



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

FEBRUARY 2025

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

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## NEWS FROM IGU

# “Gastronomy in the New Century: Change and Transformation Report in the Food and Beverage Sector” Was Published

Within the framework of the cooperation carried out between Istanbul Gelişim University and MÜSİAD Services Sector Board, a sector report titled “Gastronomy in the New Century: Change and Transformation in the Food and Beverage Sector” has been prepared. Our university Secretary General Assoc. Prof. Dr. Serdar Egeli, Asst. Prof. Dr. Muzaffer Çakmak, Res. Asst. Cem Keskin and Res. Asst. Mecid Vergül have taken an active role in this comprehensive study.

Our university was also invited to the MÜSİAD Sector Boards Reports Press Launch held on February 11, where 17 sector reports were introduced. In the report in question, current issues such as digitalization, sustainability and innovation, as well as changes in consumer behavior, the effects of agricultural policies on the sector and the importance of public-private sector collaborations are discussed in detail. In addition, the effects of the pandemic and other global economic crises on the food and beverage sector have been examined comprehensively.



## NEWS FROM FoAS

### Asst. Dr. Nevra Üçler received acceptance from Universita Degli Studi di Milano- Bicocca!

Asst. Dr. Nevra Üçler, from the Faculty of Applied Sciences (FAS), Department of Public Relations and Advertising, has been accepted to Universita Degli Studi di Milano- Bicocca to conduct her study titled "Examination of Studies on Gender Equality in Universities: The Case of Italy and Turkey", as a visiting researcher for the spring semester of the 2024-2025 academic year from the Department of Sociology and Social Studies.



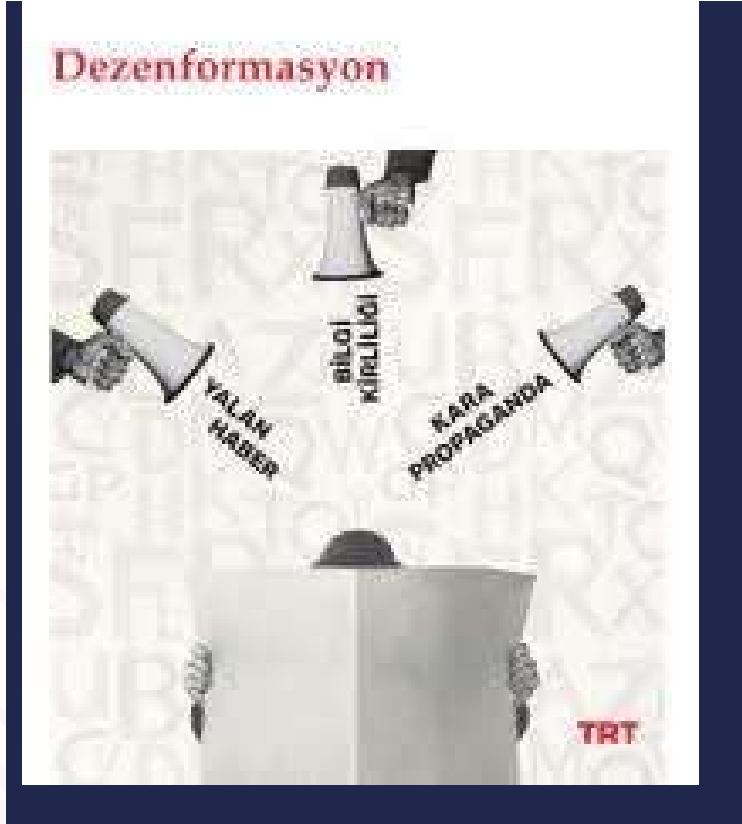
## ACADEMIC ARTICLES

### *The Article Titled “Artificial Intelligence Effects and Deepfake Disinformation in Political Communication: The Example of the 2024 US Presidential Elections” Was Published!*

“The article titled “Artificial Intelligence Effects and Deepfake Disinformation in Political Communication: The Example of the 2024 US Presidential Elections” prepared by Assoc. Prof. Dr. Çağla KAYA İLHAN from the New Media and Communication Department and Asst. Prof. Dr. Hande ULUSOY from the Television Journalism and Programming Department has been published in TRT Academy Magazine, Volume 10, Issue 23.

#### Access Link:

<https://www.tbb.org.tr/bankacilik/arastirma-ve-yayinlar/bankacilar-dergisi/pdf/944>



## ACADEMIC BOOKS

### *Assoc. Prof. Dr. Zeynep Burcu Şahin's Book "The Entertainment Side of the Media: Magazine Journalism in Turkey" Has Been Published!*

"The Entertainment Side of the Media: Magazine Journalism in Turkey", published by Nobel Academic Publishing, has met with readers as a comprehensive study that addresses the effects of magazine journalism on society, its historical transformation, and the problems encountered in journalism practice. This work, edited by Assoc. Prof. Dr. Zeynep Burcu Şahin and Burak Altınok, examines the interaction of magazine media with cultural, political, and economic processes from an academic perspective.

The press history of a society provides important clues about the political, economic, and cultural transformations of that country. In this context, magazine journalism is not only a field that provides entertaining content, but also plays an effective role in the dominant ideologies, gender perceptions, value systems, and lifestyles of the society. Magazine news embodies concepts such as successful, powerful, and beautiful by shaping a society's desired lifestyle, role models, and stars, and plays an important role in the construction of social values.

This book emphasizes that magazine journalism is a neglected but important field, while also addressing the challenges faced by journalists working in this field and ethical debates in the sector. It also aims to contribute to academic literature and develop solutions to existing problems. This work, which will fill a significant gap in the field, is a valuable resource for anyone interested in media and communication.

Access Link: <https://www.nobelyayin.com/medyanin-eglence-yuzu-turkiye-de-magazin-haberciligi-21820.html>



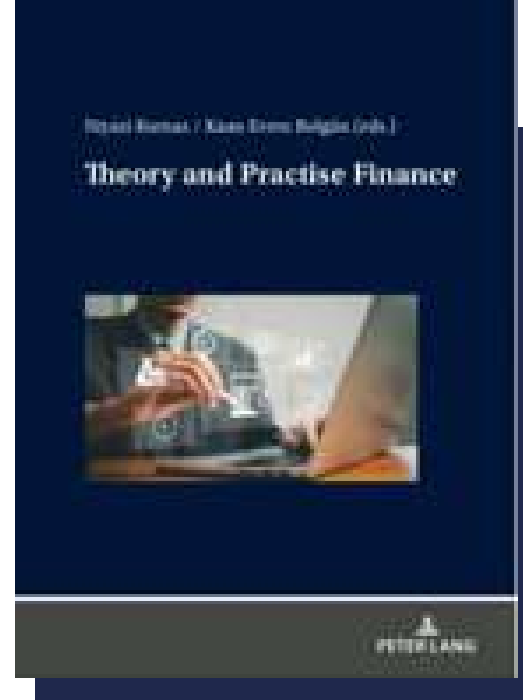
## ACADEMIC BOOKS

### *The Book Chapter Titled “Analysis of the Relationship between the VIX Fear Index and Selected Stock Market Indices” Was Published!*

The book chapter titled “Analysis of the Relationship between the VIX Fear Index and Selected Stock Market Indices”, prepared with co-authors from the Department of Banking and Insurance Asst. Prof. Dr. Ayşegül ERTUĞRUL and various international universities, has been published by Peter Lang Publishing House.

Access Link:

<https://www.peterlang.com/document/1548326>



### *The Book Chapter Titled “The Problem of Commodification of Women's Bodies in the Gossip Media: An Evaluation of Exemplary News” Was Published!*

“The book chapter titled “The Problem of Commodification of Women's Bodies in the Gossip Media: An Evaluation of Exemplary News”, prepared by Asst. Prof. Dr. Hande ULUSOY from the Department of Television Journalism and Programming and a co-author from a different university, has been published in the book titled “The Entertainment Face of the Media: Gossip Journalism in Turkey”, edited by Assoc. Prof. Dr. Zeynep Burcu Şahin and Burak Altınok and published by Nobel Academic Publishing.

Access Link: <https://www.nobelyayin.com/medyanin-eglence-yuzu-turkiye-de-magazin-haberciligi-21820.html>

## MEDYANIN EĞLENCE YÜZÜ

TÜRKİYE'DE  
MAGAZİN HABERCİLİĞİ



## ACADEMIC BOOKS

### *The Book Chapter Titled “The Importance of Magazines in Magazine Journalism: A Study on Ses Magazine” Was Published!*

The book chapter titled “The Importance of Magazines in Magazine Journalism: A Study on Ses Magazine” written by Assoc. Prof. Dr. Çağla KAYA İLHAN from the New Media and Communication Department and Prof. Dr. Aslı YAPAR GÖNENÇ from Istanbul University has been published in the book titled “The Entertainment Face of the Media: Magazine Journalism in Turkey” edited by Assoc. Prof. Dr. Zeynep Burcu Şahin and Burak Altınok, published by Nobel Academic Publishing.

Access Link: <https://www.nobelyayin.com/medyanin-eglenme-yuzu-turkiye-de-magazin-haberciligi-21820.html>



## CONGRESSES

### *Asst. Prof. Dr. Nevra Üçler Participated in the 15th International Scientific Studies Congress!*

Faculty of Applied Sciences, Department of Public Relations and Advertising Dr. Nevra Üçler participated in the 15th International Scientific Studies Congress held online between December 26-27, 2024 with her study titled “The Effect of Brand Boycotts on Advertising Campaign Changes in Social Media: The Burger King Example”.

Access Link:

[https://kongre.akademikiletisim.com/files/ubcak15/ubcak15\\_tam\\_metin\\_kitabi.pdf](https://kongre.akademikiletisim.com/files/ubcak15/ubcak15_tam_metin_kitabi.pdf)



### *Asst. Prof. Dr. Cihan Emre TANÇ Participated in the 13th International Zeugma Scientific Research Congress!*

Asst. Prof. Dr. Cihan Emre TANÇ from the Department of Television Journalism and Programming, Faculty of Applied Sciences, participated in the 13th International Zeugma Scientific Research Congress held on February 24, 2025 with his paper titled “The Effect of Digitalization on Cinema and Future Prospects”.

Access Link: <https://www.zeugmakongresi.org/>





## EVENTS

### **Led by the Department of Electronic Commerce and Management and the Digital Entrepreneurship and Electronic Commerce Students Club was Held with the E-Commerce Summit with the theme of “Effective Communication, Strong Connections”!**

Led by the Department of Electronic Commerce and Management and the Digital Entrepreneurship and Electronic Commerce Club, the E-Commerce Summit with the theme of “Effective Communication, Strong Connections” was held on February 25, 2025 at the Mehmet Akif Ersoy Hall in Istanbul Gelisim University, Block J, between 10:30 and 16:00.

In his opening speech at the summit, Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin drew attention to the contributions of the events organized by students to young people. Şahin explained the extensive research and development opportunities offered by the university, emphasizing that these supports make significant contributions to students’ careers. The main theme in other speeches was the transformation of e-commerce. Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya touched on the great impact of technology on digital life and the current position of e-commerce. Kaya stated that the summit provided an important platform that would shape the future of the sector by providing vision to the participants.



## EVENTS

Digital Entrepreneurship and Electronic Commerce Club President Aslı Seven stated that the club aims to lead digital transformation by blending academic studies with sectoral experience, while Dr. Pınar Bacaksız, a faculty member of the Department of Electronic Commerce and Management, emphasized the importance of digital transformation in the e-commerce world, the opportunities offered to the sector by current trends and technological developments.



Important names of the sector took the stage in the first panel, which took place immediately after the opening session. Murat Erdör, the first speaker of the panel, discussed in detail the obstacles to success in e-commerce, how successful strategies can be created and the foundations of sustainable growth in the sector with his presentation titled "Being Successful in E-Commerce: Is It a Dream?" Erdör emphasized that innovative approaches and correct strategies are the key to success based on his experiences.



## EVENTS

Following this, Kriko founder Uğur Eskici focused on SEO management and touched on the importance of increasing the visibility of e-commerce platforms in the digital world. In the closing section of the panel, Inovatif 360 Agency Founder Ulaş Gökhan Gümüş made important assessments on the integration of digital marketing and artificial intelligence. Gümüş explained in detail the impact of artificial intelligence technologies on digital marketing strategies and the innovations that this transformation will bring to the sector in the future.



## EVENTS

In the afternoon session, influencer Jel Founder Canan Ulugöl explained the role of influencer marketing strategies in the e-commerce world with concrete examples. Ulugöl emphasized the power of social media platforms and the impact of influencer collaborations in increasing brand awareness. DijiMar Consultancy founder Eda Sevaioglu Tan shared the subtleties of success by explaining the “math” of e-commerce. The summit had an energetic closing with a live music event organized by Istanbul Gelisim University Music Club. Participants completed the event with both sectoral knowledge and a pleasant atmosphere.



## EVENTS

### SKYNET Students Club Took a Tour to Turkish Technic!

The Faculty of Applied Sciences Skynet Club and the Department of Aviation Management organized a Turkish Technic tour on February 19. Our valuable department instructors Prof. Dr. Sezer Cihan Kesken, Dr. Mehmet Emin Keke and our club members visited technical workshops and obtained detailed information about aircraft maintenance processes.

Narrow-body and wide-body aircraft hangars were visited and the opportunity to see their operations up close was obtained. Detailed and specific information was obtained about one of the important stages of aircraft maintenance by entering the paint area. In addition, company officials provided information about the opportunities and internship processes offered by Turkish Technic and answered the questions of the participants.



## EVENTS

### Erasmus+ Opportunities Introduced to Public Relations and Advertising Department Students

Istanbul Gelisim University Public Relations and Advertising Department organized the "First Step to Erasmus+: Information and Experience Sharing" event in order to introduce international education opportunities to its students. As part of the event, Erasmus+ outgoing student internship mobility expert Emir Çetin came together with the students and provided detailed information about the Erasmus+ Program supported by the European Union.

In his speech, Mr. Çetin touched on important issues such as the academic and cultural gains offered by the program, the international exchange process, application criteria and internship opportunities, and shared the points that students should pay attention to in order to evaluate this process in the most efficient way.

During the event, students had the opportunity to ask their questions directly to academicians and expert speakers in their fields. The program aimed to open new horizons for students by emphasizing the importance of the international network and cultural interaction offered by Erasmus+ in terms of professional development. Such informative events were evaluated as an important step towards supporting Public Relations and Advertising Department students in shaping their careers on a global scale.



## NEWS FROM OUR ALUMNI

**Hello.**

**It is Cemile İlhan.**

As a graduate of the Department of Public Relations and Advertising at the Faculty of Applied Sciences at Istanbul Gelisim University, I understand the value of the knowledge, experience and vision that my university years have given me better every day. This department is not just a profession; it is one of the most powerful ways to influence people, manage perception and raise awareness in society.



Throughout my education, I had the opportunity to develop myself in areas such as crisis management, brand communication, marketing strategies and target audience analysis. The seminars we organized, the projects we took part in and our compulsory internship process allowed me to put theoretical knowledge into practice. However, my greatest luck was our valuable professors who were experts in their fields, had industry experience, and always guided us and supported us. Thanks to their knowledge, guidance and encouraging approaches, I gained not only technical knowledge about the profession, but also ethical understanding and strategic thinking skills.

Advertising is not just about selling a product or service; it means touching people, creating awareness and leading social change. This department taught me the importance of using the power of communication correctly, being creative and acting with the right strategies.

Now, as I step into business life after graduation, I understand better how valuable the knowledge and experience my university has given me is. I would like to thank my professors who guided me and supported me every step of the way, and everyone who contributed. I advise my friends who are still students to take advantage of every opportunity they can to improve themselves and to be open to research and learning.

## GUEST WRITER

# Use of Artificial Intelligence in Neuromarketing: Marketing Strategies of the Future

Neuromarketing is a discipline that uses data on the brain, nervous system, and subconscious processes to understand consumer behavior and decision-making processes. While traditional marketing strategies generally rely on conscious responses from consumers through methods such as surveys and focus group interviews, neuromarketing goes beyond these boundaries and focuses on direct responses from the brain. One of the innovative developments in this field is the use of artificial intelligence (AI). Artificial intelligence enables neuromarketing strategies to be more precise, personalized, and effective, allowing brands to analyze consumer behavior more deeply.

One of the most significant contributions of AI to neuromarketing is its ability to analyze big data. The data collected in neuromarketing studies is usually very complex and large in volume. This data can be obtained from brain scans (EEG, fMRI), eye tracking, facial expressions, and biometric data such as heartbeat. However, analyzing such data manually is quite difficult and time-consuming. By processing this data quickly and accurately, AI enables brands to develop more efficient marketing strategies. For example, AI algorithms can instantly analyze the emotional impact of an ad and determine which elements of this ad attract more attention.

Another important point is the personalization ability provided by AI. Consumer behavior is constantly changing, and traditional marketing strategies have difficulty addressing the different needs and preferences of each individual. AI overcomes this problem by analyzing each individual's habits, past interactions, and subconscious motivations. For example, when a user searches for a product in an online store, AI can evaluate that user's past purchasing habits and eye tracking data to offer product recommendations specific to that person. Such customized experiences can increase consumer loyalty to the brand and significantly increase sales conversion rates.

Another strength of AI in neuromarketing is its ability to make behavioral predictions. Machine learning algorithms can predict the future behavior of consumers in light of past data. For example, the success of a brand's social media campaign can be analyzed by AI, predicting which demographic groups interact more. This helps brands direct their marketing efforts more efficiently.



**Sinem Eyice Başev**  
**Assist. Prof. Dr.**  
**Public Relations and Advertising**  
**Department**



## GUEST WRITER

However, there are some challenges as well as opportunities brought by the use of AI in neuromarketing. One of the most important challenges is ethics and privacy issues. AI provides a wide access to collect and analyze consumer data. However, consumers may have concerns about how this data is collected, stored and used. In particular, the issue of privacy and security of personal data is of great importance in terms of both legal regulations and consumer trust. At this point, brands need to show transparency and use their users' data ethically. It is also important to ensure impartiality and fairness in AI's decision-making processes. AI algorithms need to be carefully designed to provide accurate, unbiased and equitable results.

In conclusion, AI is a technology that has the potential to revolutionize the field of neuromarketing. With the advantages it offers in data analysis, personalization, behavioral prediction and many other areas, it makes brands' marketing strategies more effective and targeted. However, these developments need to be managed carefully in terms of ethics and privacy. The combination of AI and neuromarketing offers brand new opportunities in the marketing world, and using these opportunities responsibly will help brands achieve long-term success.



## CULTURE, ART & LITERATURE

### CULTURE AND ART EVENTS OF ISTANBUL

March 2025



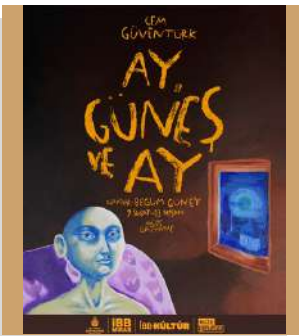
#### Film - The Lord of the Rings: The Two Towers

- **Date:** March 16, 2025
- **Venue:** Volkswagen Arena
- The second film of the most beloved legendary series of all time, The Lord of the Rings, The Two Towers, will be screened with the music of Oscar and Grammy Award-winning composer Howard Shore, accompanied by a 250-person live orchestra and choir.
- [Tickets and Details](#)



#### Theater - The Maids

- **Date:** March 13, 2025
- **Venue:** Moda Stage
- First staged in 1947, Jean Genet's text has continued to be one of the most staged plays in the world since the day it was written. The Maids has been brought to the stage with countless interpretations that challenge its possibilities and has been the subject of numerous readings and research in terms of text and representation.
- [Tickets and Details](#)



#### Exhibition - Cem Güventürk - Moon, Sun and Moon

- **Date:** December 12, 2024 - May 04, 2025
- **Venue:** Museum Gazhane
- Cem Güventürk addresses the existential pains of humanity with a unique symbolism in his second solo exhibition.
- [Tickets and Details](#)



#### Concert - Aslıhan And & Ayça Aytuğ

- **Date:** March 08, 2025
- **Venue:** Minoa Pera
- A carefully selected repertoire ranging from contemporary Turkish music, jazz and romantic period pieces will be performed in this special concert, where flute and piano will meet on the same stage.
- [Tickets and Details](#)

## DOUBLE MAJOR PROGRAM

Hello,

I am Sude Yıldız...

I am a senior student at Istanbul Gelisim University, Department of Public Relations and Advertising. I am also a 3rd year double major student in the Department of Psychology.

In public relations and advertising, where creative work requires constant communication with people and analyzing the masses, it is very important to benefit from the science of psychology. For this reason, I decided to do this program in the Department of Psychology. I am glad I made this decision because it played a big role in my development in both public relations and advertising and gave me the key to a different profession.

If we talk about the contributions of doing this program to my major; I think that I can analyze consumer behavior better and that I am more successful in developing messages suitable for a brand's target audience.

Being a Psychology student has also increased my awareness while communicating with people. It played a big role in my development of competencies such as empathy, persuasion and using effective communication techniques. It helped me understand not only others but also my own inner world better and take big steps in my personal development on my own.

Although the double major process is a difficult and intense process, I think it will be worth it when you reach the end of the road. Although the extra course load can be tiring at times, studying in two different fields at the same time brings a sense of accomplishment and self-confidence.

I think the double major program is one of the opportunities that should not be missed in university life. I definitely recommend it to my fellow students.

Sude Yıldız

Public Relations and Advertising and Psychology Double Major Student



## NEWS FROM SECTOR

### **NarPOS prevents food waste with effective inventory management**

According to the United Nations, 17 percent of total food production in the world is wasted every year. This means that approximately 1 billion tons of food goes to waste. Food waste occurs at every point from farm to table. NarPOS, Türkiye's first hybrid infrastructure restaurant automation system, ensures that only the necessary amount of goods are in stock with effective inventory management, thus preventing food waste.

**Access Link:** <https://www.gastronomidergisi.com/endustriyel-mutfak-teknoljisi/narpos-tan-etkinenvanter-yonetimiyle-gida-israfini-onluyor>

### **Meta's Step to Protect Children Against Online Threats**

Meta has prepared a free educational curriculum to protect children from online abuse in collaboration with Childhelp. The program, "Staying Safe from Online Harm," offers educators and parents resources to educate young people about digital threats.

Funded entirely by Meta, the initiative was prepared with contributions from the National Center for Missing & Exploited Children and Purdue University. The project, which is one of the steps taken for child safety on a global scale, has a similar goal to the ROOST initiative, which is also supported by Google, OpenAI and Roblox.

**Access Link:** <https://www.pazarlamasyon.com/meta-dan-cocuk-istismariyla-mucadele-adimi>

### **A Campaign that Created a Great Resonance on Social Media from Algida**

Algida attracted great attention on social media by introducing the imaginary flavor "Twister with Pickles" in the "Yok Böyle Tat" campaign it prepared for Twister. The fake product seen in the content Alper Rende shot with the tribe from Amazon intrigued followers and quickly went viral. In the face of intense interest, Algida made a post explaining that it was not a product, expanding the campaign even further. The campaign spread from TikTok to Instagram and X, reaching more than 22 million views and 10 million access. Algida ended this interaction with a special surprise reminding us of Twister's existing flavors.

**Access Link:** <https://www.pazarlamasyon.com/algida-dan-sosyal-medyada-ses-getiren-hayali-lezzettursulu-twister>



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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

**FEBRUARY 2025 - ISSUE 02**

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# **FACULTY OF APPLIED SCIENCES**

## **MONTHLY E-BULLETIN**

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