



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

NOVEMBER 2023



ISTANBUL  
**GELISIM** **UNIVERSITESI**

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

[www.gelisim.edu.tr](http://www.gelisim.edu.tr)

0 212 422 70 00



/iguubf



1881-193∞

**We commemorate the Founder of the Republic of Türkiye, Gazi Mustafa Kemal Atatürk, with gratitude and respect on the 85th anniversary of his death...**

## NEWS FROM FoAS

### Asst. Prof. Dr. Faruk Kural Was Appointed to the Department of English Translation and Interpreting!

Asst. Prof. Dr. Faruk Kural received his undergraduate degree from Deakin University in 1988. He then completed his master's degree in Applied Linguistics at Monash University in 1990. In 2015, he received his doctorate degree in English Language Education from Yeditepe University. He worked as a faculty member at various universities such as Marmara University, Yeditepe University, Bilgi University. His academic areas of study include English for specific purposes, curriculum design, multicultural education, functional grammar, and language planning and policy.



### Res. Asst. Cem Keskin was Appointed to the Department of Gastronomy and Culinary Arts!

Cem Keskin graduated from Gazi University, Faculty of Tourism, Department of Gastronomy and Culinary Arts in 2017. He started his master's degree at Recep Tayyip Erdoğan University, Department of Tourism Management, in 2019, and completed this education in 2022 by publishing his thesis titled "The Mediating Role of Destination Reputation in the Effect of Rize Gastronomic Identity on Supply-Side Destination Competitiveness". In 2023, he started his Ph.D. studies at Sakarya University of Applied Sciences, Department of Gastronomy and Culinary Arts. Subsequently, in 2023, he started working as a Research Assistant at Istanbul Gelişim University, Department of Gastronomy and Culinary Arts.



### Res. Asst. Dr. Nevra Üçler Was Appointed to Assistant Professorship!

Our faculty member Res. Asst. Dr. Nevra Üçler was appointed to assistant professorship to FoAs Public Relations and Advertising Department.

**We wish our faculty members success in their new positions.**

## NEWS FROM FoAS

### Department Meetings for the New Educational Term were Held at Istanbul Gelişim University Faculty of Applied Sciences!

In the department meetings organized by the Deanship of Istanbul Gelişim University Faculty of Applied Sciences, faculty members of the Banking and Insurance, Electronics and Commerce Management, Aviation Management, New Media and Journalism, Management Information Systems departments came together. During the meetings, issues such as the education and training processes of each department, application areas, internship and laboratory practices, and the situation of the graduates in the business world were comprehensively evaluated. With the contributions of department faculty members, the problem areas faced by the departments were identified. Improvement suggestions for these were emphasized.



## NEWS FROM FoAS



Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya stated that they will work to develop the departments and solve the problems in the light of the findings obtained in the meetings and stated that the department meetings will continue.



## NEWS FROM FoAS

### Res. Asst. Gizem Hlaęa Kaderoęlu Participated in the Erasmus+ Staff Training Mobility!

From Istanbul Gelisim University Faculty of Applied Sciences Gastronomy and Culinary Arts Department, Res. Asst. Gizem Hlaęa Kaderoęlu participated in the Erasmus+ Staff Training Mobility. Res. Asst. Hlaęa Kaderoęlu, who held the mobility at the University of Valencia (Universidad de Valencia) between 23-27 October 2023, accompanied by the faculty dean, saw the university campus, library and laboratories and got an idea about the theoretical and application areas.



IN THE 'QS WORLD UNIVERSITY RANKINGS 2024: EUROPE'  
RANKING OF EUROPE'S BEST UNIVERSITIES

Istanbul Gelisim University  
Is Among The Top **500** European Universities!

**21<sup>st</sup>** in the European-Western  
Asia Universities Ranking



## EVENTS

# Beyran Epistemology and Beyran Workshop Event Held!

The event was held in cooperation with the Gastronomy and Culinary Arts Turkish and English Departments of the Faculty of Applied Sciences.

At the event organized by the Gastronomy and Culinary Arts English-Turkish departments of Istanbul Gelişim University Faculty of Applied Sciences, the information about the origin, historical development, cultural importance and benefits of Beyran soup, one of the most well-known gastronomic values of Gaziantep, all the stages and tips of making Beyran soup were given by the Ahmet Şahin, Chairman of the Board of Directors of Varil soup .

The soup prepared with Varil Soup's special recipe with the students in the C block Gastronomy kitchen was served in the open-air event area. The soup was served freshly and warmly to all academic and administrative staff at Istanbul Gelişim University, with the participation of Rector Prof. Dr. Bahri Şahin, the University Board of Directors, Deans and Directors.

Our esteemed Rector Prof. Dr. Bahri Şahin presented a plaque to Varil Soup Chairman of the Board of Directors Ahmet Şahin for his participation.



## NEWS FROM FoAS

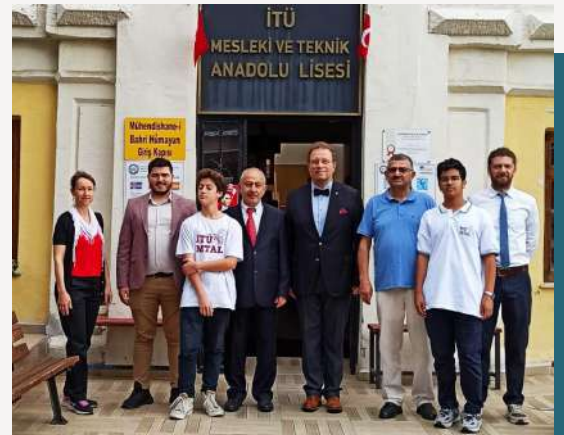
### Students of the Department of English Translation and Interpreting Participated in the "Young Translators Competition"!

Students of the FoAS Department of English Translation and Interpreting participated in the "Young Translators Competition" organized by the Presidency of European Union in Istanbul on November 25, 2023, where a total of 125 students from 40 universities competed. In the competition, which was held for the 12th time this year, 4th grade students Emirhan Ovalı, Yasin Korkmaz and Burcu Küçük completed the competition by translating the EU legislation text and were entitled to receive a certificate of participation.



### Asst. Prof. Dr. Rıza Haluk Kul Gave A Speech At ITUVocational Technical Anatolian High School Within The Scope Of The 100th Anniversary Celebrations Of Our Republic!

Dr. Rıza Haluk Kul from the Aircraft Maintenance and Repair Department of the Faculty of Applied Sciences, made his presentation titled "Our Expectations from Youth in Terms of Foresight, Self-Duty, Values and Principles for the Republic of Turkey in its 100th Year" on October 29, 2023 at ITU Vocational Technical Anatolian High School.





## NEWS FROM FoAS

### The Exhibition Titled "Century of Turkish Aviation" Was Held!

Within the scope of the 100th Anniversary of our Republic, Anka Club, which operates within the Aviation Management Department of the Faculty of Applied Sciences, organized an exhibition called "The Century of Turkish Aviation" to remind the development and growth of the aviation sector in the history of the Republic.

Exhibition opening ceremony; Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, Deputy Dean of the Faculty of Applied Sciences Dr. Member Görsev Sönmez, Faculty of Applied Sciences Aviation Management Department Head Prof. Dr. Sezer Cihan Kesken, faculty members and students from the Faculty of Applied Sciences.



### Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy Gave Training at the "Conscious Use of Technology" Seminar!

The "Conscious Use of Technology" seminar was held by Head of New Media and Communication Department Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy at Emlak Konut Mimar Sinan Anatolian High School. Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy emphasized that technology should be used appropriately to make life easier and that it does not negatively affect other parts of life (family relations, work, social relations, games, sleep, eating, etc.). Dr. Şebnem Gürsoy Ulusoy also contributed to students' personal experiences on "Conscious Technology Use" in their future lives.



## EVENTS

### The “Aviation from the Eyes of a Pilot” Event Was Held

Captain Pilot Akın Hoş participated in the "Aviation from the Eyes of a Pilot" event organized by FoAS Aviation Management department. Students from Aviation Management, Aircraft Maintenance and Repair, Aircraft Engineering, and Avionics departments attended the event. The questions of our students had about the aviation industry and piloting were answered.



### TURKISH CARGO SMARTIST Field Trip Was Held!

Turkish Cargo SMARTIST trip was organized by FoAS Aviation Management department on November 7, 2023. Head of Aviation Management Department Prof. Dr. Sezer Cihan Kesken and Res. Asst. Tuğçe Başakçı visited the Istanbul Airport Cargo Terminal with a group of 19 students from the Aviation Management, Aircraft Maintenance and Repair and Aircraft Engineering departments.

During the terminal tour, which lasted approximately 5 hours, the Smartlst building officials, Europe's largest and the world's 3rd largest cargo storage and logistics center, were shown around.



## EVENTS

### News Journalism Event Held on the 100th Anniversary of the Republic!

The "News Reporting on the 100th Anniversary of the Republic" event was held by the Department of Television Journalism and Programming on November 7, 2023. The experiences of news anchors during the 100th anniversary celebrations were discussed at the event held in classroom number A Block E208, with the participation of TRT news anchor Büşra Çelik and National Channel news anchor Şeval İskender. In addition, the students were informed about the current situation of news reporters and sectoral dynamics and their questions were answered.



### The Event "Past, Today and Tomorrow of Computers" Was Held on the 100th Anniversary of our Republic!

The "Past, Today and Tomorrow of Computers in the 100th Anniversary of our Republic" event was organized by the Department of Management Information Systems of the Faculty of Applied Sciences on November 7, 2023, with the participation of Prof. Dr. Eşref ADALI. In the event, which took place with the intense participation of department and faculty students, the journey of the computer throughout the historical process was presented chronologically and the changes and transformations experienced were explained. In addition, questions about informatics and software and the future of the profession were answered.



## EVENTS

### Students of the Department of Electronic Commerce and Management Met with Onur Özdemir at the "Intrapreneurship and E-Commerce" Event!

Taksit Market Founder Onur Özdemir met with the students of the FoAS Department of Electronic Commerce and Management at the event titled "Intrapreneurship and E-Commerce" held on November 9, 2023.

At the event, Özdemir shared the founding story of Taksit Market and his experiences in the e-commerce sector. He gave various advice to successful entrepreneur students on the importance of entrepreneurial spirit and digital marketing. We would like to thank Onur Özdemir once again for being with us.



### Avionics Department Organized a Trip to Turkish Technic within the Avionics Club!

Members of Istanbul Gelişim University Avionics Club visited Turkish Technic on 01.11.2023, which operates in the field of aviation. As part of the visit, landing gear, interior electronics, radio systems and hangar areas were visited and information was obtained. Details of the aviation industry were shared with the students through presentations made by the expert team during the trip. During the trip, students had the opportunity to examine aircraft maintenance and repair processes in detail and enriched their knowledge about the sector.



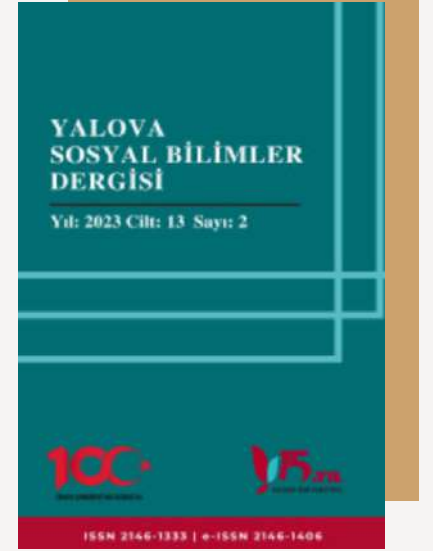
## ACADEMIC ARTICLES

### The Article Titled “Moderator Role of Word of Mouth Marketing on The Impact of Public Relations on Purchase Intention From an Integrated Marketing Communications Perspective” Was published!

Co-authored by Asst. Prof. Dr. Hande Ayhan Gökcek from Management Information Systems Department and Asst. Prof. Dr. Onur Türker from the Department of Electronic Commerce and Management, the article titled "Moderator Role of Word of Mouth Marketing on The Impact of Public Relations on Purchase Intention From an Integrated Marketing Communications Perspective", was published in Yalova Social Sciences Journal of Volume 13 Issue 2.

#### Article Access Link:

<https://dergipark.org.tr/tr/pub/yalovasosbil/issue/80559/1360488>



### The Article Titled “YouTube' as an Intercultural Communication Medium: Examining Communication Practices in Cultural Themed Video Comments” Was Published!



From the Faculty of Applied Sciences, Department of Television Journalism and Programming, Asst. Prof. Dr. Hande Ulusoy's article titled “YouTube' as an Intercultural Communication Medium: Examination of Communication Practices in Culture-Themed Video Comments” was published in Interaction journal, year 6, issue 12.

#### Article access link:

<https://dergipark.org.tr/tr/pub/usuifade/issue/80698/1224134>

## CONGRESSES

### Res. Asst. Berika Akçay Attended the 10th Organizational Behavior Congress!

From the Department of Management Information Systems, Faculty of Applied Sciences, Res. Asst. Berika Akçay presented her paper titled "Why Do Employees Avoid Taking Risks? An Examination in Terms of Abusive Management and Job Insecurity" as an oral presentation at the 10th Organizational Behavior Congress hosted by Yalova University on 1-4 November 2023.



### Asst. Prof. Dr. Canan Tiftik Attended the 1st BILSEL International Harput Scientific Research Congress!



Asst. Prof. Dr. Canan Tiftik, from the Department of Management Information Systems, Faculty of Applied Sciences, presented her work titled "The Effects of the Covid-19 Pandemic on Marketing Strategies and Consumer Trends in Businesses" as an oral presentation at the 1st BILSEL International Harput Scientific Research Congress, which took place on 25-26 November 2023.

## Social Media Accounts of FoAS:



/ iguubf

## NEWS FROM OUR ALUMNI

### Hello, I am Berivan Sarıkoç!

The first day I was accepted to the FoAS Department of Television Journalism and Programming, I could not predict what the future would hold for me. The courses I took and the projects I participated in during my education at Gelişim University contributed greatly to my career path.

The knowledge and skills I acquired within the framework of the education provided by our school allowed me to improve myself in the field of Television Journalism and Programming. Thanks to the references of the projects we prepared within the framework of our courses, I am currently taking an active role in business life as a content producer and copywriter in the corporate sector.

One of the biggest factors in reaching this point was the guidance of the valuable professors I encountered in my academic life. The advice of my professors, who supported me at every step, laid a solid foundation for my career. Thanks to their guidance, I continue to constantly improve myself and focus on new goals.

Even though this journey in my career was uncertain at the beginning, it taught me how valuable it is to work with determination, be open to learning, and move forward with the right guidance by getting the right education. I would like to thank all my department professors who prepared us for life not only academically but also according to the reality of the sector...



## GUEST WRITTER

# PERMACULTURE AND SUSTAINABLE URBANIZATION

World Urbanization Day, supported by the United Nations, is celebrated every year on November 8 with various events around the world, to draw attention to the problems in urban areas, to raise awareness about sustainable urbanization, to improve the quality of life of people living in cities and to contribute to urban development. Nowadays, cities are growing rapidly and modern urbanization brings with it environmental problems in many aspects. Problems such as increasing energy needs, depletion of water resources, and inefficient food production pose a major threat to sustainability. One of the most effective approaches that offer solutions to these problems is permaculture.

Permaculture is a term derived from the expression "permanent culture", meaning "permanent culture", and refers to an approach that includes sustainable agriculture principles. This concept was developed by Australian ecologist and scientists Bill Mollison and David Holmgren in the early 1970s. Permaculture adopts the idea of observing ecosystems in nature, examining the needs of plants and animals and what they offer to the environment, and applying the observed interactions to human settlements and agricultural areas, and aims to plan human settlements by taking inspiration from nature's self-organizing ability.

Modern urbanization brings with it a number of problems that cause environmental degradation and depletion of natural resources. However, it is possible to reduce these negative effects with permaculture practices. For example, turning to renewable resources in energy production, encouraging the sustainable use of water, and switching to environmentally friendly methods in food production are examples of how permaculture can be effective in urban areas.



**Asst. Prof. Dr. Nevruz Berna  
TATLISU**  
**Head of Gastronomy and  
Culinary Arts Department**



## GUEST WRITER

Permaculture includes principles such as using natural resources effectively, supporting biodiversity, minimizing waste production and increasing energy efficiency. Planning is based on understanding how each element supports each other and how they cooperate within the system. This approach is not limited to agriculture and horticulture, but can be applied in a wide range of areas, from settlement planning to energy use, from water management to ecological architecture. Permaculture offers more environmentally friendly options to meet the basic needs of cities with the use of solar energy, rainwater collection systems and organic farming practices, and encourages the creation of natural ecosystems in urbanization. Green areas aim to restore environmental balance by ensuring biodiversity and water conservation. For example, rooftop gardens, urban agriculture projects, and local flora conservation efforts allow cities to create self-sustaining ecosystems. Reducing energy needs and integrating sustainable energy sources also strengthens the role of permaculture in cities. In this way, permaculture supports environmental sustainability while also allowing communities to become more resilient to global challenges such as climate change.

Permaculture not only protects natural resources, but also aims for people to live in more harmony with other living and non-living beings. Permaculture principles such as community-based projects, the sharing economy and local production support people's transition to a lifestyle integrated with nature.



Bill Mollison,  
Australia



David Holmgren,  
Australia



## GUEST WRITTER

As a result, permaculture can be an important tool in reducing the negative effects of modern urbanization in terms of sustainability. It can provide guidance to the sustainable cities of the future by encouraging the sustainable use of basic resources such as energy, water and food, re-creating natural ecosystems in cities and reducing external dependency. On World Urbanization Day, it is a universal responsibility to focus on exploring the potential of permaculture and building a more sustainable future in urban areas. In this regard, integrating the principles and practices of permaculture into urban planning, policy-making and community management processes may be the key to sustainable urbanization. We must combine our efforts and support this meaningful transformation to ensure that future cities have a fair and resilient structure that is compatible with nature, using technologies developed with the permaculture approach.



## BOOK RECOMMENDATIONS

**Research Assistant Nuran Akdağ**  
**Department of Aircraft Maintenance and Repair**

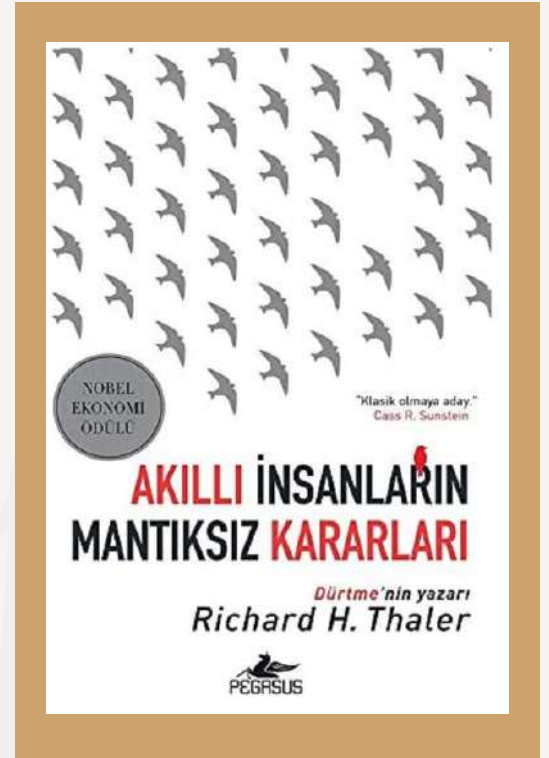
### **Smart People Make Irrational Decisions - Richard H. Thaler**

One of the general principles of economics is that the individual is Homo Economicus (individuals act rationally when making decisions). However, with the development of behavioral economics, it is one of the basic books that explains with examples that individuals do not always act rationally when making decisions.

The main theme of the book is exemplified by academic studies conducted since the 1970s and survey studies that the reactions in individuals' behavior are not actually very rational. One of the first examples is that students' exams are normally evaluated out of 100. However, the author conducted a study in which he evaluated students' scores out of 137 points. As a result of the study, it was determined that students who would normally get 70 out of 100 were very happy and their productivity increased as a result of getting 100 out of 137 points.

He explained, with various examples, that similar individuals have very irrational behaviors without realizing it in many areas such as shopping, business management, sports and finance.

After generally touching on the importance of behavioral economics in academic discussions, he reached some basic conclusions. In summary; It has been revealed that individuals move away from rational decisions due to the predominance of fear of losing when taking risks in their behavior, that losing causes changes in people's emotional states more than winning, and that people's perception of money and prices is psychological.

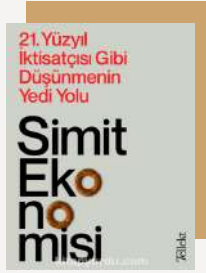


**Other books recommended by Research Assistant Nuran Akdağ from the Department of Aircraft Maintenance and Repair**



**The Fall of Nations - Daron Acemoğlu, James A. Robinson**

It seeks to answer the question of why poverty occurs in some countries while the welfare level of some countries is high. It has been revealed that the answer is not colonialism, but cultural differences, and that the rise of countries is due to institutionalization, democracy and education.



**Doughnut Economics: Seven Ways to Think Like a 21st Century Economist - Kate Raworth**

Kate compares the economy to a bagel with 7 rings. He stated that the bagel resembles a bagel based on an economic model with human rights at the first link and ecological limits at the bottom, and the sesame part is a safe space for humanity in the 21st century. It is among the important economics books that explain the importance of growth and ecological balance, while making new generations question some well-known growth concepts.



**How to Live a Life? - İlber Ortaylı**

It is a book which conveys Prof. Dr. İlber Ortaylı's own social, cultural and educational experiences to young people in an absorbing way, based on his experiences in the form of an interview. Although it resembles an autobiography, the book tells about experiences that have been removed from popular culture, and reminds young people once again how important their ideals are.



**Waiting for Fear - Oğuz Atay**

It is a book consisting of eight stories by Oğuz Atay. While the book deals with the lives of introverted people, on the other hand, it deals with people's feelings of alienation, hopelessness, disharmony and anxiety in society.



**A Thousand Splendid Suns - Khaled Hosseini**

The book contains the social effects of geography through the ongoing war in Afghanistan. It confronts the readers with its gripping and striking narrative, focusing on the lives of Meryem and Leyla, especially the difficulties experienced by women during this war.

## INTERVIEW

### Dr. Elif Habip:

*“... most importantly, local government needs to bring together academics and practitioners with a multi-disciplinary perspective. Everyone should take steps for a major urban transformation by saying "Last Call for Istanbul"...”*

**Thank you for accepting our FoAS Monthly e-Bulletin interview request. Could you briefly tell our readers about yourself? How did you gravitate towards the field of sustainability?**

First of all, I would like to thank you for the steps you have taken for the future of sustainability. My interest in the field of sustainability was actually a lifestyle that I had felt for many years and implemented without knowing the concept. However, learning this concept comprehensively and working on it was within the scope of doctoral thesis studies. While thinking about the relationship between the concept of entrepreneurship, which is my field of expertise, and migration and foreign capital, I took into account the question of whether climate migration would trigger this situation and the fact that it would bring greater transformations in its background, from a historical perspective. If lessons are not learned from history, climate migration will have a more painful and broader impact. The Central Asian climate and the inability of the population around the Caspian Sea to support itself after a certain period of time brought about the "migration of tribes".



In order to prevent a global climate migration, humanity should not ignore the environment in its social and economic activities. The necessity of focusing on the root of the problem by learning from history and observing the present, and the necessity of sustainability being the main subject of study, has been my guide. I focused on this issue in my work to become a point of awareness of all dimensions of sustainability at local, national and international levels.

## INTERVIEW

**Dear Habip, What is the concept of green city or eco-city? Are sustainable cities possible?**

Today, one of the biggest impasses in social sciences is the inability of scientists to establish an alliance at the conceptual level. Many concepts are used interchangeably or a concept has more than one definition. For example, there are similar discussions on the concepts of green entrepreneurship, eco-entrepreneurship, and sustainability entrepreneurship. It can be observed that similar discussions exist in the concepts of green city and eco-city. The best definition of the green city concept, defined by scientists from different perspectives, is actually the expressions that reveal the concept in the most concrete way. In this context, green city air and water are cleaner, its streets and parks are more enjoyable and it is more resistant to natural disasters. At the same time, the risk of epidemics caused by infectious diseases is low in such cities. In this respect, a green city represents a living space where life is most comfortable for a person. Cities that can continue economic and social life without harming the sustainability of today's modern life and the existence of these cities in the global world are green cities. For this reason, these cities can also be described as livable cities.

**Which cities have been awarded the green city title by the European Union? According to these criteria, how can Istanbul be a green city?**

Many green cities, which offer the best standards of life and achieve economic growth without harming the environment, which is the basis of life, appear in different parts of the world. The most striking of these are the green cities of Europe. In particular, the European Union has been comparing its achievements in the field of sustainability since 2010, taking into account the size of its cities. As a result of these evaluations, it offers the European Green Capital awards. Essen, Nijmegen, Hamburg, Oslo and many other cities stand out as the green cities of Europe. It is up to us to look at the situation of Istanbul, the precious city where we live. Especially young people should know the value of this city well. In the evaluation made according to the European Green City Index in 2009, Istanbul unfortunately ranks 25th among 30 European cities. In line with these evaluations, I would like to remind you the following. Emphasizing that if the world were a single country, its capital would be Istanbul, Napoleon Bonaparte drew attention to the importance of this beautiful city. At the most fundamental point, investment should be made in the city's infrastructure in order to advance its beauty and central location in a way that keeps it open to green tourism. Especially rainwater systems and city planning need to be revised in this context. As one of the cities that feels the traffic problem most deeply, Istanbul also increases the amount of carbon it emits into the atmosphere. Therefore, studies should be carried out to reduce traffic problems and increase bicycle paths. Most importantly, local government needs to bring together academics and practitioners with a multi-disciplinary perspective. Everyone should take steps for a major urban transformation by saying "Last Call for Istanbul."

## INTERVIEW

**What would you recommend to our students who are about to graduate or have graduated to increase their awareness about sustainable cities (green cities)?**

First of all, young people have to study and we have to study. History and the history of cities should be read well and lessons should be learned from history. They must act without allowing the concept of sustainability to become a fashionable concept that is emptied of its essence. The starting point begins with young people accepting zero waste management as a philosophy of life. They should consider themselves as young environmental volunteers. At the same time, young people should create a road map considering that they carry the traces of a civilization that attaches great importance to the environment. Subsequently, they should closely follow the developments in the world and first notice the deficiencies in their own cities. After observing the world with environmental awareness, they should form a group or create public opinion together with the alumni association and non-governmental organizations in the field. However, as professionals, they should first take steps in their own field. To put it in the context of our proverb, everyone should first sweep their own door. While engineers design roads and infrastructures in an environmentally friendly manner, social scientists should strive to build a culture of sustainability.

**Thank you very much for your time and the comprehensive information you provide in the monthly e-Bulletin.**

I would like to express my real gratitude to you, who chose this topic as a title, and to the young people who will revive the green cities of the future.

### Dr. Elif Habip

Dr. Habip graduated from Istanbul University, Faculty of Economics, Department of Business Administration in 2016 and from the double major program, Department of Political Science and International Relations in the same year. She completed her master's degree in 2018. On December 2022, she successfully presented her doctorate with the thesis titled "Green entrepreneurship; A research on Green City Entrepreneurs in the Context of Environmental Changes, Cultural Dynamics and Forms of Capital." Dr. Habip, apart from her professional life, took an active role in non-governmental activities and took part in the implementation of many projects.



## CULTURE - ART

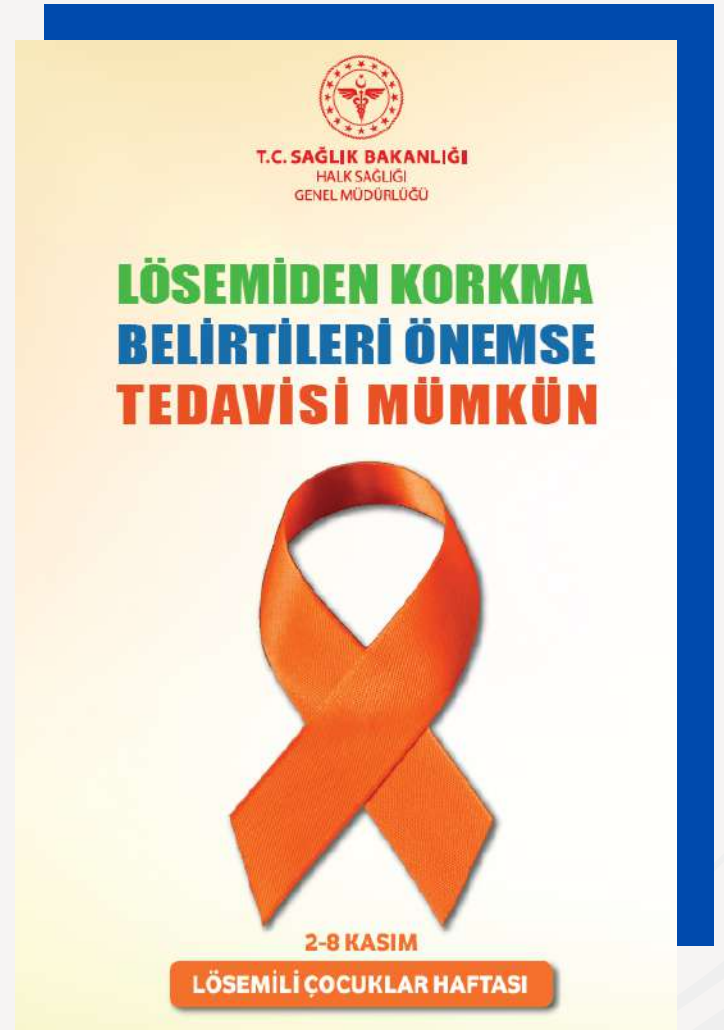
### Teacher's Day (November 24)

In many countries, Teachers' Day has been celebrated on October 5 every year since 1994, with the recommendation of UNESCO. October 5th is the anniversary of the end of the "Special Intergovernmental Conference on the Status of Teachers" held in Paris in 1966 and the unanimous acceptance of the "Recommendation on the Status of Teachers" by representatives of UNESCO and the ILO. Different dates are designated as Teachers' Day in various countries, depending on their cultural and historical characteristics and school holidays.

### Children with Leukemia Week (2 - 8 November)

Considering that leukemia is a disease that competes with time, the importance of early diagnosis is better understood. The reproduction rates of leukemia cells are much faster than the reproduction rates of cells in other types of cancer. This determination can also be expressed as follows. Leukemia cells double in size within 12 hours, increasing the tumor burden exponentially within hours. This seriously threatens the patient's life.

When diagnosed early, leukemia is also more likely to respond to effective treatment, resulting in a higher likelihood of survival, less suffering, and often less expensive and less intensive treatment. Significant improvements can be made in the lives of children with cancer by detecting leukemia early and preventing delays in care.





## CULTURE - ART

### Republic Concert

On December 26, Cinema Symphony Orchestra will present an unforgettable "Republic Concert" with the songs loved by our Great Leader Gazi Mustafa Kemal Atatürk. Don't miss this special night that invites the audience to the nostalgic atmosphere of Turkish music.

**Location:** Sabancı University Performance Center

**Date:** 26 December 2023, 20:00

### Montaigne

How many doubts, how many thoughts, how many conflicts, how many questions, losses, answers, how many deaths or births can fit into 59 years? Is there a limit to thinking, asking or searching? Can a person die while he is alive or can he still live while he is dead? In this play, you are invited to the misty world of Michel De Montaigne, where he wrote his "Essays", thought, discovered, asked and found answers, and perhaps gave up all his answers.

**Venue:** Duru Theater - Watergarden Performance Center

**Date:** 3 December 2023, 19:00



### Amadeus

Amadeus, the unique story of Wolfgang Amadeus Mozart and Antonio Salieri, the unforgettable composers of world music history, written by Peter Shaffer, is on the stage with its 5th Season!

**Location:** Zorlu PSM

**Date:** 10 December 2023, 19:30



### Brieflyart Gallery - İsmet Değirmenci, "Find Me"

İsmet Değirmenci's personal exhibition titled "Find Me" opens at Brieflyart Gallery on November 16, 2023. The artist, in the "Find Me" exhibition draws his own dream islands, just like the "non-existent" islands that cartographer painters who participated in world explorations in the 16th century drew for their lovers during their long journeys. In "Find Me", Değirmenci's "island paintings", "loneliness maps" paintings and "Migration Portraits" made of terracotta meet art lovers.

**Location:** Brieflyart Gallery

**Date:** 16 November - 10 December 2023



## ERASMUS+

Greetings! I am Assoc. Prof. Dr. Sevinç Koçak, Faculty of Applied Sciences, Department of Public Relations and Vice Dean. Within the scope of Erasmus+ Teaching Mobility, I visited Haute Ecole Libre De Bruxelles (HELB) Ilya Prigogine University, Faculty of Communication and Media Audivisuels, Department of Public Relations between October 23-27, 2023.

HELB University is a public university in Brussels, the capital of the EU, with three campuses, a TV channel and a hospital on one of the campuses, and a degree program in Communication and Health.

During my time at HELB, I gave three eight-hour lectures on "Positioning in PR Campaign", "The Role of PR in Reputation Management" and "Sustainability and Reputation Management".

HELB is a French spoken university, and the students who attended the lectures were a mix of English-speaking students from various classes, and a few of them were students who were at HELB for Erasmus+ Student Mobility.



## ERASMUS+

As a communication specialist, I must state that giving a lecture at a university abroad within the scope of Erasmus+ definitely means "cultural exchange and intercultural communication" for me. For this reason, I prioritized the promotion of Turkey and Istanbul Gelisim University, and the content of my lectures was based on case studies from Turkey.

Brussels, the capital of the EU, is not only a center of art and culture, but also a center of freedom, multiculturalism and technology... The educational ecosystem at HELB and the attention and support I received as a visiting professor reflected these characteristics. Mr. Etienne Coppin, the Erasmus+ Coordinator of HELB, had made a very elaborate and detailed program for both the lectures and the introduction to HELB and Belgian culture. In this sense, especially the organization of the René Magritte Museum was an unforgettable memory for me. I also enjoyed the warm and kind hospitality of HELB faculty members and administrators, and the conversations we had on topics such as economy, education, sustainability, climate crisis, Turkish food, Impressionism and Surrealism... By the way, I will not forget the guidance of dear Claudia, who came from Spain to study at HELB within the scope of Erasmus+... I would like to take this opportunity to thank everyone I have met under the roof of HELB and who have shown me their interest and support...

As HELB and Gelisim University, thanks to this communication that started within the scope of Erasmus+, as soon as we returned, we held an online meeting upon the request of HELB officials and started initiatives for further cooperation and joint project development. I would like to thank the esteemed professors of IGU Faculty of Health Sciences and the esteemed managers and experts of IGU International Exchange and Cooperation Coordinatorship for their support during this process.

My Erasmus+ Teaching Mobility experience at HELB in Brussels, the heart of the EU, was very exciting in the sense that it had the potential to be a source for Gelisim University and HELB to increase cooperation at various points, as well as containing content that developed me personally and added vision... I send love and greetings to everyone I met at HELB and I repeat my wish to see them in Istanbul and at our university as soon as possible...



## NEWS FROM SECTOR

### **The Number of Tourists Coming to Trabzon Exceeded 1 Million!**

The number of tourists visiting Trabzon in the 10-month period of this year increased by 40 percent compared to the same period last year, reaching 1 million 216 thousand 37. The country sending the most visitors to Trabzon, where the number of tourists increased by 40 percent compared to the same period last year, was Saudi Arabia with 279 thousand 902 people, Oman second with 59 thousand 754, Kuwait third with 42 thousand 147, United Arab Emirates fourth with 42 thousand 60, Jordan ranked fifth with 36 thousand 219 people. There were 3 thousand 685 flights from 62 countries to Trabzon in the 10 months of this year. There was a 26 percent increase in the number of flights to the city compared to the same period of the previous year.

**Link of the News:** <https://www.airporthaber.com/havacilik-haberleri/trabzona-gelen-turist-sayisi-1-milyonu-asti.html>, E.T. 28.11.2023.

### **Michelin Guide 2024 Selection Announced!**

The 2024 of Istanbul, Izmir and Bodrum selection of the Michelin Guide, one of the world's most prestigious restaurant evaluation systems, was announced at the ceremony held at Zorlu Performing Arts Center. Michelin inspectors included a total of 111 restaurants in the new selection of the guide, 15 in Izmir, 19 in Bodrum and the rest in Istanbul. Speaking at the ceremony, Minister of Culture and Tourism Mehmet Nuri Ersoy emphasized the importance of the fact that, after Istanbul, Izmir and Bodrum, which are important tourism destinations that stand out with their unique cuisine and unique businesses, will now be included in the Michelin Guide.

**Link of the News:** <https://www.cnnturk.com/turkiye/michelin-rehberi-2024-seckisi-aciklandi-toplam-111-restoran-rehberin-yeni-seckisinde>, E.T. 28.11.2023.

### **Meaningful Cooperation from FOX and TEV: Pursue Education...**

The new movie of the "Pursue Education" social responsibility project, created in cooperation with FOX and TEV to heal the wounds of the earthquake disaster we experienced, is on the screens. In the film, which was shot in the disaster area for 6 days and contains striking images of the earthquake, Demet Özdemir tells the audience what the earthquake can leave incomplete and what dreams the Continuation of Education scholarship fund will complete. The film, produced by Liberté Istanbul, is produced by TERFilm and directed by Çağlar Mallı. Link of the Commercial: <https://www.youtube.com/watch?v=YKOq1NVT9jQ&t=2s>.

**Link of the News:** <https://www.marketingturkiye.com.tr/kampanyalar/fox-tev-egitime-devam/>, E.T. 28.11.2023.

## NEWS FROM SECTOR

### **Maksimum Goes Digital: New Commercial Film is Released!**

Maksimum took a big digital step that will make its customers forget their physical cards. The new commercial, accompanied by Çağlar Çorumlu's impressive presentation, emphasizes the excitement of performing all transactions with the mobile application. The film, signed by WE, came to life with the production undertaken by Yapar Istanbul. Directed by Sedat Dünder and Umut Dizdar, the film tells about the innovations that Maksimum has brought to its customers' mobile phones, making its physical cards history. By offering a faster and more practical digital experience to its users, Maksimum ushers in an era where card shopping is left behind.

**Link of the News:** <https://www.pazarlamasyon.com/tum-maximum-lar-dijitale-donuyor-desene>, E.T. 28.11.2023.

### **Our Culinary and Cultural Heritage is Being Digitally Accessible All Over the World...**

"Treasures of Türkiye" digital collection, on the occasion of the 100th anniversary of the Republic. It was published on the Google Arts & Culture Platform with the content provided by the General Directorate of Cultural Heritage and Museums and the Turkish Tourism Promotion and Development Agency, in cooperation with the Ministry of Culture and Tourism. The collection includes more than 70 stories, 10 video documentaries and 17 "Street View" shots. Continuing to support Türkiye's digital transformation, Google Türkiye, in cooperation with the Ministry of Culture and Tourism of the Republic of Türkiye, created a digital "Treasures of Türkiye" on the Google Arts & Culture platform with the content provided by the General Directorate of Cultural Heritage and Museums and the Turkish Tourism Promotion and Development Agency. announced his collection. Many experts and museum directors contributed to the digital collection, which also includes a video series, in collaboration with world-renowned historian and documentary producer Bettany Hughes. On the occasion of the 100th anniversary of the Republic of Türkiye, the digital collection, which was launched with the aim of bringing selections from the culinary and cultural heritage dating back thousands of years in the lands where the Republic was founded, to the Google Arts & Culture platform, includes historical artifacts, ruins, arts and crafts, food hosted by Türkiye. Many well-known and hidden values, such as culture, are brought to the fore.

**Link of the News:** <https://gastromagazin.com.tr/mutfak-ve-kultur-mirasimiz-dijital-olarak-tum-dunyada-erisime-aciliyor/>, E.T.28.11.2023.

**Student Team of News from Sector:**  
**Aleyna ER - Şule SOYLU**

## NEWS FROM SECTOR

### **Drone Delivery Service from Migros: Migros Flying Market!**

Migros One continues to meet the diverse and changing needs of its users on the Migros mobile application by providing a better shopping experience every day and to diversify its services by following the latest technology trends. Migros One Kitchen, which started food service with the online grocery shopping platform Migros Virtual Market and the "oversea cloud kitchen" concept; It continues to deliver many products, from pizzas to home-cooked meals, from desserts to soups, to its customers through Migros Uçan Market. Migros Flying Market appears in the form of drone delivery technology, which is one of the unmanned delivery methods that will be a big part of our lives in the future.

Combining all e-commerce operations in a single application, Migros One continues its technology investments and innovation efforts with the vision of reaching every home.

**Link of the News**<https://www.thebrandage.com/migrostan-drone-ile-teslimat-hizmeti-migros-ucan-market-11551>, E.T.28.11.2023.

### **Anadolu Jet Changed Both Its Name and Logo!**

With the transformation of AJet into a Sabiha Gökçen-based airline, Istanbul Sabiha Gökçen International Airport (İSG) became a hub in economical airline operations. The first aircraft of AJet Air Transportation Joint Stock Company, which was established as a subsidiary of Turkish Airlines as of July 2023, will be operated by Teknik company. at Sabiha Gökçen Airport. It was introduced at the launch held in the hangar. The aircraft painted in the corporate colors of AJet, which said goodbye to the color red in its new logo and used blue and black colors, was shown for the first time. Sabiha Gökçen Airport will host Türkiye's two largest "low-cost carriers" as AJet has determined its headquarters as Sabiha Gökçen in order to continue its activities as a low-cost airline at global standards and strengthen its competitive position in the market.

**Link of the News:** <https://www.marketingturkiye.com.tr/haberler/trend/anadolujet-gundem/>, E.T. 28.11.2023.



ISTANBUL  
GELISIM  
UNIVERSITY

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

NOVEMBER 2023 - ISSUE 11

## MASTHEAD

### ADMINISTRATION

**Prof. Dr. Kamil Kaya**

Dean of the Faculty of Applied Sciences

**Associate Professor Dr. Sevinç Koçak**

Vice Dean of the Faculty of Applied Sciences

**Assistant Professor Dr. Görsev Sönmez**

Vice Dean of the Faculty of Applied Sciences

### COORDINATOR

**Associate Professor Dr. Sevinç Koçak**

skocak@gelisim.edu.tr

### NOVEMBER ISSUE EDITOR

**Associate Professor Dr. Sevinç Koçak**

skocak@gelisim.edu.tr

### TRANSLATION

**Research Assistant Niger Hacı**

nihaci@gelisim.edu.tr

**Research Assistant Ensar Macit**

enmacit@gelisim.edu.tr

### WRITING AND GRAPHIC DESIGN

**News from IGU**

**News form FoAS**

**Academic Articles**

**Academic Books**

**Congres**

**Research Assistant Dr. Engincan Yıldız**

enyildiz@gelisim.edu.tr

**Events Pages**

**Research Assistant Dr. Engincan Yıldız &**

**Assistant Professor Dr. Onur Türker**

enyildiz@gelisim.edu.tr /

oturker@gelisim.edu.tr

**Guest Writer of the Month**

**Assistant Professor Dr. Hande Ulusoy**

hulusoy@gelisim.edu.tr

**Book Recommendations of the Month**

**Research Assistant Rabia Şentürk**

rsenturk@gelisim.edu.tr

**Culture & Art of the Month**

**Assistant Professor Dr. Muzaffer Çakmak**

mcakmak@gelisim.edu.tr

**Erasmus+**

**Research Assistant Ensar Macit**

enmacit@gelisim.edu.tr

**Interview of the Month**

**Assistant Professor Dr. Muzaffer Çakmak/ Research Assistant Niger Hacı**

mcakmak@gelisim.edu.tr /nihaci@gelisim.edu.tr

**News From Our Alumni**

**Research Assistant Rabia Şentürk**

rsenturk@gelisim.edu.tr

**News from Sector**

**Student Team & Associate Professor Sevinç Koçak**

skocak@gelisim.edu.tr

**Cover Pages**

**Associate Professor Dr. Sevinç Koçak**

skocak@gelisim.edu.tr



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

# **FACULTY OF APPLIED SCIENCES**

## **MONTHLY E-BULLETIN**

**NOVEMBER 2023 - ISSUE 11**

*Copyright Notice: All rights reserved.*

*All photos and visuals in the monthly e-bulletin of Faculty of Applied Sciences may not be reproduced without permission, except the news and academic studies for quotations.*



/iguubf

**ISTANBUL GELISIM UNIVERSITY**

Cihangir Mahallesi Şehit Jandarma Komando Er Hakan Öner Sk. No: 1  
Avcılar / İstanbul

www.gelisim.edu.tr

0 212 422 70 00