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GELISIM
UNIVERSITY

JANUARY 2025



ISTANBUL
GELİŞİM **ÜNİVERSİTESİ**

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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NEWS FROM IGU

Cooperation protocol signed between Bakırköy Municipality and Istanbul Gelişim University

The cooperation protocol between Bakırköy Municipality and Istanbul Gelişim University was signed in the office of our mayor Assoc. Prof. Dr. Ayşegül OVALIOĞLU with the participation of our rector Prof. Dr. Bahri Şahin, our vice rector Prof. Dr. Necmettin MARAŞLI, the director of the Health Services Vocational School Prof. Dr. Mustafa NİZAMLIOĞLU, our SEM Director Dr. Tayfun TİMURAY, Lect. Ebru CENGİZ and Lect. Aylin KOÇ.



The protocol aims to determine the procedures and principles regarding cooperation to be carried out in academic, scientific and educational fields, project studies, consultancy services, seminars, conferences, etc. and to increase the human resource qualifications of the parties.



NEWS FROM FoAS

Assoc. Prof. Dr. Hakan ÖZCAN Invited to the "Turkish Insurance Association Prioritization Conference"

Head of the Banking and Insurance Department within the Faculty of Applied Sciences of IGU, Assoc. Prof. Dr. Hakan ÖZCAN, was invited as an Sector Stakeholder and participated in the "Turkish Insurance Association Prioritization Conference" organized on 10.01.2025 to shape the future of the Insurance Sector and to establish its 5-year strategy covering the years 2024-2029. We congratulate our faculty member and wish him continued success.



ACADEMIC ARTICLES

The Article Titled “Examination of Factors Affecting the Profitability of Deposit Banks in the Banking Sector in Borsa Istanbul” Was Published

The article titled “Examination of Factors Affecting the Profitability of Deposit Banks in the Banking Sector in Borsa Istanbul” prepared by Assoc. Prof. Dr. Ali Çelik and Assoc. Prof. Dr. Mustafa Çanakçıoğlu from the Department of Electronic Commerce and Management was published in the Banks Association Journal in December 2024 in the 35th volume and 131st issue.

Access

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

Link:



The Article Titled “Analysis of Financial Performance of Vehicle Manufacturers in Borsa Istanbul” Was Published

The article titled “Analysis of Financial Performance of Vehicle Manufacturers in Borsa Istanbul” prepared by Assoc. Prof. Dr. Mustafa Çanakçıoğlu from the Department of Electronic Commerce and Management and Assoc. Prof. Dr. Çiğdem Özarı from the Faculty of Economics and Administrative Sciences, Istanbul Aydın University, has been published in the 35th Volume and 187th Issue of the Financial Solutions Magazine.

Access Link:

<https://archive.ismmmo.org.tr/docs/malicozum/187malicozum/06.pdf>



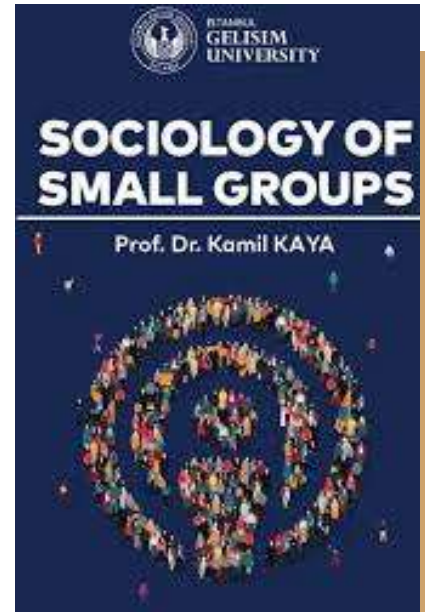
ACADEMIC BOOKS

Prof. Dr. Kamil Kaya's Sociology of Small Groups Book Was Published!

The book titled Sociology of Small Groups, which was decided to be published by our University Publishing House upon the review of the Istanbul Gelisim University (IGU) Faculty of Economics, Administrative and Social Sciences (FEAS) Publication Board, the letter of the Dean of the FEAS dated 28.12.2023 and numbered E-38519711-299-112613, the letter of the Presidency of the Publication Board dated 15.03.2024 and numbered E-65460130-824.01.02-120888, and the decision numbered 07 taken at the meeting numbered 2024/07 of the IGU Board of Directors held on 15.03.2024, is the second book of Prof. Dr. Kamil KAYA published by our publishing house.

On this occasion, we would like to thank the Chairman of the Board of Trustees of IGU, Mr. Abdulkadir GAYRETLI, and our Rectorate for their encouraging approach in publishing activities. We would also like to thank the IGU Publication Board, the Deanship of the Faculty of Economics and Administrative Sciences, and the Publication Board of the Faculty of Economics and Administrative Sciences, Prof. Dr. Kamil KAYA, the author of the book, Dr. Görsev BAFRALI, who translated the book into English, Ms. Ayşe DEMİR, who designed the cover of the book, Mr. Burak SEVER, who prepared it for publication, the Department of Information Technology for the website design, the Department of Administrative and Financial Affairs, the Department of Corporate Communication and Promotion for their support, our administrative staff members Ms. Gülşah AYTAÇ, who contributed, and finally the Department of Library and Documentation, which undertook coordination.

Title: Sociology of Small Groups
Author: Prof. Dr. Kamil KAYA
Translator: Asst. Prof. Dr. Görsev BAFRALI
Prepared for publication: Burak SEVER
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İGÜ Publications No.: 133



İGÜ Publications website access link: <https://iguyayinlari.gelisim.edu.tr/tr/idari-kitaplar>

CONGRESSES

Asst. Dr. Hande Ayhan Gökcek Participated in the 12th International 19 May Innovative Scientific Approaches Congress!

Asst. Dr. Hande Ayhan Gökcek from the Faculty of Applied Sciences, Department of Management Information Systems participated in the 12th International 19 May Innovative Scientific Approaches Congress held on December 24-25, 2024 with her work titled "Word Cloud and Sentiment Analysis of Airfryer User Experiences via Youtube Comments".

Access Link: <https://www.19mayis.org/kitaplar>



CONGRESSES

Asst. Dr. Ayşegül ERTUĞRUL and Res. Asst. İlknur KÜLEKÇİ Participated in the 10th Anatolian International Congress of Applied Sciences!

Faculty of Applied Sciences, Department of Banking and Insurance Asst. Dr. Ayşegül ERTUĞRUL and Res. Asst. İlknur KÜLEKÇİ participated in the 10th Anatolian International Congress of Applied Sciences on December 22, 2024 with their work titled "An Application on the Economic Growth Effect of Cash Loans".

Access Link: www.anadolukongresi.org



CONGRESSES

Res. Asst. Nuran AKDAĞ Participated in the 5th International Islamic and Finance Conference!

Res. Asst. Nuran AKDAĞ and co-author from the Aircraft Maintenance and Repair Department participated in the 5th International Islamic and Finance Conference with their work titled “The Relationship of Participation Banking with Sustainable Economy in the Digitalization Process”.

Access Link: <https://icife2024.hku.edu.tr/tr/>



Res. Asst. Nuran AKDAĞ Participated in the 15th International Scientific Studies Congress (UBCAK)!

Res. Asst. Nuran AKDAĞ from the Aircraft Maintenance and Repair Department participated in the 15th International Scientific Studies Congress (UBCAK) with his paper titled “Is Transformation from Technological Unemployment to Technological Development Possible in Turkey? Threats and Opportunities”.

Access Link: [ubcak15_ozet_kitabcigi.pdf](#)

CONGRESSES

Asst. Prof. Dr. İpek GÜRKAN Participated in the 7th International Cinema and Philosophy Symposium!

Faculty of Applied Sciences, Department of Television Journalism and Programming Asst. Prof. Dr. İpek GÜRKAN participated in the session titled "New Paradigms in Film Studies: Video Essays and Audiovisual Thought" at the 7th International Cinema and Philosophy Symposium held at Ankara CerModern on December 7-8, 2024, with a video essay and text titled "Analysis on Fire: Some Questions on the Still Image and Repetition".

Access link: <https://www.sinefilozofi.com/sinefilozofi-sempozyum/hakkimizda/program-ve-onemli-tarihler/>



EVENTS

“Development of Sales Opportunities in Electronic Commerce” Seminar Was Held!

The “Development of Sales Opportunities in Electronic Commerce” event was organized by the Electronic Commerce and Management Department on January 7, 2025. The event, moderated by Asst. Prof. Dr. Mustafa Çanakçiođlu from the Electronic Commerce and Management Department and held at UBF A Block D-108, was attended by Suat Özgür, database manager of the mrexcel.com website, as a speaker. Özgür touched upon the importance of information technologies today, current opportunities in e-commerce, and sales opportunities in e-commerce in his speech. With the event, students discovered different aspects of e-commerce and sales opportunities, while also gaining insight into the latest trends in the sector. The event ended after students’ questions were answered.



EVENTS

From Market to Production: New Perspectives in the Food Sector Conference Held!

A Conference for Gastronomy and Culinary Arts Department Students was Held in Cooperation with the Student Community and IGU ICUAM.

The “From Market to Production: New Perspectives in the Food Sector” conference held on December 24, 2024 at the IGU Mehmet Akif Ersoy Conference Hall began with the opening speech of Faculty Dean Prof. Dr. Kamil Kaya. Following the opening, the first panel was held under the moderation of Gastronomy and Culinary Arts Department Head Asst. Prof. Dr. Nevruz Berna Tatlısu. In the panel, TABADER Board of Directors Chairman Prof. Dr. Mustafa Bayram conveyed the development of the food sector from past to present and its future possibilities with an impressive presentation. In the session that progressed with the questions posed by the moderator Dr. Tatlısu, students obtained up-to-date information about the sector.



EVENTS

In the second panel of the conference, Assoc. Yağmur Erim Köse shared valuable information about the current status and future of the functional food market with his presentation titled “Today’s and Future Food Market’s Perspective on Functional Food”. In the third panel, Mustafa Nevzat Hoşgör explained innovative analysis methods to students in detail in his presentation titled “Laboratory and Analysis Methods”. Students’ questions were answered after each presentation, ensuring that the event was more interactive and productive. Important information about the food and gastronomy sectors was shared throughout the conference. Students had the opportunity to learn about current and future perspectives on the functional food market, technological developments in the sector, innovative food analysis methods, and experts’ insights and suggestions for the sector. At the end of the event, plaques were presented to the speakers for their contributions by the Department Head and event moderator Dr. Tatlısu.

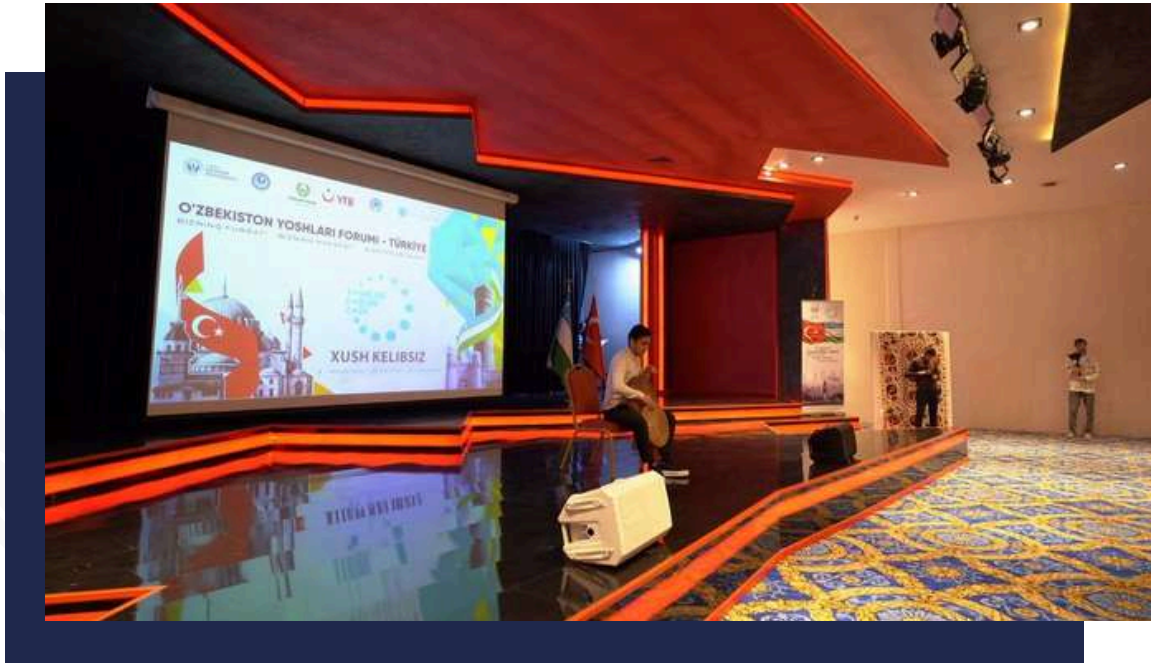


EVENTS

Uzbekistan Youth Forum Was Held at Istanbul Gelisim University!

On December 21, 2024, Istanbul Gelisim University hosted an important event. The organization organized under the name of "Uzbekistan Youth Forum" was attended by Istanbul Gelisim University Trustee Chairman Abdulkadir Gayretli, representatives of the Uzbekistan Youth Ministry, the Uzbekistan Ambassador in Ankara and many students. The event was held to strengthen youth cooperation between the two countries and to increase experience sharing in the field of education. Various educational seminars and workshops were offered to students within the scope of the forum. Participants acquired knowledge and skills from instructors specialized in different fields. In the forum, where Uzbek culture was also introduced, Uzbek pilaf was prepared and served to the participants for 450 people under the leadership of C Block Kitchen Technician Chef Yiğit Can Yeşil. This meaningful meal, which was held with the Gastronomy and Culinary Arts Department workshop, offered a traditional flavor experience aimed at strengthening the cultural ties between the two countries.

The event was evaluated as an important step that allowed for stronger dialogue and cooperation between young people. Participants had a productive day in both educational and cultural terms and gained an important perspective on the role of young people in international relations.

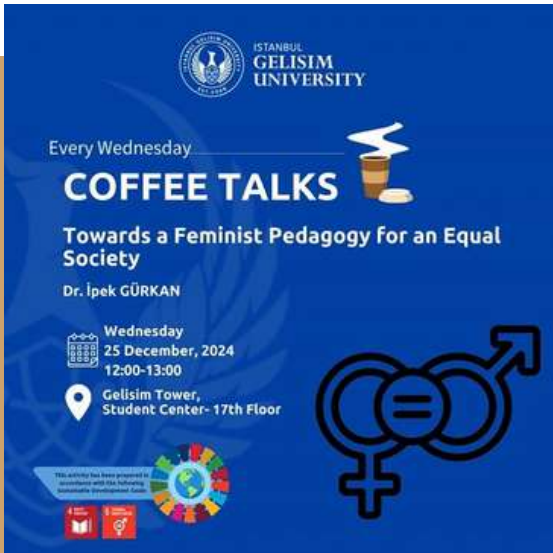


EVENTS

Within the scope of Coffetalks, The Event Titled “Towards a Feminist Pedagogy for an Equal Society: A Talk on Education that Liberates and Enables Critical Views” Was Held!

In the talk titled “Towards a Feminist Pedagogy for an Equal Society” held within the scope of coffee talks on December 25, 2024, the importance of gender equality for an education that liberates and enables critical views was emphasized.

In the speech made by Asst. Prof. Dr. İpek Gürkan, Department of Television Journalism and Programming, Faculty of Applied Sciences, the principles of feminist pedagogy were detailed and how gender equality awareness can be increased through education was considered. In the event, feminist pedagogy was considered not only as an educational method, but also as a powerful and transformative tool for an egalitarian society. The participants understood that a liberatory understanding of education is an approach that questions the hierarchical structures in the traditional education system and develops critical thinking skills, and the importance of this for an “equal and sustainable” society.



EVENTS

Gastronomy and Culinary Arts Department Introduced Educational Opportunities to High School Students!

Istanbul Gelisim University Gastronomy and Culinary Arts Department Research Assistant Berna Tellioglu visited Tuzla Halil Türkkan Girls AİHL-Science and Social Sciences Project High School to introduce the department.

In the event held on 14.01.2025, comprehensive information was provided to students about the broad and dynamic structure of the Gastronomy and Culinary Arts field. The education program, academic perspectives and career opportunities offered by Istanbul Gelisim University Gastronomy and Culinary Arts Department for the sector were conveyed in detail. Students had the opportunity to directly ask questions about culinary arts, food and beverage management and the department.

This activity emphasized the importance of the quality education and practical experiences offered by Istanbul Gelisim University by providing students with the opportunity to make more conscious decisions about their future. Students gained valuable information about an academic and professional educational environment where they can deepen their interests in the field of gastronomy and develop themselves in this field. The event was an indication that the university will continue its efforts to prepare young talents for the future and in this direction.



NEWS FROM OUR ALUMNİ

Hello, It is Senanur Aşkın.

As a graduate of the Department of Banking and Insurance of the Faculty of Applied Sciences of Istanbul Gelişim University, I already miss the days I spent at school. I continue to feel the contributions of our school in terms of both education and social aspects. Particularly, my participation in almost every symposium held at the school was very important in my development. It increased my professional knowledge, my speaking and presentation skills, and my self-confidence.



Our professors' constant support and belief in us allowed us to undertake projects that would receive support from TÜBİTAK, while also taking us forward in terms of career. Our compulsory internship program helped us prepare ourselves for business life.

The Department of Banking and Insurance opened doors to job opportunities in various fields in the sector, allowing each student to plan their own career. In addition to the banking, insurance, finance, and analysis courses we took, the content of our elective courses also prepared us for every problem we would encounter in business life.

The social responsibility projects and environmental projects we carried out within the scope of our school contributed greatly to our graduating as individuals who are beneficial to the future and who know what to do. In light of the valuable information that Istanbul Gelişim University provided me, I would like to state that graduating prepared me for the sector and personal life. Although I started university as a young man who was confused and uncertain about what to do, the education I received from experienced and important teachers in the sector helped me learn very well what path to follow. Now, after four years, I am happy and proud to enter business life as a determined and much more knowledgeable individual who knows what he wants and to be able to give advice to my friends who are still students.

GUEST WRITER

“Assessment of 2024 in the Insurance Sector and Outlook for 2025: From Challenges to Opportunities”

2024 brought with it a series of challenges and opportunities for the insurance sector. Despite ongoing economic uncertainties, high inflation and fluctuations in exchange rates, the sector showed strong resilience and achieved development in some areas.

Issues Where the Sector Strengthened in 2024: The insurance sector accelerated its digital transformation. Technologies such as mobile applications, artificial intelligence and data analytics improved the customer experience and made processes more efficient. In addition, the dedicated work of agencies was also useful in revealing the difference. The increase in demand for health insurance, the increase in the cost of health services and the permanent effects of the pandemic increased the demand for health insurance. This situation was an important factor that provided growth in the sector.

Issues Where the Sector Suffered in 2024: High inflation and exchange rates caused insurance premiums to increase. This made it difficult for some consumers to access insurance policies. In addition, exchange rate fluctuations negatively affected foreign-funded insurance companies in particular.

Expectations for 2025:

- 1. Sustainability and green insurance products:** The importance of environmental factors is increasing. In 2025, insurance companies are expected to develop sustainable insurance products and turn to green investments. This will both increase environmental responsibility and respond to customers' search for environmentally friendly solutions.
- 2. New generation insurance products:** In 2025, new insurance products such as micro insurance, flexible premium payment options and insurance solutions for individual needs are expected to become more widespread. I would also like to emphasize the importance of considering agencies more and acting accordingly.

It is expected that Digital Transformation will deepen and digitalization in the sector will deepen even more by including agencies. Insurance companies may use technologies such as artificial intelligence, blockchain and IoT to provide faster and more reliable services, reduce operational costs and increase customer satisfaction. As a result, 2024 was a year full of both challenges and strong opportunities for the insurance sector. For 2025, significant developments are expected in the sector in areas such as digitalization, sustainability and flexible insurance solutions. As İSAD, we will continue to do good work.



Berrin Dinç

İSAD Board of Directors, Chair
Turkish Insurance Agents Federation,
Vice President
Istanbul Chamber of Commerce
Insurance Professional Committee

CULTURE, ART & LITERATURE

ISTANBUL CULTURE AND ART EVENTS

February 2025



Film - Taxi Driver Film Reading with Mehmet Sindel

- **Date:** February 15, 2025
- **Location:** Kadıköy Cinema
- The masterpiece of cinema's giant director Martin Scorsese, "Taxi Driver". It is discussed with all its meanings and layers established with the language of cinema.
- [Tickets and Details](#)



Theater - The Dilemma of the Stuntman

- **Date:** February 11, 2025
- **Location:** Moda Sahnesi
- This play, adapted from Murat Mentş's novel of the same name, tells the absurd and tragicomic story of Nuh Tufan.
- [Tickets and Details](#)



Exhibition - Child-Centered City: A Quest for Equality (Free)

- **Date:** December 12, 2024 - May 04, 2025
- **Venue:** Istanbul Research Institute
- The exhibition, prepared by Suna's Daughters Research Support Community and Istanbul Research Institute, emphasizes the importance of data-based development of education and urban service policies for children.
- [Tickets and Details](#)



Concert - Eco Melodies: Music for Ecology (Free)

- **Date:** Saturday, February 8 (also on different dates and venues)
- **Venue:** Vokal Akademi
- İKSV Alt Kat aims to create social sensitivity with the transformative power of artistic expression with the project consisting of works by international composers in collaboration with Vokal Akademi, in order to draw attention to the environmental crisis and increase ecological awareness.
- [Tickets and Details](#)

ERASMUS +

Hello,

I am Rozerin Abdüssemetođlu...

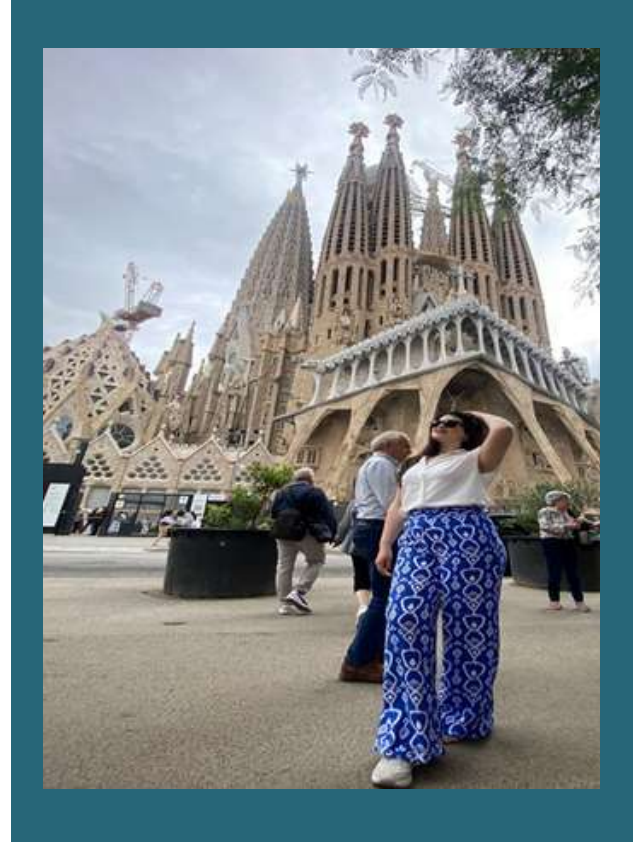
I am a 4th year student in the Department of Banking and Insurance. I did my Erasmus+ Student Mobility at Powislanska Szkola University in Gdansk, Poland.

When I started this journey, I was excited to meet a different culture and make new friends. Time passed quickly and now when I look back, I realize once again how valuable every moment I spent in Poland was.

The Erasmus+ program was not only an academic experience for me, but also a personal journey. I had the opportunity to get to know different cultures, improve my language skills, and make international friends, and I gained different experiences.

These experiences taught me tolerance, respect, and the beauty of diversity. At the same time, the difficulties and obstacles I encountered made me more patient and resilient. I am sure that this international perspective and cultural richness I gained during Erasmus will guide me in every aspect of my life.

My dear teacher who informed me about Erasmus+, Assoc. I am grateful to Ali Çelik and my departmental Erasmus coordinator Res. Asst. İlknur Külekçi for the support and guidance they provided me. Finally, I bid farewell to this beautiful journey knowing that the friendships and memories I made in Poland will stay with me forever.



NEWS FROM SECTOR

Meta Fills the Void Created by TikTok's Ban with Edits!

Following the ban of TikTok and CapCut in the US, Meta introduced Edits, its new video editing app designed specifically for content creators. Instagram CEO Adam Mosseri announced that Edits will be available on iOS and Android platforms soon. Equipped with advanced editing tools, performance analysis, and creative idea tabs, Edits stands out as part of Meta's strategy to quickly fill the void created by TikTok's absence. This move aims to increase competition in the sector while providing Meta with an advantage with its user-oriented solutions.

Access link: <https://www.pazarlamasyon.com/tiktok-un-boslugunu-meta-doldurdu>

The Meeting Point of Literature and Gastronomy: Literary Tables!

Literary Tables brings literature and gastronomy together by recreating food scenes in books with recipes appropriate to the period. Led by producer Enes Erbay and director Nergiz Erbay, the program brings scenes from Turkish and world literature to the screen with diorama art. The program, which covers a wide range of works from Dostoyevsky to Proust, is highly appreciated by the audience with its visual richness and literary depth.

Access link: <https://gastronomiturkey.com/haber/edebiyat-ve-yemegin-birlestirici-gucu-h16817>

International Travel Reached 1.4 Billion!

The United Nations World Tourism Organization announced that the number of international travelers increased by 11 percent in 2024, reaching 1.4 billion. According to data indicating that the recovery after COVID-19 is complete, the Middle East attracted attention with a 32 percent increase, while Europe maintained its leadership with 747 million visitors. Secretary General Zurab Pololikashvili emphasized that tourism exceeded 2019 levels and that the rise will continue in 2025. These developments once again reveal the economic and social importance of global tourism.

Access link: <https://www.airporthaber2.com/havacilik-haberleri/uluslararası-seyahat-edenlerin-sayısı-14-milyara-ulaştı.html>



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