

# ISTANBUL GELISIM UNIVERSITY



## SosyoCom

MONTHLY EVENTS AND NEWS BULLETIN

October 2025 | Number 58

# Contents



## Techno – Agenda

---

- 4 The Impact of Artificial Intelligence on Workforce Transformation
- 5 New Trends in International Banking and Youth

## Economic Agenda

---

- 6 The Power of the Invisible: The Importance of Shadow Price in Economics

## Culture Art and Literature

---

- 7 A New Color Experience “Van Gogh: In the Footsteps of Light”

## Sosyocom Shelf

---

- 8 A Movie: Incendies
- 9 A Book: A Soul in Dichotomy: Steppenwolf
- 10 A Series: A World Where Sight Has Vanished: See
- 11 Book Review of the Month: Circe
- 12 Academic Playlist

## Education – Research

---

- 13 A New Direction in Economics: Neuroeconomics

## Entrepreneurship and Innovation

---

- 14 UNLEASHING THE IMPORTANCE OF CREATIVITY FOR ENSURING COMPETITIVENESS IN INTERNATIONAL BUSINESS

# Contents



## Political Agenda

---

- 16**    **Current Issues in the Cyprus Question**

## Health–Psychology

---

- 17**    **Financial Decisions: The Growing Importance of Neuroscience and Psychology**

## Social Agenda

---

- 18**    **The Voice of Science, Nature, and Hope: In Memory of Jane Goodall**

## Time to Socialize

---

- 19**    **Time to Socialize**
- 20**    **September in Istanbul**
- 21**    **IGU-Student**
- 22**    **IGU-Graduate**
- 23**    **Double Major**
- 24**    **Erasmus + Diaries**
- 25**    **Local Flavours**

## About Academic Life

---

- 26**    **Publications**
- 27**    **Academic Staff Appointments / Academic-Administrative Appointments /**
- 28**    **Academic Staff Departees IGU Alumni Tracking System**

## Masthead

---

- 29**    **Masthead**



## THE IMPACT OF ARTIFICIAL INTELLIGENCE ON WORKFORCE TRANSFORMATION

Asst. Prof. Şükran KAHVECİ

The Department of International Trade and Finance (English)

Since the Industrial Revolution, technological advancements have driven significant changes in the world of work. However, the digital revolution, fueled by artificial intelligence (AI) and automation technologies, is expected to have much deeper effects on social structures and labor markets. In particular, its impact on the workforce is being closely monitored by both employers and employees, with a mixture of curiosity and concern. The effects of technological developments on labor markets are not a new topic of discussion. In his 1930 essay *Economic Possibilities for our Grandchildren*, Keynes argued that if the pace of labor-saving technological progress exceeds the rate at which new jobs are created, technological unemployment may occur. However, Keynes considered technological unemployment to be a temporary phenomenon. In the short term, labor demand may decrease; yet in the long term, productivity gains reduce production costs, lower prices, increase demand, and create employment opportunities in new sectors.

Keynes's theory has resurfaced in the era of AI, automation, and digitalization. Contemporary debates still revolve around the same questions: Does technology destroy employment, or does it create new jobs? How long does the adjustment process take, and what role should governments play during this period?

Numerous studies have highlighted different aspects of AI's impact. According to a 2024 report by the IMF, AI could affect approximately 60% of jobs in advanced economies, enhancing productivity in some areas while displacing certain occupations. Although its impact is more limited in developing and low-income countries, the lack of infrastructure and skilled labor poses a long-term risk of increasing global inequalities. AI may also influence domestic income and wealth disparities. Workers who can effectively leverage AI are likely to achieve higher productivity and wage growth, whereas those lacking these skills may fall behind. The IMF's AI Readiness Index measures countries' capacity to adapt to AI in terms of digital infrastructure, human capital, innovation, and ethical regulations. Among 125 countries, Singapore, the United States, and Denmark scored the highest. Overall, advanced and some emerging economies appear better prepared for AI, while low-income countries lag behind.

Another significant study, PwC's *The Fearless Future: 2025 Global AI Jobs Barometer*, provides notable insights into AI's impact on the labor market. The report finds that AI does not reduce employment; rather, it transforms it. Even in sectors heavily affected by AI, employment growth has been observed, although the growth rate is lower compared to sectors less exposed to AI. Moreover, the report indicates that wage increases occur more rapidly in AI-impacted sectors, with employees possessing AI skills earning on average 56% higher wages. PwC emphasizes that "the real risk is not unemployment, but the lack of necessary new skills" and underscores the importance of reskilling policies.

In conclusion, research demonstrates that the transformation induced by AI in employment, income, and inequality dynamics is inevitable. To ensure that this process translates into societal benefit, both developed and developing countries must prioritize the adoption of innovative technologies, strengthen regulatory frameworks, and implement inclusive reskilling programs.







## New Trends in International Banking and Youth

*Assoc. Prof. Ebru Gül YILMAZ*

*The Department of International Trade and Finance*

International banking has been undergoing a remarkable transformation in recent years, driven by technology. Gone are the days when banking meant standing in long queues, filling out piles of paperwork, and waiting days for a transaction to clear. Today, with just a smartphone, you can send money abroad, invest, or manage your crypto assets in seconds. For the younger generation, this shift makes global banking more exciting than ever.

One of the most notable developments is instant payment systems. Brazil's Pix or Turkey's FAST allow transfers to be completed in seconds. For young people, this isn't just about speed; it's also about security and affordability. Sending money internationally no longer takes days—now it can be done almost instantly.

Another trend reshaping the industry is fintech collaboration. Traditional banks are teaming up with startups to offer innovative solutions that resonate with young customers. Buying and selling cryptocurrencies, investing through mobile apps, and AI-driven spending insights are just a few examples of services designed with the digital generation in mind.

At the same time, sustainable finance is gaining momentum. Young people are increasingly interested in investing not only for profit but also for a positive environmental impact. Banks are responding by introducing green bonds, eco-friendly loans, and funds that support climate-conscious projects.

Of course, digitalization also comes with risks. This is why cybersecurity and AI-based fraud detection systems are becoming critical. International banks now rely on real-time monitoring tools to protect their customers and ensure the safety of global transactions.

In short, international banking is no longer about “boring transactions.” It's about speed, innovation, sustainability, and security. For young people, this means banking is not just about managing money—it's about unlocking access to global opportunities. As the future unfolds, international banking is likely to become one of the primary gateways for the younger generation to participate in and shape the global economy.





## The Power of the Invisible

### *THE IMPORTANCE OF SHADOW PRICE IN ECONOMICS*

Assoc. Prof. Onur ÖZDEMİR

The Department of International Trade and Finance (English)

The field of economics is not limited to major concepts such as production, consumption, growth, unemployment, inflation, and interest rates that dominate daily discourse or periodically gain attention. When explored in more depth, one encounters thought-provoking and often surprising concepts. Among these, the shadow price stands out as a fundamental concept, especially for analyzing the socioeconomic processes of countries with weak economic infrastructures. In short, a shadow price refers to the hypothetical value of a good or a resource used in the production process that, while influential in decision-making, is not directly observable in the market. Typically, it expresses how the objective function - such as utility, cost, or profit - would change if a given constraint were relaxed or tightened.

The main areas of application for this concept include public economics, environmental economics, welfare economics, and linear programming. For instance, in terms of social impact, shadow prices play a prominent role in public project evaluations and cost-benefit analyses. The effects of public projects on the natural environment and local communities are often not reflected in market prices. These effects are incorporated into decision-making processes by estimating their economic value through shadow prices. Furthermore, within environmental economics, shadow pricing is used to estimate external costs - such as the environmental damages caused by industrial activities - that are often invisible or unaccounted for in market transactions. These estimated values guide environmental policies and, more importantly, taxation systems. In the context of constraint value, shadow pricing helps determine the economic worth of scarce resources in decision-making problems like production planning. When a constraint is relaxed, the resulting change in the objective function reflects the economic value of that resource.

A key feature of shadow prices is their ability to reveal the true economic value of a resource. These prices are typically used for goods or resources that are either not traded in the market or mispriced by the market - such as air and clean water. As such, they enable more informed and effective public policy development.

In contrast to market prices, which are determined by supply and demand and are directly observable, shadow prices are not directly visible but are calculated based on a constraint's influence on an economic model. For public goods, externalities, and scarce resources, market prices may not reflect their true value. In such cases, shadow prices help policymakers design more accurate and effective strategies. Therefore, shadow pricing can be seen as an economic tool that seeks to make the invisible visible. It plays a key role in ensuring the efficient and optimal allocation of scarce resources. In modern economic applications, shadow prices are at the core of models aiming to maximize social welfare.







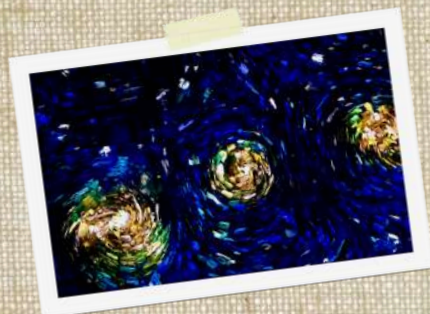
## A NEW COLOR EXPERIENCE "VAN GOGH: IN THE FOOTSTEPS OF LIGHT"



Vincent van Gogh (1853–1890) stands as one of the most striking representatives of the Post-Impressionist movement. Through his use of color and distinctive brush technique, Van Gogh conveyed emotions and nature with a vivid inner energy, playing a crucial role in the development of modern art. His loneliness, depression, and financial difficulties found reflection in his paintings, making his works not only aesthetically but also psychologically compelling. Despite dying at the young age of 37, Van Gogh was an extraordinarily productive artist whose influence continues to inspire millions worldwide today.

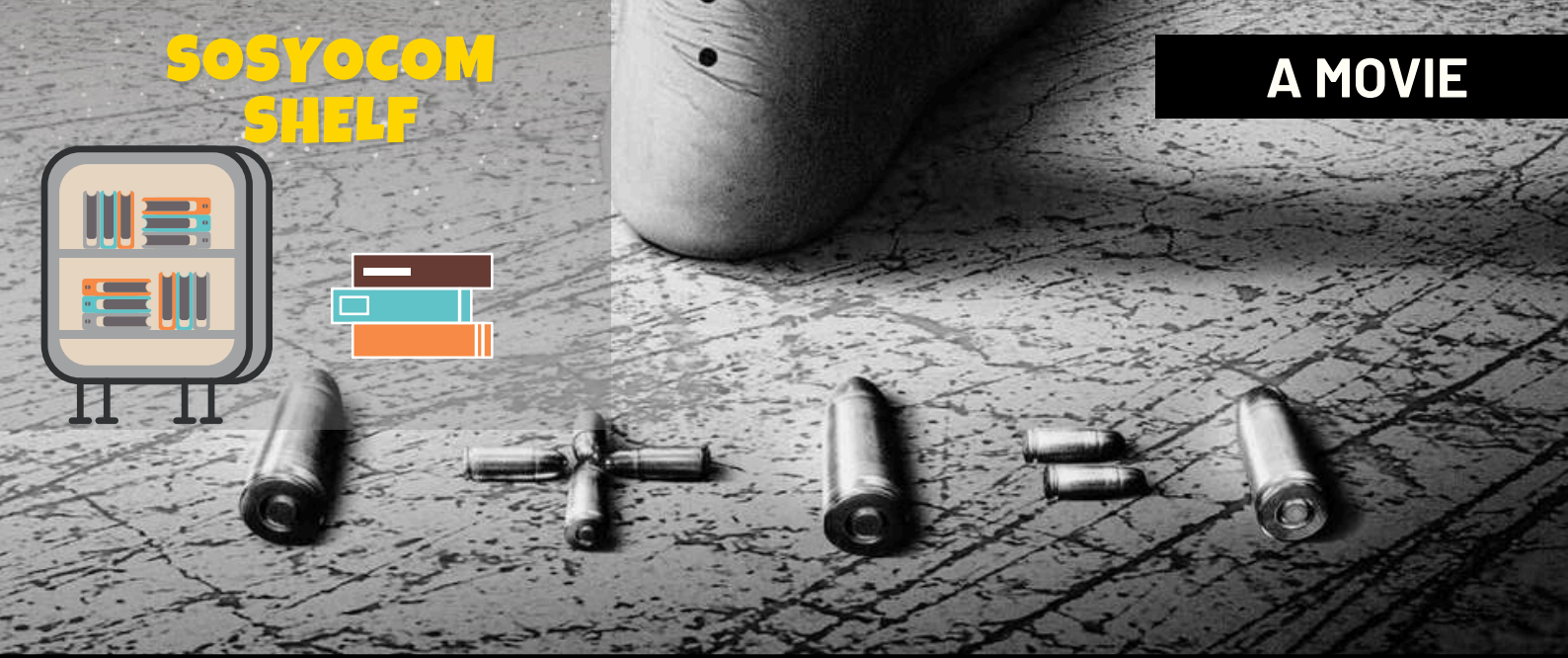
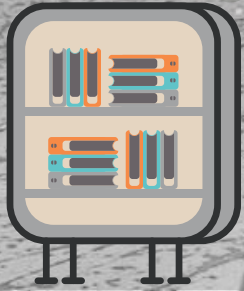
The exhibition "Van Gogh: In the Light of the Sun", hosted at the Digital Experience Center established in Istanbul in 2024, offers a technological reinterpretation of Van Gogh's world. Unlike traditional gallery exhibitions, it employs artificial intelligence, augmented and virtual reality, and interactive projections to allow visitors to experience the artist's universe of light and color in a new sensory way. Comprising four rooms and a digital corridor, the exhibition presents Van Gogh's perception of humanity and nature through a narrative that utilizes technology. Moreover, by incorporating digital reinterpretations from contemporary artists, it fosters an engaging dialogue between the past and the present, providing visitors with a broader artistic perspective.

Visiting the exhibition invites the audience on a journey from Van Gogh's inner world to the broader realm of art. The Digital Experience Center's innovative, technology-infused approach transforms visitors into active participants rather than passive observers. Blending light, color, and space, the exhibition provides a deeply immersive experience for those who wish to explore the artist's works from a closer perspective. Ultimately, it promises a unique and refreshing encounter for all art enthusiasts seeking to take a renewed step into Van Gogh's luminous world.



Res. Asst. Gökhan ÖZBİLGE  
The Department of International Trade and Finance





### Incendies

Res. Asst. Ahmet Can ŞENLİK

*The Department of Aviation Management (English)*

*Incendies* (2010) is Denis Villeneuve's adaptation of Wajdi Mouawad's play, a story about two siblings quietly tracing the roots of a long-buried pain. With their mother's will as a guide, Jeanne and Simon set out not only to find missing people but also to learn why their family stayed silent and what that silence left behind. The film never names a specific country, yet many viewers connect its setting to the Lebanese Civil War. Villeneuve avoids showy violence; he tells the story through clear, restrained moments, so what's on screen feels less like an "event" and more like someone's lived experience.

What makes the film powerful is a simple truth: war wounds everyone, regardless of religion, language, or ethnicity. Silence can last for years, and its weight is passed from one generation to the next. With the ongoing Israel–Palestine conflict in mind, the film's themes; cycles of revenge, the burden civilians carry, the difficulty of facing the truth, resonate even more strongly today. The performances are measured; the visuals and sound design never overshadow the story but give it room to breathe. The revelations near the end are striking, yet the film handles them with care, never turning them into a gimmick.

In short, "*Incendies*" is understated but lasting. If you're interested in how war marks people's lives, how family silence shapes us, and how looking squarely at the truth can change what comes next, I wholeheartedly recommend it. Especially to viewers who appreciate character-driven dramas that move quietly and leave a deep impression.





## A Soul in Dichotomy **Steppenwolf**

Res. Asst. Cengizhan GÜLER

The Department of International Trade and Finance (English)

"Steppenwolf," written by Hermann Hesse in 1927, is a timeless masterpiece that tells the story of modern man's inner division and alienation from society through an unforgettable character. More than just a novel, this book is a spiritual autopsy and the story of an existential quest. While capturing the mood of the crisis period between the two world wars, it continues to profoundly affect today's readers.

The novel is shaped around the diaries of Harry Haller, an approximately fifty-year-old, intellectual, and extremely lonely man. Haller sees himself as both a man and a wild "steppenwolf" in rebellion against civilization. This duality is the source of his fundamental conflict: on one hand, a secret longing for the calm, orderly life of the bourgeois order, and on the other, a passion for the boundless world of art, spirit, and individual freedom. This civil war within him drags him into a deep melancholy and isolation from society.

Haller's closed-off world is shaken by the entry of two charismatic figures into his life. One is the mysterious and beautiful Hermine, who introduces him to jazz music, dance, and worldly pleasures. The other is Pablo, a jazz musician. This duo shows Haller that life is not merely an intellectual activity but must also be lived through the senses.

The novel's unusual finale occurs when, under Pablo's guidance, Haller enters the "Magic Theatre." This is a labyrinth "For Madmen Only" and offers doors representing the countless fragments of Haller's personality. Here, he confronts the idea that the human soul consists not of just two, but of countless selves.

This experience is for him both a terrifying destruction and an ultimate opportunity for purification. This experience actually shows us the following: everyone is a bit of a steppenwolf and a bit of a human. Unlike living a dichotomy, we wake up each day with a different part of ourselves. Whichever one we listen to becomes the background music of our lives.



## A WORLD WHERE SIGHT HAS VANISHED: **SEE**

Res. Asst. Cengizhan GÜLER

The Department of International Trade and Finance (English)

See is a genre-blending adventure series set in a dystopian future where humanity has almost entirely lost the sense of sight. Anchored by a powerful performance from Jason Momoa, this epic narrative delves not only into a brutal struggle for survival but also into a profound exploration of faith, power, and the rebirth of civilization.

The premise is built upon a devastating virus that wiped out most of humanity and left the survivors blind. Centuries later, societies have forged new cultures, languages, and social hierarchies in a world without vision. The ability to see is considered a myth, even a heresy. The show's success lies in its compelling execution of this radical concept: characters "see" through their remaining senses, using sound and touch to hunt, fight, and communicate. This offers viewers a rich and tactile world, unconventional and deeply immersive.

The plot revolves around the legendary warrior and tribe leader, Baba Voss (Jason Momoa). The established order is shattered when his wife, Maghra (Alfre Woodard), gives birth to twins born with the mythical ability to see. This miraculous event is perceived by some as a sign of renewal, and by others as a cursed threat.

See achieves a unique success by inviting the audience into a story that exists beyond conventional visual storytelling. It is more than a mere "world of the blind" fantasy; it creates a rich symphony that challenges the very limits of human perception.

The series' greatest strength is its ability to blend spectacular action sequences with deep character conflicts and philosophical questions—faith versus science, the individual versus the community, power versus love. Jason Momoa's Baba Voss is not merely a physically imposing warrior, but also a paternal figure with profound emotional depth. Ultimately, See masterfully poses a compelling question to its audience: "What does it truly mean to see?" The answer is as impressive and multi-layered as the series itself.



# BOOK REVIEW OF THE MONTH: CIRCE

RES. ASST. SELIN YAĞINTAŞ

THE DEPARTMENT OF INTERNATIONAL TRADE AND FINANCE (ENGLISH)

The mythological novel "Circe" by Madeline Miller centers on the story of the sorceress goddess Circe from Homer's "Odyssey", told from her own perspective. While Circe appears in Homer's epic as a minor character rescued by Odysseus, Miller reimagines her as the heroine of her own life. As she retells these ancient myths, Miller focuses on Circe's inner journey, exploring how she discovers and builds her magical powers and her identity.

Born to the sun god Helios and the ocean nymph Perseis, Circe is shunned for not being as powerful or beautiful as other gods. However, she gradually realizes she possesses magical abilities, and despite the dominance of the Olympian gods, she becomes a unique kind of witch through her connection with nature and herself. When she uses her powers to turn a mortal into a god, the Olympians see her as a threat and exile her to the island of Aiaia. There, she begins a solitary life, learning to craft spells from herbs and developing her strength. Figures like Daedalus, Odysseus, strangers who arrive on her island, and even her own child all contribute to her journey of growth. Over time, Circe transforms into a powerful and independent woman, willing to defy the order of the gods, face loneliness, and fight for her identity and those she loves.

"Circe" not only retells ancient myths but also stands out for offering a woman-centered perspective. While the novel opens a space for a feminist interpretation in its portrayal of a female character confronting a patriarchal mythological order, some critics argue that labeling the book as strongly feminist may be an overstatement. Rather, the story's central theme seems to revolve more around individual freedom and the search for self-identity, woven through the character's personal transformation rather than an overt ideological stance. Therefore, by bringing a modern sensibility to mythology and offering emotional depth through a female lens, Miller creates a compelling novel for both mythology enthusiasts and readers interested in character development.













# ACADEMIC PLAYLIST



## A SELECTION FOR OCTOBER

RES. ASST. MUSTAFA NURKAN BİTLİSLİ  
THE DEPARTMENT OF POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

This month's selection features *The Aqa Hoseyn-Qoli Radif* by Ali-Akbar Shahnazi, one of the foremost representatives of classical Iranian music in the twentieth century. Shahnazi emerges not merely as a figure limited to the realm of sound or as the architect of elaborate compositions, but as a thinker—for whom music becomes a natural extension of contemplation.

121		<b>Shur: Daramad II</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
122		<b>Shur: Naghme I</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
123		<b>Shur: Zirkesh-E Salmak I and II</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
124		<b>Shur: Kereshme</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
125		<b>Shur: Dobeyti</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
126		<b>Shur: Naghme II</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
127		<b>Shur: Panje Kordi or Avaz</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
128		<b>Shur: Qarache</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
129		<b>Shur: Razavi</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1
130		<b>Shur: Moqaddmeye Gereyli</b> Ali-Akbar Shahnazi, Aqa Hoseyn Qoli	The Aqa Hoseyn-Qoli Radif, Vol. 1

In this sense, the selected album does more than present its own distinctive field of meaning; it invites us—if only briefly—to share in the belief that another reality may indeed be possible.

We wish you a pleasant listening experience. Click [here](#) to listen to the selection.







## A New Direction in Economics: Neuroeconomics

Asst. Prof. Onur ÇELİK

The Department of International Trade and Finance

In recent years, research based on a single discipline has increasingly been replaced by multidisciplinary studies that combine multiple fields, and the scientific community has progressively embraced this approach. At the core of this trend lies the complex nature of human beings, the environmental conditions in which they exist, and their simultaneous exposure to factors specific to different domains. Otherwise, it is believed that the knowledge produced would remain narrow in scope and superficial. In line with these considerations, the discipline of economics has also become one of the fields that contribute significantly to interdisciplinary research by being studied in conjunction with various areas of expertise.

One of the interdisciplinary approaches that has gained popularity in the field of economics in recent years is neuroeconomics. This approach directs traditional, assumption-based economic analyses toward more practical applications, with a particular emphasis on economic choices and decision-making processes. The reason for this shift is that conventional assumptions may lose their validity within an increasingly dynamic and rapidly changing economic environment, or the *ceteris paribus* assumption is forced to exclude an ever-growing number of variables. Therefore, under these evolving conditions, neuroeconomics has emerged as a field that examines brain-based decision-making processes, particularly in relation to elements such as risk, reward, and gain, while also emphasizing the role of psychology in economic decision-making. In other words, neuroeconomics represents an integration of neuroscience, economics, and psychology.

Neuroeconomics, which can be described as a synthesis of behavioral economics and neuroscience, enables experiments to be conducted on individuals within economics, traditionally a discipline whose laboratory has been society itself. Through brain imaging techniques, researchers can track individuals' reactions by incorporating neural signals into cognitive processes. When these individual-level reactions are aggregated, a process that begins with the individual transitions into a new phase where patterns at the societal level begin to emerge. Within processes such as risk perception, reward anticipation, and uncertainty management, phenomena like consumer behavior, financial decision-making, and marketing cannot only be observed but also influenced. For instance, consider the recent case of Dubai chocolate, which—similar to previous trends—experienced an immense surge in demand. As a result, markets for the raw materials used in its production spiked, and shortly thereafter, the product nearly vanished from circulation. This raises a critical question: Was Dubai chocolate truly a product people needed or did the system—through various channels—create the illusion of need?

From another perspective, understanding an individual's response to price changes can allow economists to derive a market's aggregate demand function, particularly in a monopolistic setting or a market dominated by a single firm behaving like a monopolist (a scenario that may occur in practice despite legal restrictions). In such cases, producers can maximize total revenue by identifying the unit elastic point of demand. Furthermore, categorizing consumers by income levels based on behavioral insights can help transform consumer surplus into producer surplus.

All of these represent potential applications of neuroeconomics. In conclusion, this new scientific route, which incorporates the nervous system into economic decision-making—beyond economics and psychology—holds the potential to reshape many dynamics in the marketplace and offer strategic advantages to those who can extract inclusive insights from its applications.



# Entrepreneurship and Innovation



## UNLEASHING THE IMPORTANCE OF CREATIVITY FOR ENSURING COMPETITIVENESS IN INTERNATIONAL BUSINESS

Asst. Prof. Iryna Skavronska

The Department of International Trade and Finance (English)

In recent decades, the world has undergone significant structural transformations that offer many advantages for the development of both international companies and local enterprises. Theoretically, in business, all actions should comply with risk-minimizing norms. However, entrepreneurship cannot thrive according to “norms” and requires fundamentally new approaches. The increase in threats, on the one hand, and the use of opportunities, on the other, have created a dynamic and unpredictable environment. In this context, companies face serious obstacles that challenge them to change, innovate, and be creative. Today, creativity is the driving force of the new economy, one of the key concepts of economic development, and a decisive incentive for the intensification of the work of an enterprise based on human capital.

Creativity is an innovative activity; it is an individual's ability to adapt and be flexible, as well as to have original thinking that precedes the process of creative action. The term “creativity” refers to the process of creating something new, the product of this process, its subject, the circumstances under which the creative process takes place, and the factors that determine it. From an entrepreneurial perspective, creativity can be considered a link between innovative activity and profitability.

Creativity is important for entrepreneurs because it is the first stage in innovation or a precursor to innovation and the successful commercial exploitation of ideas. Thus, creativity is the effective transformation of ideas into new products, processes, or services, and innovation is the successful implementation of these ideas and their acceptance by various stakeholders in the enterprise. Creativity stimulates innovation, which, in turn, improves the business as a whole, increasing competition in the market.

It is mistakenly believed that creativity is the prerogative of small businesses as a way to overcome barriers in terms of alternative and lower-cost solutions to problems, and therefore potentially more useful. Many of these organizations have specialists with technical skills but do not have the experience or time to develop future strategies, as is the case in large enterprises. Thus, an organization may generate many ideas but not clearly understand which of these to implement. Alternatively, such an enterprise may demonstrate strong operational execution but have little creative potential to initiate the process itself.



During a period of sharp intensification of competition in world markets and expansion of the scale of technical, technological, organizational, and other innovations, competitive advantages are acquired by those enterprises whose management and employees can more quickly and critically assess the state of affairs, eliminate old stereotypes in production, develop a strategy for changes in their organization, and form new guidelines for activity and self-improvement. World-famous entrepreneurs such as Bill Gates of Microsoft, Steve Jobs of Apple Inc., Fred Smith of FedEx, and Debbie Fields of Mrs. Fields have opened new horizons, demonstrating the spirit of entrepreneurship, innovation, and creativity. Vivid examples of the development of creativity at this stage can be seen in the use of the Disneyization theme, which is a globalizing force since its principles are gradually spreading throughout the world, or in the intensive processes of McDonaldisation, which correlate with the diffusion of fast-food operating principles (McDonaldised organizations are those enterprises whose activities are highly standardized and streamlined).

However, some enterprises may face the problem of a lack of creativity. Despite the importance of individual creative potential, many enterprises have failed to provide an appropriate atmosphere for its development. The environment in which organizations operate may not create conditions for demand for creativity, for example, due to a lack of serious competition in the market or significant political and financial support for the enterprise by the state. Therefore, to promote the creative activity of the enterprise, in our opinion, it is necessary to take into account the following circumstances: clarity of responsibilities, roles, and tasks of employees; stimulation of creativity, independence, and responsibility; creation of a working atmosphere that promotes joint teamwork, since creative ideas are generated by each employee independently; selection of the right people to solve specific problems, emphasizing their special role and place in the organization; a management style aimed at the self-realization of employees and the development of self-confidence; formation of a positive psychological climate for the development of creativity in the company and assessment of the creative initiatives of each employee by management; constructive criticism of employees.





## Current Issues in the Cyprus Question

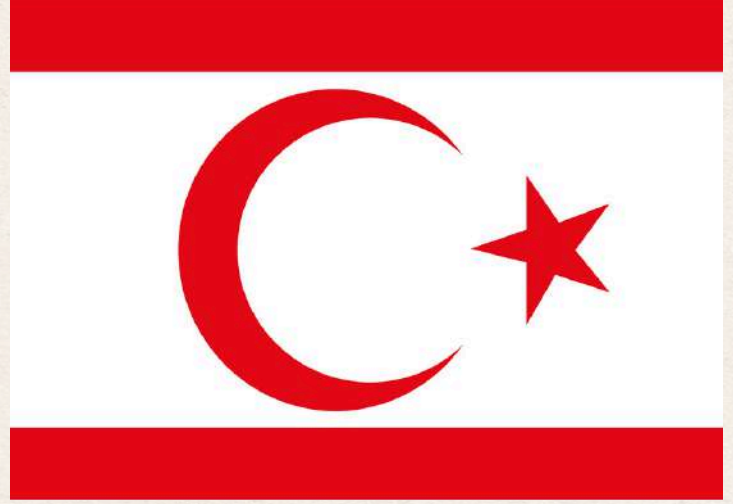


**POLITICAL  
AGENDA**

Res. Asst. Onur Kaya  
The Department of Political Science and  
International Relations

The Cyprus question has been one of the most significant issues in Turkish foreign policy since the second half of the 1950s. Indeed, the referendum held in 2004 within the framework of the Annan Plan marked a turning point that fundamentally altered the course of the issue. The plan was accepted by the Turkish Cypriot community but rejected by the Greek Cypriots. This outcome not only undermined confidence in the peace process but also conveyed the message that the intercommunal division on the island had become permanent. In the same year, the accession of the Greek Cypriot Administration to the European Union profoundly disrupted the balance of the negotiations. While the Greek Cypriot side gained international legitimacy through this membership, the Turkish side argued that the process had moved away from the principle of equality and that the EU had lost its neutrality. These developments made the Cyprus question even more complex by incorporating the internal dynamics of European Union politics. Nevertheless, the channels of negotiation between the two sides did not completely close after 2004.

Over the following two decades, many diplomatic initiatives and negotiation efforts in this context remained inconclusive. After the failure of the 2017 Crans-Montana Conference, diplomatic efforts came to a standstill for a considerable period. However, new diplomatic momentum emerged in September 2025 with the initiatives launched by Maria Angela Holguin, the Personal Envoy of UN Secretary-General Antonio Guterres. Despite this renewed activity, the Greek Cypriot side has continued to insist on a federation-based model, while the Turkish Republic of Northern Cyprus and Türkiye have maintained their commitment to the “two-state solution” vision.



During this period, attention has turned to the fact that the Greek Cypriot Administration will assume the Presidency of the European Union in 2026. It is argued that the Greek Cypriot leadership perceives this period as an opportunity to enhance its international recognition and strengthen its diplomatic initiative within the negotiation process. However, both Türkiye and the TRNC continue to emphasize that the EU cannot act as a neutral mediator. As of the end of 2025, the future of the Cyprus question remains closely linked to the EU's stance, the UN's capacity for mediation, the direction of energy security projects, and the evolution of regional power dynamics. Therefore, the coming year is expected to mark a decisive period for both Eastern Mediterranean geopolitics and Türkiye–EU relations.







## Financial Decisions: The Growing Importance of Neuroscience and Psychology

Res. Asst. Gökhan ÖZBİLGE

The Department of International Trade and Finance

The financial decisions individuals make are influenced not only by the complex nature of markets but also by brain health and psychological factors. The brain's regions associated with risk and reward—particularly the prefrontal cortex, which governs planning, impulse control, and emotional regulation—play a crucial role in financial decision-making. Furthermore, identifying the behavioral foundations of individuals' financial choices helps reveal the psychological processes underlying these decisions.

Since the 1980s, when the volatility of financial markets was first highlighted as a factor that complicates rational decision-making, behavioral finance has increasingly emphasized that financial behavior cannot be explained solely by risk and return dynamics. For instance, individuals under stress or emotional strain tend to focus on short-term capital gains, which can disrupt long-term investment planning and ultimately lead to financial losses. Moreover, age-related cognitive decline may cause individuals to make suboptimal financial choices or avoid seeking sound financial advice. Even when returns are objectively attractive, many individuals remain reluctant to participate in riskier markets such as equities, reflecting the deep psychological roots of financial behavior.

As the examples suggest, both brain health and psychological factors are becoming increasingly important for understanding financial behavior and formulating practical policy recommendations. On an individual level, maintaining cognitive fitness and monitoring psychological readiness are crucial measures for improving decision quality. Financial institutions and advisors, on the other hand, can enhance outcomes by offering products and guidance tailored to clients' psychological states and cognitive capacities. Strengthening the quality of financial decision-making in this way not only supports individual brain and mental health but also contributes to household economic stability and, ultimately, to broader social welfare.



# THE VOICE OF SCIENCE, NATURE, AND HOPE: IN MEMORY OF JANE GOODALL

World-renowned primatologist, ethologist, and conservationist Dr. Jane Goodall sparked a revolution in the scientific world with the field research she began in the 1960s in Tanzania's Gombe Forest. Without a formal university degree, she set out driven by her deep passion for nature and, through patient observation, discovered that chimpanzees use tools, reshaping the boundaries between humans and animals. This discovery not only made a significant contribution to the theory of evolution but also pioneered a new perspective in the field of primatology. Despite her lack of formal academic training, her strong, observation-based findings led to a doctorate from the University of Cambridge.

One of Goodall's most remarkable qualities was her recognition of chimpanzees as individuals. By giving them names, she defined them not merely as a species, but as sentient beings with unique personalities and emotions. Although this empathetic approach was initially ridiculed by the scientific community, it played a foundational role in advancing animal rights and ethical awareness. She also observed that chimpanzees often demonstrated social behaviors, such as reconciliation, empathy, and peaceful communication, more effectively than humans. Goodall didn't just document these behaviors, she applied the same principles of understanding and cooperation in her own life and work.

Following her fieldwork, she became an active environmentalist and animal rights advocate. She fought for the release of chimpanzees kept in zoos and used in medical testing, and she campaigned for the protection of natural habitats and urgent action against the climate crisis. In her engagements with large, environmentally harmful corporations, she chose dialogue, understanding, and collaboration over confrontation, encouraging them to become part of the solution. Embracing the philosophy of "standing side by side, not face to face," she achieved long-term, impactful results.

Placing hope at the center of her life philosophy, Goodall often said, "where there is hope, there is the power to act," emphasizing that even small individual efforts can lead to meaningful change. Her belief in young people's love and dedication to nature led her to establish the Roots & Shoots movement, which continues to inspire millions around the world.

Dr. Jane Goodall, who passed away at the age of 91, leaves behind a life filled with scientific breakthroughs, deep love for nature, and unwavering hope. Her story remains a powerful reminder that living in harmony with the natural world is not only possible, but essential.



Res. Asst. Selin YALÇINTAŞ  
The Department of International  
Trade and Finance (English)

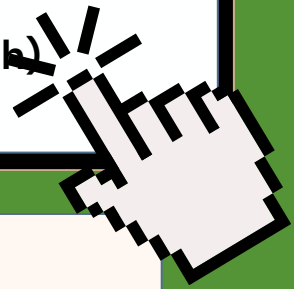




# Time to Socialize

Res. Asst. Zehra Makar

The Department of Business Administration (English)



## Club

### Economy and Finance Club

If you want to make a difference in the field of economics and finance, you're in the right place! The club organizes events on financial literacy, data analysis, investment strategies, and entrepreneurship. Every meeting sparks an idea, and every event opens a new opportunity! You can follow this active club on social media:

Instagram: [iguekonomivefinans](#)



## Agenda at İGÜ

### What Does Autumn Make You Feel?

As the air gets colder, the campus feels even more alive. Hands may be cold, but smiles are warm at Gelişim. Between the rain, the fallen leaves, and the smell of coffee, everyone is chasing their own story. Outside it's chilly, but the energy of Gelişim keeps us warm inside. 🍂

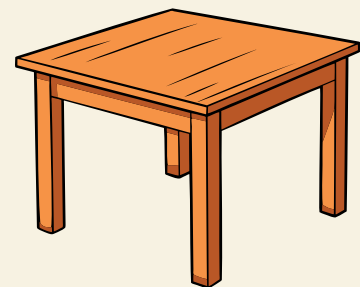
Instagram: [iguiisbf](#)

Twitter: [iguiisbf](#)

## Let's Socialize!

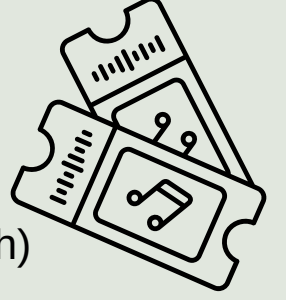
### Leave a Kind Note

Leave a small note on a desk or a bulletin board at the library: "You worked hard today—well done!" or "Don't forget to smile!" Maybe that little note will make someone's day a bit brighter. ✨



# November in Istanbul

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



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



Type of Event	Name of Event	Location	Date
Concert	TNK	Babylon	5 November Wednesday
Concert	Hidra	Dorock XI Kadıköy	6 November Thursday
Concert	Lvbel C5	Obsesif Performance	14 November Friday
Theatre	Ağaçlar Ayakta Ölü	Trump Sahne	16 November Sunday
Theatre	Güldür Güldür	Maximum Unıq	22 November Saturday
Stand Up	Adil Yıldırım	Akatlar Kültür Merkezi	25 November Tuesday



## **Kiarmin DELKHOUN** **A Student from the Department of** **International Trade and Finance**

Hello Gelişim Family,

I am Kiarmin Delkhoun, a third-year student in the Department of International Trade and Finance Department at Istanbul Gelişim University. At the same time, I am pursuing a double major in the Department of Economics and Finance and continuing my education in the Department of Management Information Systems through the open education program at Anadolu University. Managing these three fields simultaneously not only provides a multi-dimensional academic development but also offers an opportunity to observe how different disciplines interact with each other. Due to the intense course load, I sometimes had to take five exams in a single day; there were even semesters when I felt like I was living at the school. However, this challenging process taught me the value of discipline and planned study. If managed well, the gains from this fast-paced process are truly invaluable.

My interest in economics actually dates back to well before I started university. During high school, I was very curious about understanding economic events, following changes in the markets, and reading about trade relations between countries. Over time, seeing how economic systems affect human life and seeking solutions to complex problems inspired me. This interest helped me decide early on the field I wanted to pursue in the future.

From the first day I started university, my goal has been to transform theoretical knowledge into practice and to understand financial systems both locally and globally. In this regard, I have worked on improving myself in areas such as financial literacy, risk management, international trade policies, and the impact of artificial intelligence on the economy. Alongside my academic achievements, my role as a student representative aimed to strengthen communication between departments and offer improvement suggestions regarding student quality. Being actively involved in the student quality commission in our faculty not only gave me responsibilities but also instilled a sense of productive contribution.

Every student's university journey is unique. For me, this journey has been a continuous process of learning and development both personally and academically. Despite encountering many challenges, I never strayed from my goals and the path I set. While deepening my knowledge in finance and economics, I realized how important data-driven thinking and an analytical perspective are. I especially learned that ethical values play a decisive role in financial decision-making processes in terms of long-term sustainability.

In a globalizing world, international experience is an important step that broadens every student's horizon. Therefore, I especially recommend all students to consider the Erasmus program in their early years. Studying in a foreign country not only provides academic knowledge but also offers valuable contributions in terms of intercultural communication, independent living, and self-confidence. Gaining this experience at an early age creates a significant advantage for future academic or professional plans.

The most important awareness I gained during my university years is that knowledge only multiplies when shared. For this reason, by actively participating in commission work and various student activities, I felt the power of learning and producing together. In addition to academic discipline, I had the opportunity to improve my teamwork, responsibility-taking, and critical thinking skills.

Finally, I sincerely thank all my respected professors and research assistants who have always supported me, guided me with their ideas, and kept their doors open. I also extend my heartfelt thanks to the academic and administrative staff of our faculty, especially the faculty secretary, for their help and understanding.

For me, education is not just about earning a diploma; it is about gaining a vision, understanding the world better, and building a future to which I add meaning. I continue on my path with this vision.



**İbrahim KIR**

**A Graduate Student from the Department of International Trade and Finance**

Dear IGU Family,

First of all, I would like to thank my esteemed professors and my university for giving me the opportunity to write this message. As a graduate of Istanbul Gelişim University, the Department of International Trade and Finance, the main reason I chose this department was the significant importance of finance for our country and my desire to improve myself in this field.

Throughout my university years, the courses I took showed me how valuable the knowledge I gained was once I stepped into the professional world. All of our professors in the department were extremely knowledgeable, experienced, and guiding individuals in their fields. They not only provided us with theoretical knowledge but also gave us advice that helped shape my life.

I have a piece of advice for the students who will join this department after me:

Every word from your professors comes from experience and knowledge. Everything you learn from them will give you an advantage in the future.

As soon as I graduated at the end of the 2024 academic year, I applied for several jobs. Thanks to the knowledge and experience I gained at my university, I was invited to an interview for a finance position at one of the largest port management companies in Türkiye. My first interview went very well, and I had the joy of stepping into business life immediately after graduation.

Business life is quite a different experience compared to university life. However, the knowledge I acquired during my university years gave me a great advantage in the professional world. Therefore, I strongly recommend that my fellow students make the most of their time as students and take advantage of every internship opportunity that may come their way during the summer months.

I would like to thank the entire Istanbul Gelişim University family and my esteemed professors for the knowledge, effort, and support they have given me, and I wish continued success to all students who are still pursuing their education.

Sincerely,







## **Muhammed Yusuf CANYETER**

### **A Double Major Student from the Department of International Trade and Finance**

#### **“Two Fields, One Vision.”**

As a graduate of the Interior Architecture program at Istanbul Gelişim University and a double-major student in International Trade and Finance, I have had the opportunity to bridge two seemingly distinct disciplines. This experience has not only provided me with knowledge in both fields but has also allowed me to develop interdisciplinary thinking, an analytical mindset, and the ability to merge creativity with strategic reasoning.

My education in interior architecture strengthened my aesthetic sensitivity, spatial awareness, and human-centered design perspective, while my studies in international trade and finance deepened my understanding of global market dynamics, investment strategies, and economic planning processes. The integration of these two areas has helped me cultivate diverse perspectives—an essential skill in today's rapidly evolving business environment.

Learning that design should be supported not only by aesthetics but also by economic sustainability was a turning point for me. Incorporating financial perspectives such as budget management, resource planning, and return-on-investment analysis into interior design projects made my work more feasible and realistic.

At the same time, my knowledge of international trade has allowed me to grasp the global dimension of interior architecture. By analyzing material supply chains, production processes, and market dynamics across different countries, I am able to develop more innovative and efficient project solutions. Throughout this journey, the guidance and support of the academic staff in both departments have been invaluable. Thanks to my professors, I have gained strong discipline, effective time management skills, and a goal-oriented mindset.

The double major program has provided me not only with two diplomas but also with two distinct ways of thinking—one creative and intuitive, the other analytical and strategic. By uniting these perspectives, I aim to create future projects that embody both design excellence and financial vision.

As a student of International Trade and Finance, I had the opportunity to spend a semester in Nürtingen, Germany, through the Erasmus exchange program. This experience was incredibly enriching and helped me grow both academically and personally, while also presenting some challenges that contributed to my overall development.

Nürtingen, located in the state of Baden-Württemberg, is a quiet yet strategically placed town, offering a student-friendly atmosphere and easy access to economic hubs like Stuttgart. I studied at Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen (HfWU), where I took courses in international markets, trade regulations, and financial systems. The academic system placed a strong emphasis on independent research, case studies, and group work—approaches that helped me develop critical thinking and teamwork skills relevant to my field.

One of the biggest advantages of the Erasmus experience was the opportunity to build a global network. I met and collaborated with students from various countries, which significantly improved my intercultural communication skills. I also had the chance to explore different regions of Germany, appreciate its cultural diversity, and experience life in a well-organized, efficient society.

However, there were also some challenges. The language barrier was initially difficult, especially in daily life outside the university, as many locals preferred to speak German. Adapting to a different academic system that emphasized self-discipline and fewer classroom hours also required adjustment. At times, the slower pace of social life in a smaller town like Nürtingen felt isolating, especially compared to the vibrant student culture in larger cities.

Despite these challenges, the overall experience was extremely rewarding. I learned how to overcome obstacles independently, became more adaptable, and gained confidence in navigating unfamiliar environments. This Erasmus semester not only strengthened my academic background in international trade and finance but also equipped me with the resilience and perspective needed for a global career. I believe the pros far outweighed the cons, and I would highly recommend this experience to other students seeking both personal growth and professional development.



**The Department of Political Science and Public Administration**  
**Res. Asst. Mustafa Nurkan Bitlisli**

One of the most unique and authentic desserts of Anatolian cuisine, Kadayıf Dolması has become a true symbol of Erzurum. Standing out as a representation of warmth and hospitality despite the city's harsh winters, this dessert can be seen as a reflection of Erzurum's culture laid out upon the dining table. Found both in the daily lives of locals and on festive holiday tables, Kadayıf Dolması is one of the most distinguished flavors that carries the deep-rooted culinary tradition of Erzurum into the present day.

Indeed, anyone who visits Erzurum is told that after tasting Cağ Kebabı, they must not leave the city before tasting Kadayıf Dolması. The dessert takes its name from the "tel kadayıf," or shredded phyllo pastry, which is spread on the counter, generously filled with coarsely ground walnuts, and tightly rolled. These rolls are then dipped in beaten eggs and fried in hot oil until golden brown. The result is a dessert that is crispy on the outside and soft on the inside. In the final step, the fried rolls are soaked in warm syrup. At this stage, timing and mastery are the key elements that determine the taste of the dessert. The syrup must be neither too hot nor too cold; achieving the perfect consistency is a skill acquired only through years of experience. This delicate balance is one of the defining features that make Kadayıf Dolması unique to Erzurum.

The story of Kadayıf Dolması mirrors the character of Erzurum's cuisine itself. On long winter nights, this dessert is often served beside freshly brewed tea, offering both warmth and energy. During the month of Ramadan, it becomes an indispensable part of iftar tables; during religious holidays, it is presented to guests as a gesture of generosity. Thus, Kadayıf Dolması is not merely a dessert but also a symbol of sharing and hospitality, values deeply ingrained in Erzurum's cultural life.

The dessert is usually made with walnuts, although in some regions hazelnuts or almonds are used as alternatives. However, Erzurum's master chefs insist that the authentic recipe must include walnuts. In its traditional serving — hot, topped with a small amount of fresh clotted cream (kaymak) — the natural oil and aroma of the walnut blend perfectly with the crisp texture of the kadayıf pastry. Details such as the consistency of the syrup, the frying time, and the ratio of egg are the result of knowledge passed down from master to apprentice, from generation to generation. For this reason, Kadayıf Dolması is not merely a recipe but a living tradition, a culinary heritage that continues to this day.

For visitors of Erzurum, leaving the city without tasting Kadayıf Dolması means missing an essential part of its identity. The experience often becomes a cherished memory — a moment of warmth remembered amid Erzurum's cold climate.

Today, Kadayıf Dolması has transcended the borders of Erzurum and begun to appear in many other Turkish cities. Yet, its genuine taste can still only be found in Erzurum, in the hands of local masters who prepare it using traditional methods. For the secret of this dessert lies not only in its ingredients, but in the patience, skill, and devotion of those who create it.



## ABOUT ACADEMIC LIFE



## PUBLICATIONS

Assoc. Prof. Ayşe Meriç Yazıcı's article titled "Do renewable energy and geopolitical risk affect industrial productivity in Turkey: Evidence from Quantile on Quantile and causality in quantiles approach" was published in Sustainable Futures.

Assoc. Prof. Festus Victor Bekun's article titled "Are export and capital accumulation panacea for economic growth in Mexico?: a non-linearity evidence" was published in Quality and Quantity.

Asst. Prof. Bahri Mert Demir's article titled "Class, Capital, State, and Late Development. The Political Economy of Military Interventions in Turkey" was published in International Review of Social History.

Asst. Prof. Ifedolapo Olabisi Olanipekun's article titled "US Economic Policy Uncertainty and the Exchange Market Pressure of Large Emerging-Market Economies: Evidence from GETS-VAR and Bayesian Quantile Regression Methods" was published in International Journal of Finance & Economics.

Asst. Prof. Olcay Ölçen's article titled "The financial value-added industries by space economy in the United States" was published in Managerial Finance.

Asst. Prof. Olcay Ölçen's article titled "Financial and Macroeconomic Impacts on Real Estate Prices of Türkiye: 2013 to 2023" was published in International Real Estate Review.

Asst. Prof. Volkan Demir's article titled "Examining the Mood States and Self-Representations of Psychology Students Through the Cactus Drawing Test and Discourse Analysis" was published in Psychological Reports.

Res. Asst. Kartal Doğukan Çıkı's article titled "Staying in pet-friendly hotels: examining the experiences of pet-friendly hotel customers in Turkey" was published in Consumer Behavior in Tourism and Hospitality.



# STAFF AGENDA



## ACADEMIC-ADMINISTRATIVE APPOINTMENTS

- Asst. Prof. Ramazan İNAN has been reappointed as the Head of the Department of Tourism Guidance.
- Assoc. Prof. Çağla TUĞBERK ARIKER has been reappointed as the Head of the Department of Business Administration.

## ACADEMIC STAFF DEPARTEES

- Asst. Prof. Fatma ÖZÇELİK HEPER has left the Department of Tourism Guidance.
- Asst. Prof. Uju Violet ALOLA has left the Department of Tourism Guidance.
- Prof. Dr. Sacide VURAL has left the Department of Public Relations and Publicity.
- Asst. Prof. Nurgül ERDAL has left the Department of Logistics Management.
- Assoc. Prof. Deniz ŞİŞMAN has left the Department of Economics and Finance.
- Res. Asst. Simay YILMAZ has left the Department of Psychology (English).



IGU  
**KARYON**  
Career Guidance  
Application and Research Center



IGU  
**MMK**  
Meslek ve Meslepler  
Kariyer Bilim ve Araştırma

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](https://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](https://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](https://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.



# M A S T H E A D

## FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

Acting Dean  
**Prof. Dr. Kenan AYDIN**

Vice Dean  
**Assoc. Prof. Emrah DOĞAN**  
**Asst. Prof. Özlem Tuğçe KELEŞ**

Coordinator  
**Res. Asst. Simay YILMAZ**

Content Editor  
Department Chairman  
**Doç. Dr. Onur Özdemir**  
(Head of Department)  
**Res. Asst. Remzi Soytürk**

Translation Coordinator  
**Res. Asst. Tuğçe Gül BABACAN**  
**Res. Asst. Dilek KIZILIRMAK**  
**Res. Asst. Remzi SOYTÜRK**

Graphic Design  
**Res. Asst. Simay YILMAZ**  
**Res. Asst. Sedat ALTUN**  
**Nevin METİN**

Redaction  
**Res. Asst. Çağlar KARAKURT**  
**Res. Asst. Şeyma ÖZEKİNCİ**

