



ISTANBUL
**GELISIM
UNIVERSITY**

MAY 2025



ISTANBUL
GELISIM UNIVERSITESI

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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NEWS FROM IGU

Gastrotech Themed Gastronomy Festival at IGU: Technology, Sustainability and Flavor at the Same Table!

Istanbul Gelisim University (IGU) hosted the second Gastrotech themed Gastronomy Festival, where technological innovations, sustainable practices and digital transformation in the field of gastronomy were discussed. Students, academics, sector representatives and gastronomy enthusiasts came together at the event.

In this thematic festival, which reflects the vision of the university, the points where culinary arts meet technology were highlighted. Speaking at the opening of the festival, IGU Secretary General and Gastronomy Departments Coordinator Assoc. Prof. Dr. Serdar Egeli, drawing attention to the multidimensional structure of gastronomy, said: "Gastronomy has become the meeting point of not only taste but also technology, sustainability and creativity. As you know, gastronomy has become a way of carrying a culture, an identity and a memory beyond the art of cooking. We are working to bring this memory together with the technology of our age. We attach great importance to providing our students with a multidimensional education, prioritizing applied courses and providing them with qualified experience. With this vision, we have added a new course called GastroTek to our curriculum. This course will be an applied vision course that combines gastronomy and technology."



NEWS FROM IGU

IGU Rector Prof. Dr. Bahri Şahin emphasized the transdisciplinary structure of gastronomy. Reminding that the university's gastronomy and gastronomy and culinary arts programs have AQAS accreditation, Şahin said: "We, as Istanbul Gelisim University, create awareness by bringing gastronomy together with science, technology, social and artistic innovation. Gastronomy is at the very center of human life. There is no individual who is not interested in this field. Istanbul Gelişim University ranks first in patent applications in Türkiye. We also have nearly 500 patent applications in the field of food technology and most of them have been registered. There is no gastronomy without food, and there is no food without agriculture. These are fields that complement each other."

Chairman of the Board of Trustees Abdülkadir Gayretli emphasized in his speech that university education is not just an academic process: "What is important here is to see ourselves, to be able to plan what we have done and what we will do. Therefore, we attach importance to quality and I believe that these studies will be beneficial in terms of you, our dear students, being successful in life and adding quality to your quality. Istanbul Gelisim University is always developing like its name and proudly continues to develop you. The secret to being successful in life is to develop yourself and move towards perfection during university years. In other words, it is important not only to receive a diploma in a classical sense, but also to be a sought-after person when you start your life with that diploma."

During the event, practical demonstrations where traditional tastes were reinterpreted with modern kitchen techniques, introductions of technological kitchen equipment, sectoral panels and workshops were organized. In addition to learning about the present and future of gastronomy, participants also had the opportunity to establish new collaborations.





NEWS FROM FoAS

FAS English Translation and Interpreting Department was the only representative from the Social Sciences at the 2209 A/B Science-Mathematics Student Workshop!

The Department of English Translation and Interpreting at the Faculty of Applied Sciences of Istanbul Gelişim University achieved a significant success by participating in the “2209 A/B Science-Mathematics Student Workshop” organized by Yıldız Technical University Faculty of Arts and Sciences on May 21, 2025. 101 projects took place in the workshop held for the TÜBİTAK 2209-A and 2209-B projects. Only Istanbul Gelişim University was represented in the field of social sciences.

The study, conducted by Zehra Sümeyye Yalçın and Zehra Oturakçı under the supervision of department research assistant Serhat Kahyaoğlu, is titled “Comparison of Outputs of Trained Generative AI Translation with Untrained Generative AI and Neural Machine Translation in Usable Texts” (Mathematics). Within the scope of the project, the potential of trained generative artificial intelligence models in improving translation quality is being investigated by evaluating English translations of usable texts such as information boards in public areas of Istanbul Gelişim University.

The study is not limited to a qualitative evaluation; it also uses a large language model-supported neural network system called xCOMET (Crosslingual Optimized Metric for Evaluation of Translation) in order to evaluate translation quality with objective criteria. Through this system, both sentence-level quality scores are calculated and translation errors are classified in detail according to the MQM (Multidimensional Quality Metrics) typology.

NEWS FROM FoAS

The long-term goals of the project include the creation of a terminology collection and a trained artificial intelligence model that will guarantee the accuracy, consistency and reusability of corporate communication texts within the university. The workshop, which also included a live connection to CERN, drew attention to Istanbul Gelişim University's representative power in the field of social sciences. This interdisciplinary contribution to the event focused on basic sciences presented a unique example at the intersection of translation technologies and artificial intelligence applications.



The poster prepared by our students was examined by YTU FEF Dean Prof. Dr. Salim YÜCE and YTU FEF Dean Advisor Assoc. Prof. Dr. Senem ÖNER BULUT as well as various members of the scientific board.

We congratulate our students and wish them continued success.



NEWS FROM FoAS

FAS English Translation and Interpreting Department Becomes RWS Campus Academic Partner!

Istanbul Gelişim University (IGU) Faculty of Applied Sciences Translation and Interpreting Department has become a Trados Academic Partner by joining the RWS Campus program, which includes more than 700 universities worldwide and only 9 universities in Turkey.

Applied translation technology training for students

Within the scope of this collaboration, students of the department will be able to actively use Trados Studio and Trados Team software, which are widely used in the translation sector, in their education processes. Students will have the opportunity to gain professional skills such as computer-aided translation (CAT) tools, translation memory, terminology management and machine translation post-editing.

RWS Campus privileges, With RWS Campus membership, students will be able to:

- Participate in free Trados certification programs,
- Apply for internship opportunities with RWS professional teams,
- Purchase a Trados Studio license with a student discount,
- Use Trados Studio 2024 free of charge in classes,
- Two successful students to be selected each year will be able to have Trados Studio Freelance software free of charge within the scope of the Trados Top Student Award.

An educational approach that positions technology as a tool

IGU Department of Translation and Interpreting continues to offer its students a practical and sectoral education that is suitable for the needs of the age by focusing on the role of translation technologies in education. This collaboration emphasizes the added value of humans in the translation process rather than aiming for an 'emulation' in human-machine interaction.

Although advanced tools such as Trados can automate translation processes; understanding the context correctly, ensuring cultural adaptation, paying attention to ethical values and creating final quality still depend on the expertise of the human translator. In this context, it is aimed for IGU students to develop their professional judgment, critical thinking and interpretation skills by using technology as a tool; thus, they will grow up as qualified individuals who make a difference in the sector.

See for details: <https://www.trados.com/partners/academic-partners/istanbul-gelisim-university/>

NEWS FROM FoAS

Asst. Prof. Dr. R. Haluk Kul Participated in the Current Issues in Aviation Course at Istanbul Bilgi University!

Asst. Prof. Dr. R. Haluk KUL, Department of Aircraft Maintenance and Repair, Faculty of Applied Sciences, Istanbul Gelişim University, participated in the course titled “Current Issues in Aviation” at Istanbul Bilgi University, Department of Aviation Management as a guest lecturer on May 15, 2025.

Asst. Prof. R. Haluk KUL explained to the students the rationale of the regulations and instructions on Standard Maintenance Management, ICAO Annexes and their connections. Following these explanations, he provided some information about the challenges that Air Taxi Applications, Electric Vehicles, Autonomous Drive Systems will bring to aircraft operation, airworthiness, maintenance management and the changes and suggestions that may be required in regulations, instructions and laws for this reason.



NEWS FROM FoAS

“Media Literacy: Being Smart in the Digital World” Talk

As part of the TÜBİTAK Science Talks, the event titled “Media Literacy: Being Smart in the Digital World” was held at Edirne Akmercan Anatolian Imam Hatip High School and Istanbul TOKİ Kayaşehir Middle School. The talk was conducted by Assoc. Prof. Dr. Uğur Baloğlu, Head of the Department of Television Journalism and Programming at the Faculty of Applied Sciences. The event emphasized the importance of conscious media consumption in the digital age and the need to evaluate media content from a critical perspective. Students were made aware of the information pollution they encounter in the digital world and the effects of social media. The talk attracted great attention from students with its interactive structure. At the end of the event, Assoc. Prof. Dr. Baloğlu made various suggestions to students regarding media literacy.



NEWS FROM FoAS

Assoc. Prof. Dr. Zeynep Burcu Şahin Participated as a Speaker in the Turkish Atlantic Youth Seminar (TAYS 2025)

Public Relations and Advertising Department Head Assoc. Prof. Dr. Zeynep Burcu Şahin participated as a speaker in an important panel organized within the scope of the Turkish Atlantic Youth Seminar (TAYS) 2025.



The panel titled “Law and Disinformation: Challenges, Deficits and Future Solutions” addressed the place of disinformation in the context of law, its relationship with freedom of expression and international regulations. The panel also discussed legal mechanisms that can be applied against disinformation and future solution proposals. The event was held on Saturday, May 3rd, at Üsküdar University's South Campus, entirely in English. The panel concluded with a large turnout between 12:00-16:30.



ACADEMIC ARTICLES

The Article Titled “Evaluation of Financial Performance of Energy Companies Included in BIST100 Index” Was Published!

The article titled “Evaluation of Financial Performance of Energy Companies Included in BIST100 Index” 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 of Istanbul Aydın University, has been published as the 3rd article in the 75th issue of the 255th volume of the Accounting and Auditing Review Journal.

Access Link: <https://dergipark.org.tr/tr/pub/mdbakis/issue/91871/1577002>



CONGRESSES

Asst. Prof. Dr. Muzaffer ÇAKMAK Participated in the Experimental Gastronomy Congress!

Asst. Prof. Dr. Muzaffer ÇAKMAK from the Department of Gastronomy and Culinary Arts, Faculty of Applied Sciences, participated in the Experimental Gastronomy Congress held in Hatay between May 17-19, 2025 with his study titled "Analysis of Experiential Education Models in Gastronomy Undergraduate Programs in Türkiye".

Access Link:
<https://egcon.org/>



Res. Asst. Defne Ertaş Participated in the 1st Public Diplomacy Symposium!

Faculty of Applied Sciences, Department of Public Relations and Advertising Res. Asst. Defne Ertaş participated in the 1st Public Diplomacy Symposium, which was held as a hybrid between May 9-10, 2025, with her study titled "The Relationship of Anti-Tourism Movements with Tourism Policy and the Concept of Nation Branding: The Amsterdam Example".

Access Link:
<https://kadis-sempozyum.marmara.edu.tr/>



Özet Bildiri Kitabı

CONGRESSES

Arş. Gör. Niger HACI “12. Uluslararası İletişim Günleri: Dijital Çağda Medya Ve İletişim Çalışmaları Sempozyumu”na Katıldı

From the Department of English Translation and Interpreting, Faculty of Applied Sciences, Res. Asst. Niger HACI participated in the “12th International Communication Days: Media and Communication Studies in the Digital Age Symposium” organized by Istanbul Üsküdar University and Baku State University between May 14-16, 2025, with her joint study titled “A Study on Language Preference Features Offered to Users on Digital Broadcasting Platforms” with Asst. Prof. Dr. Türkan Öykü Büyükçelikok.

Access Link:

<https://ifig.uskudar.edu.tr/>



Res. Asst. İlknur KÜLEKÇİ and Dr. Lecturer Ayşegül ERTUĞRUL Attended the 9th Academic Studies Congress!

Faculty of Applied Sciences, Department of Banking and Insurance Res. Asst. İlknur KÜLEKÇİ and Asst. Prof. Dr. Ayşegül ERTUĞRUL attended the 9th Academic Studies Congress on May 15-18, 2025 with their study titled “An Empirical Analysis of the Impact of the Climate Crisis on the Misery Index in the Countries of the MENA Region”.

Access link:

https://asc.academicianstudies.com/tr_tr/

EVENTS

The 3rd Applied Communication Festival Completed

The 3rd Applied Communication Festival (İLETFEST 2025), held on May 26-27, ended with intense participation under the theme of "Artificial Intelligence and Communication".

Istanbul Gelisim University (IGU) hosted the 3rd Festival of Applied Communication which deals with the effects of artificial intelligence technologies in the field of communication in a multifaceted way. The two-day festival, organized in collaboration with the departments of Television Journalism and Programming, Public Relations and Advertising, and New Media and Communication of the Faculty of Applied Sciences, brought together media professionals, academicians, students, and industry representatives. The festival examined the transformations created by artificial intelligence in the field of communication with both theoretical and practical dimensions.



EVENTS

Expert Speakers Discussed the Future of Artificial Intelligence

The festival, which began with the opening speeches of Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin, Chairman of the Board of Trustees Abdülkadir Gayretli, and Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya, continued with the speech of Prof. Dr. Yasemin Giritli İnceoğlu (London School of Economics). İnceoğlu shared current developments and future perspectives in the field of artificial intelligence and communication with the participants.

Following the opening speeches, ATV Main News Anchor Cem Öğretir and NTV Main News Anchor Seda Öğretir discussed the changing face of journalism with artificial intelligence, moderated by Assoc. Prof. Dr. Yıldız Derya Birincioğlu, in the talk titled "Artificial Intelligence and Communication: Who Shapes the Future?" held on the afternoon of the first day of the festival,



EVENTS

Prof. Dr. Gülay Öztürk (Fenerbahçe University), Prof. Dr. Durmuş Ümmet (Marmara University), Dr. Cansu Kösem Işık (Altınbaş University), Dr. Yeşim Nalkesen Akın (Özyeğin University) and Dr. Vedat Kamer (İstanbul University) presented their academic perspectives in different fields such as corporate communication, art, educational sciences, psychology and philosophy.



The workshops organized within the scope of the festival received great interest from the participants. In the "Artificial Intelligence Applications in Television Journalism" workshop, which was the closing event of the first day and organized in cooperation with TRT New Media Unit and of course platform, students experienced the integration of artificial intelligence technologies into television journalism with the guidance of experts such as Alper Tombul, Eren Özkaradeniz, Alican Yenice and Özge Boz.



EVENTS

The second day's "Artificial Intelligence on Air: Digital Transformation of TV Programming" talk was moderated by Assoc. Prof. Dr. Çağla Kaya İlhan and was held with TV100 Promotion Director Ali İlhan and Fırat ÇETİN (NTV Art Services Graphics Manager).



EVENTS

As part the second day of the festival continued with Mehmet Ali Barışkan's workshop, "Learn the Communication of the Future Today!" held at Firnas Auditorium. The workshop provided students with insights and future projections about artificial intelligence and communication.

The workshop attracted significant interest from participants and explored, from multiple perspectives, the opportunities and potential risks that artificial intelligence technologies present in an individual's journey of self-discovery and actualization. Kilci provided comprehensive insights into enhancing personal awareness, using digital tools consciously, and building a lifestyle in harmony with technological advancements.



EVENTS

In addition to the events, the creative works of Public Relations and Advertising Department students were exhibited in the foyer area at the "Artificial Intelligence in Advertising and Plot Exhibition".



EVENTS

The third İLETFEST was held to understand the transformation of communication disciplines in the age of artificial intelligence and to bring together future communication professionals with innovations in this field.



EVENTS

FAS Students' End of Year Project Exhibition at IGU

A year-end event was held at Istanbul Gelişim University Faculty of Applied Sciences (FAS) where projects carried out by students throughout the year were exhibited. IGU Rector Prof. Dr. Bahri Şahin, Vice Rector Prof. Dr. Nuri Kuruoğlu and FAS Dean Prof. Dr. Kamil Kaya attended the opening.

Prof. Dr. Kamil Kaya, who made the opening speech of the exhibition, emphasized the importance they attach to applied education as a faculty and stated that the projects demonstrate student success. Rector Prof. Dr. Bahri Şahin, who then took the floor, said, "Our university aims to equip its students not only with theoretical knowledge but also with practical skills. The works exhibited here today are the best example of this."

In the exhibition, which was attended by 12 departments of FAS; Projects were included in the departments of Banking and Insurance, Electronic Commerce and Management, Gastronomy and Culinary Arts (Turkish/English), Public Relations and Advertising, Aviation Electrics and Electronics, Aviation Management, English Translation and Interpreting, Television Journalism and Programming, Aircraft Maintenance and Repair, New Media and Communication, and Management Information Systems. Throughout the event, visitors had the opportunity to examine creative and innovative works produced in different disciplines.



EVENTS

A Journey to Gastronomy in the Sky with a Kitchen Management Talk at 30,000 ft

Gastronomy and Culinary Arts Department students came together for an inspiring talk focusing on gastronomy applications in the aviation sector. The event titled “Kitchen Management at 30,000ft” was organized under the coordination of Lecturer Çağkan Güner. Süleyman Gönülgül, who has been working as a “Flying Chef” for 9 years and has been an instructor in this field for the last 4 years, was hosted in the talk.

As part of the event, detailed information was provided on how kitchen organization and fine dining presentations are carried out in flight environments where food is served at an altitude of 10,000 meters. It was conveyed how the perception of taste changes in this unique environment where the senses work limited and how menu planning is done accordingly. In addition, topics such as guest hosting techniques on the plane, team management and presentation strategies were explained to the students. During the talk, students of the department were also provided with comprehensive information about the “Flying Chef” position, which is one of the alternative job opportunities they can pursue in the field of gastronomy after graduation. Career opportunities and sectoral expectations in this field were shared with experiences directly from the field.

The event was also associated with Quality Education (SDG 4) and Responsible Production and Consumption (SDG 12), which are among the Sustainable Development Goals (SDGs), and raised awareness among students about production, presentation and service in different kitchen environments.



EVENTS

Mentorship Meetings from Banking and Insurance Department Asst. Prof. Dr. Tayfun TİMURAY...

From Banking and Insurance Department, Asst. Prof. Dr. Timuray holds mentorship meetings with third and fourth year students on the theme of transitioning to professional life after graduation and preparing for various scenarios that may be encountered. In the first meeting held within this scope, one-on-one meetings were held with each student; various recommendations and suggestions were made by taking into account both the students' personality traits and academic success.



EVENTS

“Structural Problems and Optimization in Flexible Supply Chains” Event Held with the Participation of Assoc. Prof. Dr. Ömer Faruk Görçün!

The Department of Electronic Commerce and Management hosted Assoc. Prof. Dr. Ömer Faruk Görçün, a faculty member at Kadir Has University who has made significant contributions to the sector, and organized an important event titled **“Structural Problems and Optimization in Flexible Supply Chains”** on Friday, April 11.

The event, which attracted great interest from students, addressed structural problems and decision-making processes in flexible supply chains through real sectoral examples. Participants had the opportunity to ask Assoc. Prof. Dr. Görçün direct questions on topics they were curious about in the interactive Q&A section and obtain information about implementation. At the end of the event, Assoc. Prof. Dr. Mustafa Çanakçıoğlu, Head of the Department of Electronic Commerce and Management, thanked Assoc. Prof. Dr. Ömer Faruk Görçün for his contributions and presented him with a plaque. The program ended with a group photo and a short chat with the participants.



EVENTS

Banking and Insurance Department Academic and Student Colloquiums Held!

In order to exchange ideas in order to increase the quality of academic studies, the “Banking and Insurance Student Colloquium-V” and “BS Academic Colloquium-VI” were organized on Wednesday, May 21, 2025 with the participation of UBF Banking and Insurance Department Head **Assoc. Prof. Dr. Hakan ÖZCAN**, **Asst. Prof. Dr. Ayşegül ERTUĞRUL** and **Asst. Prof. Dr. Tayfun TİMURAY**.

The students of the department had the opportunity to exchange ideas with the participation of Department Head **Assoc. Prof. Dr. Hakan ÖZCAN**, **Asst. Prof. Dr. Ayşegül ERTUĞRUL**, **Asst. Prof. Dr. Tayfun TİMURAY** and **Res. Asst. İlknur KÜLEKÇİ**.

The TÜBİTAK 2209-A project titled “Insurance in the Digital World: The Impact of Social Media and Digital Marketing on Policy Demand”, which continues under the consultancy of **Res. Asst. İlknur KÜLEKÇİ**, was presented by the researcher Sıla ŞAHİN.



EVENTS

Asst. Prof. Dr. Ulvican YAZAR's "Localization and Localization Tools for Translators" Event was Organized!

A talk titled "Localization and Localization Tools for Translators" was held by the Department of English Translation and Interpreting of the Faculty of Applied Sciences on Tuesday, May 13, 2025, between 13:00-14:00. Asst. Prof. Dr. Ulvican YAZAR participated as a speaker in the event held in classroom E208 on the 2nd floor of Block A. In the talk, comprehensive information was shared about the concept of localization, the roles translators undertake in this process, and the localization tools used; questions of the participants were answered. The event was an informative and productive meeting, especially for students interested in translation technologies.



The poster is for a talk event at Istanbul Gelisim University. It features the university's logo and name at the top. The event is titled "Localization and Localization Tools for Translators" and is presented by Asst. Prof. Dr. Ulvican YAZAR. The event is scheduled for Tuesday, May 13, 2025, from 13:00 to 14:00 in Section A - E208. A circular portrait of the speaker is included. The poster also mentions that a certificate of participation will be given. At the bottom, there are social media handles for the university and the speaker.

ISTANBUL
GELİSİM
ÜNİVERSİTESİ

Talk

FACULTY OF APPLIED SCIENCES
DEPARTMENT OF ENGLISH TRANSLATION AND
INTERPRETING

**"Localization and
Localization Tools for
Translators"**

May 13, 2025
Tuesday

13.00 - 14.00

Section A - E208

SPEAKER
Asst. Prof. Ulvican Yazar

(A certificate of participation will be given.)

gelisim.edu.tr | @gelisimedu | @gugelisim

EVENTS

“The World is Not Disposable” Event Was Held!

Students of Istanbul Gelisim University Public Relations and Advertising Department, in collaboration with TÜÇEM, carried out a campaign drawing attention to sustainability with the slogan “The World is Not Disposable!”. Events themed around recycling, upcycling and zero waste attracted great attention.

The campaign, which started with environmental cleaning in Heybeliada, continued with seminars and workshops organized at the university. TÜÇEM volunteers made speeches at the seminar, moderated by Assoc. Prof. Dr. Emel Tozlu Öztay, while Zeliha Sunal provided practical training to students at the upcycling workshop. At the end of the campaign, waste battery boxes were placed at the university; plaques were presented to those who contributed.





NEWS FROM OUR ALUMNI

Gökhan Meriç

I graduated from Istanbul Gelisim University, Faculty of Applied Sciences, Department of Aircraft Maintenance and Repair in 2024. The years I spent at the university were not limited to gaining technical knowledge; they also provided me with the opportunity to get to know the aviation industry closely and prepare me strongly for the business world.



Istanbul Gelisim University played an important role in my professional development with its applied education model, well-equipped academic staff and student-oriented approach. Thanks to the Aircraft Maintenance and Repair department, I acquired both theoretical and practical knowledge needed in the sector. This strong foundation I gained at my university supported me at every stage of my career journey.

I completed my internship at an aircraft maintenance training organization. During this process, I had the opportunity to actively participate in real maintenance processes and apply my theoretical knowledge in the field. Thanks to the performance I showed after the internship, I started working at the same company. The first professional experience I gained here not only improved my technical skills but also increased my command of aviation maintenance standards. I then continued my career as an aircraft maintenance technician at an aircraft maintenance company. This transition provided me with the opportunity to observe different maintenance procedures and work with a larger fleet of aircraft. In both companies, I experienced both individual responsibility and the importance of teamwork.

Currently, I am actively working as an aircraft maintenance technician at Turkish Airlines Technical Inc. Working in one of the largest maintenance and repair organizations in Turkey and the region contributes greatly to me not only in terms of technical aspects but also in terms of professionalization within the corporate structure.

The technical knowledge, professional competence and work discipline I have today are the result of the education I received at Istanbul Gelisim University and the experiences I gained there. Thanks to both the solidity of my theoretical background and the practical training opportunities offered by my university, I had the chance to work in these important companies. The education I received provided me with a strong foundation at every step from job interviews to maintenance field applications. Therefore, I can safely say that I owe the point I have reached in my career to the knowledge, skills and vision my university has provided me.

Thanks to the technical seminars, sectoral events and practical courses I attended during my university education, I developed not only my technical knowledge but also my competencies such as communication, problem solving and teamwork. The experiences and valuable academic knowledge I gained at Istanbul Gelisim University continue to guide me at every stage of my career.

GUEST WRITER

The UAV Market in Turkiye and Its Place in the World Market

In recent years, unmanned aerial vehicles (UAVs) have been creating a transformative effect in many sectors, from defense to agriculture, from logistics to infrastructure control. Initially developed solely for military purposes, these systems are now at the center of strategic investments of both public institutions and private sector organizations. Technological advances, reduced costs, and increased ease of use have made it possible for UAVs to spread rapidly around the world.

On a global scale, countries such as the United States, China, and Israel are the market leaders in terms of both their technological development levels and export capacities. In these countries, UAV systems are used effectively not only in the field of security, but also in various sectors such as energy, health, agriculture, and transportation. With the diversification of civilian usage areas, the world UAV market has gained significant momentum in terms of both economic size and employment creation potential.

Turkiye has been showing a remarkable rise in this field recently. Especially defense industry-focused investments have attracted attention in the international arena thanks to the systems developed by Baykar, TUSAŞ and similar companies. In addition, the use of drones in the civilian field is also becoming widespread. Private sector initiatives are gaining momentum in application areas such as agricultural spraying, mapping, disaster management and logistics. Through technology competitions such as TEKNOFEST and state-supported incentive programs, young engineers are introduced to UAV technologies at an early age.

As a result of all these initiatives, Turkiye is no longer a country that only uses UAVs; it is also becoming a technology center that designs, produces and exports these systems. R&D-focused companies, especially founded by young entrepreneurs, support domestic production and take important steps in providing innovative solutions to the sector. Domestic drone systems developed in strategic areas such as agriculture, logistics and defense reduce external dependency and have high value-added export potential.



AybErk Ermutuş
Engineer



GUEST WRITER

The UAV Market in Turkiye and Its Place in the World Market

However, the growth of the sector is not limited to opportunities. Currently, fundamental problems such as the complexity of flight permit processes and lack of training restrict the use of UAV technologies on a wider scale. Similar regulatory uncertainties on a global scale can sometimes disrupt commercial drone use in particular. Therefore, strengthening the technical infrastructure and clarifying the legal framework are of critical importance for the sustainable development of the sector.

Unmanned aerial vehicles are no longer just the domain of interest for technology enthusiasts. Today, these systems are considered one of the fundamental building blocks of both economic development and strategic independence. In order for Turkiye to fully utilize its potential in this area, it needs to increase its investments in innovation, education and regulatory compliance. Reading this transformation process correctly and positioning itself in a timely manner will be the key to gaining a sustainable place in the global market.

Ayberk Ermutuř is a graduate of Istanbul Geliřim University, Department of Aeronautical Engineering, and an expert engineer in the field of unmanned aerial vehicles. Following his experiences in leading companies such as Baykar and TUSAř, he founded Ulav Defense to develop drone solutions focused on agriculture and defense. He has taken an active role as a consultant for both competitors and young teams in competitions such as TEKNOFEST and has led many award-winning projects. He continues his work with the vision of developing domestic and independent aviation technologies.



CULTURE, ART & LITERATURE

İSTANBUL KÜLTÜR SANAT ETKİNLİKLERİ

June 2024



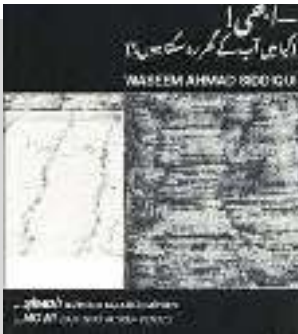
Cinema - **While Herbs Turn Yellow: Behind the Scenes Documentary on Dry Herbs**

- **Date:** May 28, 2025
- **Location:** Kadıköy Cinema
- The documentary, consisting of 3 parts, will be screened with the participation of the film crew on June 21, 22, and 23, and a talk will be held after each screening.
- [Tickets and Details](#)



Festival - **Coffee Festival on a Boat**

- **Date:** June 28-29, 2025
- **Location:** Sirkeci İDO Pier
- The Coffee Festival on a Boat, being held for the first time in Turkey, features high-quality coffees, exclusive coffee brands, engaging DJ performances, and tasting workshops.
- [Tickets and Details](#)



Exhibition - **...Now! (Can I stay at your house?)**

Date: May 6 – July 12, 2025

Venue: DEPO

Waseem Ahmad Siddiqui's exhibition focuses on the subtleties of time, displacement, and the role of hope in the recurring discontinuities of these two phenomena.

- [Tickets & Details](#)



Concert - **Matteo Bocelli - Summer Nights**

Date: June 17, 2025

Venue: Harbiye Cemil Topuzlu Open Air Theater

Matteo Bocelli, the son of legendary tenor and occasional stage partner Andrea Bocelli, known for his captivating voice, will be performing in Istanbul for the first time with his unique voice and emotional performances.

- [Tickets & Details](#)

DOUBLE MAJOR PROGRAM

Hello, I am Yiğithan ALAYBAŞI.

I am a 4th year student at Istanbul Gelisim University. I am experiencing the most important times of my life and one of the exciting journeys that will shape my career. While I continue my education in a highly disciplined and practical department such as Aircraft Maintenance and Repair at the Faculty of Applied Sciences, I am also continuing my double major program in the Software Engineering department at the Faculty of Engineering and Architecture, which has a place in every field in today's dynamic and innovative world. Getting an education with love in these two different but I think complementary fields is one of the great opportunities our university offers us.



Although it is difficult to manage the meticulous world of aviation and the abstract universe of software together, I can successfully manage this process thanks to the support and flexibility our university offers to double major students. The warm and understanding approaches of our professors, the harmonization of our course programs as much as possible, and the guidance of my advisors in both departments play a key role in keeping my GPA high in this intense tempo. Especially the support of our double major coordination, which builds a bridge between different faculties, makes my work much easier in all administrative and academic matters.

One of the biggest advantages of doing a double major at our university is gaining a common perspective between different disciplines. When the analytical thinking and problem-solving skills required by aircraft maintenance are combined with algorithmic approaches and problem-solving skills in software engineering, I feel much more equipped and it becomes an important driving force in shaping my career in this way.

DOUBLE MAJOR PROGRAM

For example, developing a software project that will digitalize the maintenance processes of an aircraft system or thinking about solutions that will increase the efficiency of existing software used in aviation are now much more concrete and achievable goals for me, and I am closer to my goals. This allows me to open new doors for my future career. On the one hand, I am progressing on the path of becoming a professional who both touches the sky and shapes the digital world.

Thanks to the aviation workshops, laboratories, access to up-to-date tools offered by our university and the interest and concern of our esteemed professors who are intertwined with the sector, I do not have any difficulty in combining practical and theoretical knowledge, on the contrary, I access and learn more information. The project-based trainings I receive in both departments also allow me to develop skills such as time management, teamwork and stress management.

Being a double major student at our university does not only mean having two diplomas; it also allows us to broaden our vision, gain strength from the accumulation of different disciplines and take a step towards the future as an individual who is more prepared for the future. If you have different interests and want to develop yourself in more than one area, I definitely recommend you to evaluate the double major opportunities offered by our university. Although this journey requires effort and dedication, the gains and personal development you will achieve at the end open up invaluable new horizons and paths for you. Flying to your dreams is possible with you.

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NEWS FROM SECTOR

Are AI-Powered Ads Effective?

Artificial intelligence is taking center stage in advertising and contributing to the shaping of creative campaigns. According to the AdQ analysis conducted on behalf of Marketing Türkiye, the key to success in these ads is the emotional connection established with the audience. Six AI-powered commercials broadcast in Türkiye were examined in the research. While the power of the scenario and emotional impact play a decisive role on the audience, the Doğtaş and TurkNet campaigns attracted attention by establishing a strong connection.

Experts emphasize that artificial intelligence has a high potential to produce creative content, but that original narration and strategic direction are of critical importance.

Access Link: <https://www.marketingturkiye.com.tr/haberler/yapay-zeka-ile-hazirlanan-reklam-filmleri-nekadar-basarili/>

WARC Awards winners Announced

As part of the WARC Effectiveness Awards 2025 organized in cooperation with Cannes Lions, the winners of the Global Grand Prix, which honors the most successful marketing campaigns from around the world, were announced. In the awards honoring campaigns that contribute to commercial success with strategic excellence, brands from India, the Netherlands, Spain and the USA were deemed worthy of the grand prize, while the USA left its mark on the list by winning two awards.

Access Link: <https://mediacat.com/warc-awards-kazananlari-aciklandi/>

Spotify's Ad Sales Partner in Türkiye is Genart by Aleph!

Spotify has decided to conduct its ad sales operations in Türkiye with Genart by Aleph. Genart by Aleph, a subsidiary of Aleph, has become Spotify's sole authorized ad sales partner in Türkiye with this agreement. Aleph started its collaboration with Spotify in 2013 and over the years this partnership has expanded to more than 80 markets. The new agreement allows Spotify's ad inventory to reach wider audiences while offering comprehensive services from local media sales to creative support and payment solutions, providing advertisers with effective marketing opportunities. Genart by Aleph teams will guide advertisers and agencies through Spotify Ads Manager, enabling brands to reach their target audiences at the right times.

Access Link: <https://www.pazarlamasyon.com/spotify-a-yeni-kuresel-satis-ortag>



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