by ING Türkiye, ING employees who are new fathers can now use the first 4 weeks of uninterrupted leave and can plan the remaining 4 weeks flexibly until their baby is 18 months old. ING Türkiye also allows its employees to spend more time with their families and personal interests with "Flexi Leaves" offered in addition to legal leaves.

**Link:** <https://www.finansgundem.com/haber/ing-turkiye-babalik-iznini-8-haftayacakardi/1816945>



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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

SEPTEMBER 2024 - ISSUE 09

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# **FACULTY OF APPLIED SCIENCES**

## **MONTHLY E-BULLETIN**

**SEPTEMBER 2024 - ISSUE 09**

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