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Zero-Waste Campus: How Can Universities Become Green Leaders?

Assoc. Prof. Ayşe Meriç YAZICI

The Department of International Trade and Business

In today's world, universities go far beyond being mere centers of education and research; they are evolving into social ecosystems that shape collective behavior, create new values, and determine the cultural landscape of the future. For this reason, the concept of a "zero-waste campus" is more than an environmental policy; it represents a new sociological laboratory that reflects how young people imagine the world, the direction of social transformation, and the normalization of sustainable living practices.

The idea of a zero-waste campus refers to redesigning the massive consumption cycle that universities produce. An average campus generates as much plastic, paper, organic, and electronic waste as a small city does in daily life. This positions universities as both a risk zone and an opportunity hub in terms of sustainability. Every practice on campus—cups used in the cafeteria, bottled water consumed during classes, materials distributed at events, or activities organized by student clubs—directly shapes students' social habits. Therefore, the zero-waste approach is not merely a technical recycling policy; it is a process of behavioral change, environmental awareness, collective responsibility, and social norm formation.

So how can a university truly become a "green leader"? The first step is infrastructural transformation. Sensor-based waste bins, AI-powered waste classification systems, smart containers that monitor fill levels, and on-campus recycling labs constitute the technological foundation of a zero-waste ecosystem. Additionally, removing the sale of plastic bottles on campus, promoting reusable thermos programs, and mandating compostable materials in cafeterias are among the most effective strategies for reducing waste at its source. However, these measures alone are not sufficient; no campus can achieve lasting success in zero waste without cultivating a strong culture of sustainability.

True transformation begins with the genuine engagement of students and the academic community. Volunteer teams—often called "Student Green Teams"—can become the driving force of the zero-waste movement. When students lead recycling projects, conduct waste audits in their faculties, organize "Green Idea Competitions," and take part in shaping campus sustainability policies, they not only strengthen ecological activism but also internalize sustainable thinking as a long-term value. Academically, integrating sustainability modules into each department—such as "environmental ethics" in social sciences, "green technologies" in engineering, and "sustainable business models" in management—further reinforces this cultural transformation. In this way, the university not only manages its own waste but also embeds sustainability into the professional identity of the next generation.

One of the most significant characteristics of a zero-waste campus is its ability to strengthen campus community interaction. Joint projects with local municipalities, student-led clean-up campaigns, community gardens, composting areas, recycling workshops, and public sustainability seminars position universities as the green transformation hubs of their regions. As a result, the environmental culture cultivated on campus extends into the wider community, initiating a broader ecological transformation.

In conclusion, the "zero-waste campus" vision is not merely an environmental policy; it is a social transformation movement that elevates young people's ecological consciousness, strengthens collective responsibility, and builds a sustainable lifestyle for the future. When universities become both the actors and the models of this transformation, they not only reshape their own campuses but also lead society toward a greener, more conscious, and more resilient future. In this sense, the zero-waste campus stands as one of the most concrete expressions of the university ideal of tomorrow: responsible individuals, a conscious society, and a sustainable planet.



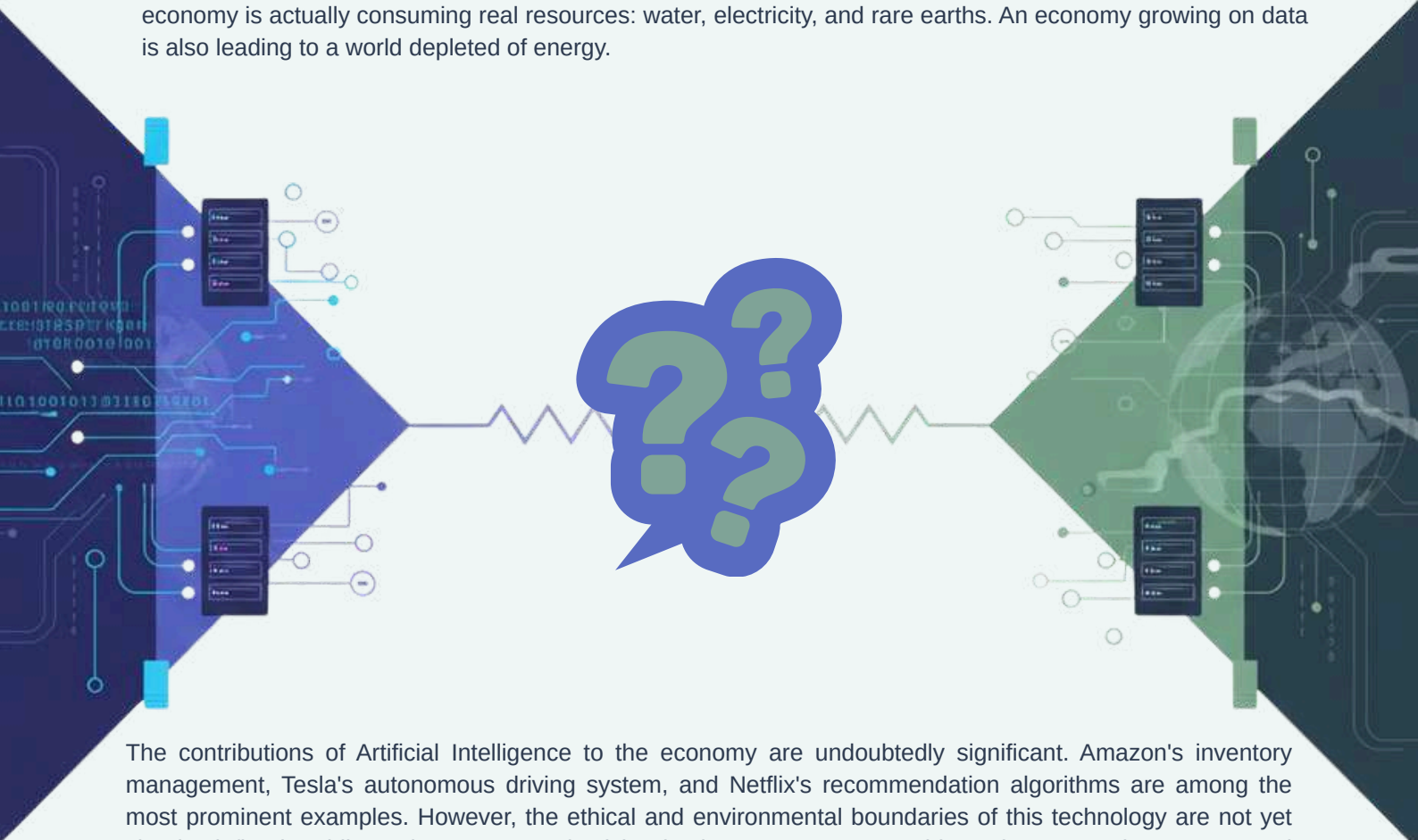
"An Economy That Grows on Data, A World Consumed by Energy" Artificial Intelligence Effects

Asst. Prof. Burcu SAVAŞ ÇELİK

The Department of International Trade and Business

In the 21st century, the raw material of the economy shifted, ushering in a new era: the Data Age. Oil, which dominated for years, has now been replaced by data. However, this transformation presents radical changes not only in information production but also in energy, employment, and the environment. This new order is called the "Artificial Intelligence Economy."

The Artificial Intelligence Economy presents a model that thrives on data while also rapidly consuming energy. The data centers used to create AI models consist of massive systems with millions of processors operating simultaneously. According to a study by Strubell, E. et al. (2019), training an AI model can generate as many carbon emissions as an average airliner's transatlantic flight. According to the IEA's 2023 report, data center energy demand is rapidly increasing and is projected to reach 4-5% of global electricity consumption between 2025 and 2030. This calls into question the widespread perception that "digital is green." A seemingly virtual economy is actually consuming real resources: water, electricity, and rare earths. An economy growing on data is also leading to a world depleted of energy.



The contributions of Artificial Intelligence to the economy are undoubtedly significant. Amazon's inventory management, Tesla's autonomous driving system, and Netflix's recommendation algorithms are among the most prominent examples. However, the ethical and environmental boundaries of this technology are not yet clearly defined. While AI increases productivity, it also creates new problems by consuming energy and increasing unemployment. As these technologies grow, their carbon footprint also grows. Thus, the contradiction between "green growth" and "digital growth" is becoming increasingly apparent.

In short, AI is shaping the economy of the future; However, it's clear that the sustainability of this future depends on establishing a smart balance with smart systems. When used correctly, data can create prosperity; when mismanaged, it can exacerbate environmental crises. Therefore, the issue isn't simply producing technology; it's managing it responsibly. The economy of the future must be one guided not only by data but also by conscience, because the world operates not on infinite data but on limited energy.

A City of Literature Registered in the UNESCO Creative Cities Network: Kahramanmaraş

Res. Asst. Çağrı Selman İÇDE
The Department of International Trade and Business

There are some cities; their streets are filled not only with people but also with words. Kahramanmaraş is one of those cities. The land of poetry and words... And now, it has been recognized worldwide by being included in the UNESCO Creative Cities Network as a “City of Literature.”

UNESCO's Creative Cities Network, launched in 2004, highlights the role of culture and creativity in the sustainable development of cities. In this network, cities are classified according to their strengths in creative industries into specific thematic areas, such as “Literature, Design, Gastronomy, Music, Film, Crafts and Folk Arts, Architecture, and Media Arts.” Cities join UNESCO's network by earning the “Creative City” designation in one of these areas. This allows them to share knowledge and experience, develop joint projects, and strengthen their cultural economies.

Türkiye's UNESCO Creative Cities were Gaziantep – Gastronomy (2015), Hatay – Gastronomy (2017), İstanbul – Design (2017), Kütahya – Crafts and Folk Arts (2017), Afyonkarahisar – Gastronomy (2019), Kırşehir – Music (2019), Bursa – Crafts and Folk Arts (2021), and Şanlıurfa – Music (2023). Kahramanmaraş, however, attracted attention as the first city from Türkiye to be selected for this award in the field of Literature.

So, why Kahramanmaraş? Because in this city, the words are always a little deeper, the verses a little more heartfelt. This is the hometown of Necip Fazıl, the home of the Seven Beautiful Men. The voices of Nuri Pakdil, Cahit Zarifoğlu, Erdem Bayazıt, Rasim Özdenören, Alaeddin Özdenören, Mehmet Akif İnan, and Ali Kutlay still echo in the streets. In this region, literature is not just a legacy; it's also a way of life, a form of resistance, a language of hope. This UNESCO registration heralds a new chapter that will carry Kahramanmaraş's strong literary tradition into the future. From now on, the city will build an intercultural bridge with international literature festivals and young writers' workshops. Each event will be a new way to tell the story of this land to the world.

Kahramanmaraş's registration as a “City of Literature” by UNESCO also makes Türkiye's rich culture, based on words, poetry, and narrative, visible on a global scale. This title is an inspiring beginning not just for a city, but for the entire country. Because we know that when a city is known for literature, it means that words are still breathing there.

I also have to add a short footnote. I extend my gratitude to my esteemed professor, Assoc. Prof. Elif Kocagöz, who took charge of the application file during the UNESCO application process and will serve as the City of Literature Director, and to all the professors who contributed to the application process.

OPPENHEIMER

Asst. Prof. Pinar ALYAR

The Department of International Trade and Business (English)

(2023 / 3h / Biography, Drama, History)

Director: Christopher Nolan

Cast: Cillian Murphy, Robert Downey Jr., Emily Blunt, Matt Damon

Country: USA / UK

IMDb Rating: 8.5



A masterpiece directed by Christopher Nolan that both fascinates and inspires deep thought in the audience: *Oppenheimer*. The film depicts the development of the atomic bomb during World War II; however, beyond being a historical narrative, it carries a profound philosophical depth that questions the limits of human intellect and conscience.

The story revolves around theoretical physicist J. Robert Oppenheimer (Cillian Murphy), whose extraordinary intelligence comes with an equally immense burden of responsibility. Driven by scientific curiosity and a sense of duty to his country, Oppenheimer becomes the leader of the Manhattan Project. Yet, when the weapon he helped create changes the course of humanity, he faces a devastating inner conflict between his identity as a scientist and as a human being.

Cillian Murphy portrays Oppenheimer with a perfect balance of cold-blooded brilliance and suppressed remorse. Robert Downey Jr., on the other hand, creates a strong contrast by becoming the symbol of the political games in the film. The breathtaking visuals produced through IMAX filming immerse the audience both in the metallic silence of the laboratory and the turbulence of Oppenheimer's inner world, while Ludwig Göransson's score layers the dramatic atmosphere with emotional depth.

With this film, Nolan offers not just a historical account but also an ethical inquiry: "How heavy is the price of the power humanity creates?"

Oppenheimer masterfully captures the moments when a scientist's genius collides with the conscience of humankind.

OD: A “YUNUS” NOVEL

Res. Asst. Çağrı Selman İÇDE

The Department of International Trade and Business

In his novel *Od*, İskender Pala explores the life of Yunus Emre—one of the greatest Sufis and poets Anatolia has produced—from both historical and spiritual perspectives. The novel opens in the dark and turbulent atmosphere of 13th-century Anatolia, a land gripped by Mongol invasions, wars, and famine. During this period, people suffer from hunger, fear, and despair. In this challenging environment, Yunus lives in a village with his wife Elif (whom he calls Sitare) and their children, İbrahim and İsmail. He loses his son İbrahim during a raid and is forced to migrate to another village. When a prolonged drought devastates the region, he goes to the lodge of Hacı Bektaş-ı Veli to ask for wheat. Instead of wheat, he is offered “breath,” a form of spiritual aid. Yunus, however, cannot grasp its significance at the time; he thinks only of his people’s hunger and rejects the offer, setting off to buy wheat elsewhere. Although a deep unease settles over him on the road, it is already too late. Upon returning to his village, he confronts the devastating reality that it too has been attacked, and Sitare has been killed. His son İsmail has also been kidnapped. These hardships mark the beginning of a profound spiritual transformation in Yunus’s life. Some time later, he returns to Hacı Bektaş-ı Veli to accept the offered “breath,” but he is told that his place is no longer there and that he must go to the lodge of Tapduk Emre. Thus, Yunus arrives at the lodge of Tapduk Emre, the new destination toward which fate has led him.

The years spent with Tapduk Emre become a period during which Yunus learns to shed his “self.” His assigned task is to carry wood from the mountain every day. This arduous chore symbolizes Yunus’s self-denial and inner purification. Over the years, carrying wood becomes a form of worship—a journey of love. The word *od* here symbolizes both fire and the burning intensity of divine love.

In Tapduk’s lodge, Yunus is shaped by patience, humility, service, and submission. With each passing day, the *od* in his heart grows stronger. In Tapduk Emre’s words, he becomes “Our Yunus.” He now begins to see not only with his mind but also with his heart. When he grasps the secret of divine love, Tapduk Emre informs him that the time has come to serve the people. With his sheikh’s permission, Yunus becomes a wandering dervish traveling throughout Anatolia, and his poems spread from tongue to tongue.

Although the novel is woven with historical details, its true narrative lies in the inner world. The love in Yunus’s heart evolves from a worldly affection into a quest for truth. Yunus Emre’s lines—“I did not come for strife / My work is love / The dwelling of the Beloved is in hearts / I came to mend hearts”—reflect his essence.

In this work, İskender Pala presents the depth of Sufism in a language accessible to modern readers, reminding them of the importance of spirituality in returning to one’s true self. *Od* is not merely a historical novel; it is a call to inner awareness. With each reading, it reveals a new layer—both intellectually stimulating and spiritually moving—while portraying the life of a remarkable figure.

SECRET IDENTITY

ASST. PROF. DERYA ÇELİK

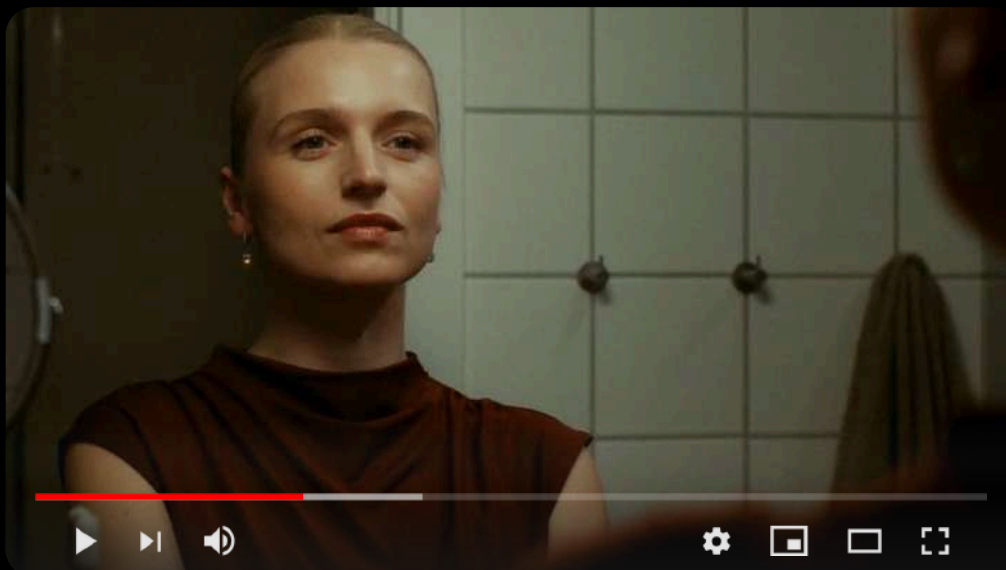
THE DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS
(ENGLISH)

Premiering on Netflix, "Secret Identity" is a gripping series grounded in gritty realism that combines the familiar cold-blooded atmosphere of Scandinavian detective fiction with a contemporary infiltration story. The dark-toned cinematography, restrained use of music, and understated performances create a tense calm that permeates every moment of the narrative, building a world shaped not by grand explosions but by small gestures, glances, and silences. At the center of this world is the story of an officer forced to change his identity to strike an organized crime network from within. As the plot unfolds, the lines between "duty" and "conscience," "loyalty" and "survival instinct" blur; the protagonist's professional reflexes and personal values are tested anew in each episode.

The series' backdrop, the dull landscapes and industrial spaces of the north, are not merely settings; they act as mirrors reflecting the characters' inner conflicts. The direction refrains from relying on the classic 'Who did it and why?' approach. While maintaining the viewer's curiosity, it gradually shifts the focus to how identity is constructed and what it costs to sustain it. Interrogation rooms, port warehouses, quiet apartment corridors... All become scenes reminding us that crime is organized not only on the streets but also within institutions and the psyches of individuals. The dialogue is short and paced; tension often builds on a doorstep, the ringing of a phone, or a seemingly insignificant detail.

What distinguishes "Secret Identity" from similar productions is that the action is kept simple and sharp, while character depth is carefully woven. The protagonist's every move can be read as an attempt to both approach and distance himself from the criminal network's culture of violence. The supporting characters, on the other hand, are drawn in shades of gray, defying the "good-bad" dichotomy; everyone has a motive, everyone carries a lie. Thus, the series transcends the "catch the criminal" tropes of the classic detective story, weighing the costs of ethical dilemmas and institutional loyalty.

Ultimately, "Secret Identity" is not just a crime narrative but a story that questions how identity, loyalty, and power relations become invisible contracts in everyday life. Using the measured language of Scandinavian noir, it distances the audience from the glitzy images of popular violence and invites them into the colder, more believable layers of reality. The series persistently asks: What compromises do the roles we play to "protect" ourselves demand of us?



Who Cooked Adam Smith's Dinner?

Assoc. Prof. Bařak ÖZARSLAN DOĞAN
The Department of International Trade and Business

For this month's reading recommendation, I chose *Who Cooked Adam Smith's Dinner?* by Katrine Marçal. Marçal is a powerful writer who examines the economy from a different perspective, especially by bringing the notion of invisible labor into the discussion. The book takes its starting point from Adam Smith's famous "invisible hand" theory — the cornerstone of classical economics — but turns our attention to the "invisible work" that keeps this system running, particularly the unpaid and often overlooked labor of women.

Marçal argues that the model of the "rational economic man" is fundamentally incomplete because it fails to account for the millions of women who cook, care for children, and carry the burden of domestic work. Even the book's title serves as a metaphor: Adam Smith didn't cook his own dinner, yet his economic framework ignored the labor of those who did.

Through accessible language and vivid examples, Marçal reminds us that economics is not merely about numbers, production, and consumption — it also has emotional, social, and deeply human dimensions. As we continue to discuss gender equality, fair income distribution, and sustainable development today, recognizing this invisible labor might be the most critical first step.

This book offers an insightful and thought-provoking read for anyone who wants to view economics, gender relations, and human labor from a fresh perspective.



ACADEMIC PLAYLIST



A SELECTION FOR NOVEMBER

Res. Asst. Mustafa Nurkan BİTLİSLİ
Department of Political Science and Public Administration

Madrugada is a remarkable band that blends the dark tones of the Norwegian alternative rock scene with a calm emotional depth. With their deep vocals, expansive guitar textures, and distinct Nordic melancholy, the group stands out as one that creates a powerful atmosphere accompanying both moments of introspection and focused work.

This selection, prepared in accordance with the spirit of November, consists entirely of ten Madrugada songs. Aiming to bring together the quiet air of the month with the band's characteristic sonic world, this playlist offers a musical backdrop that aligns with the rhythm of shortening days, academically demanding periods of deep concentration, and the season's gentle, melancholic stillness.

We wish you an enjoyable listening experience. Please click [here](#) to access the selection.

131		Whatever Happened to You Madrugada	Madrugada
132		Hands Up - I Love You Madrugada	The Nightly Disease
133		Step into This Room and Dance for Me Madrugada	The Nightly Disease
134		Only When You're Gone Madrugada	The Nightly Disease
135		Hold On to You Madrugada	The Deep End
136		Valley of Deception Madrugada	Madrugada
137		What's on Your Mind? Madrugada	Madrugada
138		Honey Bee Madrugada	Madrugada
139		Electric Madrugada	Industrial Silence
140		Vocal Madrugada	Industrial Silence



Green Organizational Behavior: A Conscientious Transformation in the Future of Business

Res. Asst. Tuğçe TOPÇU
The Department of Business Administration

Global warming, climate change, and the depletion of natural resources have led to the emergence of a new understanding in the business world—one that emphasizes harmony with the environment. Today, organizations are evaluated not only by their economic performance but also by their sensitivity to environmental and social issues. This transformation process requires institutions to adopt “green Green Organizational Behavior: A Conscientious Transformation in the Future of Business

management” approaches and encourages employees to act in accordance with this mindset. At this point, the concept of green organizational behavior gains importance. Green organizational behavior refers to employees’ voluntary attitudes and actions in the workplace that avoid harming the environment and promote sustainability. Examples include saving energy, supporting recycling, reducing resource consumption, preferring digital documents, and spreading environmental awareness. This concept is also regarded as the environmental dimension of organizational citizenship behavior.

Research shows that environmentally conscious employees exhibit higher organizational commitment, strengthen corporate image, and foster a stronger sense of belonging among colleagues. Such behaviors contribute to building a positive organizational culture, increasing motivation, and reducing workplace stress.

Leadership plays a crucial role in fostering green organizational behavior. Ethical leaders inspire employees by making environmentally responsible decisions and setting an example through their actions. Thus, sustainability awareness moves beyond policy—it becomes an integral part of the organization’s culture.

In conclusion, green organizational behavior goes beyond environmental sensitivity; it defines the human resource profile of successful organizations in the future. Employees who respect nature, act with awareness, and embrace collective responsibility are the strongest representatives of a sustainable world. The widespread adoption of green organizational behavior will enable not only businesses but also society as a whole to take a collective step toward a sustainable future.

ENTREPRENEURSHIP AND INNOVATION



Two Forces That Make a Difference in Entrepreneurial Success: Network and Know-How

Asst. Prof. Ergash JUMAEV

The Department of International Trade and Business

In the present entrepreneurial world, alongside with digitalization, 'Networking' and 'Know-How', that is 'business networks' and 'knowledge sharing', are strategic strengths. In the entrepreneurial ecosystem, the successful launch and long-term sustainability of start-ups now require not only brilliant ideas and solid capital, but also these two fundamental forces: strong business networks and the sharing of intellectual capital and know-how. In fact, these two elements are like two wings for entrepreneurship to achieve success. If one wing is missing, the desired high flight cannot be achieved and continuity cannot be ensured.

Networking is the most valuable social capital in entrepreneurship. However, networking is not just about meeting people, following each other on social media accounts, exchanging business cards and sharing opportunities. This business network enables the flow of information based on a system of values, access to resources, and the strengthening of innovative capacity. In this context, networking creates opportunities for trust and references in meeting the right business partners and investors on the path to entrepreneurial success. Through knowledge transfer, it enables the learning of all possible developments in the sector, allowing for proactive, rapid decision-making and the development of innovative solutions. It establishes a mentoring support system with mentors who can engage in direct idea exchange during the challenging stages of entrepreneurship through a robust network. In the business world, it offers trust and credibility for entrepreneurs.

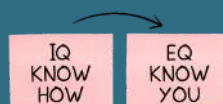
The network provides entrepreneurs with priority access to transforming bright ideas into practice and production, securing financial resources, finding qualified business partners and workforce (team members), and rapidly reaching commercialisation opportunities. Therefore, in entrepreneurship, before Know-How comes Know-Who, which means, Who Do You Know? Creating, expanding and strengthening this network is achieved through an approach based on the principle of adding value, that is, thinking about how you can help people, because networking is a fair exchange; it should involve not only taking but also giving.

In the entrepreneurial ecosystem, another factor that is just as important as a brilliant business idea is know-how, that is accumulated knowledge, experience and practical skills. Know-how is the entrepreneur's understanding of how and by what means to utilise their technical knowledge and experience; it is the ability to comprehend how a task can be performed in the most effective and efficient manner. Sectoral expertise, market knowledge, operational process management and the ability to produce results are the fundamental components of know-how. This concrete knowledge base is also the most important force that facilitates the entrepreneur's idea, paves the way and reduces the workload.

Entrepreneurship built on know-how is not limited to technical skills and industry knowledge; it also enables understanding market dynamics, anticipating customer needs and creating a competitive advantage by following global trends. This intellectual accumulation enables the venture to acquire a unique value that is difficult to replicate, enhancing quality and efficiency in business processes. Furthermore, by harmonising innovative knowledge, a competitive edge is created in the market, teams gain access to up-to-date information, and investor confidence is secured. Know-how is a transformative force that enables vision to become reality and facilitates the making of correct and swift decisions.

Although network and know-how are separate strengths, they directly influence the success and sustainability of ventures. To prevent the network from becoming superficial and unsustainable connections, and to prevent know-how from becoming trapped between walls, the network and know-how must be institutionalised through systematic support. Here, entrepreneurs continuously learn to increase their knowledge base, while expanding their professional networks by participating in events and establishing meaningful connections. Being open to development in both areas and adapting to changing market conditions ensures the entrepreneur's continued success.

Consequently, entrepreneurship truly differentiates the situation based on how and to what extent one leverages networks and know-how as a differentiating force, rather than the principle of Who Do You Know or How Can You Do It. On the way to entrepreneurship, you rise with these two wings and reach your goal.



NEW MAYOR OF NEW YORK: A LEFTIST MUSLIM



Assoc. Prof. Fatma Gül GEDİKKAYA
Department of Political Science and Public Administration

Democrat Zohran Mamdani won the elections on November 4 and became the mayor of New York. A Muslim, Mamdani is known as a left-leaning and anti-Trump politician. New York is a great city, but living there should also be financially manageable." With this message



Zohran Mamdani assumed the mayoral seat of New York. The 34-year-old Democratic politician is described by President Donald Trump as a "communist madman." Mamdani became the first Muslim and the first "democratic socialist" to be elected to this prestigious position.



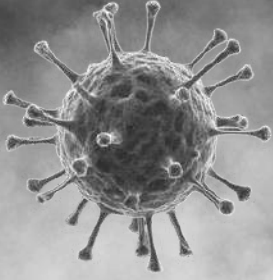
ZOHRAN MAMDANI



Zohran Mamdani was born in Uganda to a family of Indian descent. His father, Mahmood Mamdani, is a professor at Columbia University, and his mother is Mira Nair, the director known for the film *Monsoon Wedding*. His family moved to New York when Zohran was seven. Later, he studied African Studies, pursued rap music for a while, participated in election campaigns, and provided consultancy to people under eviction threats. In 2020, he was elected to the New York State Legislature.

Looking at Mamdani's program, it includes: building 200,000 affordable housing units, limiting rent increases, providing free bus transportation and childcare, and establishing city-run supermarkets so that everyone can access affordable food. These projects will be funded through higher taxes on corporations and wealthy citizens.

Another notable aspect of the 34-year-old politician is his "extraordinary communication skills." He is effective both in direct contact with voters and on social media: he has 4.5 million followers on Instagram alone. Mamdani's campaign videos on YouTube are seen as "unique, creative, entertaining, and sincere in political communication." Mamdani's profile can also be interpreted as a typical example of the "new left" wave gaining momentum in the U.S. With his democratic socialist identity, he differentiates himself from classic centrist Democrats. Anti-Trump, equality-focused, and socially policy-oriented, he represents a distinct political discourse. His position as New York's first Muslim and immigrant-origin mayor is also considered a milestone in terms of identity politics.



Is Economic Growth Causing Cancer?

Assoc. Prof. Gülgün ÇİĞDEM

The Department of International Trade and Business

In Türkiye, economic growth has long been seen as a widespread indicator of social welfare. However, the indirect and invisible costs of this growth story on health are not being discussed. The study titled “Economic Growth and Cancer: The Hidden Cost of Prosperity: Empirical Evidence from Türkiye” by Assoc. Prof. Dr. Gülgün Çiğdem, Head of the Department of International Trade and Business Administration, presents serious empirical evidence against this traditional perception. Çiğdem argues that, in the Turkish context, per capita income growth does not only indicate a higher standard of living or technological progress; it can also increase potential health risks. These risks include changes in lifestyle, increased environmental and occupational exposure, and expanded opportunities for diagnosis and medical access. A notable point in the analysis is that Çiğdem's ARDL Bound Test conducted with Turkish data identifies a cointegration relationship between economic growth and cancer cases in the long term. The study highlights the “visibility effect,” where increased early diagnosis and access to healthcare services enhance the visibility of recorded cancer cases. However, this is not just about increased diagnosis frequency; it also supports the idea that deteriorating exposure conditions accompanying the growth process can equally contribute to rising cancer incidence.

The findings contain shocking implications for economic and health policies. It is emphasized that development strategies pursued with the goal of economic growth should not focus solely on growth rates; they must simultaneously address public health indicators, risk factors, and social inequalities. Key recommendations in the study include environmental regulations, workplace safety measures, strengthening early diagnosis infrastructure, and making lifestyle improvements part of the development approach. Çiğdem notes that otherwise, growth strategies could deepen social inequalities and increase the burden on health.

In conclusion, the growth narrative for Türkiye must now go beyond being merely an economic success metric; it must be rethought in conjunction with the health dimension. The question “Is Growth Causing Cancer?” is not just a powerful headline; it serves as a warning that the dynamics between growth and health must be carefully analyzed. Çiğdem's work provides a guiding framework for policymakers and academics on this complex relationship



ECHOES IN THE COSMOS: HUMANITY'S PSYCHOLOGICAL JOURNEY TOWARD OTHER MINDS

Asst. Prof. Sezer AYAZ

The Department of International Trade and Business (English)

Humanity's interest in different and intelligent life forms extends beyond a purely scientific endeavor; it is rooted in profound psychological and philosophical foundations. Throughout history, humans have sought to understand their place in the universe and to attribute meaning to their existence. In this context, the question "Are we alone in the universe?" lies at the intersection of scientific curiosity and existential anxiety. Space exploration, projects such as SETI (Search for Extraterrestrial Intelligence), and astrobiological studies have provided a systematic framework for this search. Yet behind these efforts lie not only scientific inquiry but also deep psychological drives such as curiosity about the unknown and the yearning to overcome loneliness and find meaning.

From a psychological perspective, the search for different and intelligent life forms reflects both cognitive and emotional needs of humankind. The human mind is inherently uncomfortable with uncertainty and tends to seek a defined position within the cosmos. Thus, the idea that other intelligent beings might exist serves to alleviate existential anxiety and allows humanity to reinterpret its significance on a universal scale. Moreover, this quest challenges the anthropocentric worldview that places humanity at the center of existence.

If the existence of intelligent life were ever confirmed, the scientific implications would be immense. The chemical and biological foundations of life would be reassessed, and the concepts of evolution, consciousness, and intelligence would be redefined within a broader universal framework. At the same time, such a discovery could have transformative sociocultural effects. The potential for humanity to unite under a common "Earth identity" and to transcend national, religious, and ethnic divisions is particularly noteworthy. This new sense of unity might foster a more holistic approach to addressing global challenges.

However, the possible negative consequences of such a discovery should not be underestimated. The confirmation of intelligent extraterrestrial life could destabilize existing religious, ethical, and philosophical systems. Humanity's belief in its uniqueness might be undermined, leading to psychological resistance, fear, or crises of faith within certain societies. Furthermore, if the encountered life form were technologically or intellectually superior, it could evoke feelings of inferiority or existential threat among humans. Considering humanity's historical tendency to perceive the "other" as a potential threat, such a contact might result in social conflict or profound misunderstanding.

In conclusion, the search for different and intelligent life forms represents a natural extension of humanity's cognitive and emotional structure. This pursuit is not merely a scientific project but also an effort to redefine human identity, boundaries, and meaning. The discovery of another intelligent life form would constitute one of the most significant turning points in human history, testing our psychological resilience, cultural adaptability, and ethical maturity. Therefore, the search for intelligent life should be regarded not only as a scientific enterprise but as a process that deepens humanity's existential consciousness and understanding of its place within the cosmos.

Time to Socialize

Res. Asst. Zehra Makar

The Department of Business Administration (English)



Club

Business Administration Club

The Business Student Club focuses on blending students' theoretical knowledge with practical business experiences. The club aims to enhance its members' competencies in leadership, problem-solving, and professional networking. Through sectoral events, seminars with expert guests, and company visits, current business world trends are explored, and concrete insights into career paths are offered. You can follow this highly active club on their social media account:

Instagram: [iguisletme](#)



Agenda at IGU

Bye 2025

Now that we have successfully passed the exam period, it's the perfect time to shift our focus to year-end rituals. This interval should be devoted to thinking about New Year's gifts for our loved ones, thoroughly evaluating the past year, and setting new plans and goals for the coming year. We wish you a happy, peaceful, and successful new year in advance! 🎄🎁

Instagram: [iguiisbf](#)

Twitter: [iguiisbf](#)



Let's Socialize!

New Year's Raffle!

How about having a New Year's raffle (Secret Santa) with your friends as a classic year-end tradition? No revealing who you drew! 😊



DECEMBER IN İSTANBUL

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

Res. Asst. Asel ATAÖĞLU

The Department of Business Administration (English)

Etkinlik Türü	Etkinlik Adı	Mekan	Tarih
Stand Up	Güldür Güldür	Bostancı Gösteri Merkezi	5 Aralık Cuma
Konser	Yıldız Tilbe	JJ Joker Vadistanbul	6 Aralık Cumartesi
Konser	Ferhat Göçer	Zorlu PSM	13 Aralık Cumartesi
Tiyatro	Koku	Trump Sahne	17 Aralık Çarşamba
Tiyatro	7 Kocalı Hürmüz	Bostancı Gösteri Merkezi	18 Aralık Perşembe
Tiyatro	Sil Baştan	Hilltown Seyirlik	21 Aralık Pazar





Mustafa ERDOĞAN

A Student from the Department of International Trade and Business

I'm Mustafa Erdoğan. I'm continuing my academic journey as a third-year student in the Department of International Trade and Business at Istanbul Gelişim University. At this critical juncture in my university life, I'm moving forward to understand the complex dynamics of a globalizing world and acquire the competencies to guide them. This department I've chosen offers me not only a diploma but also the analytical mindset and strategic perspective necessary to play an active role in the future economic system.

The primary driver for choosing this department was my curiosity about accounting, a field I've always been interested in and see as the "nervous system" of a business. For me, this decision wasn't a coincidence; it was the product of a conscious effort. I view accounting not only as a record-keeping process that fulfills legal obligations, but also as the art of analyzing the financial health of companies operating in the international arena, making strategic decisions, and managing resources most efficiently. Therefore, with the opportunity my department has afforded me, I aimed to master the intricacies of accounting and become fluent in the language.

My education at Istanbul Gelişim University surpassed my expectations, providing me with a multidisciplinary foundation. In addition to accounting, my program allows me to address the logistics and marketing aspects of commerce holistically, the organizational structures of modern business, and the complex world of finance (risk management, capital markets). This allows me to gain a 360-degree perspective on the financial, operational, and administrative aspects of a product or service's journey in the global marketplace.

I strive to balance the intense pace of academic life with my personal interests. Fitness and parkour, which require discipline and focus, are not only physical activities for me but also tools that enhance my mental resilience in the face of challenges. Playing the guitar and listening to music nurture my creativity, while video games, which develop my strategy and problem-solving skills, offer me the opportunity to apply the analytical thinking I acquired in my classes on a different platform.

I extend my sincere gratitude to all my professors who guided me in acquiring this comprehensive knowledge and vision, who shared their valuable knowledge, the research assistants who have been unwavering in their support, and all the staff at our university's other faculties. Thanks to their guidance, I am on my way to becoming a professional who can put theoretical knowledge into practice and walk confidently towards my goals.





Elçin NUR

Graduate of the Department of International Trade and Business

Hello IGU family,

As a graduate of the Department of International Trade and Business at Istanbul Gelişim University, I want to share the values this journey has taught me. Throughout my university years, I not only acquired theoretical knowledge but also had the opportunity to study with discipline, think analytically, and gain a global perspective.

Thanks to our experienced, visionary, and supportive professors, I started the business world better prepared. Gelişim University gave me not only an education but also self-confidence, determination, and a professional perspective on the path to my goals.

Today, with every step I take in the business world, I feel the advantages of the knowledge and experience I gained at my university. The awareness and discipline I gained at Gelişim have been my greatest guides on my career journey.

I sincerely thank all my professors for their hard work, guidance, and support.

I have one piece of advice for all my new graduates: Trust in what you've learned, because Gelişim provides you with a strong foundation.

Sincerely,

Elçin NUR



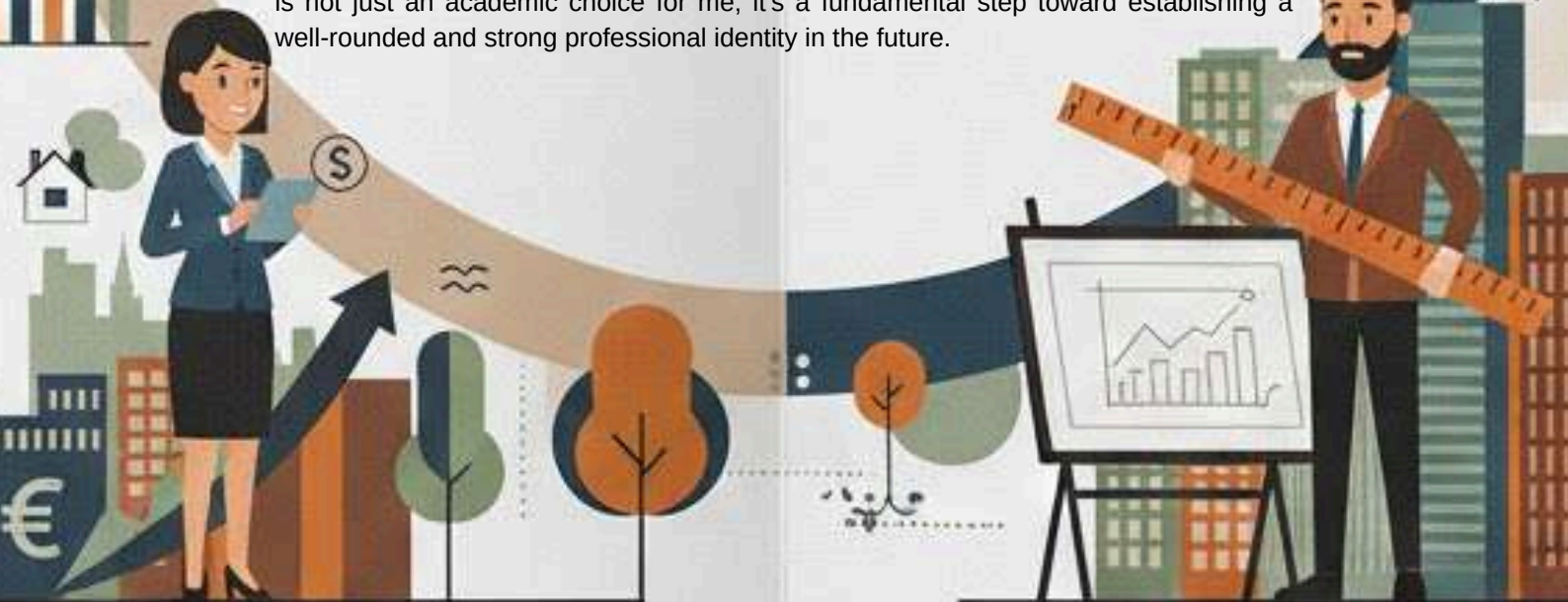


Edip HÜZMELİ

A Double Major Student from the Department of International Trade and Business

I'm Edip HÜZMELİ,

My education in the Department of Interior Architecture and Environmental Design at Istanbul Gelişim University has taught me to see space not just as a physical space but as a dynamic entity that shapes people's lifestyles, habits, and emotional experiences. I've learned that design is much more than an aesthetic production process; it requires research, analysis, planning, and the development of sustainable strategies. However, over time, I've come to realize that behind every designed space, every product, and every project lies a powerful economic structure, global workflows, and commercial processes that must be managed. I've seen that design gains true value not only in its creation phase but also in its relationship with the business world. This realization led me to pursue a double major in International Trade and Business. International trade education helped me understand the workings of global markets, brand strategies, financial planning, and the fundamental principles of business management, allowing me to add an economic and managerial perspective to the design discipline. This has given me a multidisciplinary perspective that allows me to analyze not only the space itself but also its position within the industry, brand value, cost, and procurement processes. I believe that in my future career, I will gain significant advantages, including the ability to develop design projects in ways that are both aesthetically and economically sustainable, manage projects on an international scale, communicate with diverse cultures and markets, and integrate brand strategies with spatial design. In short, this double major, which combines design knowledge with commercial acumen, is not just an academic choice for me; it's a fundamental step toward establishing a well-rounded and strong professional identity in the future.



Erasmus DIARY

Res. Asst. Asel ATAÖĞLU

The Department of Business
Administration (English)

I successfully completed my Erasmus+ study mobility in Baku, the capital city of Azerbaijan, through Istanbul Gelişim University. This experience was highly enriching for me both academically and culturally. I had the opportunity to get to know a different education system, gain new knowledge in my field, and develop a broader perspective through studying in an international environment.

During my time in Baku, I met the warm and hospitable people of Azerbaijan and had the chance to learn more about their culture and traditions. I explored the city's unique atmosphere, where its historical heritage blends beautifully with modern architecture. From the Old City (İçəri Şəhər) to the seaside boulevard along the Caspian Sea, I discovered many of Baku's remarkable sights.

This mobility contributed greatly not only to my academic development but also to my personal growth. Interacting with people from different cultures improved my communication skills, strengthened my self-confidence, and helped me build unforgettable friendships. The experiences I gained in Baku provided me with valuable insights that will guide me in my future academic and professional life.



In Turkish cuisine, cheese holds a special place beyond breakfast tables. It plays a leading role in many desserts as well. The most famous example is künefe, yet cheese appears in many other recipes, adding a distinctive flavor to sweets. Among these, cheese halva occupies a unique position. Whether plain or baked, served hot or cold, this dessert reflects the modest yet rich culinary heritage of Turkey.

A Short Journey Through History

Although there is no definitive historical record regarding the origin of cheese halva, it is said to date back to the times when Turks crossed from Anatolia to Rumelia, bringing with them the ingredients used in the recipe. It is mentioned in Ottoman kitchen records and travel notes. According to legend, it was first made by nomadic communities living around Balıkesir. In this dairy-rich region, fresh curd cheese was combined with flour, butter, and sugar to create this dessert, which eventually became a local symbol.

A Sweet Rivalry: Whose Halva Is the Best?

There is some confusion surrounding this cheese-based dessert that deserves clarification. A similar dessert made with nearly the same ingredients is known as hoşmerim in Balıkesir, while in Çanakkale it is called cheese halva. The Balıkesir Provincial Directorate of Culture and Tourism describes the basic ingredients of hoşmerim as follows: (a) 1 kg unsalted fresh cheese, (b) 2 egg yolks, (c) 250 g semolina, (d) 100 g flour, (e) 1 kg granulated sugar, and (f) 1 teaspoon baking powder.

Today, when people mention cheese halva, two cities come to mind: Balıkesir and Çanakkale. "Balıkesir Höşmerim Dessert" received a geographical indication from the Turkish Patent and Trademark Office in 2015, followed by "Gelibolu Cheese Halva" in 2023. Tekirdağ also joined this "sweet competition" when "Tekirdağ Cheese Halva" was registered in 2020.

Each city proudly presents its own version as the most authentic, using local milk and cheese. The Çanakkale version is usually baked, with a lightly browned crust and a soft interior. In Balıkesir, the dessert is mostly cooked on the stove, spreading the rich scent of butter throughout the place. Tekirdağ's version differs slightly by using flour instead of semolina. These small variations are delicious proof of how the same recipe can gain a unique identity in every region.

Where I Tasted the Best One

Among all the discussions about cheese halva, the flavor that remains unforgettable for me is the baked version I tasted in Gelibolu. It was served on a shallow plate, topped with a golden crust. As I dipped my spoon in, the soft, stretchy cheese layer underneath extended endlessly, and the harmony between sugar and cheese was simply mesmerizing.

I have never found that same taste anywhere else. Perhaps I just haven't yet discovered a sweeter destination.



ABOUT ACADEMIC LIFE

PUBLICATIONS

Assoc. Prof. Ebru Gül Yılmaz and Asst. Prof. Şükran Kahveci's article titled "Do Technological Advances Promote Ecological Sustainability? Evidence from Panel Causality Analysis for the Dirtiest and Cleanest Countries" was published in Journal of the Knowledge Economy.

Assoc. Prof. Festus Victor Bekun's article titled "Why management papers face rejection? An advanced guide to publish manuscripts in high-impact management journals" was published in Quality and Quantity.

Assoc. Prof. Festus Victor Bekun's article titled "Multidimensional Determinants of Life Expectancy in Developing Countries: Evidence From Preston Curve Hypothesis" was published in Review of Development Economics.

STAFF AGENDA



ACADEMIC-ADMINISTRATIVE APPOINTMENTS

- Asst. Prof. Burçin ÇAKIR GÜNDOĞDU has been appointed to the position of Asst. Prof. in the Department of Economics and Finance (English).
- Asst. Prof. Bilge İPEK has been appointed to the position of Asst. Prof. in the Department of Advertising.
- Assoc. Prof. Başak ÖZARSLAN DOĞAN has been appointed to the position of Assoc. Prof. in the Department of International Trade and Business.
- Asst. Prof. Aydan ÜNLÜKAYA ÇEVİRİCİ has been appointed to the position of Asst. Prof. in the Department of Advertising.
- Asst. Prof. Gözde ÇAĞLAR GHASIDI has been appointed to the position of Asst. Prof. in the Department of Aviation Management.
- Asst. Prof. Pınar ALYAR has been appointed to the position of Asst. Prof. in the Department of International Trade and Business (English).
- Asst. Prof. Yağız KARATAŞOĞLU has been appointed to the position of Asst. Prof. in the Department of Psychology.

ACADEMIC STAFF DEPARTEES

- Res. Asst. Demet TAÇ, has left the Department of Economics and Finance.



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Please scan me for more
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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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