

ISTANBUL GELISIM UNIVERSITY SHAPED INTERNATIONAL EDUCATION COLLABORATIONS AT ICEF BERLIN 2025!

Istanbul Gelisim University (IGU) took its place at ICEF Berlin 2025, one of the world's most prestigious international education fairs. Held in Germany's capital, Berlin, this major event brought together educational institutions, consultancy firms, and sector professionals from all around the world. Representing Istanbul Gelisim University at the fair were Head of Public Relations and Promotion Department Asst Prof. Bülent Deyirmenci, Head of Support Services Department İbrahim Acarer, and Director of International Student Affairs Umedjon Haitmurodov.

EXPANDING GLOBAL ACADEMIC NETWORKS

IGU played an active role at the fair, representing its expanding academic vision and strategic goals on an international scale, with the aim of establishing collaborations that transcend borders in education. The university delegation held one-on-one meetings with education agencies and institutional representatives from various countries, engaging in productive discussions on international student recruitment, dual degree programs, exchange programs, and joint academic projects.

Through these meetings, Istanbul Gelisim University successfully established strong connections not only with major higher education institutions in Türkiye but also with key universities and organizations across the region and the world. During the event, the university shared information about its international accreditations and its commitment to quality in higher education.

University officials emphasized that such events play a significant role in enhancing Istanbul Gelisim University's international visibility and enriching its student diversity. Hosting more than 10,000 international students from over 110 countries, IGU stands among the leading foundation universities providing global education.

ICEF Berlin 2025 was regarded as an important step in expanding Istanbul Gelisim University's global academic network and further strengthening its internationalization strategy.

3RD INTERNATIONAL SHORT FILM, VIDEO, AND PHOTOGRAPHY SYMPOSIUM HELD!

The 3rd International Short Film, Video, and Photography Symposium—supported by the Republic of Türkiye Ministry of Culture and Tourism, Directorate General of Cinema—was held on October 24–26, 2025. The event’s organizing committee included Asst. Prof. Emre Doğan, Chair of the Department of Radio, Television and Cinema at Istanbul Gelisim University (IGU), Faculty of Fine Arts (FFA), and Res. Asst. Dr. Eda Türkay, a research assistant from the same department.

THE SYMPOSIUM BROUGHT TOGETHER ARTISTS, ACADEMICS, AND RESEARCHERS

The 3rd International Short Film, Video, and Photography Symposium, organized with the support of the Republic of Türkiye Ministry of Culture and Tourism’s Directorate General of Cinema and Istanbul Gelisim University, took place on October 24–26, 2025, at the Kadıköy Barış Manço Cultural Center. Over the course of three days, the symposium brought together artists, academics, and researchers working in the fields of short film, video art, and photography.

The first day of the symposium began with opening speeches by Asst. Prof. Emre Doğan and Rifat Özçöllü. The day continued with panels titled “Sensory and Spatial Narratives,” “The Aesthetic and Political Faces of Animation,” and “Perspectives in the New World,” where participants engaged in discussions on contemporary cinema and video art.

THE RELATIONSHIP BETWEEN THEATER AND CINEMA WAS DISCUSSED

The second day opened with the panel “The Gamified Narrative of the Image,” which explored the relationship between cinema and gaming. Throughout the day, attendees participated in screenings of the video selection “Invisible Weight,” a keynote talk by Ersan Oca, and sessions titled “Archive, Reality, and Invisibility” and “Short Film in the Age of Artificial Intelligence,” covering topics such as AI, documentary production, and digital culture.

Spanning three days, the symposium combined contemporary artistic practices with theoretical discussions, providing an interdisciplinary platform for exchange and collaboration.

AN IMPORTANT MEETING POINT IN THE FIELD OF SHORT FILM AND VIDEO ART

The 3rd International Short Film, Video, and Photography Symposium has become an important meeting point in Türkiye for dialogue on new media, digital aesthetics, and political imagery in short film and video art.

We congratulate the organizing committee and the students of the Department of Radio, Television, and Cinema who contributed to the symposium.

A GROUNDBREAKING JOURNEY INTO THE DEPTHS OF OUR MINDS: NEUROMARKETING SEMINAR AT IGU

The Department of International Trade and Business Administration within the Faculty of Economics, Administrative and Social Sciences at Istanbul Gelisim University (IGU) is hosting a remarkable event on Monday, November 10, 2025, at 2:30 p.m. in the J Block Firnas Auditorium.

"DISCOVER THE POWER OF YOUR MIND THROUGH NEUROMARKETING"

In today's complex market world, do we truly make our own choices when selecting a product or service, or are we guided by the hidden codes of our subconscious? The scientific answer to this intriguing question will be explored by Istanbul Gelisim University's Asst. Prof. Pinar Alyar.

During the seminar, Asst. Prof. Alyar will delve into how marketing stimuli we encounter in daily life manipulate our minds, how brands skillfully influence us, and the unshakable role of the subconscious in decision-making processes.

LOGIC OR EMOTION? THE HIDDEN FORCE BEHIND PURCHASING DECISIONS

Through striking, thought-provoking examples, Asst. Prof. Alyar will reveal that most of our choices stem not from conscious reasoning, but from emotional reactions and the brain's complex functioning. This presentation, proving that emotional intelligence is the hidden power behind purchasing decisions, will challenge all conventional marketing paradigms.

Throughout this journey, participants will deeply analyze the powerful impact of emotional responses and the subconscious on decision-making mechanisms. As a result, they will gain a clear awareness of the unseen dynamics behind both their own consumer behavior and general purchasing motivations.

IGU: A BRIDGE CONNECTING FUTURE LEADERS WITH SCIENCE

Through such visionary events, Istanbul Gelisim University continues to equip its students not only with academic knowledge but also with the analytical thinking and critical awareness skills required by the modern age. This seminar aims to offer participants the opportunity to view marketing not merely as a commercial tool but also through a neurological lens—providing a scientific and satisfying answer to the fundamental question: “Are you really the one making your decisions?”

STRONG ACADEMIC CONTRIBUTION FROM IGU AT THE 4TH INTERNATIONAL NEW GENERATIONS AND NEW TRENDS IN TOURISM CONGRESS

The 4th International New Generations and New Trends in Tourism Congress, organized in collaboration with Sakarya University of Applied Sciences, Istanbul Gelisim University, Kodolányi János University in Budapest, University of Trento, University of São Paulo, and Varna University of Management, was held at Sakarya University of Applied Sciences. The congress brought together researchers, academics, and industry representatives working in the field of tourism, creating a multifaceted scientific platform to discuss new generations and evolving tourism trends. Topics such as the future of tourism, sustainable development, digital transformation, preservation of cultural heritage, and new tourism models were comprehensively addressed.

EXTENSIVE PARTICIPATION FROM ISTANBUL GELISIM UNIVERSITY

The congress saw participation from Istanbul Gelisim University by:

Rector Prof. Bahri Şahin, Secretary General Assoc. Prof. Serdar Egeli, Prof. Aslı Albayrak, Asst. Prof. Muzaffer Çakmak, Asst. Prof. Ramazan İnan, Asst. Prof. Nevruz Berna Tatlısu, Assoc. Prof. Murat Doğan, Asst. Prof. Gizem Hülaga Kaderoğlu, Asst. Prof. Öznur Çetinkaya, Asst. Prof. Rehab Ahmed Mohamed Elgamıl, Res. Asst. Berna Tellioglu, Res. Asst. Cem Keskin, Lecturer Didar Başgöze, and Lecturer Revşan Akay.

Among the İGÜ academics whose papers were accepted at the congress were Secretary General Assoc. Prof. Serdar Egeli, Assoc. Prof. Murat Doğan, Prof. Aslı Albayrak, Asst. Prof. Muzaffer Çakmak Asst. Prof. Ramazan İnan, Asst. Prof. Gizem Hülaga Kaderoğlu, Asst. Prof. Nevruz Berna Tatlısu, Asst. Prof. Rehab Ahmed Mohamed Elgamıl, Lecturer Didar Başgöze, Lecturer Revşan Akay, Res. Asst. Berna Tellioglu, and Res. Asst. Cem Keskin.

TOURISM IS THE CARRIER OF CULTURAL DIPLOMACY AND SUSTAINABLE DEVELOPMENT

In his opening speech, IGU Rector Prof. Bahri Şahin emphasized that tourism is not merely an economic sector but a fundamental component of cultural diplomacy and sustainable development policies.

Prof. Şahin stated:

“Tourism is not only a country’s showcase but also a carrier of production, employment, cultural diplomacy, and sustainable development. Türkiye, with its historical depth, geographical diversity, and cultural richness, is not just a tourism destination but a civilization geography that preserves humanity’s shared heritage.

Today, Türkiye views tourism not only as an economic sector but as a significant element of cultural diplomacy and sustainable development policies.



At Istanbul Gelisim University, we operate with a higher education model that integrates research, application, and production in line with this understanding.”

THE DIRECTION OF TOURISM IS BEING RESHAPED WITH NEW GENERATIONS

The congress highlighted the contributions of young researchers and academics in the field of tourism, providing a platform for international knowledge exchange. Participants from Turkey and around the world discussed current industry trends through scientific papers and developed proposals for the future vision of tourism.

Istanbul Gelisim University continues to contribute to knowledge production in the fields of tourism, culture, and sustainable development through its internationally supported academic activities, while enhancing Türkiye’s scientific promotion power.