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FACULTY OF ECONOMICS,  
ADMINISTRATIVE AND  
SOCIAL SCIENCES

29  
OCTOBER  
HAPPY  
*Republic Day!*

*Gazi M. Kemal*

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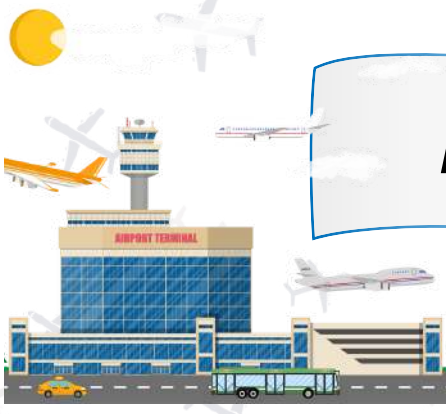
## Which Part of iPhones is Produced Where?: The Role of Air Transportation in the iPhone Supply Chain

IPhones are designed by Apple in California, USA, and assembled mostly by Foxconn in China. So, are all parts used in iPhone production produced in these two countries? The answer is no. There are more than 50 countries in the supply chain of iPhones. For example, processors are provided by South Korea-based Samsung and Taiwan-based TSMC. Japan-based Sony produces most of the rear cameras. Apple works with LG (South Korea) and Sharp (Japan) to supply LCD screens. Touch ID hardware is supplied by TSMC and Taiwan-based Xintec. The 'Gorilla Glass' used on the screen is produced by US-based Corning. Apple is working with Samsung and Toshiba (Japan) for iPhone memory. Bosch Sensortech, the sensor technology producing unit of German technology lead Bosch, also provides iPhone's accelerometer, compass and gyroscope technologies. Apple suppliers have multiple production facilities in various countries around the world.

Apple implements the "just-in-time production" strategy. In other words, it is of great importance that the parts used in production are available at the assembly plant on time. To achieve this, Apple has benefited from the speed and time benefits of air cargo transportation for many years. Thereby, it is said that air cargo prices between China and Taiwan increased significantly due to the increase in Apple's air cargo transportation demand in 2012 (<https://scarbroughglobal.com/apple-iphone-taking-air-freight-space/>). On the other hand, in recent years, due to sustainability and environmental concerns, less carbon-intensive transportation modes such as railway and sea transportation have begun to be given priority in the iPhone supply chain. As the use of "sustainable aviation fuels (SAF)" becomes more widespread in aviation, air cargo transportation is expected to become the first choice again for Apple and many other companies.

Asst. Prof. Yalçın Pamuk  
The Department of Aviation Management (English)





# Modern Airports



**Res. Asst. Çağlar KARAKURT**  
The Department of Aviation Management

As modern airports rapidly transform, technological innovations are revolutionizing the passenger experience. AeroTime looks at how these innovations are benefiting both airport operators and passengers, and how they may evolve in the future.

## **Evolving Passenger Experience**

The passenger experience is evolving in a world where ticket lines and printed boarding passes are a thing of the past. Modern airports are enabling passengers to spend less time in the terminal with new technologies such as facial recognition and biometric scanning. These innovations speed up the process from check-in to boarding, reducing queue times by 30-40%.

## **Adoption of Artificial Intelligence**

Technologies such as artificial intelligence, facial recognition and digital assistants speed up airport processes and increase efficiency. According to a report published by SITA in 2023, 97% of airlines have already launched artificial intelligence projects. Amsterdam-Schiphol Airport, together with Pangiam, is experimenting with AI-powered hand luggage control. Artificial intelligence offers the opportunity to redesign the layout of airports, while reducing passenger stops at the airport. Biometric and digital identity technologies are rapidly being adopted at airports. While 45% of passengers are ready to switch to digital IDs, 75% prefer to use biometric verification. Airports such as Frankfurt, Phoenix and Dubai are speeding up passenger processing with facial recognition and retinal scans. By the end of 2024 and through the following years, biometric and digital identity technologies are expected to become more widespread globally.

## **Passenger Safety**

Passenger security will become more efficient through digitalization and automation. In March 2024, the US Transportation Security Administration (TSA) introduced a new self-service screening system at Harry Reid International Airport in Las Vegas. This system allows travelers to perform security screenings on their own. Passengers can complete the screening at their own pace, guided by interactive video monitors. If a problem arises during the screening process, face-to-face information is provided, allowing passengers to resolve the situation themselves. While many travelers are still concerned about pat-downs at airport security, innovations in screening technology could make these experiences a thing of the past. The implementation of x-ray scanners will allow security personnel to scan and passengers to keep liquids and electronics in their hand luggage.

## **Robotics and Automation**

Due to rising labor costs, airports are aiming to reduce operating costs by increasing automation. According to Forbes' 2023 report, labor accounts for 25% of airport costs, and this rate is projected to rise to 40% by 2030. In this context, airports are aiming to reduce costs and improve the passenger experience by increasing automation. Automation is being introduced in many areas, from cleaning services to passenger operations. For example, Amsterdam-Schiphol Airport plans to realize fully autonomous air operations by 2050. Emirates, on the other hand, is using a robotic check-in device called "Sara" to reduce passenger processing times. In addition, autonomous robots are increasingly being used to provide food and beverage services to passengers.

## **Metaverse and Immersive Experiences**

Havaalanı işletmecileri, metaverse teknolojilerini benimseyerek yolculara kişiselleştirilmiş ve etkileyici deneyimler sunmayı hedefliyor. Örneğin, Singapur-Changi Havalimanı 2023'te ChangiVerse'ü tanıtarak çevrimiçi havaalanı deneyimini devrim niteliğinde değiştirmeyi hedefledi. Katar Havayolları ise QVerse adında sanal gerçeklik deneyimi sundu. Böylece yolcular, Hamad Uluslararası Havalimanı'nın premium check-in alanlarını ve uçak içlerini sanal ortamda keşfedebiliyor. Ayrıca, "Sama" adında sanal bir kabin ekibi üyesi ile yolculara anlık bilgi sağlayabiliyor.

## **Sustainability**

A key goal for the future evolution of airports is to achieve net zero carbon emissions. In 2008, aviation adopted a sector-wide climate action target. Airports aim to reduce energy consumption by using alternative fuel sources and develop sustainable energy sources. For example, Hamburg Airport has opened a laboratory for hydrogen production.

Sources:

<https://www.aerotime.aero/articles/technology-innovations-transforming-the-airports-of-the-future-part-1>  
<https://www.aerotime.aero/articles/technology-innovations-transforming-the-airports-of-the-future-part-2>



Asst. Prof. Yalçın PAMUK  
The Department of Aviation Management (English)

## Why is Gold Valuable?

The rapid rise in gold prices in recent days has attracted the attention of the public. Gold has provided a higher return than many other investment instruments in the last few quarters. So, where does people's interest in gold come from? Or, as a more general question, why is gold, which does not have a very high use value in our daily lives (we do not eat, drink or wear gold), so expensive? The answer to this question has been discussed in economics under the title of "diamond-water paradox".

The question sought to be answered in the diamond-water paradox was: While water, which is biologically necessary for the continuation of human life, is so cheap, why are diamonds, which are not very important for the continuation of human life, so expensive? No logical answer could be given to this question for many years. Until the concept of "marginal" in economics was discovered. Until then, it was thought that the price of a product was determined according to the "total benefit" obtained from that product. However, the price is determined according to the marginal benefit of the last unit consumed. I can see that you don't understand anything from this last sentence. Then, let's explain it like this: The reason why the price of diamonds is higher than the price of water is because there is more water and less diamonds compared to demand. While the price of water, whose supply is greater than its demand, remains low; the price of diamonds, whose demand is greater than its supply, is high.

Just like diamond, gold is a very rare metal in the world. Accordingly, it is said that the entire amount of gold unearthed in the world to date is the size of a cube with a side face of 20 meters. This causes its supply to remain low compared to demand and its price to rise day by day. Moreover, gold has a number of other properties that contribute to its high price: Gold does not rust, it is used as jewelry thanks to its aesthetic appearance, and in the production of high-tech electronic products because it is an excellent conductor.





# IN THE LABYRINTH OF ART: BETWEEN IDENTITY AND EXISTENCE WITH CHIHARU SHIOTA

**Res. Asst. Onur Tayfun**

The Department of Aviation Management

Chiharu Shiota's exhibition "Between Worlds," takes place at Istanbul Modern by the invitation of the museum, on the occasion of the 100th anniversary of diplomatic relations between Japan and Turkey. This personal exhibition centers on the artist's sense of being "in between," drawing inspiration from Istanbul's unique position between Asia and Europe. Located in Karaköy, one of the city's historic port areas, Istanbul Modern enables Shiota to establish connections between the journeys of ships and the stories of their passengers, relating them to her migration narrative.

The installation within the exhibition encompasses the entire gallery, enveloping it in red threads. Suitcases are placed among these threads to emphasize the theme of "existing in absence." The color red, which Shiota frequently uses, symbolizes the flow of life and serves as a metaphor that connects emotions and memories. Each suitcase represents a person, and the red threads connecting them create a visual context that invites reflection on themes such as home, belonging, and identity, both personal and collective. Incorporating concepts of time, space, movement, and memory, this work invites the audience to engage with the artwork both physically and emotionally.

The "Between Worlds" exhibition intertwines Istanbul's cosmopolitan identity with Shiota's migration story, creating a space for visitors to contemplate on their own lives, memories, and relationships within a universal definition of humanity. The universe woven by the artist's threads not only offers a visually striking environment, but also invites viewers to explore the labyrinth of their inner worlds.

Take advantage of this unique experience! The "Between Worlds" exhibition will be displayed at Istanbul Modern from September 6, 2024, to April 20, 2025.





# GAMES AND MOVIES: THE TRANSFORMATION OF STORIES BETWEEN DIFFERENT MEDIA

**Ahmet Alparslan MARAL**

The Department of Management  
Information Systems, 1st Year Student

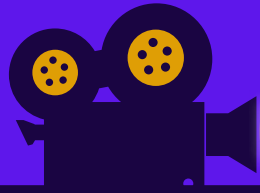
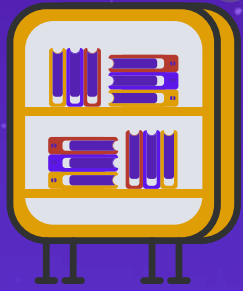
The gaming industry has risen to prominence in a way that no one expected. Ten years ago, video games were merely a hobby; now, they have become the biggest part of the entertainment sector. The scope of gaming has expanded so much that films and series based on the stories of these games have started to be made. The interesting thing is that years ago when a film was released and became a globally popular brand, a game related to that film would quickly be developed. After all, it was certain that a game benefiting from the film's name would find demand in the market. During those years, internet usage was not as widespread as it is today, so people often did not pay attention to reviews from other players when buying a game. Therefore, even if the game was poor, it sold well as long as it was based on a popular brand. Let's give an example so that the subject will be further strengthened: On May 2011, Marvel Studios released a film that almost everyone knows: Thor. While the film was still in the production phase, Marvel made an agreement with SEGA to create a game based on Thor. SEGA managed to launch the game in time for the film's release. Generally, movie tie-in games are not known for their quality; the primary goal was to capitalize on the film's name to sell the game and make easy money. The same happened with Thor. When people saw the collaboration between Marvel and SEGA on the game's CD box, they decided to purchase it. It is reported that the game sold approximately 500,000 copies. So how was the quality of the game? It was an absolute disgrace. On Metacritic, a site where international gaming media aggregate reviews and scores, the game received a score of 38 out of 100! Even if the game was not of high quality, the fact remains that it sold well. This illustrates how the film-game relationship operated during that time; it was not the game that sold, but the brand.

Today, the situation has changed significantly. Now, the game industry has advanced so much that we see film or series projects based on certain games. Although some movies of the games are considered to be of high quality, there have also been projects of poor quality, like the Thor example I just gave. For instance, 20th Century Fox produced a film named after Ubisoft's Assassin's Creed, relying on the strength of the game's brand. This film had a budget of \$125 million and grossed \$240 million (in comparison, the Thor film had a budget of \$150 million and made \$450 million). We can also say that gradually things are turning around. Are games replacing films?

If you're wondering how the situation has evolved to this point, there are several reasons behind it. Let's take a look at them:

- 1. The Development of Storytelling in Games:** Games were once viewed as simple entertainment tools, but the storytelling within them has deepened over time. Especially, games like The Last of Us, Red Dead Redemption 2, and Detroit: Become Human stand out for their cinematic storytelling and emotional depth.
- 2. The Increasing Budgets of Games:** The production costs and budgets for game development have reached a level that competes with Hollywood films. For example, the budget for Red Dead Redemption 2 exceeded approximately 200 million dollars.
- 3. Cultural Change and the Growing Popularity of Games:** In the early 2010s, video games began to appeal to a broader audience beyond just young people. Now, people of all ages are interested in video games, which have become a form of cultural expression.
- 4. Advancements in Technology:** Advancements in graphic technologies have brought the gaming world to a level where it can compete with cinema. For example, the ray tracing technology used in games like Cyberpunk 2077 significantly enhanced visual quality with real-time lighting and reflection effects.

As a result, the relationship between games and literature has taken on a weird form today. Rest assured, this has led to better outcomes. The increasing competition in the industry has resulted in the release of higher-quality works for consumers.



## DR. PHIL STUTZ

Jonah Hill, acknowledging that not everything is as perfect as it seems, shares his experience with therapist Phil Stutz and the impact of Stutz's unique approach on his mental health. Dr. Phil Stutz, as a therapist, guides Hill in his search for solutions to the psychological challenges he faces. Hill recounts how he met Dr. Phil after encountering personal issues, and discusses what he experienced during this process, how his traumas emerged, and how he overcame them using the methods he learned from Stutz.

The film not only focuses on Hill's traumas but also touches upon the issues in therapist Stutz's life. In this regard, it emphasizes that everyone can have certain traumas or problems. Stutz shares, in a fluent manner, how he dealt with his own problems using examples from his life, the methods he employed, and the impact of his life choices.

This documentary, shot in an inspiring and sincere manner, offers viewers the opportunity to understand themselves, recognize their darker sides, and comprehend the effects of their thoughts on their lives. It also provides a chance to learn how they can feel better through Dr. Phil Stutz's unique and effective methods.

**Asst. Prof. Seda Mumlu Karanfil**  
The Department of Aviation Management

**Year:** 2022  
**Duration:** 1 hour 36 minutes  
**Genre:** Documentary  
**Cast:** Jonah Hill, Phil Stutz



# Brain and Nature

**Asst. Prof. Aylin Atasoy**

The Department of Aviation Management (English)

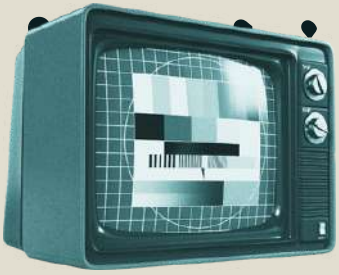
In his book **Brain and Nature**, published in 2022, French neurologist Michel Le Van Quyen asks the question, "Why do we need the beauties of the world?" The author notes that modern man, who has created a safe and comfortable life for himself in cities, longs for nature on the one hand. We all experienced the importance of our need for nature, especially during the period when the Coronavirus, which confined the whole world to their homes in 2020, forced us into a completely different life where we couldn't socialize, go to work or school, and had to operate only in the digital environment.

When describing the effects of nature on the body and mind, the author considers nature as a whole, including technical concepts such as the biosphere, biodiversity, and ecosystems. This view encompasses not only the green environments of forests, trees, meadows, and grasslands, but also seas, rivers, and oceans, as well as people, animals, and plants.

It is obvious that there are more effective and scientifically proven benefits than we might think, evidenced by how we rush to the nearest green area or seaside at the first opportunity to relax or get some fresh air. The book presents evidence of the positive effects of spending time in nature, supported by the results of numerous scientific studies. These effects are wide-ranging. For example, time spent in the forest is shown to benefit many areas of our health, from the endocrine system to the parasympathetic system, from cardiovascular health to mental performance and concentration.

Two theories are particularly emphasized in the book. The first is Edward O. Wilson's theory of biophilia, which argues that humans have an innate need for nature for mental and cerebral health and a fulfilling life, and therefore tend to seek connection with nature. Biophilia theory acknowledges that there is an instinctive connection between the features of nature in our environment and the positive effects these features have on us. The second theory is the "attention restoration" theory developed by Rachel and Stephen Kaplan, which explores the impact of nature on human attention. According to this theory, movements in nature, such as the swaying of tree branches in the wind, waves crashing on the shore, or the flow of a river, draw our attention to our surroundings, distracting us from any pessimistic thoughts. In this way, nature allows our mind to take a break, even involuntarily, helping us regain the ability to concentrate and think more clearly.

Drawing on scientific research, Michel Le Van Quyen argues that we, as human beings, are not separate from nature but are part of a global ecosystem that encompasses the entire world. He suggests that we should not only spend time in nature but also listen to it and allow it to envelop us with its many sensations. To this end, he emphasizes the importance of creating gardens in every living space in the city, such as schools, workplaces, hospitals, and prioritizing this issue in urban planning from a public health perspective.



A TV SERIES

## THE HIJACKING OF FLIGHT

601

Res. Asst. Büşra Önler Çiğdem

The Department of Aviation Management (English)



Netflix introduced its viewers to a gripping miniseries based on true events last April: "The Hijacking of Flight 601". This six-episode miniseries dramatically portrays the longest airplane hijacking in Latin American history, which took place in Colombia in 1973.

In the series, a routine flight turns into a horrifying hostage crisis lasting for days when an Aerobolivar Airlines passenger plane, flying from Cali, Colombia to Bogotá, is hijacked by two armed men in Pereira. The series comprehensively depicts the desperation of the passengers on the hijacked plane, the courageous struggle of the crew to protect the passengers, and the psychological portraits of the hijackers trying to maintain control of the flight. In this production, where the political and social conditions of the period are clearly reflected, the audience connects a strong bond with the characters.

"The Hijacking of Flight 601" not only narrates an airplane hijacking case that triggered major changes in aviation security but also emphasizes the importance of crew leadership and decision-making during crisis moments. Another notable point addressed in the series is the challenges working mothers face in balancing their work and family lives. The dilemma of flight attendant mothers often having to put their family lives second to succeed in their careers is presented to the audience in a dramatized manner.

The series stands out as an engaging production for both aviation enthusiasts and thriller lovers. Its reality-based narrative and dramatic structure captivate viewers while offering a thought-provoking experience with historical and human dimensions. "The Hijacking of Flight 601" seems poised to secure a solid place among Netflix's notable productions.

# DEAR SHAMELESS DEATH

*Dimit*

RES. ASST. ONUR KAYA  
THE DEPARTMENT OF POLITICAL SCIENCE AND  
INTERNATIONAL RELATIONS

*"Break the Chains of Your Heart"*

Founded in 2018 by Nezaket Erden, Hakan Emre Ünal, and Ayşe Draz, Tiyatro Hemhal successfully adapted Latife Tekin's novel "Dear Shameless Death" to the stage. "Dear Shameless Death- Dimit" skillfully captures the essence of magical realism through minimalist stage design and compelling acting. Dimit, the youngest daughter of a family who migrates from the village to the city, stands out with her vivid imagination and pure emotions. The play delves into the conflicts between Dimit's internal world and her family, highlighting their struggle to adapt to urban life while exploring societal pressures and deeply rooted gender roles. Despite her family's traditional values, Dimit seeks her own path. Her passion for theater and poetry symbolizes her creativity and inner rebellion, making her a symbol of resistance against oppressive societal norms.

Performed on a bare stage with only a potted plant as the sole piece of decor, "Dear Shameless Death - Dimit" comes to life through Nezaket Erden's mesmerizing one-woman performance, directed by Hakan Emre Ünsal in 2018. Erden's portrayal earned her numerous prestigious awards, including the Theater Critics Association and Üstün Akmen Theater Awards for 'Actress of the Year.' Through her in-depth character work, Erden masterfully conveys Dimit's sense of entrapment between imagination and reality, allowing the audience to experience her emotional journey. Her nuanced use of gesture and mime heightens the play's emotional intensity, making the audience feel Dimit's solitude and her ongoing struggle for freedom.

# ACADEMIC PLAYLIST



Res. Asst. Mustafa Nurkan BİTLİSLİ  
The Department of Political Science and Public  
Administration

## Songs for the Start of the Fall Academic Term

This instrumental playlist, focusing on the beginning of the fall academic term, is designed to reflect the motivation and inspiration of stepping into a new learning adventure. The selection, which overlaps with the charming atmosphere of fall, aims to support your study processes as well as to increase your creativity and concentration.

Each piece allows you to deepen your thoughts while accompanying you on your way to achieving your academic goals. We have tried to bring together instrumentals that will lift your mood and keep you focused while taking notes, doing your research, or developing your projects.

We wish you a successful journey in the new term.

[Click here](#) for the [playlist](#).



Cerca De Ti

Hermanos Gutiérrez



Always in My Heart

Elias Rahbani



Bakışimler

Ezginin Günlüğü



You're My Chocolate

Savages



Kanadıkırık

Barış Demirel - Barıştık Mı, Efe Demiral, Tolga Tohumcu, Tibet ...



It's Snowing Like It's the End of the World

Krobak



True Sorry

Ibrahim Maalouf



Veridis Quo

Daft Punk



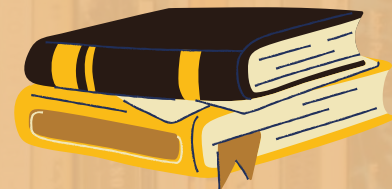
By the Deep Sea

Federico Albanese



Easteria

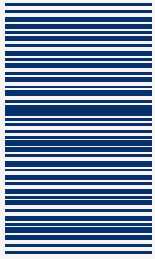
Monsieur Minimal



# EDUCATION- RESEARCH



## UNEMPLOYMENT ANXIETY AMONG AVIATION MANAGEMENT STUDENTS



**RES. ASST. ONUR TAYFUN**

### **THE DEPARTMENT OF AVIATION MANAGEMENT**

Anxiety is defined as a feeling of fear, tension, nervousness, or unease that stems from an uncertain or unidentified source. One of the significant sources of anxiety that individuals face throughout their lives is unemployment anxiety. According to the International Labour Organization, unemployment refers to the situation in which an individual is ready to work but unable to find a job. In this context, unemployment anxiety is a common emotional state experienced by individuals seeking a job but who have not yet found one.

In the past, being a university graduate was considered as a sufficient qualification to secure employment. However, today, high unemployment rates, the increasing number of universities, and the excess of graduates have significantly heightened unemployment anxiety among students. In competitive fields like Aviation Management, this anxiety becomes even more pronounced. While the growth of the aviation industry offers students a broad job market, factors such as the increase in the number of graduates and a lack of work experience contribute to unemployment anxiety. This anxiety, when combined with the fear of not finding a job after graduation, particularly affects young people who graduate with high hopes. It reinforces the feeling that society does not need them.

Research shows that during their university education, students are affected by various factors such as the city they study in, socio-economic structures, the environment within the university, housing problems, their plans, desires, responsibilities, the thought of parting from their friends after university, the thought of not being able to contribute to their family, gender, personality traits, tolerance to stress, academic success, and social circles. Knowing that they will be members of a profession at the end of their university education leads to unemployment anxiety. As a result of all these anxieties, students may engage in undesirable behaviors such as depression, suicide, anger, alcoholism, and drug use.

The aviation industry is considered as a challenging sector in terms of finding employment, especially after graduation. The dynamic nature of the industry requires flexibility and versatility in the job-seeking process. However, research indicates that certain factors can reduce unemployment anxiety. Among these factors, gaining work experience and doing internships hold significant importance.

It has been found that Aviation Management students who have previously gained work experience or completed internships during their studies have lower levels of unemployment anxiety. Work experience helps students develop both their communication skills and self-confidence. As a result, their unemployment anxiety decreases. Students who have the opportunity to do internships gain experience, even if it is short-term, in their field of study, allowing them to closely understand the functioning of the aviation industry and develop professional relationships within the sector. These experiences facilitate the job-seeking process after graduation, thereby reducing students' unemployment anxiety.

The dynamics aimed at reducing unemployment anxiety among Aviation Management students not only require individual efforts, but also necessitate collaboration between educational institutions and the industry. Universities offering more internship opportunities, establishing strong connections with professional networks in the sector, and developing programs to equip students with skills to prepare them for professional life will help graduates take more confident steps in their careers. In this process, the sector also needs to provide students with supportive work experience and internship opportunities, which will serve as an important step toward alleviating unemployment anxiety and investing in future professionals.

**Kaynak:** Tayfun, O. (2023). The Impact of Aviation Management Students' Fear of Missing Out (FoMO) Levels on Unemployment Anxiety. *Journal of Aviation*, 7(3), 393-405. <https://doi.org/10.30518/jav.1315339>



# ENTREPRENEURSHIP AND INNOVATION



## Sustainable Textile of the Future from Dog Hair: Chiengora



**Res. Asst. Çağlar KARAKURT**  
**Aviation Management Department**

Chiengora, or yarn made from dog hair, has long been known in the hobby world but has not gained widespread commercial use. However, with the growing interest in eco-friendly and sustainable textiles, this unique fiber has started to attract attention once again. Ugo Apuzzo and Floriano Bollettini launched a new venture in 2021 by collecting dog hair from grooming salons across Italy. These entrepreneurs claim that the hair they collect is even of higher quality than cashmere, emphasizing the high potential of dog hair as a material.

Chiengora gets its name from the combination of "chien" (meaning dog in French) and "gora" (derived from angora rabbit). The use of dog hair for textile purposes dates back to ancient times; in particular, the Salish people produced fabrics from dog hair for trade. However, with the widespread availability of cheaper materials like wool and cotton in the 19th century, this tradition faded away.

Dog hair is seen as a serious alternative for sustainable textiles. According to a survey by the American Veterinary Medical Association, the percentage of American households with dogs increased from 38% in 2012 to 50% in 2021. This suggests significant potential for utilizing natural resources like dog hair in textile production. Many dog owners take their pets for grooming as they shed twice a year. Ann Cathrin Schönrock, a pioneer in this initiative, argues that 1,600 tons of dog hair are discarded annually, which could be transformed into valuable yarn. Breeds with long hair, such as Samoyeds and Chow Chows, are particularly favored for producing high-quality yarn.

Research also shows that dog hair may surpass wool and even cashmere in terms of thermal insulation. Scientists like Surjit Ramamoorthy are examining dog hair at a microscopic level to discover its ideal yarn properties. For instance, breeds like the Lhasa Apso are noted for their exceptional insulation qualities. The Samoyed breed, with its particularly soft white fur, is in high demand for hobbyist use, making it a popular choice for crafting and knitting projects.

Despite all these advantages, Chiengora faces challenges in commercial growth. There are several obstacles to the widespread use of dog hair in the textile industry. Culturally, people often have a bias against clothing made from dog hair. Additionally, collecting and processing these fibers on a commercial scale presents difficulties. Dog hair tends to come in irregular lengths and varying qualities, making it harder to standardize. Currently, yarn and fabrics made from dog hair are produced mainly as a hobby, and large-scale commercial production is not yet common. However, some researchers and entrepreneurs suggest that blending the fibers with synthetic materials could help overcome these issues. Entrepreneurs like Schönrock and Ramamoorthy believe these obstacles can be surmounted, paving the way for wider acceptance and use of Chiengora.

Source:

<https://time.com/6330351/dog-hair-sustainable-textile-fabric/>



# HOW DOES A GAME ACHIEVE SUCCESS?

Ahmet Alparslan Maral

The Department of Management Information Systems, 1st Grade

In recent years, the gaming industry, which has gained increasing popularity worldwide and become a favorite in the entertainment sector, has started to occupy a significant part of our lives. With game developers engaging in more detailed processes of identifying their target audience, games have now been made accessible to people of all ages. But how do companies achieve this? How is it that almost everyone is willing to devote time to games?

First and foremost, it is important to note that the situation may appear different from the outside. In reality, we are not spending time with ordinary games. The games that the general public engages with are, in fact, projects that have achieved success in their genres. Many developers in the market are doomed to see their player counts low. Now let's talk about the central topic of this article: "How Does a Game Achieve Success?"

Before a game is released, it goes through numerous stages of development. To mention just a few of these: overall project design, software and prototyping, 3D modeling and 2D design, user interface (UI) and user experience (UX) development, etc. In this context, it becomes clear that creating a game requires collaboration with dozens of specialists across various fields. If there is a deficiency in any of these stages in our project, we open ourselves to potential bad reviews from players. Other players who notice these bad reviews may also hesitate to give our project a chance.

If we examine what we should primarily focus on, we can say that innovative ideas are paramount. For instance, in July 2020, Ubisoft released a product called "Hyper Scape", a game in the then-popular "Battle Royale" genre of online games. However, due to its gameplay lacking the innovation of its competitors (such as PUBG, Fortnite, etc.) and various server issues, Ubisoft faced increasing negative reviews and a declining player base. As a result, the game was discontinued in April 2022. To create an innovative game, thorough market research is essential. By analyzing your potential competitors and identifying their shortcomings, and optimizing solutions to those issues, you can set your project apart from others.

When your project is still in its draft phase, selecting the right target audience is essential. By "target audience," we refer to the group of players to whom you will present your game. For example, the target audience for your project might be students. It is also crucial to thoroughly research what your target audience desires. Questions such as, "What expectations will a student have when experiencing my game?" should be asked during the development phase of the project.

Another crucial element is ensuring that the game keeps up with technological innovations. One of the best examples in this regard is undoubtedly "Cyberpunk 2077". Upon its release, the game utilized "Ray Tracing" technology, which was just beginning to be integrated into the market at that time. Thanks to this technology, the lighting and reflections in the game appear with near-realistic quality. The developer, CD Projekt RED, received significant praise from players for the graphic quality of their game.

In this article, I tried to talk about the most important topics that we need to pay attention to in order for our project to be successful, but as I said, the game production process is quite complex and goes through many stages. Working with experts in their field during this development process will increase the likelihood of success of the project.

## A Full-Scale War in the Middle East Could Lead to a Major Energy Crisis in the World

**Asst. Prof. Fatih KILIÇ**  
**The Department of Aviation Management**

Israel's response to the attack launched by Hamas against Israel on October 7, 2023, was extremely harsh, resulting in the deaths of thousands of people in the region, the majority of whom were innocent civilians. Israel's operations in Iranian and Lebanese territories, Iran's missile attack on Israel on October 1, 2024, and the statements by Israel and the U.S. on October 2, 2024, declaring that they would retaliate against Iran's attack, unfortunately indicate that the war has escalated into a full-scale conflict in the Middle East. With 27% of the world's total energy imports passing through the Strait of Hormuz, this region alone serves as a global energy hub. The increasing tension in the region is being watched with concern by countries that rely heavily on the region for their energy needs. It is estimated that in the event of a possible large-scale war between Israel and Iran, disruptions in energy supply and abnormal increases in energy prices would be inevitable. A report published by Morgan Stanley states that a \$10 increase per barrel could affect consumer prices in Asian economies by 0.2 to 1.4 points. The rapid rise in oil prices, which is likely to occur, is expected to increase inflation and cause instability in the economies of Asian countries, particularly those with significant energy needs. How China (which imports over 250 million tons annually) and India (which meets more than 50% of its annual needs) will react to such a situation is a subject of great curiosity. It is observed that these two Asian giants are seeking alternative solutions to the energy crisis that could disrupt their economic growth and raise inflation rates once again. In this context, Russia and energy-rich African countries are coming to the fore. However, due to the ongoing war between Russia and Ukraine and potential internal unrest in African countries, it remains uncertain whether they will be able to maintain energy supplies consistently enough. In conclusion, it is clear that the energy crisis likely to result from a large-scale war in the Middle East will negatively affect not only the two Asian giants, China and India, but also the entire world.



# NIGHT WORK AND HEALTH

Asst. Prof. Seda MUMLU KARANFİL  
The Department of Aviation Management

Health-  
Psychology



Shift work involves working hours that may fall at night or on weekends. When shifts occur during the night, it is referred to as night work. The fact that night work is conducted under more challenging conditions compared to daytime work has led to the need for special regulations. Night work holds a significant place in labor law. Due to social, economic, and political reasons, it has become necessary for workplaces to operate at night in addition to daytime shifts. Additionally, some workplaces, due to the nature of their activities, are required to operate exclusively at night.

Studies have shown that shift work affects workers' metabolic rates, blood sugar levels, mental activity, and work motivation. Furthermore, it has been found that night workers experience more gastrointestinal problems and fatigue compared to day workers (Demirbilek, 2004: 78; Yüksel, 2010).

Being deprived of daylight not only negatively impacts workers' health and circadian rhythm (the 24-hour cycle of biochemical, physiological, and behavioral rhythms) (Demirbilek, 2004) but also leads to attention deficits (Ekmekçi, 2006: 48; Toker Uğurlu, 2014). Kretschmer (2013) found that night shift work has a strong negative effect on cognitive performance, particularly on working memory and concentration (Kretschmer, 2013).

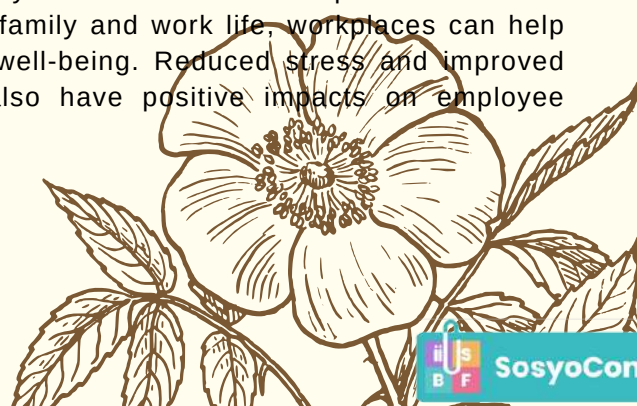
Night work creates stress by disrupting employees' work-life balance (Greenhaus & Beutell, 1985). This stress can lead to anxiety (Pıçakçıefe, 2010: 369) and sleep disturbances (Üstün & Yücel, 2011). Night shifts often result in chronic fatigue, poor sleep quality, and heightened levels of anxiety (Ruggiero, 2003: 434). Adults who sleep less than five hours a day exhibit diminished cognitive performance. Night work, in particular, has been shown to reduce cognitive performance (Sarıcaoğlu, 2005: 107).

In the aviation industry, where night work is prevalent, the increasing number of airline passengers and the expansion of cargo transportation driven by global trade have contributed to the sector's growth. The aviation sector has experienced a shift in work patterns due to factors such as global competition, new technologies, and rising customer expectations.

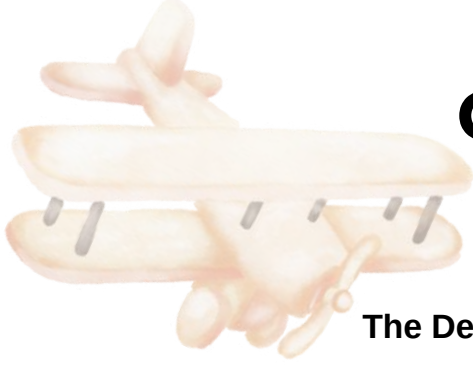
In this context, the heavy demands of night work contribute to work-life balance issues and indirectly to stress in the aviation sector. Stress can have negative effects both on individuals and organizations. On a personal level, stress can manifest in symptoms such as headaches, high blood pressure, dizziness, stomach problems, constipation, diarrhea, shortness of breath, shoulder or back pain, irregular blood sugar levels, and chronic illnesses such as cancer, ulcers, and allergies. Organizationally, stress can lead to absenteeism, low performance, employee turnover, and workplace accidents (Yılmaz & Ekici, 2003).

To mitigate the negative effects of night work on work-life balance and health, it is important to implement family-friendly practices. When feasible, telecommuting can be a solution for night work. Additionally, policies supporting caregiving services for employees with children or dependent relatives can be introduced. By adopting practices that support both family and work life, workplaces can help reduce employees' stress levels and improve their mental well-being. Reduced stress and improved mental health, as a result of work-family support, can also have positive impacts on employee productivity, retention, absenteeism, and motivation.

We wish you good health.



# WORK-TO-RULE STRIKES OF AIR TRAFFIC CONTROLLERS



**Res. Asst. Būşra ÖNLER ÇİĞDEM**  
**The Department of Aviation Management (English)**

Over the past few months, one of the most prominent issues for both the civil aviation sector and air travelers has been flight delays. It is claimed that one of the main causes of these delays is the "Work-to-Rule" action carried out by air traffic controllers. But what exactly is "Work-to-Rule"?

As is well known, air traffic controllers are the professionals responsible for ensuring that flights are conducted safely, efficiently, and on schedule by managing air traffic within their control areas, often handling dozens of aircraft simultaneously. On September 9, 2023, air traffic controllers in Türkiye initiated a process they called Work-to-Rule (WTR) to raise awareness about their demands for better working conditions and improvements to their personal rights. WTR is not a work slowdown; rather, it involves controllers strictly adhering to their official job descriptions, without taking on additional responsibilities or using personal initiative to expedite air traffic.

While WTR does not compromise flight safety, it has had a significant impact on the aviation sector. Due to the strict adherence to procedures, aircrafts have been forced to follow longer routes instead of being granted shortcuts at strategic traffic points. This has led to delays for passengers, congestion at airports, and millions of liras in financial losses for airlines.

The WTR action by air traffic controllers has generated substantial public attention. The action was concluded on August 1, 2024, after authorities pledged to meet the controllers' demands.



# *Doom Spending: The New Face of Economic Uncertainty*

Res. Asst. Ahmet Can ŞENLİK

The Department of Aviation Management (English)

In recent years, economic crises, uncertainties, and increasing financial pressures have significantly altered consumer behavior. One of the most notable outcomes of this shift is the rise of "doom spending," a term that describes the tendency to make uncontrolled purchases in response to a pessimistic outlook on the future. Particularly prevalent among Gen Z and Millennials, this habit has become a way for individuals to cope with financial anxiety and future uncertainty. The roots of doom spending lie in the impact of factors like the pandemic, inflation, and job insecurity on individuals. Younger generations, faced with skyrocketing house prices, rising inflation, and stagnant wages, are increasingly convinced that traditional financial goals like homeownership or financial independence are out of reach. In response, they turn to short-term luxuries—such as travel, designer clothes, or the latest tech gadgets—as a way to temporarily escape the harsh realities of their financial futures. These purchases provide a fleeting sense of control in an uncertain world.

Social media plays a significant role in fueling this behavior. Platforms like TikTok and Instagram constantly showcase luxurious lifestyles and consumption-driven content. Popular hashtags, like #TikTokMadeMeBuyIt, promote impulsive buying, particularly amongst younger users. Payment systems like "Buy Now, Pay Later" make it even easier to spend without considering the financial consequences, further accelerating the spread of doom spending.

Studies show that while doom spending may offer a short-term sense of relief and happiness, its long-term effects are often much more negative. The initial satisfaction is quickly replaced by financial stress, guilt, and regret. Payment systems like Buy Now, Pay Later create debts that become harder to manage over time, leading to deeper financial strain. Once individuals enter this cycle, they often find themselves spending even more in an attempt to regain control, which only worsens their financial situation.

Doom spending highlights how modern economic uncertainties are reshaping consumer habits. As younger generations grapple with financial instability, they seek temporary relief through impulsive shopping. However, this short-term escape ultimately contributes to a more precarious financial future, leaving individuals more vulnerable and financially insecure.

# Time to Socialize

Res. Asst. Zehra Makar

Department of Business Administration (English)



## IGU Aviation Club

IGU Aviation Club organizes events, trips, and conferences that bring together members and industry professionals. It is open to Aviation Department students and all aviation enthusiasts. You can follow our club on social media to learn and have fun!

Instagram: iguhavacilikkulubu



## Social Agenda at IGU

### Back to School

After a summer break that feels short no matter how long it is, we've kicked off the new term. Although we may feel bored at times and overwhelmed by classes and exams, deep down, we're all excited. ☺ So, what do you think about the school? Did you like the new colors and the new style of the corridors? Are we ready for the new term? We look forward to your comments on our FEASS social media accounts:

Instagram: iguiisbf

Twitter: iguiisbf

## Let's Socialize

### Bento Noodles

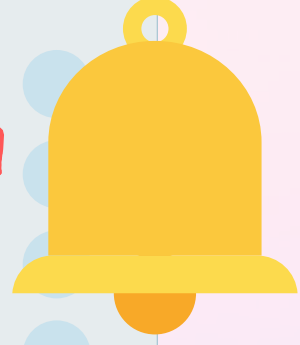
If you're tired of eating the same things or enjoy trying different flavors, my recommendation this month is Bento Noodles. This is a concept restaurant that serves delicious Korean dishes. The prices range from 100 TL to 300 TL. There are three branches in Kadıköy. Tuna and crab surimi gimbap, pineapple General Tso's noodles, and shrimp chips are among the restaurant's favorite dishes. We eagerly await your comments on social media after you try them!



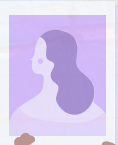
We have compiled some of the prominent events in Istanbul in November for you.

**Res. Asst. Asel ATAÖĞLU**  
**The Department of Business**  
**Administration**  
**(English)**

# November in Istanbul



Type of Event	Name of Event	Location	Date
Theatre	Meçhul Paşa	Fişekhane Sahne	2 November, Saturday
Stand Up	Gökhan Ünver	Küçükçekmece Kültür Merkezi	6 November, Wednesday
Concert	Demet Akalın	Hayal Kahvesi Florya	8 November, Friday
Theatre	Selmin Zeki Hanım	Moda Sahnesi	11 November, Monday
Concert	Koray Avcı	Jolly Joker Vadi	20 November, Wednesday
Concert	Cem Adrian	Kartal İstMarina	29 November, Friday



**IGU  
STUDENT**

**DUYGU KURT  
STUDENT OF THE DEPARTMENT  
OF AERONAUTICAL  
ENGINEERING**

As the President of Istanbul Gelisim University Aviation Club, I am proud to talk about both the activities of our club and the experiences I gained during my education. The Aviation Club offers a platform for our students to come together and share their knowledge and experience before they step into the world of aviation. As president, we have made great efforts to organize seminars with experts in the industry, organize technical trips and carry out projects that will contribute to the personal development of students.

In this process, our club aimed to create opportunities for students to apply their theoretical knowledge in practice. Thanks to our club activities, many of my friends have gained knowledge in various fields ranging from aircraft maintenance and repair processes to air traffic management. At the same time, we have built a strong community through the social events we organized.

The internship I did last summer was very instructive and inspiring for me. The experience and theoretical knowledge I gained through lectures and the club were blended during the internship and I had the opportunity to witness the maintenance and repair processes of aircraft closely. This experience both deepened my technical knowledge and helped me better understand the professional functioning of the industry. In addition, the experiences I gained helped me clarify my future career goals.

These years I spent at Istanbul Gelisim University and Aviation Club have made a great contribution not only academically but also in terms of my personal development. I recommend all students who are interested in aviation to take advantage of these opportunities.





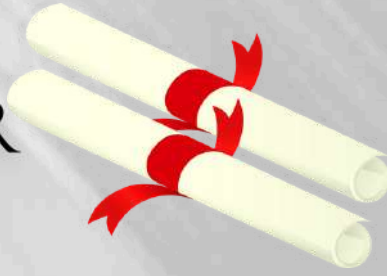
I hope that sharing the knowledge and experience I gained from graduating from Istanbul Gelisim University, Department of Aircraft Technology will be useful for those who are just starting this journey. From the first day I stepped into the university, I realized how dynamic and innovative aviation is. The aviation industry has a structure shaped by constantly developing technologies and international standards. For this reason, throughout our education process, we progressed with a curriculum supported by both theoretical knowledge and practical applications. Especially laboratory courses and simulation studies gave us the ability to produce solutions to technical problems that we may encounter in the real world.

The experiences I gained at the IGU Aviation Club during my education helped me get to know the aviation industry closely. The club offered me the chance to be an experienced and active student in the field of aviation. In addition, the network I established with professionals in the industry was an important step for my career.

Istanbul Gelisim University provides its students with a broad vision with its technological infrastructure and the sectoral experience of its faculty members. Students are trained not only to graduate, but also to take part in the aviation world of the future. These experiences enabled me to easily adapt to the innovations in the sector after graduation and made it possible for me to make a strong start to my career.

In addition to the technical knowledge I gained during this process, I had the opportunity to improve my teamwork, discipline and analytical thinking skills. I recommend all students who want to advance in the field of aviation technology to closely follow the developments in this field and make the most of the opportunities offered by the university.

# IGU DOUBLE MAJOR PROGRAM



**Atilla AY**  
The Department of  
Aviation Management,  
DMP Student

## An Investment in the Future and a Transformative Experience

As a senior student in the Management Information Systems (MIS) program at Istanbul Gelisim University, I am also pursuing a double major in Aviation Management. A double major is one of the best ways to broaden your career prospects and gain expertise in multiple fields. Especially when choosing complementary disciplines, the personal and professional growth it provides is invaluable.

By combining MIS and Aviation Management, I have been able to bridge technology and aviation, unlocking significant opportunities. The analytical thinking and data management skills I've gained in MIS have been invaluable in addressing challenges in aviation, such as airline operations and flight planning. Seeing how crucial information systems are for innovative solutions in the aviation industry shows how this interdisciplinary approach has greatly enhanced my career path.

Throughout this process, the support and guidance of my professors in both departments have been indispensable. Thanks to their academic mentorship and advice, I've been able to make informed course selections and efficiently manage both programs. Their assistance has made the double major journey more manageable and enriched my overall academic experience.

Istanbul Gelisim University offers many opportunities for students pursuing a double major. Academic counseling, access to resources, and the supportive attitude of the professors are key factors that make this process easier. With dedication and proper planning, I've realized that pursuing a double major is not as challenging as it may seem, and success is well within reach.

In conclusion, a double major broadens your perspective across different fields and gives you a competitive edge in your career. By combining MIS with Aviation Management, I've been able to distinguish myself and position myself more strongly within both industries. You too can make a significant impact by pursuing a double major and opening doors to broader career opportunities.

“  
My Erasmus  
Experience: Cultural  
and Academic Richness  
”



**RABIA DUMAN**  
STUDENT OF THE DEPARTMENT OF AVIATION  
MANAGEMENT



The Erasmus program was an unforgettable experience that contributed greatly to my university life. I had the opportunity to get to know a new culture by studying in a different country. This process was an important milestone not only in terms of education but also in my personal development.

Meeting new people, learning about their lifestyles and mindsets broadened my perspective. Especially being in a multicultural environment helped me to look at world issues from a broader perspective. In this way, I gained sensitivity not only to my own society but also to global problems.

The academic contributions of Erasmus were also very important. Experiencing a different education system helped me improve my foreign language skills. I also added a different dimension to my education life thanks to the new methods and approaches I encountered in the courses.

One of the biggest achievements of the program was having an international social network. The friendships I made with people from different countries opened new doors for me both in my personal and professional life. Erasmus also gave me an advantage in my career plans. My foreign language skills and international experience will help me be more competitive in the business world.

In conclusion, Erasmus was a great opportunity both academically and personally. I recommend this program to all university students.



# The Unique Dessert of Mersin: Kerebiç

RES. ASST. AHMET CAN ŐENLİK  
THE DEPARTMENT OF AVIATION MANAGEMENT  
(ENGLISH)

Kerebiç is one of the most special flavours of Mersin cuisine, especially a staple on tables during Ramadan, known for its light and distinctive taste. The outer dough, made from semolina, is prepared similarly to stuffed meatballs, and it is filled with plenty of pistachios or walnuts. What makes kerebiç stand out is the white foam poured on top, which is made by boiling the roots of the soapwort plant and whipping it with sugar, giving the dessert a unique flavour.

The preparation of kerebiç begins with mixing semolina, butter, baking soda, and sugar to form a dough. The dough is then shaped with the filling and baked until it reaches a golden colour without browning. Thanks to its light texture, kerebiç is a preferred dessert, even after heavy iftar meals during Ramadan.

While kerebiç was traditionally made only during Ramadan, it is now available throughout the year. Producers in Mersin have responded to increasing demand by delivering this delightful dessert across Türkiye. Its growing popularity outside of Ramadan is due to its lightness and the use of natural ingredients.

Among the most renowned kerebiç makers are Kerebiçi Oğuz and Kerebiçi Hayri Usta, who have kept this authentic flavour alive in Mersin for many years. Thanks to these masters, dessert lovers can still enjoy the original recipe and taste of kerebiç.

Topped with the white foam made from soapwort root and sprinkled with cinnamon, kerebiç has become a favourite dessert not only during Ramadan but also throughout the year.

Enjoy!



## ABOUT ACADEMIC LIFE

### PUBLICATIONS

- **Asst. Prof. Burcu Savaş Çelik and Asst. Prof. Şükran Kahveci's** article titled "Do the Political Uncertainty and Geopolitical Risk Indexes in the G-7 Countries Relate to Stock Prices? Fourier Causality Test Evidence" was published in **International Economic Journal**.
- **Prof. Özden Şükran Üneri's** article titled "Testing the Mediating Role of Fiscal Policy in the Environmental Degradation in Portugal: Evidence from Multiple Structural Breaks Co-integration Test" was published in **Asthma Allergy Immunology**.
- **Asst. Prof. Uju Violet Alola's** article titled "The role of institutional quality on tourist arrivals in leading emerging economies" was published in **Journal of Social and Economic Development**.
- **Assoc. Prof. Festus Victor Bekun's** article titled "Effect of domestic material production on environmental sustainability in EU countries under changing financial development: a dynamic panel threshold regression approach" was published in **Environment Development and Sustainability**.
- **Assoc. Prof. Festus Victor Bekun's** article titled "An evaluation of the footprint of diversification strategy in the tourism sector: a global perspective" was published in **Current Issues in Tourism**.

## ABOUT ACADEMIC LIFE

### LEAVERS

- **Asst. Prof. İhsaniye Gökçe KAYA** has left the Department of Logistics Management.
- **Asst. Prof. Fatih ÇAM** has left the Department of Political Science and Public Administration.



IGU  
**KARYON**  
Career Guidance  
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IGU  
**MMK**  
Mezunlar ve Mensuplar  
Kordinasyon Bürosü

Dear IGU Alumni and Students,

## A NEW ONLINE RECRUITMENT PLATFORM

that matches the skills of alumni with  
qualities requested by employers has opened.  
You can reach out and apply for open  
positions by subscribing to the platform.

Please scan me for more  
information and to application.



[metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr)

## IGU Alumni Tracking System

The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr))

Our graduates who are members of the platform can update their profiles and follow job postings.

### How to subscribe to the METSİS platform?

1. Enter the platform ([metsis.gelisim.edu.tr](https://metsis.gelisim.edu.tr)) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

# MASTHEAD

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