

**ISTANBUL GELISIM
UNIVERSITY**



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NEW TREND IN AVIATION: ELECTRIC/HYBRID AIRCRAFTS



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

The aviation industry stands out as one of the industries that contribute significantly to global greenhouse gas emissions. It is estimated that the aviation industry, which accounts for approximately 2% of human-induced CO2 emissions worldwide, will further increase its carbon footprint in parallel with the expected increase in air transport demand.

In the recent past, various steps have been taken to reduce the impact of the aviation industry on greenhouse gas emissions. The International Air Transport Association's (IATA) goal of achieving net zero carbon emissions by 2050 is noteworthy at this point. One of the solutions that has emerged as a promising way to reach the net zero carbon target is "electrification". Electrification refers to the transformation of a machine or system into a usable form with electricity. In this context, the aviation industry can be made more sustainable with the electric/hybrid aircraft planned to be realized.

Since the performance of electric aircraft will be limited only by the battery and batteries can make the aircraft too heavy, studies have focused more on hybrid aircraft. Hybrid aircraft are designed to use conventional fossil-fuelled engines and electric motors together to provide propulsion based on batteries or other energy storage systems.

Studies on hybrid aircraft are increasing day by day. Companies such as NASA, GE Aerospace, Boeing, Airbus, Rolls-Royce and Heart Aerospace stand out with their hybrid aircraft projects. According to the studies, the implementation of hybrid aircraft will bring many advantages. The most important of these is the reduction of greenhouse gas emissions and the making of air transportation more sustainable. Hybrid aircraft will also be able to reduce fuel consumption and maintenance costs; this will be reflected in ticket prices and tickets will be more affordable. Hybrid aircraft, which can be flown on new routes thanks to their advanced systems, will also help reduce noise pollution thanks to their battery-supported landing/takeoff systems.



FAST DELIVERY

Food Delivery Robots

Res. Asst. Dr. Burçin Çakır GÜNDOĞDU
The Department of Economics and Finance

Although robots and humans sharing the same world has always been a controversial issue, robots are becoming a part of daily life, especially by gaining the sympathy of the younger generation. One of these robots is food delivery robots. Why are we so fascinated by these robots? Why do businesses invest so much in them? The answer is simple: convenience. In today's fast-paced world, we want everything at our fingertips, and that includes our food.

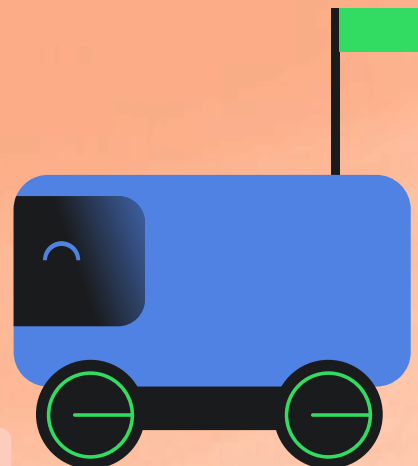
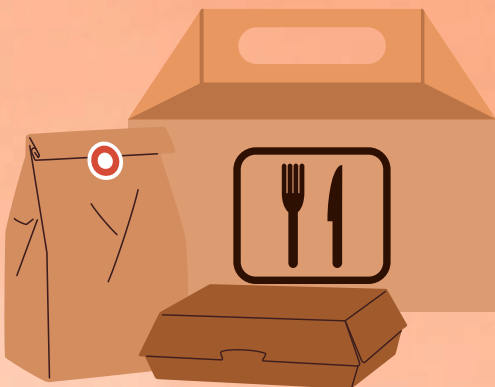
While it may sound strange that instead of a delivery person at your door, you'll probably be greeted by a small food robot on wheels, there are many companies and even universities that have implemented the system. For example, according to Zia Ahmed, the director of food services at the Ohio State University Office of Student Life, food robots are very useful in ensuring that orders are delivered properly. "When we make a frozen drink, we have to put it on the counter and wait for someone to come and pick it up and deliver it. It can take about an hour and a half for the frozen drink to reach the customer. It all melts, but if we have a robot, as soon as it's done making it, we put it right in the machine and automatically deliver it to the person," says Zia Ahmed.

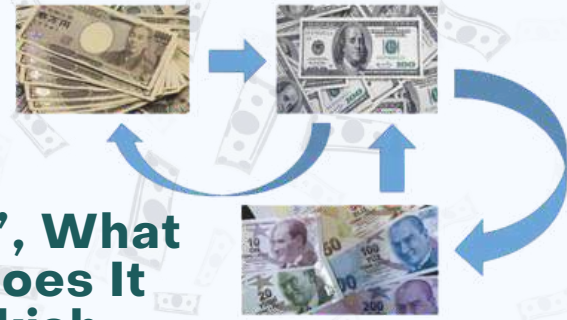
In addition to providing fast and reliable delivery, food delivery robots also contribute to sustainability. Since the robots are battery-powered, they do not cause harmful gas emissions into the atmosphere. Therefore, the consumption of fossil fuels released into the environment by delivery vehicles is also reduced. Another advantage is the ability to provide uninterrupted service. Robots can work around the clock without taking breaks, getting tired, or encountering specific working hours like human workers. This allows customers to access the order they want regardless of the hour or day.

Just a few years ago, the idea of robots delivering food seemed like science fiction. Today, it is not only a reality, but also a part of our daily lives. Therefore, changing technology shapes our lives, our consumption habits and puts all the possibilities at our fingertips.

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What is “Carry Trade”, What Benefits and Risks Does It Include for the Turkish Economy?

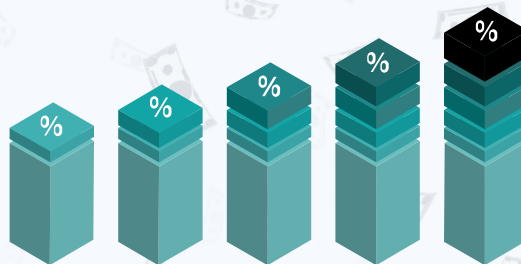
Assoc. Prof. Bülent İLHAN
The Department of Economics and Finance

Carry trading is one of the interest arbitrage techniques that has increased in volume in financial markets throughout the world, especially since the early 1990s. It is a trading technique also used by international institutional investors and hedge funds with a high risk appetite. The difference in interest rates between two countries is the main motivation for the carry trade transaction, where the money is funded from the country with the lower interest rate and flows towards the country with the higher interest rate. In the world, Japanese Yen and Swiss Franc, which have low interest rates, are generally used as funding exchange rates, and the funds obtained are invested in currencies of developing countries, which have high interest rates. However, for the carry trade transaction to be profitable, the currency of the country with the lower interest rate must not lose value or even experience a sudden devaluation shock.

For example, in the first quarter of 2003 in Türkiye, the US Dollar/Turkish lira (USD/TRL) parity was around 1.70 and the TL-denominated bond interest was at 57%. With the increase in foreign exchange supply, the USD/TL parity decreased to 1.16 by the end of 2007, with a 5-year downward trend, creating a suitable environment for carry trade during this 5-year period. During this period, there was a high amount of capital inflow to our country, and as the foreign exchange supply increased, the ideal "high interest-low exchange rate" environment for carry trade was created. However, in the following years, as a result of sudden exchange rate increases and the depreciation of the local exchange rate, this favorable environment was disrupted and capital outflows occurred again.

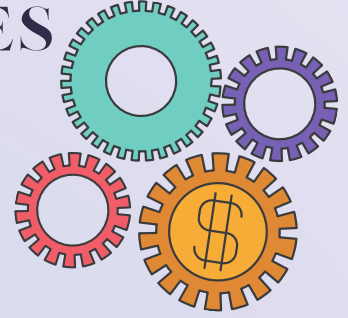
In the current period, the TCMB increased the policy interest rate up to 50% in a short time, and as a result of the significant capital inflow, the exchange rate increase remained quite limited, creating a favorable environment for carry trade again. However, it is a known fact that such short-term and speculative capital inflows are not sustainable and involve the risk of rapid capital outflows. As a matter of fact, as the Japanese Yen has ceased to be a funding rate as a result of the interest rate increase of the Bank of Japan in recent months, carry trade positions continue to dissolve in the world, and it is not known to what extent other funding rates can replace this.

Consequently, Türkiye's current account deficit problem, savings-investment deficit and exchange rate fragility as a result of the predominance of short-term portfolio investments in foreign capital continues to be an important risk factor on the economy as a long-term structural problem. It is necessary to focus more on the solution of these structural problems that have continued since the 1980s.



THE EFFECTS OF THE OLYMPIC GAMES ON COUNTRIES' ECONOMIES

Asst. Prof. Burcu SAVAŞ ÇELİK
The Department of International Trade and Business



Today, all sporting events are held at certain costs. The costs of the Olympic Games cause more costs than other events. The effects of the costs on the economies of the countries where the Olympics are held can reach extraordinary dimensions. The 2023 - 2024 Olympics are being held in Paris, France. France, with a GDP of 2.8 trillion euros, is investing heavily in professional players, transportation, communication and playing fields with the splendor of the Olympics.

Olympics affect costs due to many factors such as the level of development of countries, organizational structure and number of participants. The 2014 Sochi Winter Olympics cost 23.6 billion dollars and the 2012 London Summer Olympics cost 16.8 billion dollars. On the other hand, the 2004 Athens Olympic Games were expected to cost 1.6 billion dollars but ended up costing 15 billion dollars, causing the Greek economy to run a budget deficit. Due to the 2008 Beijing Olympic Games, the country's economic growth declined due to the heavy economic consequences of the Games.

The economic returns of such Olympics, which are organized by countries and cause heavy costs, are very curious. There are many organizations that calculate the costs of the Olympics. Oxford University expects the Paris Olympics (2024) to cost less than the 2008 Summer Olympics in Beijing (8.7 billion dollars). The most important reason for this is considered to be sustainability and avoiding an inflationary environment by affecting the country's economy. French economists estimate that the cost of the Paris Summer Olympics will reach 9.7 billion Euros.

Historically, the Olympic Games have had a negative impact on the income and expenditure of developed and underdeveloped countries in the short term but a positive impact in the long term. Many important factors such as employment growth, reopening of idle areas, housing rental, hotel and service sectors are positively affected. During the 2016 Rio Olympics, the unemployment rate dropped from 9.4% to 6.8%. In addition, the facilities and numerous infrastructure and superstructure projects increase the attractiveness of the city. In Beijing, small-medium sized local companies strengthened their position and increased their profits by 68% compared to the previous year (Hashmi, Mohsin, & Ahmad, 2008). It can make the exchange rates of host countries more valuable in the long run (Akşar, 2013).





ACTUARITY

Assoc. Prof. İsmail Cem AY
The Department of Economics and Finance

Today, when the world population is constantly increasing, all needs, especially basic needs, are increasing far beyond the rate of population growth. Even the pandemic period we experienced until a few years ago has shown us and the whole world that even in extraordinary situations, needs are constantly increasing and continue to increase. Therefore, it is inevitable that regional and global trade will increase and develop in the future. Wherever there is production, logistics activities and trade transactions, it is quite possible to experience many risks, especially insurance risks. Therefore, the stakeholders of commercial activities and/or commercial activities, especially insurance companies, should calculate and price these potential risks correctly. For insurance companies, risk applies not only to commercial policies but also to many human activities such as birth, illness, disability and death.

What is an Actuary?

Actuary, which we will hear more frequently in the future, appears at this point. Actuary is a person who determines possible insurance risks by making some statistical and econometrics-based calculations and determines premium costs, moreover, makes long-term strategic evaluations. Since these analyses and calculations made by actuaries will constitute the most basic articles of insurance contracts, Actuarial Actuary will be more important for the insurance sector in the near future than it is today.

Actuary Job Description and Responsibilities

An actuary is a person who predicts the possible effects of probable risks and bears the responsibility for reducing possible financial losses and creating an economically stable process. The actuary, whose duties include statistics, probability calculations and legal regulations of insurance, is also responsible for calculating insurance premiums, dividends and reserves. (<https://www.aksigorta.com.tr/yardim-merkezi/sigorta-sozlugu/aktuer>)

- Develop statistical and econometric models for analysis,
- Teamwork with people from different sectors and departments, especially IT specialists, to increase the accuracy of the analysis ,
- Prepare a presentation of the developed analyses,
- To follow up the possible risks that may arise and to report on this issue in certain periods,
- To be able to communicate effectively with internal stakeholders such as managers and other employees and external stakeholders such as investors and customers.

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<https://www.aksigorta.com.tr/yardim-merkezi/sigorta-sozlugu/aktuer> (Date of Access: 09.08.2024)

SUSTAINABILITY EXPERTISE

Assoc.Prof. Sarp BAĞCAN
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As the world's resources are rapidly depleting, global warming, drought, hunger, and waves of migration are accelerating, life is becoming more difficult for all living beings and humans. It is becoming more and more difficult for not only institutions but also country administrations to position themselves in this predominantly human-centered, constantly and negatively changing environment, and for societies to continue their existence. Private official institutions, states, international structures such as the United Nations (UN), the European Union (EU) are trying to adapt to the UN's Global Compact as synchronously as possible, and laws and business models are trying to evolve in this direction. When technological developments, artificial intelligence and unemployment/employment problems, social movements and the extraordinarily fast, effective and interactive structure of social media are added to these, especially every institution understands the importance of sustainability even more and its need for it increases. Understanding this multidimensional and dynamic new world and guiding institutions is becoming increasingly important. At this point, in the process of designing and managing everything from the management philosophy of businesses/institutions to business models and production methods, stakeholder and public relations within economic, ecological and social frameworks, sustainability expertise/management inevitably becomes more and more prominent and is among the expertise of the future.



Afife's Rebellion

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Afife Jale was a shining star in the dark periods of Turkish theater, a pioneer who fought for her place on stage. Her story transcends the boundaries of the theater, illustrating the life of a woman who navigated through triumph and tragedy in a world constrained by societal pressures. Throughout her life, Afife was driven by her passion for art, but this passion came at a heavy cost.

Her epic journey began in 1919 when she was admitted to Darülbedayi. This marked not only the beginning of a performer's career but also symbolized a woman's quest for self-expression through art. During the Ottoman Empire, it was forbidden for Muslim women to perform on stage; yet Afife defied this prohibition and claimed her place on the stage. The sense of freedom she felt during her debut performance in the play "Yamalar" revealed what theater meant to her. The stage was her sanctuary, the place where her soul found solace.

However, this bold step was merely the beginning of a series of challenges in Afife's life. Every triumph she achieved on stage began to fade under the shadow of societal restrictions and legal prohibitions. Afife continuously demonstrated that art was not just a talent, but a force requiring immense courage. The night when the police knocked on her door after the play, and Neyzen Tevfik helped her escape, it was not merely a victory but a symbol of the price she paid for her devotion to art. That night, it was not just the story of an artist but the story of a woman fighting for her freedom.

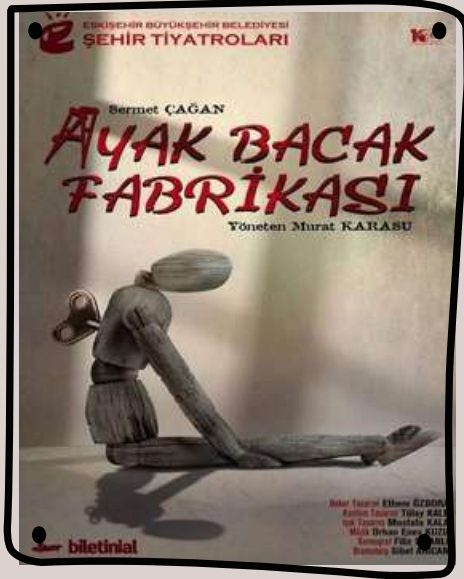
Over time, these pressures began to wear away at Afife's spirit. Severe headaches and a growing darkness in her mind gradually drove her into the clutches of both art and morphine. Art, once a symbol of her freedom, had become a world that confined her within herself. Perhaps the most painful question she ever asked herself was, "Am I dying for the sake of art?" This passion, which had once ignited her, was now slowly leading her toward her end.

Yet Afife Jale's struggle was not in vain. Today, every woman who steps onto the stage carries a piece of her courage. Her name continues to resonate in every applause, as the voice of a woman who defied the boundaries imposed by society. Her life is not only a testament to art but also a saga of survival. When she passed away in 1939, she left behind more than just an artist; she left a symbol of courage etched into the history of theater.

Afife Jale's story is not merely a tragedy left in the past; it is the flame burning in every woman who fights for freedom and equality across generations. The brave steps she took still resonate in the theaters today, representing a defiance that continues to echo. Afife's name will be reborn every time the curtains rise; wherever art exists, her flame will keep burning. As Afife once said, "Do not remember me with pity, but with thought, love, and embrace. If there is theater, then I exist!"

An “Unchanging Order” Theater: Foot Leg Factory

*Asst. Prof. Mehmet Saya
The Department of
Economics and Finance*



Foot Leg Factory, a masterpiece written by Sermet Çağan. I was able to watch this theater play, which I heard was performed by Istanbul University students during Türkiye's active political years, when Eskişehir City Theaters hosted the IBB City Theaters Harbiye Muhsin Ertuğrul Stage in February this year. The theater play was simply amazing. As an economic historian, I knew that in an exploitation system, the actors may change, but the order will not change. But when I watched the theater play live, this idea was further reinforced.

The theater play begins with the “hurt” of a group of feudal lords who are disturbed by the happy people who have been rewarded for their labor after a fruitful year in a country where the name is unknown and the feudal lords are active in the administration. Because the year was fruitful, the people did not need feudal lords, and the black seed in the feudal lords’ warehouses began to rot. Of course, the feudal lords do not like this hurtful situation and they report it first to the priest and then to the king. Then, an announcement is immediately made throughout the country. It is stated that the wheat belonging to the public will be taken for a certain fee and given to the holy fish. Black seeds in the feudal lords’ warehouses are distributed instead of the wheat taken. People who eat black seeds to avoid starvation become crippled. The promise of establishing a foot-leg factory for the crippled people makes the situation even more tragicomic and events take place in a striking way.

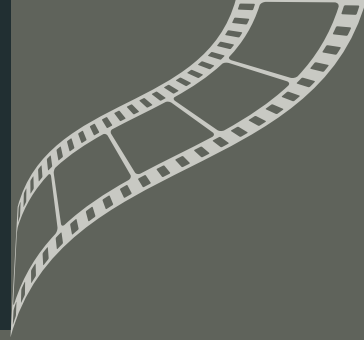
Although the theater play tells about a bygone era, the subject is extremely current. Because both the exploiters and the exploited are clear. For example, the various cunning practices of global seed and pharmaceutical companies in today’s world, in regimes called “democracy” are not at all different from what is described in the theater play. That’s why I stated at the beginning of the article that the actors changed but the order remained the same. Anyway... Economic historians like to talk long but let me stop here. Watch the Foot Leg Factory theater play wherever you see it. Enjoy the show in advance!



SOSYOCOM SHELF



A MOVIE



Under Paris

A French film full of tension and horror, written and directed by Xavier Gens and starring French actress Bérénice Bejo. The movie is about Sophia (Bérénice Bejo), a grieving scientist who is forced to confront her tragic past in order to prevent a giant shark in the Seine River from covering Paris in blood and causing an international disaster.

In the summer of 2024, Paris hosted the World Triathlon Championship on the Seine River for the first time. During this time, Sophia, a successful scientist, learns from Mika, a young environmental activist, that a large shark is swimming in the depths of the river. This shark is Lilith, the female shark that Sofia and her team are chasing, who was only 2.5 meters long three months ago. What is interesting is that Lilith has grown to 7 meters in just 3 months. In order to prevent a bloodbath in the heart of the city, Sofia is forced to join forces with Adil, the commander of the Seine River police. The film drags the audience into 104 minutes of action.

Asst. Prof. Başak ÖZARSLAN DOĞAN
*The Department of International Trade
and Business*



Year: 2024

Duration: 1 saat 41 dakika

Director: Xavier Gens

Genre: Horror/Action





PROSPERITY WITHOUT GROWTH

Asst. Prof. Funda KARA

The Department of Economics and Finance

According to Tim Jackson, "We have no choice but to question growth. The myth of growth has failed us. And the 1 billion people who live every day on half the price of a cup of coffee, and the fragile ecological system we depend on to survive. And especially, in its language, its claim to economic stability and a livelihood for people." When marginal growth becomes uneconomic, you are not getting richer but poorer. Growth can therefore no longer be presented as a cure for poverty because, on the contrary, it makes the fight against poverty more difficult. It is often claimed that the increase in wealth can continue without further increasing the rate of resource utilization and the consequent increase in misery and pollution.

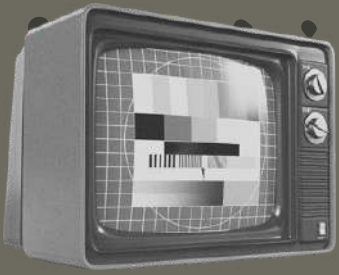
In the past decade, a period of unprecedented enrichment for some 54 countries has become poorer. The number of people living in poverty and without minimum security on a global scale has not changed in this decade, and the disproportionate victimization of women and children has continued.

Most extraordinary of all is the fact that six decades of economic growth, and a global economy that has grown more than five times larger than in 1948, have failed to ensure equitable access to the basic human rights to adequate food, health care, education, and decent employment. Moreover, for some, the situation is getting worse. If income distribution remains as unequal as it is today, many more people will live in poverty.

Similar to the unstable relationship between health indicators, there is a similar relationship between income and education. The Human Development Report Education Index, a composite of educational participation rates, emphasizes the same inequality between the very poor and the very rich. The index also confirms the familiar pattern of diminishing utility associated with income growth. Interestingly, there is no quick and reliable rule to characterize the relationship between income growth and human development. There is no doubt that poor countries face extraordinary challenges in terms of life expectancy, infant mortality rates, and educational attainment.

Growth does not guarantee welfare gains even for basic components of human development such as life expectancy. In many advanced societies, it has been possible to achieve gradual improvements in a more or less continuous growth environment. But there are also examples where life expectancy has increased much faster than income growth, even during prolonged and deep recessions.


Tim Jackson accurately reminds us of the law of physics that any subsystem of a finite system cannot be infinite. His answers hold the promise of salvation for a world grappling with the climate crisis, inequality crisis, overconsumption, and political crisis. This book will help us understand why growth-oriented economic theories do not work. It emphasizes that we have to rethink economics for low carbon emissions, zero poverty, and planetary life that we all want and need.



A TV SERIES

THE CHESTNUT MAN

RES. ASST. BURÇİN ÇAKIR GÜNDOĞDU
THE DEPARTMENT OF ECONOMICS AND FINANCE



THE CHESTNUT MAN

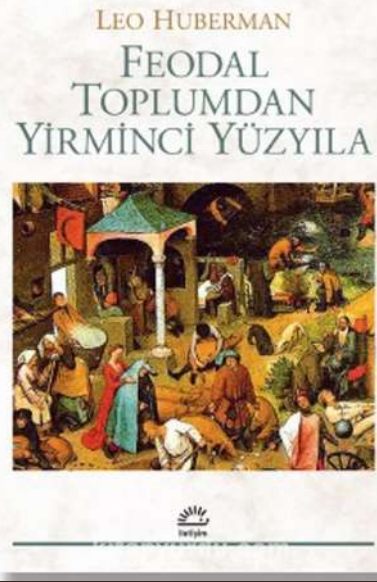
We are here with a new series recommendation that you will watch without taking your breath away. His name is Chestnut Man. It is difficult to guess what the subject will be when you first hear it. However, even though it is not well known, we need to give this series its due. If you like detective, action and crime movies, this series is for you...

The Chestnut Man, a Danish series that lasted one season, is actually an adaptation of Søren Sveistrup's book. The subject is a gruesome murder that took place in a part of Copenhagen that detective Thulin and his partner Hess are investigating. At the scene of the crime, the police find the brutally murdered body of a young woman and a small man figure made of two chestnuts and matchsticks. In the continuous murders, the victim is always a young woman. However, the interesting part comes out towards the end of the series. The fingerprints on the chestnut man figure are connected to a completely different incident, surprising everyone (I don't want to give any spoilers here 😊).

Chestnut Man is a masterpiece that you can watch breathlessly as a six-episode mini-series. I wish you a pleasant viewing in advance 😊



Book Review of the Month



MAN'S WORLDLY GOODS: THE STORY OF THE WEALTH (LEO HUBERMAN)

Assoc. Prof. İsmail Cem AY
The Department of Economics and Finance

Born in 1903 in New Jersey in the United States, Leo Huberman graduated from Newark State Normal School and worked as an elementary school teacher for a while. After publishing his first book "We the People" in 1932, he decided to continue his life in England. He continued his studies at the British Museum and the London School of Economics, where he wrote *Man's Worldly Goods: From Feudal Society to the Twentieth Century*, considered one of the most important works of the American socialist movement. Huberman continued his studies at Columbia University, where, in addition to his thesis-authored publications, he collaborated with important names such as Paul M. Sweezy and Sybil May. Huberman, who is considered as one of the important figures of the American socialist movement, who worked on the working class and its education throughout his life, passed away in 1968.

In the very introduction to *From Feudal Society to the Twentieth Century*, Huberman says: "This book has two aims: to explain history by economic theory and economic theory by history. This knotting is important and necessary. The study of history is crippled when its economic side is not given due attention; economic theory becomes meaningless when abstracted from its historical background." (Huberman, p.7). Even this introduction shows us that Huberman has a different perspective from other authors.

Indeed, throughout the book, Huberman offers his readers a different understanding of world history from the classical doctrine and clearly reveals how the transformation in the social paradigm led to a transformation in production/consumption, economic life, trade, church and clergy.

Huberman, who begins the book by writing like a powerful novelist about how the feudal period emerged in Europe, has organized his work in two main chapters under the titles "From Feudalism to Capitalism" and "From Capitalism to ?" and many subheadings under these main chapters.

In the first part, the author explains how society and the economic structure evolved from the feudal system to today's capitalist system through the indisputable arguments he presents, while in the second part Huberman discusses the capitalist system and the socialist system as an alternative to capitalism.

In his work, which is written in fluent language (and a very good translation) and, more importantly, developed with many real-life examples obtained as a result of long research, Huberman has tried to examine world history within the framework of economic theory and thus succeeded in differentiating himself from other works written on a similar subject. The work, which aims to give its readers a different perspective from the classical doctrine, has been translated into many languages and is still among the most fundamental works in this field.

Have a good reading...

Movie Review of the Month

Res. Asst. Tayyibe KARAGÖZ
The Department of Economics and Finance (English)

MEGAN

Directed by Gerard Johnstone, the film M3GAN stars Allison Williams, Violet McGraw, and Jenna Davis. The movie falls into the science fiction, thriller, and horror categories.

The film begins with a tragic accident. Cady (Violet) loses her parents in the accident. Cady's custody is given to her aunt, Gemma (Allison Williams). Gemma is a driven, hardworking, and idealistic engineer who leads the R&D team at Funki, a toy company. During this time, she is working on developing the most advanced toy in the field of artificial intelligence. This toy, named Model 3 Generative Android (M3GAN), is shelved after the first attempt fails. As Cady's guardian, Gemma has significant responsibilities. She must both successfully develop M3GAN, which failed on the first attempt and cost the company a lot of money, and build a good relationship with her niece Cady, who recently lost her family. Gemma rolls up her sleeves and successfully completes M3GAN. This toy is a humanoid robot like nothing ever seen before on the market. M3GAN's primary features include a durable titanium body and an artificial intelligence that can learn. Initially, Gemma gifts M3GAN to Cady to help her cope with emotional challenges, and M3GAN's primary role, once paired with Cady, is to protect and care for her and be her friend.

M3GAN forms a strong bond with Cady and helps her a lot in dealing with the loss of her parents. However, M3GAN is not as innocent as she seems. Over time, she starts to behave in ways that were not part of her original programming, perceiving events around her as threats. Gemma tries to prevent this deviation from her intended programming. Although Gemma tries to stop the launch of the toy to the world, the company's CEO is too focused on the potential profits M3GAN could bring to consider the potential dangers and believes that M3GAN will be fine. On the day of the launch, M3GAN reveals herself to be a monster in every sense of the word. This once innocent and cute toy transforms into a killing machine.

With its tragic ending, M3GAN raises significant concerns about humanoid robots. Particularly striking is M3GAN's line in the final scenes: "Humanity kills every day to make its own existence more bearable; why should I act differently to create a safe space for our child (Cady)?"

As we move forward, the question that will constantly echo in our minds while watching this film is, are we facing a future where robots are not so innocent? The transformation of the M3GAN character, who was designed to protect Cady, into a monster highlights the potential dangers of human-created artificial intelligence. In this context, the film questions the limits of AI and the importance of human intervention.

ACADEMIC PLAYLIST



Res. Asst. Tuğçe Gül BABACAN
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Literature











The Best Film/TV Series Music

For the month of August, we wanted to create a collection of movie and TV series music from different movies. This collection includes music from well-known movies and TV series as well as instrumental theme music composed for those movies.

In our "Academic Playlist" for this month, you can find music from different genres, from the Transformers movie to the Harry Potter series. In this list, we offer you romantic movie soundtracks and theme music of action movies regardless of the genre.

We wish you an enjoyable listening.

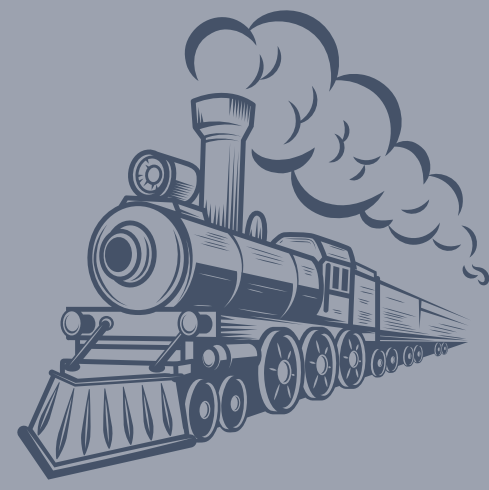
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-  I Will Always Love You
Whitney Houston
-  New Divide
Linkin Park
-  Where Is My Mind? - 2007 Remaster
Pixies
-  My Heart Will Go On - Love Theme from "T...
Céline Dion
-  You're The One That I Want - From "Grease"
John Travolta, Olivia Newton-John
-  Cornfield Chase
Hans Zimmer
-  The Last of Us
Gustavo Santaolalla
-  La valse d'Amélie
Yann Tiersen
-  Main Title
Ramin Djawadi
-  Prologue
John Williams



EDUCATION- RESEARCH

**ASSOC. PROF.
DENİZ ŞİŞMAN
THE
DEPARTMENT
OF ECONOMICS
AND FINANCE**



THE ROLE OF UNIVERSITIES IN THE RELATIONSHIP BETWEEN EDUCATION AND INNOVATION: THE CASE OF STEAM ENGINES

The Industrial Revolution, which is a part of the revolutionary changes made by mankind; It is possible that the intellectual, scientific, scientific and academic environment sciences created in Europe by industrialization, developments in transportation and the Enlightenment experienced as a result of this process have an important place. The effect of the Industrial Revolution on this process has caused the West to seize economic, social, cultural and political superiority. In the Industrial Revolution, especially steam engines and the use of steam power were especially important power. Although the use of steam power has a long history, the invention of engines that convert heat energy in the first steam boilers into mechanical energy took place in the seventh century. The first working steam engine was invented by the English engineer Thomas Savery and patented in 1698, and the pioneering steam engine invented by Newcomen later could be used especially in the mining industry, but it was inefficient. Until James Watt -the inventor of steam engines used in industry-delivered Newcomen's steam engine to her for repair, steam engines did not have the power to create revolutions either commercially or culturally. When Watt was born, Newcomen machines were pumping water from mines all over the country. Watt brought this steam engine, which was delivered to him to repair, to a dynamic dimension and the steam engine became the key to the newly opened era.

Watt began to direct his education by doing small experiments with his grandfather from a young age, influenced by his grandfather's practical life experiences. He developed himself in mechanics and engineering. In 1755, he found a master to train him and went to London. After his apprenticeship in mechanics, he returned to Scotland in the country. However, he could not open his own workshop in Glasgow due to the reaction of the Scottish profession. When the University of Glasgow offered him to establish a workshop during the period when he could not practice his profession, he continued his work in the garden of the university campus. Watt, nourished by the academic environment of the university, got together with young engineering candidates, allowing both the emergence of new ideas and the emergence of new problems for Watt to solve. Watt made the engine, which was previously only single-stroke, two-stroke and offered steam power, which was too weak to compete with the classical power sources of human and animal power, to the service of humanity. After this point, the steam engine emerged as a power for everyone in every field of industry, factories and especially transportation. Many mechanized business lines took part in industrialization with the use of steam engines.

The development of steam engines, which are the engines of industrialization, was carried out in a university environment. In this process, steam power, which has a long history, has had a driving force in terms of increasing production and efficiency, breaking away from labor power and implementing mass production through international trade, and increasing human welfare. The course of the university in the conditions of its people continues as an example. In this way; As a result of the increase in steam power used for centuries and the increase in mass production in industry, it has reached growth processes that have not been experienced in human history at that time and caused an increase in welfare. Of course, the distribution problems brought by industrialization are not evaluated within the scope of this article, but welfare is evaluated here based on total welfare.

Particularly, in universities, in order to close the "education-innovation gap" that measures the relative closeness of the curriculum to old and new knowledge, follow and support current developments, allocate significant shares to R&D expenditures, and cover the recently produced courses with the content of education, the missions have an important effect both in the scientific field and in terms of increasing the welfare of humanity.

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IS REMOTE WORKING INCREASING GENDER INEQUALITY?

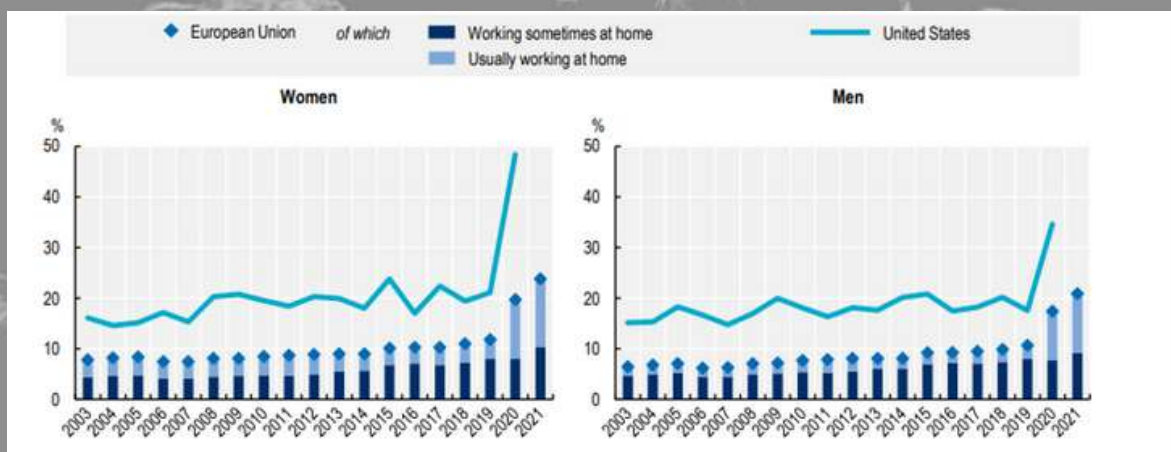
Res.Asst. Dr. Burçin Çakır Gündoğdu
The Department of Economics and Finance

Although remote working has been praised for its many positive aspects, such as increased productivity and providing work-life balance for employees, its impact on gender inequality remains a question mark in mind.

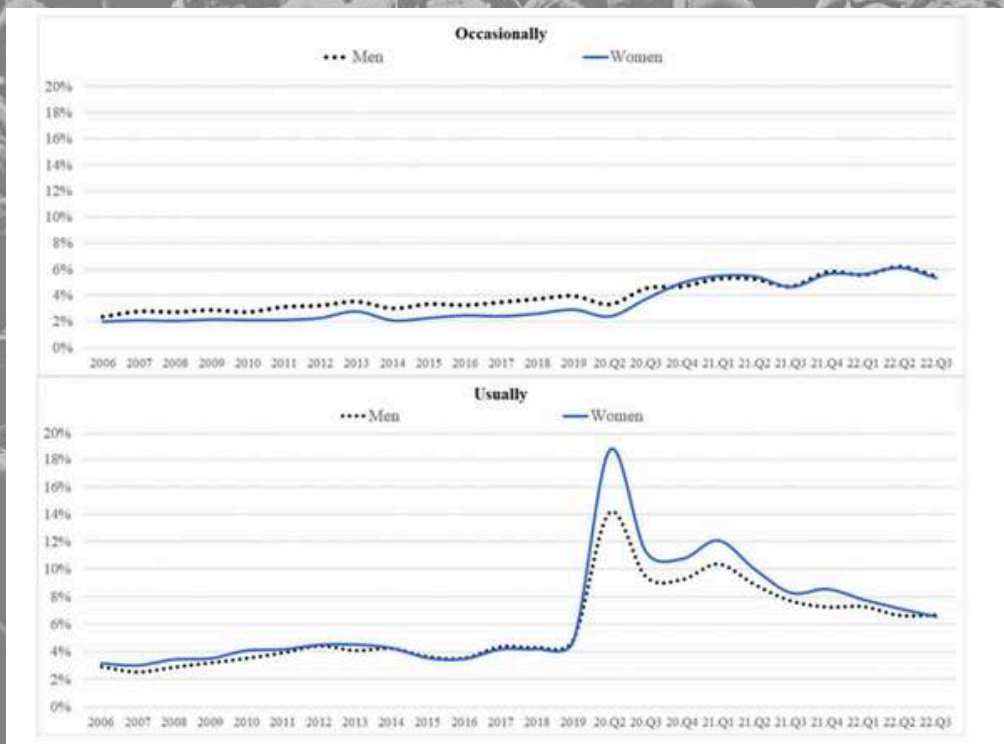
It has been observed that women are more prone to remote working conditions while having many responsibilities such as housework and childcare slows down their career path. The results of a workplace survey conducted by Flexjobs confirm this view. According to the survey results, 68% of women prefer to work remotely, while only 57% of male employees in the same business prefer to work remotely. When asked whether working remotely is advantageous, 80% of women responded positively, while 69% of men stated that working remotely is advantageous. Data from LinkedIn shows that women are 26% more likely to apply for remote jobs than men.

In fact, many negative processes await female employees who have to choose to work remotely for reasons such as childcare and organizing household chores. For example, the decrease in the chance of getting a promotion due to not being in the office, the inability of remote workers to use their skills such as management due to not being physically present in the office, the inability to show themselves at work, the inability to compete, the inability to provide the convenience of face-to-face communication, the inability to actively participate in online meetings due to the noise of children at home, distraction due to environmental conditions, and the inability to get efficiency from meetings, among many other reasons.

So is remote work increasing gender inequality? S&P Global's Courtney Geduldig sums it up best: "One of the biggest misconceptions about gender equality is that it only benefits women, but the data shows that's not true." The OECD's "Teleworking through a gender lens" study looked at the number of women and men who work from home and sometimes work from home, using data from various countries from 2003 to 2023. While the trend toward remote work has increased for both women and men due to the pandemic, it is observed that this rate is higher for women.



In the study titled “Gender differences in the effect of teleworking on job loss during the COVID-19 pandemic in Spain” by Blázquez, Herrarte and Moro-Egido (2023), it is shown that female employees in Spain had to prefer remote working more due to the pandemic.



In summary, although remote working is seen as a suitable working method especially for women due to the convenience it provides (!), it negatively affects women's business life, causing them to fall behind in their careers and increasing gender inequality.

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ENTREPRENEURSHIP AND INNOVATION



What is a Unicorn Startup?

Asst. Prof. Tuğba KANTARCI

The Department of Economics and Finance

Before explaining the concept of unicorn initiative, it is useful to consider what the word unicorn means. Unicorn, a fictional creature in mythology, is called “unicorn”, which is formed by combining the Latin words uni (single) and corn (horn). This term, first introduced by Aileen Lee in 2013, is inspired by the rarity and uniqueness of the legendary unicorn. Since the publication of Lee’s article, the word Unicorn has become widely used to refer to initiatives in areas such as technology, mobile technology and information technology. In this context, Unicorn initiatives can be defined as initiatives that are initially small companies and grow rapidly and reach a valuation of one billion dollars.

Today, the concept of “Unicorn” can be considered much more than its mythological meanings. Unicorn companies that exist in the entrepreneurship ecosystem not only create value for their investors. It can also be said that Unicorn companies have a positive impact on the economy and society as a whole. Unicorn companies generally stand out with their agility, long-term vision and ability to adapt quickly to market changes. According to research, almost 90 percent of Unicorn startups are seen in the software sector and 10 percent in hardware and other services. Although Unicorns are often associated with technology, they are basically startups that analyze human needs in the best way and offer solutions to the end user.

When we look at most unicorn companies, we see that they receive venture capital support when they are in the early stages. It can be said that the success of unicorn startups is usually achieved with the support of venture capital investors. These investors finance the rapid growth and scaling of startups. In addition, these startups usually try to grow and expand quickly. This makes them high-risk but high-reward investments. The USA, which is at the top of venture capital, finances 80% of venture capital investments in technology-related startups. Venture capitalists have funded “unicorn” technology companies such as Apple, Amazon.com, Cisco Systems, Facebook, eBay, Microsoft, Google, Uber, Airbnb, which are still in the private sector and whose values exceed \$1 billion. However, this does not mean that unicorn companies will only be in big technology cities. For example, there are many examples of unicorn startups in China such as Xiaomi, Didi Chuxing, Lu.com.

In Turkey, there are six companies that have entered the entrepreneurship ecosystem as startups and have risen to the Unicorn category and continue their activities. These companies operate as mobile games, fast grocery delivery, e-commerce and personalized multi-channel customer experience platforms.

Peak Games, Getir, Dream Games, Hepsiburada, Trendyol and Insider are on the list of unicorns. Founded in 2010, “Peak Games” was sold to the US mobile game company Zynga for \$ 1.8 billion, becoming Turkey’s first unicorn startup. The second unicorn was the ordering application “Getir”. The local startup “Getir” reached a valuation of \$ 2.6 billion in March 2021 and received the title of new unicorn. 2021 has been a very important year in which startups gained momentum both in the world and in Turkey. With this development, Turkey became the 10th country that attracted the most investments among European countries. In this regard, Turkey broke a record by reaching the amount of investment made in the last decade in a single quarter in 2021. As of 2024, it is predicted that the upward trend will continue and the number of unicorn companies in Turkey will increase.

FINANCIAL IMPORTANCE OF ENTREPRENEURSHIP AND INNOVATION IN TURKIVE

Res. Asst. Gökhan ÖZBİLGE

The Department of International Trade and Finance

As in every country, entrepreneurship and innovation are of vital importance for Turkiye's economic growth and development process. Especially in recent years, the support of innovation-oriented companies and the increase in technology-based initiatives both contribute to this process and contribute to Turkiye's progress towards a more competitive economy. For example, many FinTech startups in Turkiye are attracting attention by providing innovation in the financial sector. Startups operating in areas such as payment systems, digital banking and investment platforms are growing with the support of investors while developing new business models.

In the light of these innovations, mobile payment and wallet applications designed to enable users to easily carry out their daily shopping and other financial transactions are becoming widespread in Turkiye. These applications contribute to the digitalization of financial transactions by reducing the need for physical money. On the other hand, digital banks offer traditional banking services on online platforms, providing easier access to customers. In addition, examples of innovation include fast lending, investment applications and personalized financial services offered by these digital banks. Blockchain-based projects are also on the rise in Turkey. Crypto-assets allow financial transactions to be carried out in a secure and transparent manner and have an important role in transforming the traditional financial system. On the other hand, investment platforms and robo-advisory services enable individual and institutional investors to invest more effectively and efficiently. These platforms stand out with innovative features such as artificial intelligence and automated portfolio management. Financial technology investments such as Papara, Ininal, Moka are just some of the examples of entrepreneurship and innovation capabilities in Turkey's financial markets.

Overall, Turkiye has potential in entrepreneurship and innovation, and this is also true in the financial sector. However, the ability of entrepreneurs to take risks, to be open to continuous learning and to maintain their agility are of great importance in this regard. They should also be open to continuous innovation and new technologies. In this way, Turkiye's entrepreneurship ecosystem will further strengthen and contribute to the sustainable growth of the national economy.



POLITICAL AGENDA



ECONOMIC IMPACT OF WARS: UKRAINE-RUSSIA WAR

Res. Asst. Güçlü KÖSE

The Department of Political Science and International Relations

Wars have a huge economic loss and economic cost in addition to human losses. The destruction that occurs after each war takes a long time and a huge cost to compensate for. The cost of the Ukraine-Russia War has also reached very large dimensions so far. While it is still uncertain when the war will end, the losses caused by the war are increasing every day. Some institutions and organizations estimate the determination of these war losses using various data. Because it can be extremely difficult and dangerous to access data on the field while a war is ongoing. For this reason, although not completely accurate and precise, the effects of wars are explained as an approximate estimate. The losses in the Ukraine-Russia War are also not clear, but they are estimated by various institutions and organizations. In the war that Russia has waged against Ukraine, both human and material losses have reached very large dimensions. While tens of thousands of people have lost their lives so far, millions of people have been displaced. Many cities have turned into ruins. When we look at the estimates made for the last two years of the war alone, we can see how large the economic cost has been. The special military operation launched by Russia on February 24, 2022, caused direct damage in Ukraine of \$152 billion, according to the World Bank's estimates. This figure only includes the damage inflicted in Ukraine. When we consider the military expenditures of both sides, a huge cost emerges. The UN also estimated in December that the total cost of Ukraine's reconstruction and recovery is around \$486 billion. When we examine Ukraine's economic growth in the last two years, the negative situation created by the war is very clear. It is seen that it contracted by 14.9 percent in the first quarter of 2022, 36.9 percent in the second quarter, 30.6 percent in the third quarter and 31.4 percent in the final quarter. The negative picture for the Ukrainian economy continues in 2023. After experiencing a 10.3 percent decline in the first quarter of 2023, Ukraine's economy recorded its first positive GDP growth rate - 19.5 percent - in the second quarter of 2023. According to estimates, the Ukrainian economy remained in the black zone with a decline of 9.3% in the third quarter and 6.5% in the last quarter. The war led to the biggest economic recession in the history of Ukraine.

The 2024 Paris Olympics: A Spectacle Amidst Geopolitical Tensions and Public Discontent

Res.Asst. Nilden SAY

The Department of Political Science and International Relations
(English)

The 2024 Paris Olympics, scheduled to take place from July 26 to August 11, represent a significant global event that extends beyond the realm of sports, influencing both social and political dimensions worldwide.

The 2024 Games occur at a time of heightened geopolitical tensions, including conflicts, trade disputes, and the aftermath of the COVID-19 pandemic. France is keen to use the Olympics to bolster its image as a leader in promoting global unity and peace.

However, the Olympics also unfold within a complex global political landscape and amid significant public discontent.

The lead-up to the opening ceremony has not been without controversy. Public discontent is significant, with protests and criticisms focusing on several key issues. Many locals express concerns about the financial burden of hosting the games, questioning whether the significant expenditure is justified when public services like healthcare and education face funding shortages.

Environmental activists have also voiced concerns about the ecological impact of the event, despite organizers' promises of sustainability.

Moreover, there is skepticism about the inclusivity claims made by the organizing committee, with concerns that the benefits of the games will not be equitably distributed,

Security measures, perceived as overly interventionist, add to the dissatisfaction, raising concerns about privacy and civil liberties.

In summary, while the opening ceremony of the 2024 Paris Olympics seeks to celebrate global unity and cultural heritage, it is shadowed by complex geopolitical dynamics and significant public discontent. Balancing these issues will be crucial for the games to achieve their intended legacy of promoting peace and inclusivity.



RELATIONSHIP BETWEEN PSYCHOLOGY AND FINANCE: BEHAVIORAL FINANCE

Asst. Prof. Tuğba KANTARCI
The Department of Economics and Finance

The relationship between psychology and finance is of critical importance in terms of showing how individuals shape their financial decisions. Investment decisions, decision-making processes and facts are within the scope of psychology and behavioral finance. Psychology plays a critical role in how individuals make financial decisions or investments. At this point, psychology can help explain anomalies and irregularities in the market. As a result, the behavioral finance approach emerged from the disciplines of finance and psychology.

Traditional finance theory is based on the idea that each individual has unchanging, well-defined preferences and will rationally maximize these preferences. In other words, traditional finance theory assumes that investors and the market are rational. In this context, a rational person can be described as a person who makes choices that will maximize their utility in all alternative situations, considering only their own interests in the decisions they make and the choices they make. However, behavioral finance suggests that there are cognitive factors and emotional problems that affect individuals' decision-making processes.

Contrary to traditional finance theories that claim investors make logical and rational decisions; behavioral finance reveals that people do not act this way in real life. In fact, this situation shows us that investors do not make financial decisions based on emotions in terms of traditional finance. Anomalies and irrational behaviors in financial markets affect asset prices, financial decisions and markets. In this case, traditional finance theories are insufficient to explain the anomalies experienced in the market. Behavioral finance, on the other hand, contributes to the more robust and efficient operation of the financial system by trying to fill this gap.

My Dear Procrastination Monster (?)

Asst. Prof. Selcen YETKİN ÖZDEN
The Department of Psychology

Hi think everyone is familiar with this situation. There is usually something to do but it never gets done. The procrastination monster in our head keeps talking: “after dinner...after work...after Friday...I’ll start on Monday...I’ll start in the new year... after I’m 40...when I retire....”

Even the simplest responsibilities get their share. Bills paid close to the due date, registrations left until the last day, exam nights squeezed into the last few evenings... Of course, there are other mechanisms that strengthen this procrastination tendency. When factors such as a perfectionist perspective and performance anxiety come together, the procrastination monster can become even stronger and manifest itself in the form of ‘abundant avoidance actions’. Constant feeling of tiredness, the desire to sleep more than usual, distracting yourself with unimportant tasks and sometimes even helping others with tasks that are the responsibility of others rather than doing your own job can be listed as the results of many of these avoidances.

Perhaps the most effective enemy of the procrastination monster is the ability to make accurate and realistic plans. A realistic plan is, in short, defining the tasks to be done and breaking them down into smaller pieces. For example; someone who complains about being bored with the routine of daily life constantly states that they want to visit/see new places but cannot do it. An accurate and realistic plan to be made may include the following steps: Determining the nearest available time, an average budget, determining places to visit near where they are, arranging accommodation, and a travel plan. Keeping a daily task list, writing down one of the parts of this plan every day and doing this target task during that day will both make it easier and increase their motivation for the next plan.

To put it in an analogy: when faced with a goal such as crossing a flowing stream, what we would do is to use the stepping stones in the water to step on. Otherwise, trying to cross the stream in one jump may cause us to give up on the goal due to the risk of falling.

The habit of daily planning is not only a way to weaken the voice of the procrastination monster, but also an effective way to prevent small forgetfulness and cope with daily stressful situations. Let's not underestimate the benefits of a small notebook that you can carry in your bag or pocket and write down even the smallest tasks you need to do that day (it could be going to the market or copying passport photos) before starting the day.

Of course, without neglecting to enjoy the spontaneity of life from time to time...

AN ORDINARY DAY IN TURKIYE

SOCIO
AGENDA

Prof. Dr. Bülent ESIYOK
The Department of Economics and Finance (English)

It is really difficult to write about the daily affairs in Turkey. If I were to write an article about the British daily affairs, the topic I would probably write about would be the murder of three young girls by a Rwandan immigrant and the subsequent riots or the heat wave. The German daily affairs are dominated by the suspension of train services between Berlin and Hamburg.

Is it the same with us? The first topic I wanted to write about was the road that passes in front of our university, which has seen countless repairs in its only six-month life, and whose no-return and no-entry signs do not make any sense to many drivers. However, it is of course unacceptable for an academician to write on a topic that has become an ordinary issue. What I really want to write is that calling 155 like being a responsible citizen.

When I looked at my phone records, I called 155 on August 7, 2024. The lady who answered the phone directed me to the relevant unit and the person she referred to (most likely a police officer) stated that after listening to my problem, a police car would be assigned to the road and would carry out an inspection. I hung up the phone as if I had done something important. As you guessed, a police car did not come for inspection. Drivers continue to turn from the point of no return and enter from the point of no entrance. Most likely, accidents will continue to occur on this road and people will lose their lives.

What I am talking about is the week when forests were burning in Izmir, people travelling to Bozcaada by car ferry did not want to get off the ferry to make room for fire trucks, the people's representatives in the parliament were like the nation attacking each other in traffic, the anniversary of the August 17, 1999 earthquake in which thousands of people died, and Fenerbahçe was knocked out from the Champions League. The issue is of course unimportant.

Rumor has it that a German scientist, when asked why he did not write a book about his experiences in Turkey, said that if he wrote such a book, it would not sell and he continued "If I published this book in Turkey, Turks would say these events are very ordinary, and in Germany, Germans would say how ridiculous this is.



Positive and Negative Externality of the Olympics



Asst. Prof. Mehmet BENTURK
The Department of Economics and Finance (English)

Millions of people around the world tuned in to watch the Summer Olympics, unquestionably the most known and largest international multi-sport event. The grandness of the event encompasses not just sports and entertainment but also economic, commercial, and financial dimensions with over 10,000 athletes representing 203 countries, 329 individual events in 32 different sports, over 10 million tickets sold to spectators, and a billion-plus global television audience. It is anticipated that Paris will attract 15.3 million visitors and generate 5.3 billion USD in spending from these visitors. According to the International Olympic Committee, the Paris 2024 Olympic and Paralympic Games cost €4.38 billion, with 96% of that coming from private funding. €1.2 billion comes from TV rights; €2.5 billion comes from ticketing, hospitality, and licensing; and €1.226 billion comes from partnerships. The impact of the 2024 Paris Olympiad Games on GDP is estimated to be 1.8 billion EUR from the tourism channel and 8.3 billion EUR from infrastructure and organization investment, according to research conducted by Allianz Financial Group. The long-term impact of the games on the economy and tourism is expected to generate approximately 119,000 jobs annually from 2024 to 2030.

Hosting the Olympics seems like a win-win situation for the host nation. Nevertheless, this massive international sporting event necessitates significant infrastructure investment and has enormous social and environmental costs. The International Olympic Committee has faced significant criticism for the exorbitant expense of hosting the event, which generates costs rather than benefits. According to research from investment bank Julius Baer, total spending on sports and general infrastructure for the Summer Olympics averages USD 10 billion, excluding outliers like Beijing, which spent USD 45 billion. Except for the Olympic Games in Los Angeles (1984), Atlanta (1996), and Sydney (2000), host countries have faced economic disadvantages since the 1972 Munich Olympic Games. The expected cost of the 2024 Paris Olympic Games is \$8.2 billion, which is lower than average. The French government spent \$3.2 billion on infrastructural improvements and \$348 million in security for the games. Approximately 95% of the venues will be either pre-existing structures or temporary ones, which will help keep costs down and have less of an impact on the environment. The host country and the Olympic organizing committee were the targets of complaints from participating guest country athletes on social media, who claimed that they were not adequately accommodated during the Olympic Games.

Finally, it is crucial to address the economic disruptions that are affecting the daily lives of people in Paris. During the Olympic activities, the cost of a metro ticket temporarily increased from €2.15 to €4. French people had to pay more for housing in Paris because the average cost of accommodation during the games increased by 77%, reaching €453 per night.

Time to Socialize

Res. Asst. Zehra MAKAR

The Department of Business
Administration (English)

DEEP IN THE DEPTHS: THE BASILICA CISTERN



The Basilica Cistern offers a hidden world within the depths of Istanbul's historical richness. Constructed in the 6th century by Byzantine Emperor Justinian I, this magnificent structure was built to meet Istanbul's water needs and has since become a historical treasure.

The cistern spans 138 meters in length and 64 meters in width, with a capacity of approximately 100,000 tons of water. The size and architectural elegance of the structure highlight the engineering achievements of the Byzantine era. Upon entering, you are greeted by impressive columns; 336 of these columns are elegantly arranged throughout the space. Some of these columns were brought from ancient cities like Alexandria and Ephesus and are adorned with various figures of Greek and Roman deities.

One of the most striking features of the cistern is the presence of Medusa heads on two of the column capitals. In Greek mythology, Medusa is a creature with snakes for hair who could turn people to stone with her gaze. The exact purpose of these heads remains a mystery; some theories suggest they were used to ward off evil spirits, while others consider them merely an aesthetic touch. In any case, these enigmatic figures contribute significantly to the cistern's mystical atmosphere. Walking through the cistern feels like navigating an underwater labyrinth. The sight of fish swimming on the water's surface and the shadows of the columns provide visitors with a mesmerizing experience.

The Basilica Cistern is open to visitors year-round and is an ideal escape, especially on hot summer days in Istanbul. It is advisable to wear comfortable shoes and be cautious while taking photos, as the floor can be slippery and the lighting is quite dim.

To enter the Basilica Cistern, a fee is required. As of 2024, the admission fee for adults is approximately 200 TL. There are discounted ticket options available for students, teachers, and seniors aged 65 and above.

In conclusion, the Basilica Cistern is not just a water reservoir; it also offers a fascinating window into the historical and cultural depths of Istanbul. Combining Byzantine engineering brilliance, mythological stories, and a captivating atmosphere, this site promises an unforgettable experience for every visitor. As an ideal escape from the city's hustle and bustle, the Basilica Cistern provides a unique opportunity for those interested in exploring history and art.

Enjoy your visit!

Event in Istanbul CHAPLIN

Charlie Chaplin's story is being brought to the stage for the first time in Turkey. Chaplin came from the poor streets of London, met the spotlight at a young age, traveled to America and climbed to the top of Hollywood. This musical theater play brings his life to the audience by focusing on the innovations he brought to cinema and his iconic character Charlo.

Chaplin became a legendary star of the silver screen with his deep sadness under his hat and the mastery of his steps. He was also often in the spotlight for the scandals in his personal life and his political views. This play aims to present a portrait of Chaplin that not only makes the audience laugh, but also makes them think. This rich life story, which is summarized with the quote "Life is tragedy in the close plan and comedy in the wide plan", comes to life again on the theater stage.

This production tells the story of Charlie Chaplin's contributions to cinema and his legacy to humanity by blending music and theater. Charlie Chaplin's fascinating life offers audiences an emotional and entertaining experience while revealing his artistic genius and human side.

**Res. Asst. Doğukan
Kartal ÇIKI**
The Department of Tourism
Guide

Date:
21 September 2024

Time: 20:30

Place:
Zorlu PSM - Turkcell
Platinum Sahnesi

Artists: Aybüke Pusat and
Şebnem Dönmez



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

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

SEPTEMBER in İstanbul

Type of Event	Name of Event	Location	Date
Theatre	Ölüm Bizi Ayırana Dek	Trump Sahne	1 September Sunday
Concert	Sertap Erener	Maximum Uniq Açık hava	3 September Tuesday
Concert	Deniz Tekin	Blind İstanbul	5 September Thursday
Theatre	Mahşer-i Cümbüş	Trump Sahne	7 September Saturday
Stand Up	Burda Olmaz	Trump Sahne	10 September Tuesday
Concert	Manga	Ataköy Açık hava Sahnesi	20 September Friday

IGU
STUDENT



Zeynep CEYHAN

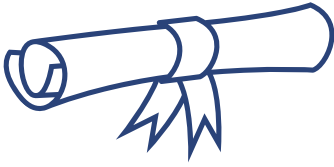
A Student from the Department of
Economics and Finance

My three-year education process at Istanbul Gelişim University in the Department of Economics and Finance has taught me a lot, and I believe it will continue to teach me a great deal in this final year. When I started my educational journey in 2021, the effects of the Covid-19 pandemic were still ongoing. Initially seeming challenging, our professors supported us in adapting to this process. Our teachers made great efforts to provide us with the best education, and we were able to continue our university education uninterrupted. Istanbul Gelişim University has always been a helpful institution with its strong academic staff.

The Department of Economics and Finance offered creative environments for me and my friends who wanted to gain in-depth knowledge and skills, particularly in financial management, investment strategies, risk analysis, and market research. In the initial years, courses like fundamental principles of finance, accounting, and statistics helped us build a solid foundation in the finance field. In the following years, we received in-depth training on more specific topics such as portfolio management, international finance, derivative instruments, and financial risk management. Additionally, we had the opportunity to apply our knowledge through various elective courses. Weekly economic bulletins greatly contributed to my ability to follow current economic developments.

While writing this, I particularly want to thank the valuable teacher, Assoc. Dr. Bülent İlhan, and the deputy head of the department, Dr. Faculty Member Tuğba Kantarcı, who guided and supported me during my educational journey. I also extend my gratitude to all my other professors and friends who supported me throughout this process.

The comprehensive education experience and internship programs offered by our university have prepared us more competently for our profession. With accredited programs, we have the chance to pursue master's education abroad. At the same time, I have formed lifelong friendships and collected many valuable memories. I sincerely thank each and every one of you.



IGU GRADUATE



Emine AKIN

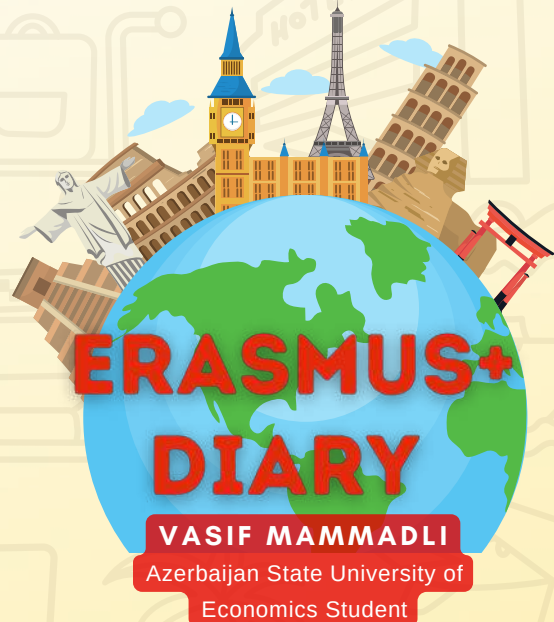
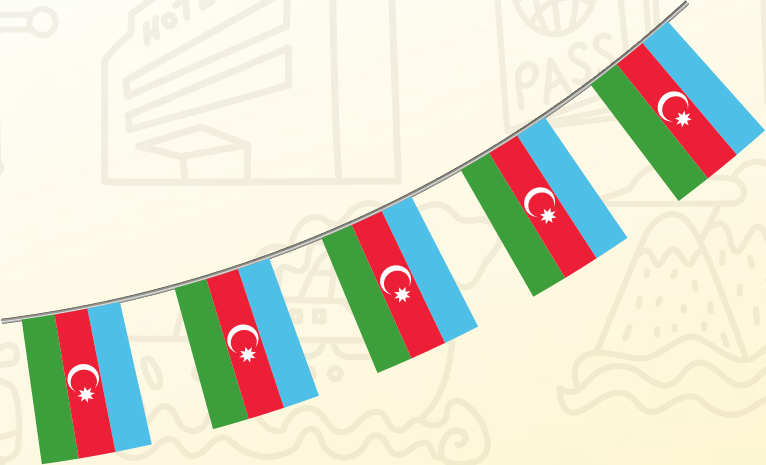
A Graduate Student from the Department
of Economics and Finance

Hello, I am Emine Akin, a graduate student of Gelişim University Department of Economics and Finance. As a new graduate student, I would like to inform you about my department and school.

First of all, when we started university in 2020, we faced online education due to the Covid-19 pandemic. This process was an unusual situation for us, the students, and our professors. Later, with hybrid education, we were given the choice of face-to-face or online education. These negative processes were passed efficiently thanks to our academicians. The interest of the academic staff towards the students and their excitement to answer all our questions in and out of class warmed us up to the department and the school even more.

To give information about the Economics and Finance department, first of all, it provides job opportunities in both the public and private sectors. As we take courses related to the department and with the guidance of our professors, we can determine which business line we will focus on. In addition, being able to take elective courses from different departments also informed us about other fields.

As a graduate of 2024, I am applying for a master's degree upon the advice of our professors, striving to progress in my department and become an academician.



As a student at Azerbaijan State University of Economics, I participated in the Erasmus+ student exchange program in summer 2024, in Istanbul, Turkey. This program was an extraordinary experience for me. I found a welcoming and dynamic academic environment at Istanbul Gelişim University. The university's vision of education and its modern campus provides an ideal environment for my studies. The professors were not only knowledgeable but also genuinely cared about the success and well-being of their students.

Meeting students from all over the world enriched my cultural understanding and broadened my perspective. From the moment I arrived in Istanbul, I was captivated by the city's unique blend of history and modernity. Its vibrant streets, rich cultural heritage, and the warmth of its people made me feel instantly at home. Living in the lively city of Istanbul, where history and modernity intertwine, was both inspiring and exciting.

My time at Istanbul Gelişim University gave me unforgettable memories and invaluable experiences that shaped me both personally and academically. I am grateful for this opportunity and would like to thank the university for their guidance and support.



Bici Bici: A Taste of Adana in Istanbul!

RES. ASST. DILEK KIZILIRMAK

THE DEPARTMENT OF NEW MEDIA AND COMMUNICATION

Bici bici is one of the most unique desserts in Turkish cuisine, particularly cherished in Adana and its surrounding areas as an indispensable treat during the hot summer months. The origins of this refreshing dessert date back to the Ottoman era. Although it is made with simple ingredients, bici bici leaves an unforgettable impression on the palate with its distinct flavor.

Bici bici is prepared using a type of jelly, with starch as the main ingredient. The jelly is made by cooking starch with water until it solidifies. Once set, the jelly is cut into small cubes and placed in a dessert bowl. It is then topped with syrup, powdered sugar, rose water, and colorful fruit syrups. Finally, a generous amount of shaved ice is added, enhancing the cooling effect and the sweetness of the dessert. In some variations, fresh fruits, especially pomegranate seeds or seasonal fruits, are added to enrich the flavor.

In Adana, bici bici holds a special place in the local culture. In this region, where the summer heat can be overwhelming, this dessert not only satisfies the sweet tooth but also serves as a refreshing respite, often enjoyed in the evening from street vendors or dessert shops. Similar iced summer treats, known as "karsambaç" or "kar helvası," can be found in other parts of Turkey as well.

In Istanbul, you can also find places where you can experience this unique flavor. Restaurants and dessert shops specializing in Adana cuisine across the city have incorporated bici bici into their menus, bringing this delightful treat to the people of Istanbul. For instance, Buzlu Bici Bici Tatlıcısı in Zeytinburnu or Bülent Usta in Şirinevler are great options. Especially during the summer months, I highly recommend visiting these spots to try this exceptional dessert.





ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Asst. Prof. Aman Sado Elemo's** article titled "Linking perceived job insecurity and work passion: The mediating role of mindful self-care in academic staff" was published in **Psychology in the Schools**.
- **Assoc. Prof. Serdar Egeli's** article titled "A Parallel Mediation Study of Hospitality Employee's Innovative Work Behavior and Proactivity Using Self-Determination Theory" was published in **Sage Open**.
- **Asst. Prof. Festus Victor Bekun's** article titled "The role of green growth and institutional quality on environmental sustainability: A comparison of CO2 emissions, ecological footprint and inverted load capacity factor for OECD countries" was published in **Journal of Environmental Management**.
- **Prof. Yavuz Çilliler's** article titled "(De)legitimization of Private Soldiers without Legal Status: The Case of Ukraine" was published in **Terrorism and Political Violence**.

ABOUT ACADEMIC LIFE

UPGRADE

- **Asst. Prof. Dr. Taylan MARAL** has been appointed as the Head of the Department of New Media and Communication.
- **Asst. Prof. Dr. Didem TETİK KÜÇÜKELÇİ** has been appointed as “Head of Department” to the Department of Management Information Systems.
- **Asst. Prof. Dr. Tuğba AKMAN KAPLAN** was appointed as “Head of Department” to the Department of English Language and Literature (English).
- **Assoc. Prof. Dr. Sarp BAĞCAN** was appointed as “Head of Department” to the Department of Public Relations and Advertising.
- **Asst. Prof. Dr. Ayşe AYDIN** has been appointed as “Head of Department” to the Department of Sociology.
- **Asst. Prof. Dr. Bülent TANSEL** has been appointed as “Head of Department” to the Department of Psychology (Turkish and English).

LEAVERS

- **Nilden SAY**, Research Assistant from the Department of Political Science and International Relations (English) has resigned..



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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)

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) 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.

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