

**ISTANBUL GELISIM
UNIVERSITY**



SosyoCom

MONTHLY EVENTS AND NEWS BULLETIN

DECEMBER 2024 | ISSUE 48

20

25

HAPPY

New Year!

**WE WISH YOU A YEAR FULL OF HEALTH, HAPPINESS
AND SUCCESS!**



**FACULTY OF ECONOMICS,
ADMINISTRATIVE AND
SOCIAL SCIENCES**

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THE USE OF ARTIFICIAL INTELLIGENCE IN FEEDBACK AND EVALUATION IN ACCOUNTING EDUCATION



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Artificial Intelligence (AI) has recently provided innovative solutions in the field of education, including feedback and evaluation processes in accounting education. AI-powered systems enhance educational processes by offering personalized feedback and customized evaluation criteria, thereby increasing learning speed and efficiency. In a discipline like accounting, which requires analytical thinking and accurate application, the opportunities presented by AI go beyond the limitations of traditional methods, personalizing the learning experience to suit the student's needs.

AI-based feedback and evaluation systems use various algorithms and data analysis tools when assessing student performance. The advantages of these systems include:

1. Instant and Personalized Feedback: AI analyzes student errors in real-time, providing individualized feedback. For example, if an AI system identifies a recurring error in accounting audits, it provides feedback that guides the student towards the correct solution.
2. Autonomous Evaluation Processes: AI systems automatically assess accounting tests or assignments based on specific criteria, thus reducing the workload for educators. This allows teachers more time to offer guidance and conduct in-depth analyses.
3. Data-Driven Learning Analytics: By collecting data throughout the learning process, AI can analyze success rates. For instance, it identifies which topics students struggle with most and in which areas they excel, thus supporting a more effective educational strategy.

4. Increased Motivation and Progress Tracking: Real-time feedback helps students engage in the learning process more actively and track their development closely, enhancing their motivation and enabling them to identify areas for improvement.

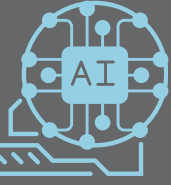
The use of AI-based systems in accounting education enhances the quality of feedback and makes evaluation processes more objective. This technology increases students' learning speed while reducing the workload for educators, offering a more personalized educational experience. These advantages contribute to higher efficiency for both students and educators, playing a significant role in achieving long-term quality educational goals.

- Development of AI-Powered Feedback Systems: In practical fields like accounting, AI systems that detect student errors and provide instant feedback can be further developed.
- Expansion of Automated Evaluation Systems: To reduce educators' workload, AI-supported evaluation tools can be more widely used in accounting exams and assignments.
- AI Training for Educators and Students: Educators and students should receive training on the effective use of AI to maximize the benefits. Awareness sessions on how AI works and how to utilize it most efficiently are essential.
- Integration of Continuous Feedback and Development Tracking Models: Systems that provide real-time monitoring and feedback on student progress will enable more active participation in the educational process.

Applicability of Artificial Intelligence Technologies to Accounting Education–Training System

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Artificial intelligence supports traditional education and training methods but in the light of technological developments, it greatly helps educators and students in achieving learning goals by using digital and technological tools. Artificial intelligence applications and achievements can be effective in continuing education and training activities either in face-to-face classes or in distance education method applications without time and space limitations. In this way, it not only helps students improve themselves but also increases the learning qualities and abilities of instructors.

Today, the use of interactive artificial intelligence technologies with students is rapidly increasing, along with the education and training materials used. Artificial intelligence technologies, in particular, have started a long journey with the emergence of computers and the internet and are closely followed by many instructors, as well as accounting instructors.

Developments in the field of communication and technology provide educational institutions, especially universities, with great opportunities and capabilities. In order to achieve quality standards in education and training, universities can make great efforts in course curriculum designs and implementation. They also benefit from all the technological opportunities required by the age in order to support and develop learning.

The use of artificial intelligence technologies in education and training activities, offered to students in the classroom environment through face-to-face or distance education through instructors, is increasing day by day. In addition to increasing the quality in education and training thanks to the effective use of artificial intelligence, communication and performance are aimed to be maximized. For example; effective simulation techniques, which can be applied by the instructor in accounting courses or creating game laboratories through color accounting and making the knowledge permanent for students, will increase the satisfaction and quality in education. Online learning methods and artificial intelligence programs that can be applied to mobile phones which are very frequently used today can be useful in obtaining the desired output in education.

As a result, the use of artificial intelligence in the education and training system will gain great importance, especially in accounting courses in order to obtain the desired efficiency and to make the knowledge permanent and useful. In this respect, it is obvious that artificial intelligence technologies will closely affect the quality of learning level together with new opportunities in accounting education.





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WHAT CONTRIBUTIONS CAN INDEPENDENT BOARD MEMBERS MAKE TO FAMILY FIRMS?

Independent board members help owners make good decisions by saving the company from family dynamics and bad family practices. Today, owners have started to think about either selling their firms or making a serious transformation more than they ever thought possible due to the economic slowdown. To decide on the best option in a short time, there is a need for access to experience and knowledge. The boards of family firms are the most important resource to be activated at these times. This well-designed resource facilitates decisions regarding the company's goal, leadership, strategy and future ownership structure by considering economic change and other external factors. A board member who is not a family member and is not an executive makes a profound contribution to the firm by demonstrating his/her impartiality and experience in difficult decisions. Board members with the characteristics mentioned earlier also work to balance the needs of the family and the firm in the long term in the new complex economic order.

The family business board of directors assumes the responsibility of adding value to the company in the following three ways:

- Oversees and supervises leadership, operations and financial situation
- Determines strategic direction by identifying new opportunities and anticipating the need for change
- Mediates the needs of the business and the family

In the short term, he/she selects managers and monitors their performance and the succession of managers within the firm. In the long term, he/she acts as a mediator between shareholders with conflicting goals.

He/she deals with revenue generation, customer service and strategic planning in the short term and focuses on business continuity and creating business opportunities in the long term. The board of directors helps the management team see the firm's challenges and respond to them quickly. The board of directors supports, provides resources and encourages the management team by cooperating with them. In this way, radical changes are made instead of simple changes. As part of his/her oversight role, the board of directors examines existing reports and considers short- and long-term strategic issues. In family companies, professional board members fill the knowledge and experience that the family lacks.

As family companies grow, family shareholders may have the voting power to control the company but may not have the experience and impartiality to guide the company's future. Independent board members support family members and management strategically on market challenges and business practices. The presence of independent board members does not necessarily mean that the company will perform better. However, their presence on the board shows a serious intent to be rational and impartial in making decisions.



LOVE AND CAPITAL: THE EMOTIONAL
ECONOMY OF *THE FIRST AND THE LAST*

We all fall in love, suffer, and try to forget, but most of us do not deeply question this experience. While films, series, and books idealize different types of romantic relationships daily, the “correct” experience of love is directly related to how well we align with these ideals. Eva Illouz argues that love is not only a personal feeling but also a phenomenon shaped by social structures, linking romance with capitalism. Romantic love becomes commodified, and commodities become romanticized, being reshaped within societal structures (Illouz, 2024, p. 58). This perspective sheds light on the relationships of characters in the second season of the series *The First and the Last*. The love between Nilüfer and Cihan represents a structure that conflicts with societal expectations and individual desires.

Nilüfer is a character strong in economic, cultural, and social capital. Through Giddens’ lens of love types, Nilüfer’s romantic relationship typically falls under the category of “emotional love.” This type of love is based on mutual emotional attachment and intimacy. In her pursuit of this kind of love, Nilüfer finds herself trapped between romantic ideals and societal expectations. Her abundance of various forms of capital leads her to experience love in a more “idealized” way.

Cihan, on the other hand, stands in contrast to Nilüfer as he occupies a weaker position in terms of economic and cultural capital. According to Giddens, Cihan’s love is more aligned with “practical love.” Practical love involves the daily practices of life and the supportive needs of partners for one another. While Cihan develops an emotional bond with Nilüfer, his love is more defined through practical and physical connections. This creates a deep conflict between the two characters’ love: the societal class and idealized love expectations of Nilüfer versus Cihan’s practical and physical realities.

Bauman’s concept of liquid love becomes particularly prominent in the second season of the series. Bauman argues that with the fluid nature of love, individuals in modern society experience constant uncertainty and escapism in their relationships. Love transforms into transient emotional experiences rather than a stable bond. This understanding is well reflected in the relationship between Nilüfer and Cihan in *The First and the Last*. Particularly, the perpetual uncertainty in Cihan’s love for Nilüfer reinforces Bauman’s concept of fluidity. The lack of trust in the relationship and uncertainties about the future make their love fragile. Cihan’s emotionally unclear attitudes and Nilüfer’s persistent pursuit of “true love” mirror the fluidity of love. Moreover, according to Bauman, liquid love is shaped by the desire for greater freedom and independence in relationships. The oscillation between attachment and separation in Nilüfer and Cihan’s relationship reflects this yearning for independence. Bauman’s perspective explains how the characters drift apart at times yet remain connected by their mutual sense of attachment. While Nilüfer seeks to experience love as a completely free and independent phenomenon within modern society, Cihan perceives love more as a fleeting and momentary experience. This conflict serves as a full example of Bauman’s theory of liquid love.

In conclusion, the second season of *The First and the Last* emerges as a space that demonstrates how love is shaped both by social structures and individual emotional experiences. By combining Giddens’ types of love, Bauman’s liquid love, and Illouz’s notion of the commodification of love, it offers a unique perspective on Nilüfer and Cihan’s relationship. Love, intertwined with social class, cultural capital, gender, and societal norms, also shapes individuals’ experiences within these relationships.



BOOK REVIEW OF THE MONTH

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THE
LAWS
OF
HUMAN
NATURE

ROBERT GREENE

THE LAWS OF HUMAN NATURE - ROBERT GREENE

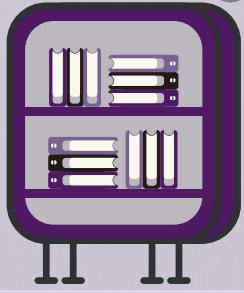
The Laws of Human Nature by Robert Greene is a meticulously crafted masterpiece aimed at understanding the complexities of human behavior. The work analyzes individuals' fundamental drives, weaknesses, and potentials from a psychological perspective, allowing readers to understand themselves and those around them deeply. The book addresses human nature through universal and timeless laws, serving as a guide for individuals to better comprehend both their inner and outer worlds.

The book explores 18 distinct laws in detail, each designed to provide insight into human psychology. These laws encompass a wide range of topics, from fundamental concepts like narcissism, empathy, and passive-aggressive behavior to the dynamics of power in interpersonal relationships. Greene enriches his explanations with examples from various disciplines, including Freud's psychoanalytic assumptions, Napoleon's military strategies, and Shakespeare's character analyses, grounding the theoretical aspects in a rich contextual framework. The methodology employed by the author is noteworthy for its integration of scientific and strategic perspectives. Rather than merely highlighting the negative aspects of human nature, Greene demonstrates how these weaknesses can be transformed into strengths. For instance, he offers practical solutions for dealing with narcissistic individuals and provides guidance for readers to analyze their behavioral patterns. Furthermore, he emphasizes empathy as an essential tool for understanding both oneself and others, inviting readers to confront their inner conflicts.

The laws presented in the book are rooted in universal principles of human behavior, making the work appealing to individuals from diverse cultures and life experiences. Greene's narrative style is enriched with literary and historical anecdotes, which not only simplify the understanding of theoretical concepts but also make for an engaging reading experience. By supporting abstract ideas with concrete examples, Greene clearly illustrates how readers can apply the lessons from the book to their own lives.

Despite its depth and scope, some readers may find the book complex. Additionally, Greene's focus on the darker aspects of human nature has drawn criticism. However, this approach, aimed at providing a realistic and thorough perspective, does not detract from the value of the work.

The book is both an intellectual and practical reference for readers deeply interested in human psychology. Greene's work aids individuals in gaining a conscious understanding of themselves and others, deciphering power dynamics, and making more informed decisions in their lives. The book offers more than just a reading experience; it serves as a roadmap for personal and societal growth.



MOVIE RECOMMENDATIONS

For business administration students, understanding real-world business challenges and strategies is essential. Movies can serve as powerful educational tools, offering engaging narratives that illuminate key principles of entrepreneurship, leadership, and ethics. Five standout films—*Joy* (2015), *The Big Short* (2015), *The Social Network* (2010), *Temple Grandin* (2010), and *The Founder* (2016)—capture critical lessons that bridge the gap between theory and practice. These movies provide insights into navigating innovation, managing risk, fostering creativity, and confronting ethical dilemmas. Watching these movies can inspire students to think critically, apply their knowledge to real-life scenarios, and prepare for the complexities of the business world.

1. Joy: This inspiring biographical film chronicles the entrepreneurial journey of Joy Mangano, an inventor who overcame significant personal and professional obstacles to achieve success. It demonstrates the importance of resilience, innovation, and effective problem-solving in bringing a product to market, making it a must-watch for aspiring entrepreneurs.



2. The Big Short: A critical exploration of the 2008 financial crisis, this film exposes the consequences of unchecked greed, poor risk management, and systemic failures in the financial sector. It serves as a compelling case study for students, offering lessons in risk analysis, ethical decision-making, and understanding the complexities of global financial markets.



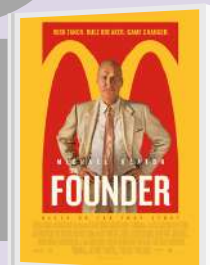
3. The Social Network: This film explores the rise of Facebook, highlighting the power of vision and innovation in building a revolutionary product. It also examines the challenges of scaling a startup, managing partnerships, and navigating legal and ethical dilemmas—essential topics for business administration students.



4. Temple Grandin: Though unconventional for a business curriculum, this film portrays the life of Temple Grandin, whose groundbreaking work in livestock management exemplifies the impact of innovation and perseverance. It underscores the value of diverse perspectives and creative problem-solving in achieving organizational success.



5. The Founder: This biographical drama delves into the expansion of McDonald's, illustrating the strategic importance of franchising and brand-building. It also presents ethical considerations surrounding business growth and partnership dynamics, offering critical lessons for future business leaders.



These five films transcend their entertainment value by serving as dynamic case studies for business administration students. Watching these films is not only an engaging learning experience, but also a valuable investment in personal and professional development.

Doris Lessing's *The Golden Notebook*

Doris Lessing's *The Golden Notebook*, which was published in 1962, is considered by many as one of the prominent works of the twentieth-century literature. The novel tells the story of Anna Wulf, a divorced single mother and novelist, struggling with writer's block in 1950s London. Being the narrator of the story, she records all her experiences in four notebooks that are coloured differently. The black notebook is concerned with her writing life as a novelist as well as her experiences in Southern Rhodesia, before and during World War II; the red with her political views and experiences in politics as a member of the Communist Party; the yellow is an ongoing novel that is being written based on the painful ending of her own love affair; and the blue functions like a journal in which she records her memories, dreams, and everyday life. But there is another book, the fifth, which is called the golden notebook, that brings everything together and holds the key to Anna's well-being.

Throughout the whole text, each book is returned to four times and interrupted by the episodes from the section titled "Free Women." The novel offers a non-linear flow with an episodic structure, perhaps symbolising Anna's fragmented subjectivity, as well as the twentieth-century fragmentation of the world, being shattered with two world wars. The reading of the book and keeping track of the different stories which deal with the different parts of Anna's life at times might be challenging for the reader, but the experience is a rewarding one with the finalisation of the golden notebook, which gives the novel its title.



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A TV SERIES

MIDNIGHT AT THE PERA PALACE

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Midnight at the Pera Palace, starring Hazal Kaya and Selahattin Paşalı, is one of Netflix Turkey's captivating productions, blending history, fantasy, and drama. Inspired by Charles King's book of the same name, the series revolves around a time travel story, immersing the audience in both historical events and personal journeys. The two seasons of the show stand out with their distinct themes and narratives.

In the first season, journalist Esra (Hazal Kaya) discovers a portal to 1920s Istanbul. Her mission is to prevent an assassination attempt on Mustafa Kemal Atatürk. Along the way, she meets a mysterious man named Halit (Selahattin Paşalı). The series weaves a gripping tale, combining the complex political landscape of occupied Istanbul, spies, and historical figures.

The second season focuses on Esra's efforts to uncover secrets about her family's past. The story takes Esra to the 1990s, where she learns critical truths about her family. This season approaches the concept of time travel from a more personal perspective. Additionally, the series references the World War II era in its conclusion, hinting at possibilities for future seasons.

The series masterfully recreates the atmosphere of occupied Istanbul, blending historical figures with its narrative. While the first season delivers a story enriched with historical events, the second season shifts to a more emotional narrative, concentrating on the characters' personal histories.



MOVIE REVIEW OF THE MONTH

THE SUBSTANCE: INTERNALISED VIOLENCE OF THE SELF

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Warning: The article may contain spoilers about the film.

The Substance film, translated into Turkish as Cevher, has been one of the most talked about productions of 2024. One of the most important reasons for this great interest in the film is undoubtedly the issues it touches on; the beauty standards imposed on the female body and the struggle of a woman stuck between these standards to exist. In fact, the film does not deal with a new subject in this sense. However, it certainly deals with it in a very striking way...

In its simplest form, The Substance is about a woman, who has been the star of her own programme on television since she was young, being forced to retire due to her old age and being replaced by a younger woman. From this moment on, the character of Elisabeth, played by Demi Moore, is at war with herself, which constitutes the main story of the film. Elisabeth, who realises the discourses about her aging, looks at herself with the masculine gaze of her boss, judges herself and wants to change as if she wants to take back the years. In addition to the film's criticism of sexism through its main character and especially its male side characters, it is possible to say that the main focus of the film is Elisabeth's relationship with herself. The character of Elisabeth confronts the audience, who desires a strong woman who can survive in a film full of excesses from side characters to costumes, colours and shots, with the brutal reality. Elisabeth's weakness comes precisely from the 'violence internalised by her self', as Demi Moore, who gives life to this character, says about the film. It does not seem possible for a woman who has spent years in one of the industries, where the female body is most standardised, to love and accept herself as she is. Elisabeth's cruelty to herself grew hand in hand with her judgemental side for years and reached its final violence when she realised that nothing she did was enough. The fact that a natural process such as aging constitutes a 'problem' has caused the bond she has established with her own body to be further damaged. In a sense, 'the gaze of others' prevailed, and this single and problematic reality that Elisabeth knew concretely took over her body and maximised her alienation from her own body.

The Substance is a drama-horror film in genre... It has a type of violence directed against oneself, but at the root of which lies a long-standing and internalised psychological violence. The film's colourful world reminiscent of the 80s and its futuristic atmosphere actually show the timelessness of the story. Beauty standards that change from time to time are almost as old as history. How many women like Elizabeth hated themselves, how many women continue to judge themselves even today, when the #bodypositivity movement is frequently expressed? In short, although The Substance may seem like a film about making choices, this would be to oversimplify the subject. Because when it comes to being able to love yourself as you are, it seems that women's struggle will continue for a long time.

ACADEMIC PLAYLIST

2025



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A Selection for the New Year

With the arrival of December, we are bidding farewell to 2024. We know that the designs made around the new year are filled with beginnings and sensitivities, woven with emotions that elevate the possibility of becoming. However, this condition makes human finitude exist in the form of artificial reality, distanced from the human being. Rather than preparing a new year selection that would validate the constructed meaning systems and the various, pompous adaptations we make about reality, we believe it is necessary to look at the world itself and human finitude as a state of profound otherness.

We are aware that our attitude might be seen as negative or even misplaced, but we believe it is important to reconsider the assumptions humans hold, especially with the arrival of the new year. In this context, the selection we have prepared aims to point to man's own uncanniness and uncertainty, in contrast to the conventional ideas commonly associated with the new year. As Ergin Günçe said, "Man is a distracted animal; his whereabouts are never certain."



Koş Git Bir De Sen Bak
Mehmet Güreli



Mahsus Mahal
Ruhi Su



Dağlar
Erkan Oğur, İsmail Hakkı Demircioğlu



As I Sat Sadly by Her Side
Nick Cave & The Bad Seeds



Ağrı Dağından Uçtum
Siyasiyabend



Söyle
E Deniz Sungur



Where Do We Go Now But Nowhere?
E Nick Cave & The Bad Seeds



Ciqara Qabel Ma Nqoom (سجارة قبل ما نقوم)
El Morabba3



Ramo Verde
Radio Tarifa



Valley of Deception
Madrugada

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THE USE OF CHATGPT IN EDUCATION AND RESEARCH

WILL WE NO LONGER THINK?

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The desire to create an artificial version of humanity has evolved into artificial intelligence research today. While the goal of achieving general artificial intelligence has not yet been realized, narrow AI applications have made significant progress in demonstrating human-like abilities. One of the most prominent applications recently is ChatGPT. This advanced natural language processing system can generate original texts in response to user prompts. ChatGPT's main aim is to simulate human-like conversations and produce more human-like content, setting it apart from traditional AI applications. While some view this as a step towards general AI, others see it merely as a tool that repeats previously given data. Even though the texts generated by ChatGPT seem original, they are based on data previously collected from humans, raising ethical concerns.

In education and research, the use of ChatGPT has sparked ethical debates. One of the primary concerns is students using ChatGPT to complete assignments and theses, which may lead to a reduction in creative thinking, promote laziness, and diminish originality in academic work. This risks hindering intellectual development. However, if used correctly, ChatGPT can contribute positively to education and research. By saving time, it can allow students to focus more on creative thinking and learning. If this time is not spent on mental development, students may become more passive learners, leading to a stagnation in intellectual growth.

ChatGPT has the potential to increase creativity and enhance mental skills. For instance, when students clearly express the kind of content they want from ChatGPT, it can help improve their ability to define concepts and establish relationships between them—an important skill in education. Furthermore, dialogues with ChatGPT can spark brainstorming, leading to new ideas that may not have been considered before. These interactions can improve students' thinking skills, encouraging them to be more creative and critical thinkers.

However, the issue of “hallucinations”—where ChatGPT may generate false information—is a significant problem. Therefore, ChatGPT's outputs should not be trusted unconditionally, and verification is essential. Sometimes, ChatGPT produces misleading or incorrect content, which could undermine the reliability of academic work. Consequently, any content generated by ChatGPT must be verified, and if its accuracy is in question, it should be reassessed. Some academic journals require authors to disclose the use of AI in their work, highlighting the ethical responsibility involved. Both students and academics should be transparent about how they use ChatGPT and disclose this information openly.

In conclusion, technologies like ChatGPT can be valuable tools in education and research if used appropriately, but they must be employed within ethical boundaries and with care. When integrated responsibly, ChatGPT can be an effective tool in enhancing learning and research, helping humanity harness its potential without weakening our thinking abilities.





Chatgpt 4o

Omni... as a prefix, means "everywhere and everything." On May 13, 2024, OpenAI introduced GPT-4 Omni (GPT-4o) as the company's new flagship multimodal language model during its Spring Updates event. This new version, much like the animated character Omni-Man, stands out for its ability to operate in many fields and respond to various needs, inspiring excitement and curiosity, along with some questions, among people. While Omni-Man is known for his power and abilities, GPT-4 Omni captivates users not with physical strength but with its vast knowledge and productivity.

So, what exactly are language models, and what makes GPT-4 Omni different? We can start by defining artificial intelligence (AI) and its classification, and then introduce language models.

Artificial intelligence (AI) refers to technology that enables computers and machines to mimic human learning, understanding, problem-solving, decision-making, creativity, and autonomy. AI is typically organized within a hierarchy: AI, machine learning, and deep learning. AI itself is divided into three main types: Narrow Artificial Intelligence (ANI), which is specialized for a specific task or field; General Artificial Intelligence (AGI), which can learn and adapt in multiple areas, displaying human-like general intelligence; and Superintelligence (AS), which would exceed human intelligence with advanced problem-solving abilities.

Models like ChatGPT fall under Narrow Artificial Intelligence and are part of the family of large language models (LLMs), a category within natural language processing (NLP). NLP is the technology that enables computers to understand human language, while LLMs, as an application of NLP, use vast datasets to learn language patterns and respond meaningfully to inputs. Language models like GPT (Generative Pretrained Transformer) generate text by making predictions based on a given input text. GPT-4 Omni stands out as it engages not only with text but also with audio and visual inputs, creating a more dynamic and multimodal interaction. It can respond to text, images, and audio in real-time, processing information to provide the impression of speaking with a real person. For example, it can use your phone's camera to offer outfit suggestions or comment on whether you seem thoughtful or upset. Furthermore, GPT-4 Omni simulates a human-like conversational style, with pauses or stutters, and even listens when interrupted, all while creating a positive interaction that builds a sense of connection.

As people grow more isolated, this type of AI could become as close as a family member, resembling the interactions portrayed in the film *Her*. Imagine having a friend who seems to understand everything and can explain it in a way you understand, a friend who never tires or takes offense. This could revolutionize many sectors, making Omni a teacher in schools, a doctor in hospitals, or an artist in creative spaces. While its incredible capabilities are thrilling, they also raise concerns. Ultimately, what the future holds is in the hands of human beings themselves.

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WORLD AGENDA IN THE FUNCTIONING OF EQUILIBRIUM BRAKE MECHANISMS

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In a democratic political system, systems of government are defined in terms of the separation of powers. The separation of powers, even in different intensities, is an indispensable element in terms of limiting political power, protecting human rights and making the power controllable. The essence of the separation of powers in all systems of government, whether presidential, parliamentary or semi-presidential, is the active functioning of checks and balances in order to prevent arbitrary governments (Sartori, 1996: 332).

The mechanisms of checks and balances, which are the mutual dependence of the legislative and executive organs on each other, fulfill the task of exercising political power in a balanced and controlled manner within the limits set by the constitution (Göze, p. 210). Checks and balances mechanisms come to life in the presidential system (Madison, 1788) through the power of impeachment and the legislature taking office through an election separate from the election of the executive branch, the president not having the power of dissolution, and the same person not being in both the legislative and executive branches; in the parliamentary system through the executive branch needing the vote of confidence of the legislature, supervising the executive branch through questions, censure, general debate, parliamentary research, parliamentary investigation; and in the semi-presidential system through the president being responsible to the executive branch itself. Apart from these, for all systems of government, the judiciary, media, public opinion, social movements and governments in the region act as a balance brake (Turhan, 1989, p. 35).

When the world political agenda is analysed from this perspective, important events in France, Georgia and Syria have attracted attention. In France, Prime Minister Barnier, who was appointed in September, has started to take steps in line with his goals of reducing France's budget deficit and streamlining the finances, and has designed tax increases and expenditure cuts that will save a total of 60 billion Euros as the 2025 budget proposal. The legislature has the power to accept, reject or modify the budget prepared by the executive branch. In the face of the steps to be called austerity policy, it caused the reaction of the right and left parties in the legislature, and in the vote of confidence, 331 of 577 parliamentarians voted in favour of the government's downfall. Therefore, the government failed to receive the legislature's vote of confidence (Bbc news, 2024).

In Georgia, the suspension of the negotiation process with the European Union until 2028 was the result of a combination of factors such as Georgia's domestic political structure and government policies, as well as the EU's enlargement policy, Georgia's geographical and strategic position, and relations with Russia. Public opinion reacted to this decision as a check and balance mechanism and led to mass protests. As of today, more than 300 protesters have been detained and more than 100 people have been treated for injuries. The process has been characterised by the decision taken by the executive branch (Euronews, 2024).

In Syria, the civil war that had been going on for 14 years ended with the fall of Bashar al-Assad's government. After Hafez al-Assad came to power in 1970, the country remained under a single party rule for a long time. The establishment of a centralised structure, authoritarian rule and personal leadership dominated the country during this period, and the strong role of the Baath Party in Syria prevented the formation of a polycentric power structure in the country, and thus the mechanisms of checks and balances were largely absent. This situation has led to serious problems with democracy. The suppression of political pluralism and opposition, and the hegemony over the press and media led to the process defined as the Arab Spring in the literature on social movements. The process turned into a civil war after 2011. The authoritarian regime led by the Assad family abolished the principle of separation of powers and established control over the legislature, the executive, the judiciary, the media and public opinion, and did not recognise any space for the demands of opposition groups. The Syrian case is a clear demonstration of how authoritarian governments and the lack of checks and balances hinder democracy.

Music Heals Not Only The Soul But The Body As Well



HEALTH-
PSYCHOLOGY



Asst. Prof. Tugba Akman Kaplan

The Department of English Language and Literature

In the article that we have started last month, we mentioned that for nearly a thousand years, the modes (makams) of Turkish music have had physical, psychological, and emotional effects on people, and that the existing research supports this claim. Although we tried to summarize the effects of the makams, due to the rich diversity of Turkish music, we had to continue the article this month, as well. The following is a continued list of the mentioned makams and their brief effects, as presented in the works and teachings of Assist. Prof. Rahmi Oruç Güvenç in his MusicTherapy series:

The **Nihavend** mode affects blood circulation, the abdominal region, hips, thighs, and legs. It is beneficial for ailments like muscle tension, lower back pain, and blood pressure disorders. It provides a sense of strength and peace, and there is significant information regarding its effectiveness on mental illnesses (see Buselik mode).

The **Uşşak** mode is beneficial for heart ailments, foot disorders, and gout pain. It enhances feelings of laughter, joy, strength, and heroism. Uşşak is also effective for warm and dry winds affecting children's organs and foot pains seen in older males. Uşşak is beneficial for sleep and rest, providing a sense of relaxation.

The **Saba** mode provides feelings of bravery, courage, strength, and comfort. Its effects are particularly pronounced during the early morning hours.

The **Isfahan** mode is effective for the nape, neck, shoulders, and left elbow. This mode fosters feelings of security, adaptability, mobility, clarity of mind, rejuvenation of the heart, regularity, enhancement of intelligence, and refreshing memories.

The **Neva** mode influences the right side of the chest, kidneys, spinal cord, hips, and thighs. It alleviates sadness and brings pleasure, known as a heartwarming mode. It's said to dispel negative thoughts, provide courage and valor, and create joy in the heart. Neva also enhances feelings of strength and heroism and is beneficial in treating mental illnesses. It is noted for its effectiveness in treating women's issues in prepubescent girls.

The **Irak** mode is beneficial for meningitis, brain disorders, and mental illnesses. It influences the shoulders, arms, left arm, and hands, and its effects are noted on the upper part of the head. It provides pleasure and is effective in thinking and comprehension. It has a calming effect on fear and helps prevent aggression and treat neurotic patients.

The **Büzürk** mode cleanses the mind, dispels doubts and fears, and guides thoughts. It is beneficial for severe illnesses arising from muscle stiffness and brain damage. It provides strength and affects the neck, throat, chest, lungs, heart, and hips.

The **Zengüle** mode affects the hip joints and inner thighs. The mode is beneficial for heart diseases, meningitis, and brain disorders. It reduces stomach and liver heat, aiding in the treatment of brain and mental illnesses. It suggests dreams and secrets, induces sleep, and creates a fairytale feeling.

The **Zirefkend** mode is effective during sleep time. It is beneficial for back pain, joint pain, and muscle stiffness. Its effects extend to conditions related to the brain, facial paralysis, and the heart, lungs, chest, hips, and right shoulder. This mode enhances the joy of gatherings and evokes deep feelings.

FEAR OF HAPPINESS (CHEROPHOBIA)

Res. Asst. Irem UYAR
The Department of Psychology

“Happiness is a feeling that everyone seeks, yet sometimes, paradoxically, we avoid it.”

Throughout history, many philosophers and scientists have stated that the most natural desire of humans is happiness and that they try to create as much happiness as possible throughout their lives. Today, especially in studies conducted in the field of mental health, positive emotions (happiness, joy, love, hope) are tried to be increased and negative emotions (fear, sadness, anxiety, anger) are tried to be decreased. However, human nature is not built on absolute positivity, but rather operates within a complex interaction of the two poles, positive and negative.

An individual's psychological health is closely related not only to experiencing positive emotions, but also to developing the ability to cope with negative emotions. Recent studies have found that individuals avoid not only negative emotions, but also positive emotions. “Fear of Happiness” is an example of this; people worry about the negativities that may follow happiness, and this prevents them from fully experiencing happiness. This fear may occur due to negative experiences experienced during childhood, basic beliefs and thoughts formed within the person as a result of these experiences, difficulties in meeting emotional needs and punishments. The way happiness is understood and experienced is affected by social dynamics such as culture as well as individual factors; for example, in the Western culture, happiness is something that is achieved and maintained through personal effort, while openly experiencing happiness may be a way of showing individual success, whereas in Eastern culture, since the welfare of the group comes before the welfare of the individual, happiness may be hidden. In Türkiye, there is a belief that “sharing an event that makes a person happy with others” may lead to the evil eye; this shows that social and religious beliefs can lead to fear of happiness. The proverb “Every silver lining has a cloud”, which is frequently used in our culture, feeds the fear of happiness by indicating that happiness is temporary and can be replaced by sadness at any time. People may hide their happiness because they believe that unhappiness follows happiness.

In short, the fear of happiness is not a pathological condition but a complex condition that emerges as a result of multidimensional interactions such as the social environment and personal experiences; and therefore, it should be evaluated in a cultural and social context. Although we say that this fear should not be considered a “disease”, it can become a situation that negatively affects an individuals' quality of life. In this case, methods such as getting psychological support, establishing strong bonds with a supportive social network (family, friends), and nourishing the soul with natural practices such as meditation and yoga can be tried.



THE EFFECTS OF MATERNAL CONTACT ON INFANTS/CHILDREN

Ebru Uğurlu-Dilara İşler

Students from the Department of Psychology

Maternal contact, one of the most important factors in the bond between mother and child, has been proven through numerous studies. *"It is such a crucial need that babies deprived of touch often die"* (Cori, 2018, p. 108). This can be explained by the following study: In an orphanage, babies at the end of the row of cribs, although all babies were fed, became weaker and died much more quickly compared to those at the beginning of the row. *This syndrome was dramatically reduced when researchers realized that the babies at the end of the row were not being held and were not given as much attention as the others, leading to interventions to improve the situation* (Cori, 2018, p. 108).

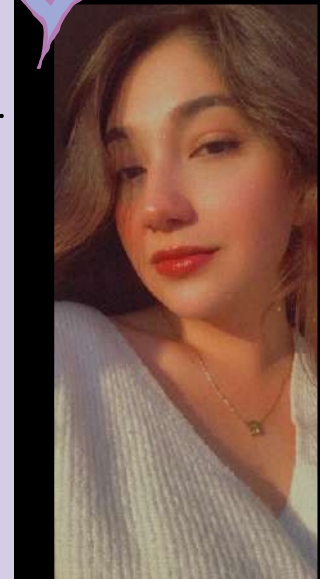
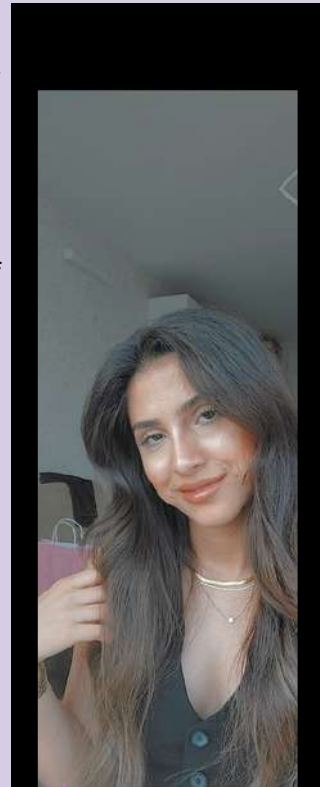
For every baby, the first contact object before birth is the mother. Contact begins in the womb and influences relationships throughout life. The positive effects of maternal contact on the infant are significant both for physical and emotional development. Some of the key factors involved include the development of a sense of security, brain development, attachment and social development, and the reduction of pain and discomfort. Touch plays a crucial role in helping the baby recognize its own body and creating a sense of safety. Maternal contact triggers the release of several important hormones, which have positive effects on both the mother's and the baby's health and development. Some of these key hormones are:

1. **Oxytocin** (The Bonding Hormone)
2. **Prolactin** (The Milk Hormone)
3. **Endorphins** (The Happiness Hormone)
4. **Adrenaline** (The Stress Hormone)
5. **Serotonin** (The Happiness and Emotional Balance Hormone)
6. **Cortisol** (The Stress Hormone)

Not every touch is positive. Negative touches are often harsh, punishing, abusive, and damaging. Children who lack enough positive, nurturing contact may feel guilty and believe he/she is unworthy of love. Additionally, children who are deprived of maternal contact may develop emotional/psychological difficulties and pathologies. *The absence of touch, or abusive touch, encourages **dissociation** (a separation between body and mind)* (Cori, 2018, p. 109).

These emotional/psychological difficulties and pathologies can negatively impact the individual's relationships in adulthood. Common challenges include attachment issues, social relationship problems, and psychosomatic disorders. While maternal contact has both short- and long-term positive effects on the infant, its absence or negativity can result in developmental problems and damage relationships during adulthood.

Every Healthy Relationship Starts with the Mother's Positive Touch



FOOD UPCYCLING

Res. Asst. Melih YILDIZ

Department of Business Administration

SOCIAL
AGENDA

Food waste is a major problem on a global scale, with around one-third of all food produced lost or discarded. This wasted food accounts for about 8-10% of global greenhouse gas emissions, contributing to climate change and resource depletion. For this reason, the measures to be taken against food waste have become very important today. Food upcycling is one of the practices to address food waste and its negative impacts.

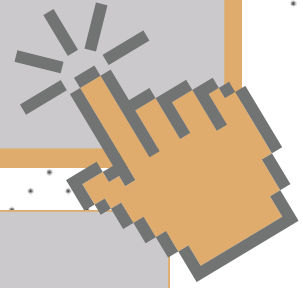
Food upcycling is an approach that involves the conversion of food by-products, surplus ingredients or unwanted foodstuffs into new and high quality products for human consumption. Through food upcycling, fruit peels, spent grains or misshapen vegetables are creatively transformed into nutritious, functional and attractive products. This practice represents a shift from the traditional linear food system, where resources are produced, consumed and discarded, to a circular model where food waste is minimized and its value is maximized. In addition to the environmental benefits, upcycling of food offers significant opportunities for businesses in the food and beverage sector. By upcycling by-products into value-added products, companies can access new sources of revenue and reduce disposal costs. For example, breweries turn spent grain into protein bars, bakery products or flour. Similarly, fruit and vegetable processors turn misshapen produce or peels into juices, snacks and powders. This creative use of resources not only generates economic returns but also positions companies as leaders in sustainability and innovation. For SMEs, food upcycling offers the opportunity to innovate and enter niche markets. Upcycled products often appeal to health-conscious and environmentally conscious consumers, creating a competitive advantage in a market with increasing demands for sustainability. Collaborations between startups, food manufacturers and agricultural producers can further increase the scalability of upcycled solutions and drive change across the sector.



Time to Socialize

Res. Asst. Zehra Makar

The Department of Business Administration (English)



Club: The Business Administration Club

The Business Administration Club, which organizes sector-based events and aims to combine academic subjects with business life, is open to all students who want to gain professional information about sectoral life. You can follow the club on its social media account:

Instagram: iguisletme



Agenda at IGU

How is it already 2025?

Just the other day, we were saying, "How did 2024 come so quickly?" and now, here we are talking about 2025. Like every year, we probably have all kinds of goals, promises we have made to ourselves, and places we want to visit or explore for the new year. Let's kick off the year by wishing for good health, success, love, determination, motivation, and beautiful adventures for everyone! I will start this chain, and leave the rest to you. So, what do you wish for the new year? ☺

Instagram: iguiisbf

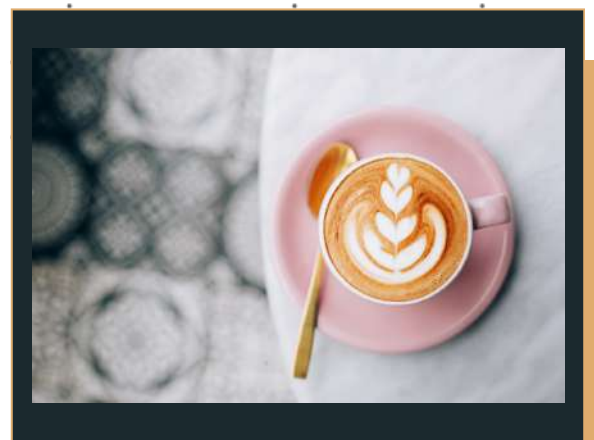
Twitter: iguiisbf

Let's Socialize

Bollvino Creme & Coffee

Imagine a dessert shop where everything is handmade. If you can't resist Belgian chocolate and pastry cream, I have news for you: once you try this place, you won't be able to get enough of it. 😊 With its cozy decor and comfortable workspace, it is perfect for working or hanging out with friends. Our recommendations include Strawberry Bollvino, San Sebastian Cheesecake, and Pistachio Profiteroles. The café is a 5-minute walk from Maltepe Marmaray station. Don't forget to share your thoughts with us when you visit! 😊

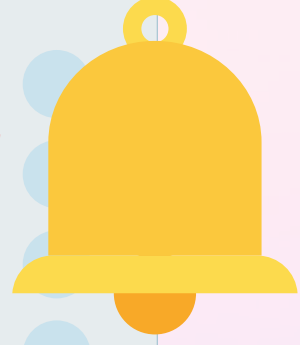
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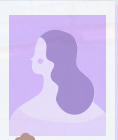
We have compiled some of the prominent events in Istanbul in January for you.

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

JANUARY in Istanbul



Type of Event	Name of Event	Location	Date
Stand Up	Yalnızım Mesut Bey	İkincikat Kadıköy	4 January, Saturday
Theatre	Aşık Shakespeare	Zorlu PSM	5 January, Sunday
Concert	Mercan Erzincan	Kadıköy Eğitim Sahnesi	7 January, Tuesday
Theatre	Aşk Listesi	Sahne Dragos	12 January, Sunday
Concert	Haluk Levent	JJ Kıyı İstanbul	21 January, Tuesday
Stand Up	Özgür Turhan	JJ Kıyı İstanbul	29 January, Wednesday



Ahmet Emre GÜLBANAR

A 3rd Year Student from The Department of Business Administration

Hello, my friends;

I am Ahmet Emre Gülbahar, a 3rd-year student in the Business Administration Department (English). I would like to tell you very briefly about my university life and my department. I am currently in my 4th year at my university and my 3rd year in my department. I began my journey at Istanbul Gelisim University in 2021, spending my first year in the preparatory program. Unfortunately, during my preparatory year, the effects of the pandemic were still ongoing in our country. As a result, part of my preparatory education was conducted face-to-face while the other part was online. During my preparatory year, I improved my English skills, which was my basic foundation, and made new friends.

The year 2022 was when I truly felt like a university student. Pandemic restrictions had been lifted, and alongside starting my departmental courses, I developed a clearer perspective on how I wanted to shape my future. The friendships I formed with my peers in the department helped me become more social, and the volunteer summer internships I have undertaken for two years now provided me with valuable experience in the business world.

Let me also share some information about my department. First, I'd like to explain why I chose the English Business Administration Department. Honestly, I am one of those people who can't fit themselves into a single, defined career profile. Back in high school, I used to ask myself where I wanted to be in 7-8 years. My answer was always like this: "In a career that allows me to earn a salary sufficient to live comfortably in any metropolitan city around the world, where I can steadily climb the ladder and eventually reach a managerial position."

For this reason, I chose the Business Administration department, which offers the opportunity to work in many different sectors. A graduate of this department can work in fields like economics, finance, marketing, trade, accounting, and sales, depending on their skills and interests. This diversity has a significant positive impact on job opportunities.

The answer to the question "Why Business in English?" is that English is a language that is used compulsorily all over the world, especially in the foreign trade, import, and export sectors, and I believe that studying in English opens the door to possible overseas job opportunities. I strongly recommend my friends who are interested in living and working abroad to consider studying an English-taught program, particularly Business Administration (English).

As I conclude my writing, I would like to express my heartfelt gratitude to our esteemed Head of Department, Assoc. Prof. Çağla Tuğberk Arıker, and Research Assistant Melih Yıldız for their efforts and support. I also extend my respect to all my professors and friends who have supported me throughout my educational journey.



IGU GRADUATE

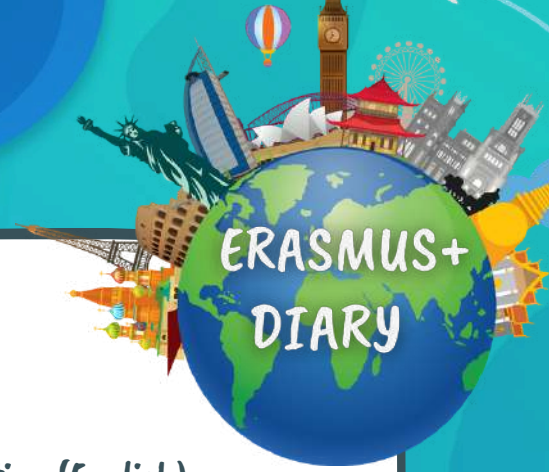
Gözde MUGANLI

A Graduate Student from the Department of Business Administration

Business Administration education is one of the cornerstones of success in today's job market. The education I received at Istanbul Gelisim University significantly enhanced both my theoretical knowledge and practical skills. Particularly, the fact that our courses were taught entirely in English greatly improved my language skills. As a result, I gained the ability to communicate effectively in international work environments. IGU plays a vital role in preparing its students for the business world through its comprehensive curriculum. The courses we took not only provided academic knowledge but also offered real-world experience through practical projects and internship opportunities.

Currently, as a reporting and business development specialist at my company, I am able to effectively utilize the data analysis and strategic planning skills I learned during my education. This training has enabled me to understand and optimize business processes. The networking opportunities provided by the university have also been a significant factor in my career. During my time as the president of the Business Administration Club, I had the chance to connect with many professionals. These relationships guided me during the early steps of my career and helped me gain diverse perspectives. Additionally, mentorship programs and seminars kept me updated on current developments in the industry.

In conclusion, my business education at IGU has laid a strong foundation for my career, making me competitive in the job market. Since graduating, I have continued to develop myself in my role as a reporting and business development specialist, thanks to this education. Taking advantage of the opportunities provided by Istanbul Gelisim University has been a privilege for me, and I hope future students will also benefit from these resources.



Mina AL-DULAIMI

A Student from The Department of Business Administration (English)

As an Iraqi Business Administration student living in Istanbul, I wanted to push my boundaries and experience life beyond my comfort zone. That is why I applied for the Erasmus Exchange Program. I studied at the Westfälische Hochschule in Germany during the spring semester of 2023-2024. I was eager to discover new cultures, meet people from all over the world, and experience studying in the EU.

Initially, I thought language barriers would be my biggest challenge, but I was relieved to find that most people in Germany spoke English. The real challenge was adapting to a new academic system that emphasized technical education and teamwork. Working in diverse groups was difficult at first, but it ultimately became one of the most rewarding aspects of the exchange. I collaborated with students from Brazil, Cameroon, Romania, France, and Indonesia. I even discovered that Germans knock on the table instead of clapping after presentations—something I found unique and fun.

Traveling to Paris, Brussels, and Stockholm was delightful, and each trip left me with lovely and unforgettable memories. Exploring new cities and cultures enriched my experience and deepened my appreciation for diversity. I formed lasting friendships and enjoyed the freedom of exploring Europe, with weekend trips being a highlight of the journey.

My family was very supportive throughout this adventure, which made it even more enjoyable. Representing IGU—my university—and my country was a significant responsibility, and I was careful to present them in the best light possible.

I am especially grateful to Türkiye and IGU for providing me with this opportunity. This exchange helped me grow academically and personally, enhancing my teamwork, communication, and adaptability skills. I'm particularly thankful to Miss Cansu Türker and Miss Ece Nur Yüksel for their support and assistance throughout my journey.

Don't be afraid to challenge yourself. Whether it's through studying abroad, meeting new people, or diving into unfamiliar subjects, every new experience adds to your personal and academic growth. Go for it and apply for Erasmus—you won't regret it!





The Secret of Pastirma: A Pinch of Salt, A Handful of Patience

Res. Asst. Tarık Yılmaz

The Department of Business Administration

The process of making pastirma, one of the most extraordinary forms of meat, has a deep historical and cultural background. It is notable not only for its flavor but also for its historical significance.

The History of Pastirma

The origins of pastirma trace back from Central Asia to Anatolia. The Turks, as nomadic communities engaged in livestock farming, developed various methods to preserve their meat for long periods and enrich its nutritional value. Pastirma was created to meet this need. The method of salting and drying the meat, followed by seasoning it with spices, gained significant popularity during the Ottoman Empire. One of the most favored meat products in the Ottoman palace cuisine, pastirma eventually became widespread among the general public and has now become one of the symbols of Turkish cuisine.

The Stages of Making Pastirma

Pastirma is typically made from beef. The first step is carefully selecting the meat and separating it from the bones. The meat is then salted and left to rest for about a week. This process allows the meat to release its juices and become more flavorful. After salting, the meat is rubbed with spices, most notably "pastirma spice mix," which includes cumin, garlic, red pepper flakes, and black pepper. The spiced meat is then dried in the sun for a period. This drying process not only extends the shelf life of pastirma but also imparts its unique, aromatic, and intense flavor.

Nutritional Value and Benefits of Pastirma

Pastirma is rich in protein and minerals. Its high protein content supports muscle development. It is also abundant in vitamin B, iron, and zinc. However, due to its salt content, it is recommended to be consumed in moderation.

Pastirma in Turkish Cuisine

Pastirma can be consumed in various ways in Turkish cuisine. The most common way is as a breakfast item or in sandwiches. It is also used as a main ingredient in traditional dishes such as börek and menemen. Kayseri is the city most associated with pastirma in Türkiye, and its pastirma is renowned worldwide. Sliced thinly, Kayseri pastirma holds a special place on our tables. Pastirma continues to endure as a heritage that embodies both the traces of the past and the richness of contemporary cuisine.

Note: The word "pastirma" specifically refers to the Turkish version of bacon (pastrami).



ABOUT ACADEMIC LIFE

PUBLICATIONS

- Asst. Prof. Festus Victor Bekun's article titled "Revisiting the Foreign Direct Investment- CO2 Emissions Nexus within the N-EKC Framework: Evidence from South Asian Countries" was published in Sustainable Futures.
- Asst. Prof. Serkan Çakmak's article titled "Regarding a Novel Subclass of Harmonic Multivalent Functions Defined by Higher-Order Differential Inequality" was published in Iranian Journal of Science.
- Asst. Prof. Mehdi Safaei's article titled "Optimizing Multi-Channel Green Supply Chain Dynamics with Renewable Energy Integration and Emissions Reduction" was published in Sustainability (Switzerland).
- Asst. Prof. Mehdi Safaei's article titled "A Comprehensive Evaluation Model for Sustainable Supply Chain Capabilities in the Energy Sector" was published in Sustainability (Switzerland).

ABOUT ACADEMIC LIFE

ASSIGNMENT

- Asst. Prof. Fatih KILIÇ has been appointed as “Assistant Professor” to the Department of Political Science and International Relations (English).

UPGRADE

- Assoc. Prof. Taylan MARAL has been reappointed as “Associate Professor” to the Department of New Media and Communication.
- Assoc. Prof. Çağla TUĞBERK ARIKER has been reappointed as “Associate Professor” to the Department of Business Administration (English).
- Assoc. Prof. Ayşe Meriç YAZICI has been reappointed as “Associate Professor” to the Department of International Trade and Business Administration.
- Prof. Dr. Metin UYAR was reappointed as “Professor” to the Department of Business Administration (English).

LEAVERS

- Asst. Prof. Dilbar GULİYEVA has left the “Assistant Professor” staff of the Department of Tourism Guidance.



IGU
KARYON
Career Guidance
Application and Research Center



IGU
MMK
Mezunlar ve Mensuplar
Kordinasyon Bülteni

Dear IGU Alumni and Students,

A NEW ONLINE RECRUITMENT PLATFORM

that matches the skills of alumni with
qualities requested by employers has opened.
You can reach out and apply for open
positions by subscribing to the platform.

Please scan me for more
information and to application.



metsis.gelisim.edu.tr



IGU Alumni Tracking System

The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. (metsis.gelisim.edu.tr)

Our graduates who are members of the platform can update their profiles and follow job postings.

How to subscribe to the METSİS platform?

1. Enter the platform (metsis.gelisim.edu.tr) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

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