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A DIFFERENT DIMENSION IN ONLINE SHOPPING BEHAVIOR ANALYSIS: MOUSE TRACKING METHOD

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The Department of Logistics Management

The rapid growth of the e-commerce sector has transformed consumer shopping habits and behaviors. Today, with the rapid development of technology, e-commerce has also created a brand new research area. These developments have had significant impacts on consumer behavior, e-commerce perceptions, business strategies, overall shopping experiences, as well as advertising and marketing.

Although each customer is unique, segmentation of visitors to e-commerce sites can be performed. Traditional segmentation can be made based on the customer's gender, age, location, language, interests, etc. In addition to traditional segmentation, customer surveys, SQL data, eye-tracking devices, and mouse-tracking devices are also used.

The Mouse Tracking Method stands out from other analysis methods due to its ability to collect real-time data, ease of use of tools, and simplicity of data analysis. With this method, the aim is to determine the paths consumers follow on the website during the product purchasing process and visualize them with heatmaps.

Mouse tracking is a technique that analyzes users' behavior on websites in milliseconds and queries unconscious movements, providing more accurate data over time. In this method, the movement of the mouse cursor and the time spent are recorded when users make selections, and thus the decision-making process and the path followed are visualized with X and Y coordinates. The collected data are compiled and analyzed for each user and made more understandable with visual tools such as heatmaps.

For this analysis method to be used, the software must be integrated into the relevant site. This requires the consent of each visitor. Therefore, online shopping sites must provide clear notifications indicating that they are tracking users, request permission for cookies, and ensure that data is processed securely.

Mouse tracking offers many advantages for e-commerce sites. With this method, consumer interactions with the sites can be better understood, thus improving consumer satisfaction with site design improvements. For example, if the click-through rate on a product page is low, the page design or product descriptions can be reviewed with this analysis. Additionally, personalized offers and advertisements can be created with this data, thereby suggesting the right products that will catch customers' attention.

Mouse tracking and cursor analysis technologies provide important data for shopping sites, allowing the optimization of user experiences. However, transparency and adherence to ethical standards in data collection are of utmost importance. In the future, these technologies are expected to continue offering more personalized and user-centric shopping experiences.

The Dark Side of Technology: Technostress

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Technology-related stress, also known as technostress, is a modern phenomenon in which individuals struggle to cope with technology, particularly in the workplace, leading to negative effects on mental health. It is defined as any negative impact that technology has on attitudes, thoughts, behaviors, and physical health. This can include feelings of anxiety, depression, and burnout. It is especially common in workplaces where computers are used extensively, and digital platforms serve as the primary tools for employees to perform their tasks. Technostress also arises from issues such as over-identification with technology or difficulty adapting to new systems. It often coexists with workplace stress, particularly when technology conflicts with an individual's abilities or resources. Brod's (1984) concept of technostress includes both internal (strain) and external (stress) factors, where the mismatch between job demands and individual resources leads to distress. Technostress impacts job satisfaction, employee performance, and overall well-being, resulting in problems like job dissatisfaction, burnout, and decreased productivity. Social media use in the workplace has become a significant source of technostress, causing distractions, role conflict, and blurring the boundaries between personal and professional life. Excessive use of social media in the workplace can reduce productivity and increase technostress, ultimately harming job performance.

Today, most people spend the majority of their days multitasking in technological or virtual environments, with little contact with nature. While many recognize the benefits of spending time in nature to cope with stress, they often fail to spend enough time outdoors. Being in natural environments, such as forests, mountains, and beaches, helps the body and mind heal by reducing blood pressure, heart rate, muscle tension, and stress hormones. Humans have historically lived in natural surroundings, but due to the artificial workspaces of modern industrialized societies and the growing addiction to technology, increased stress and long hours of inactivity have become widespread. This shift led to the term "technostress," coined in the 1980s, which describes how excessive exposure to technology and long hours spent on computers negatively affect stress levels and overall well-being. Research shows that connecting with nature can help restore a sense of calm. Nature-based therapies, such as Japan's "Shinrin-yoku" (forest therapy), focus on engaging the senses in a forest environment to promote health. Studies indicate that even a 15-minute walk in the forest can provide physiological relief. These benefits were recognized in Japan, where the concept of "forest bathing" was introduced 30 years ago to encourage people to use nature for therapeutic purposes. Even for those living in urban areas, spending 30 minutes in a park or forest can improve well-being and potentially extend life.

Technostress affects most people because we spend a significant amount of time in artificial environments connected to technology. According to Lazarus and Folkman's stress model (1984), stress is less about external factors and more about how we perceive and respond to those factors. Spending time in nature helps improve our ability to cope with stress and increases psychological resilience. Nature offers a simple and accessible resource that can make daily stressors feel more manageable.

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"This is a Man's World"

RES. ASST. DEMET TAÇ
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One of the primary challenges women face in the workforce is lower employment rates compared to men. Globally, the employment rate for women is 46%, while it is approximately 70% for men (ILO, 2023). In Türkiye, the labor force participation rate for women is 34%, compared to 72% for men (TUIK, 2023). These figures indicate a need to increase women's participation in the workforce. Gender roles, familial responsibilities, and inflexible working hours are significant barriers to women's participation in the labor market.

Wage inequality is another critical issue that hinders women's economic independence and reinforces gender inequality. Globally, women earn, on average, 20% less than men for the same work (World Economic Forum, 2023). In Türkiye, it is estimated that women earn 15-20% less than men (TUIK, 2023). To address this issue, policies promoting equal pay for equal work, increasing wage transparency, and eliminating gender-based wage discrimination are essential.
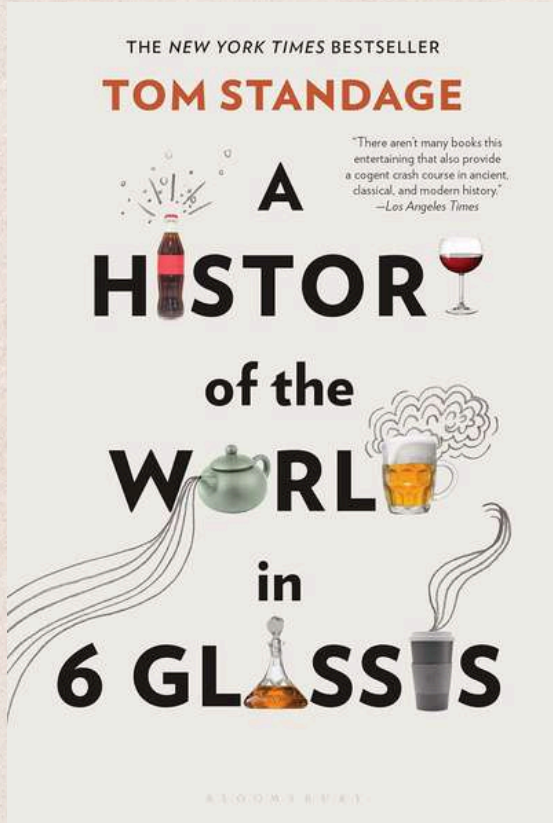
Education also highlights significant gender disparities. Globally, girls' school attendance rates are still lower than boys'. This is particularly true in low-income countries, where the dropout rate for girls is higher (UNESCO, 2023). In Türkiye, although girls' enrollment rates have approached those of boys, there are still notable gaps, especially in rural areas and eastern provinces (TUIK, 2023). Ensuring educational equality, increasing girls' school continuation rates, and preventing early marriages are crucial measures to reduce these disparities.

Parental leave policies also reflect gender inequalities. In many countries, maternity leave duration and conditions are more favorable for women than for men, which can lead to women being sidelined in their careers (OECD, 2023). In Türkiye, maternity leave for women is 16 weeks, while paternity leave is only 5 days (Ministry of Labor and Social Security, 2023). This discrepancy can hinder women's return to work and affect their career progression negatively. Parental leave policies should be reformed to support gender equality.

Women also face significant barriers in senior management and representation. Globally, only 7% of CEO positions are held by women (Catalyst, 2023). In Türkiye, the situation is similar, with women holding less than 10% of senior executive positions (TUIK, 2023). Increasing women's access to leadership positions is a crucial step towards achieving gender equality. Supporting women's career development through programs, mentorship opportunities, and adopting workplace gender equality policies can help reduce these disparities.

In conclusion, gender inequalities are evident in employment, education, salaries, parental leave, and senior management positions. Addressing these inequalities requires the implementation of various policies and measures. Increasing women's participation in the workforce, ensuring educational equality, enforcing equal pay policies, and reforming parental leave to be more equitable can contribute to achieving gender equality.

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A HISTORY OF OF THE WORLD IN 6 GLASSES

THE NEW YORK TIMES BESTSELLER

TOM STANDAGE

"There aren't many books this entertaining that also provide a cogent crash course in ancient, classical, and modern history."
—Los Angeles Times

A HISTORY of the WORLD in 6 GLASSES

BLOOMSBURY

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Tom Standage's book, A History of the World in 6 Glasses, attracts the attention of readers interested in history by offering a different perspective from conventional history books. In his book, Standage describes the historical development of the world through six drinks. These drinks are beer, wine, distilled spirits, coffee, tea and cola. In his book, Standage examines these drinks in six chapters, one by one, allowing us to look at history from a different perspective. It is noticed that the author intends to touch upon the story of the consumption of these drinks and, in this context, to try to shed light on the economic, social and cultural transformations of human history.

A History of the World in 6 Glasses features a detailed look at the impact of these drinks on civilizations throughout history. For example, beer became a staple food for workers in the early civilizations of Mesopotamia and Ancient Egypt, while wine was a symbol of social status in ancient Greek and Roman societies. Standage points out the critical role that distilled beverages played during the slave trade and colonialism era, while also noting that coffee triggered enlightenment and intellectual debates. While tea is identified with the economic power and colonial policy of the British Empire, cola symbolizes modern consumer culture and American influence.

By using these drinks as historical metaphors, the author offers readers an unusual way to understand major historical transformations. The work has a character that goes beyond ordinary history books with its fluent language and striking anecdotes. The author's command of detail and his ability to relate complex historical events to simple drinks make the book both an informative and enjoyable read.

A History of the World in 6 Glasses is a compelling, entertaining, and thought-provoking work that appeals to a general readership interested in history. The book stands out as a must-read for readers who want to look at historical events from a different perspective.

UKDE

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Mehtap Güngör's book Ukde is an important work that offers an in-depth look at psychological traumas and therapy processes. Inspired by real cases, the author explores how past traumas shape individuals' lives and how therapy can lead to transformation.

The book particularly focuses on EMDR (Eye Movement Desensitization and Reprocessing) therapy, providing readers with a detailed understanding of this technique. Mehtap Güngör, an expert in psychotherapy, conveys her knowledge in a literary style. Rather than using an academic tone, the book is written in a way that is accessible to everyone, making it valuable for both those interested in psychology and those seeking personal awareness. The author presents therapy sessions almost like a journal, allowing readers to follow the process step by step. This approach helps readers deeply connect with the characters' experiences and gain insight into their inner worlds. The book's narrative style is highly engaging. Instead of presenting psychological concepts in a theoretical manner, the author explains them through real-life examples. This makes therapy-related concepts more tangible and easier to grasp. The core themes of the book revolve around trauma and EMDR therapy. Each character in the book is forced to confront past experiences they have suppressed in their subconscious. EMDR therapy is known to be particularly effective for conditions such as post-traumatic stress disorder (PTSD) and anxiety. In this method, individuals process traumatic memories through guided eye movements.

Throughout the book, the application of EMDR therapy, how individuals reassess their past traumas, and the relief they ultimately experience are thoroughly examined. While explaining this process with scientific foundations, Mehtap Güngör provides a realistic perspective on how therapy progresses. This approach helps even skeptical readers understand and internalize the therapy process.

Ukde is a valuable book for anyone interested in psychology. It serves as a great introduction to EMDR therapy and offers concrete examples of how therapy sessions unfold. For those considering therapy but feeling hesitant, the book provides an encouraging perspective.
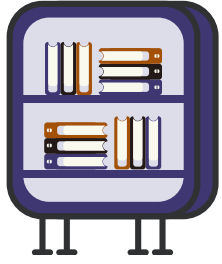
Res. Asst. Zehra Nur Kurtoğlu
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FIGHT CLUB: A PSYCHOLOGICAL PERSPECTIVE

The psychological disorders central to Fight Club are insomnia and schizophrenia (Diken & Laustsen, 2022). Jack's insomnia initiates the story, while his schizophrenia drives its progression. When Jack recognizes his disorder, he tries to stop his actions, but it is too late. Insomnia, a psychological sleep disorder, symbolizes Jack's immobility and stagnation. His inability to sleep reflects his stagnant social life, highlighting his status as a passive participant in a capitalistic society. Jack's sleeplessness renders him thoughtless, inactive, and detached. This sedentary existence contrasts with the intense mobility introduced by the Mayhem Project. As Jack's alter ego, Tyler spreads the club's chaotic ideology across the country, organizing a nationwide network of rebellion. For Jack, this movement counters his immobility, bringing the action he subconsciously craves.

Jack's journey to find Tyler represents a deeper search for self-understanding, as Tyler is a manifestation of Jack's schizophrenia. Created by his fractured mind, Tyler embodies Jack's idealized version of himself: confident, charismatic, and admired. Tyler possesses the qualities Jack wishes he had—a stark contrast to Jack's passive, insecure personality. Schizophrenia enables Jack to externalize his desires, granting him the energy and drive to act, which temporarily alleviates his insomnia. Together, these disorders create a vicious cycle of instability and movement.

In addition to insomnia and schizophrenia, Jack suffers from intense anxiety (Sanusi, 2021). His anxiety frequently causes disorientation and regression. For example, when he hugs Bob, Jack imagines embracing his mother, momentarily finding peace. This constant anxiety fuels Jack's relentless search for Tyler, eventually culminating in self-confrontation. Despite the challenges of schizophrenia, Jack's anxiety drives him to question his reality and face the truth of Tyler's existence. Confronting Tyler represents an extraordinary feat for someone with Jack's mental state. Anxiety, therefore, plays a crucial role in Jack's ability to regain control of his life.

Ultimately, Jack's psychopathologies propel him toward both destruction and transformation. His mental disorders allow him to transition from a thoughtless, static existence to a world of action and rebellion. However, this movement comes at a cost, as Tyler's fascistic ideology threatens both Jack and society. In the final scene, Jack shoots himself to eliminate Tyler, symbolizing his return to stability and a rejection of the destructive chaos he created. Yet, Tyler's death does not fully end the movement Jack set in motion, leaving the audience with the lingering impact of Jack's psychological struggles.

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MANUFACTURING HAPPY CITIZENS

Eva Illouz's "Manufacturing Happy Citizens" explores how happiness has transformed from a personal goal into a social obligation in modern society. It is no longer enough just to feel good; we must also display and even prove our happiness. The rise of positive psychology and self-help culture promotes the message: "Be happy, or you've failed." Not feeling great? That must mean you're not trying hard enough. Illouz argues that this "happiness imperative" is actually a product of neoliberal economics and consumer culture. When people feel unhappy, they are encouraged to blame their personal shortcomings rather than question the system itself. Unhappiness is now framed as an individual failure, even though the real causes may lie in precarious job markets, economic instability, and social inequalities. To prevent people from thinking this way, messages like "think positive, send energy to the universe, be grateful" are everywhere.

Illouz examines how happiness has become a performance metric in everything from the workplace to romantic relationships. At work, appearing unhappy can be a professional liability, while in relationships, failing to maintain constant positivity can lead to being labeled "unsuccessful in love." Even our emotions are shaped by market logic. Is happiness truly a tool for personal liberation, or has it become a disciplinary mechanism that keeps individuals passive? Through these questions, Illouz invites readers to reflect on the emotional regime of contemporary society and ask themselves whether happiness is really a choice—or a demand imposed by a system that expects them to comply. If you've been feeling pressured to be happy lately, the problem might not be you. The system might simply be pushing a little too hard.

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PSYCHOLOGICAL ANALYSIS OF THE GASSAL SERIES

The advertising campaign for the Gassal series, broadcast on TRT's digital platform Tabii, has drawn considerable criticism on social media, particularly due to its posters featuring the phrase, "Who will wash me when I die?" General feedback suggests that this advertisement is likely to trigger feelings of helplessness and despair, especially in elderly and lonely individuals, and could potentially motivate individuals with mental health issues to commit suicide. Comments regarding the advertisement generally emphasized that in a distressed society that has frequently faced natural disasters (earthquakes, fires, floods, etc.) in recent years, feels unsafe in its environment, and experiences both material and spiritual unease, highlighting the theme of death is unsettling.

The Gassal series reminds us of death, an inevitable reality. However, this reminder creates different reactions among individuals—we can begin by evaluating it by distinguishing between fear of death and death anxiety. Death anxiety is something abstract and existential. It is a condition usually experienced at the subconscious level, such as the idea of non-existence, the unknown of death, and anxieties about the afterlife. Fear of death, on the other hand, is more concrete and specific. This fear is usually related to the manner of dying. It is a fear related to situations such as experiencing physical pain (drowning, having an accident, dying from illness), and the deterioration of the body (being buried, decomposition). In the series, while Baki has a cold-blooded relationship with death only through his profession, one day he suddenly encounters the concrete and shocking face of death when a group pulls a knife on him (a joke knife); this sudden confrontation adds an emotional dimension to the concept of death, triggering a profound change in the character's inner world. Baki's concern about who will wash him when he dies, whether they will do it properly, reveals concrete examples of fear of death; this can be evaluated as an expression of the direct, physical, and emotional 'fear' response exhibited in the face of immediate and distinct elements of danger of death. On the other hand, while he avoids people before facing death, the fact that he starts to see his loved ones more often after this experience, talks about death with everyone, shares his worries about his own death, and starts communicating with the girl he loves, whom he has not spoken to since the beginning of the series, reflects the deepened existential inquiries of 'death anxiety'; this is an expression of Baki's effort to maintain his spiritual existence in this world and to leave a lasting mark of himself. Finally, the processes of trauma, grief, and healing will be conveyed through Baki's relationship with his mother and father.

The Father's Emotional Absence (Emotional Neglect)
Baki's relationship with his father is quite distant and cold in the series. This situation deepens Baki's feelings of loneliness and not being understood. For example, in one scene of the series, Baki asks his father, "Why can't I be someone's something, Dad?" This question shows that Baki feels inadequate and worthless.

His Mother's Death and Prolonged Grief
The death of Baki's mother created a great trauma in his childhood. The absence of his mother opened a deep void in Baki's life, and this void lasted for years. Baki had difficulty accepting his mother's death and constantly lived with her memories. This situation indicates a prolonged (complicated) grieving process in Baki. The flashbacks in the series emphasize Baki's longing for his mother and the lasting impact of the loss on him.

Rebirth (Purification and Healing)
The scene where Baki washes himself is one of the most impressive moments in the series. This scene symbolizes the desire to make a new start by getting rid of the burdens of the past. The effort of physical and spiritual cleansing is an important step on the path to healing.

In conclusion, Gassal is a series from within life. With its realistic characters, touching stories, and emotional depth, it manages to touch the viewer's heart.

SOCIAL ORDER IN FIGHT CLUB

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Jack, the protagonist, lives a commodified modern life as part of the capitalist system. Working in a corporate company, Jack's job involves analyzing post-accident cases of defective vehicles to protect the company's profits. His role ensures the smooth functioning of the capitalist machine. Jack meticulously maintains his living space at home, with IKEA furniture and carefully curated possessions. These items reflect his identity and adherence to the ideal consumerist lifestyle. However, this "IKEA life" causes Jack significant alienation, as he embodies the perfect yet hollow individual presented by capitalism. Like many others in modern society, Jack leads a lonely life with limited relationships.

Jack's struggle with insomnia leads him to a testicular cancer therapy group upon his therapist's advice. The emotional catharsis he experiences in these sessions becomes an addiction, driving him to regularly attend therapy groups. However, when he meets Marla, another therapy addict, he becomes annoyed by her presence and leaves. Jack's life takes a turn after meeting Tyler Durden, a charismatic and rebellious figure. Following an explosion at his apartment, Jack moves into Tyler's dilapidated house and quickly abandons his consumerist lifestyle. Together, they create Fight Club—a space where men can vent their frustrations through physical combat.

Tyler believes people must break free from their roles as mere consumers. Fight Club's mission evolves into destroying societal norms to awaken individuals to their true potential. Members take destructive actions aimed at dismantling the system and liberating people from their "IKEA lives." One of the scenes that best illustrates Tyler's methods is when he threatens Raymond K. Hessel, a grocery store owner, at gunpoint. Tyler demands that Hessel begin his childhood dream of becoming a veterinarian the next day. This scene shows that the club aims to achieve freedom through excessive pressure and tyranny, but paradoxically achieves this.

Deleuze (1987) describes microfascism as localized forms of fascism in groups or communities. Fight Club embodies this concept, with its strict internal rules and violent interventions in ordinary lives. Initially intended as an outlet for individual freedom, Fight Club evolves into Project Mayhem—a destructive movement targeting societal structures. However, this project spirals out of control, becoming a fascistic death organization. The death of Bob, a significant figure to Jack, marks the turning point where the club's actions irreversibly deviate from their original purpose. From this point on, Fight Club becomes a symbol of unchecked destruction, highlighting the danger of radical ideologies gone awry.

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A Selection for the Spring Academic Term

The new academic term is a time when everything becomes a little clearer and it is easier to focus. Therefore, we hope that this selection will accompany you from the quiet moments between classes to the intense pace of study hours. In order to emphasize the importance of progressing at your own pace and rhythm, we have compiled the instrumental pieces of Texas-based Balmorhea, where pastoral imagery is renewed at every opportunity.

We wish you a pleasant listening.

Click here for the playlist...

41	Remembrance Balmorhea
42	The Winter Balmorhea
43	Lament Balmorhea
44	The Summer Balmorhea
45	March 4, 1831 Balmorhea
46	November 1, 1832 Balmorhea
47	Night In the Draw Balmorhea
48	Harm & Boon Balmorhea
49	Process Balmorhea
50	Context Balmorhea

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EDUCATION
RESEARCH

Res. Asst. Simay YILMAZ
The Department of Psychology

Imposter Syndrome in
Education and Business Life

What Is Imposter Syndrome?
Imposter Syndrome can be defined as the belief that one's successes are the result of chance and that one has a constant lack of talent or intelligence. Individuals with Imposter Syndrome do not attribute their successes to their own competence, despite their publicly recognized achievements, but rather to external factors, such as believing that their successes are due to luck. We have good news for those who experience this feeling because even having information about Imposter Syndrome can provide great relief!

Some Triggers Causing Imposter Syndrome
There are some triggers that cause a person to feel like an individual with Imposter Syndrome, and these triggers can be especially active during transitional periods in life. Let's take a look at the three most common triggers:

   1. The process in which we are evaluated in a field in which we have received education – We can think of this as the process of graduating or starting to work in our profession.

   2. The stage of starting a new education – This can include an individual starting university or pursuing further education.

   3. Moving up or being promoted at work – For some of us, being promoted to a higher position can lead to a feeling of being over-promoted or a concern that others will realize we do not deserve the promotion.

Imposter Syndrome and Its Effect on Mental Health
People who experience high levels of Imposter Syndrome may also experience high levels of depression, anxiety, fear, doubt, and psychosomatic symptoms. Studies have found that this condition actually affects an individual's self-doubt in performing at the highest level. We can interpret this as sabotaging oneself and one's performance. In addition, studies in the literature provide evidence of a detrimental relationship between the experience of Imposter Syndrome and job performance, job satisfaction, and burnout among various working populations, including health professionals.

How Can We Overcome Imposter Syndrome?
Firstly, you can start by identifying what is causing you to doubt yourself. Just because you have less experience in your field than others does not mean you are not competent. Instead of seeing your mistakes as evidence of failure, you can see them as an inevitable part of the learning process for everyone. When you share this with your colleagues or managers, discovering that someone else suffers from the same issue may show you that your self-doubts or feelings of inadequacy are unfounded.
In addition to all these, employers or professors can create a work culture that reduces Imposter Syndrome by setting healthier expectations for employees, reminding them that mistakes are part of the learning process rather than failures, and recognizing and celebrating their successes.

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RESEARCH ON ALCOHOL-SUBSTANCE USE TREATMENT

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The first stage in treating substance use disorders involving drugs such as heroin and cocaine is detoxification and withdrawal. This initial phase is considered the easiest part of the treatment. However, once the substance is eliminated from the body, intense cravings typically begin, making it essential to apply both medication and psychotherapy. Failure to address these cravings may lead to relapse. Research conducted by Carroll et al. (1995) demonstrated the effectiveness of combining medication with Cognitive Behavioral Therapy (CBT) in treating individuals with substance use disorders. The study revealed a significant reduction in substance dependence among participants, as well as improvements in their social relationships and psychological well-being. These findings indicate that CBT is particularly effective for treating individuals with high-dose substance addictions.

CBT provides individuals with strategies to resist the allure of substances by teaching them how to develop alternative, healthier behaviors. It not only helps individuals stay away from the substance but also supports them in achieving a higher quality of life (Petry et al., 2007). When contingency management techniques, which involve providing incentives for positive behavioral changes, are added to the treatment plan, outcomes improve significantly (Schumacher et al., 2007). Carroll et al. (2006) found that combining CBT with contingency management was especially effective in treating young addicts. Thus, using multiple treatment methods together, rather than relying on a single approach, enhances both the detox process and relapse prevention.

Another significant topic within the scope of substance use disorder treatment is smoking cessation. Smoking is more common than alcohol or drug use, and individuals with alcohol or substance dependency often smoke heavily. Smoking cessation treatments are primarily behavioral and aim to offer safer alternatives to smoking, such as nicotine gum and patches. These alternatives are far less harmful than cigarettes, as they lack many of the toxic substances found in tobacco. They provide a controlled dose of nicotine to ease withdrawal symptoms. Studies show that using nicotine gum under medical supervision can significantly reduce smoking (Law & Tang, 1995).

In another study, Stead et al. (2008) found that nicotine patches were even more advantageous than gum. Smaller patches are used weekly during treatment, helping individuals gradually reduce nicotine intake and ultimately quit completely. Additionally, CBT techniques, similar to those used in substance use treatments, can be applied to smoking cessation for more lasting results. Although this approach may take longer, it provides a more permanent solution.
ntemlerle tedavi, daha uzun sürede sonuç verse de daha kalıcı ve etkili çözümler sunmaktadır.

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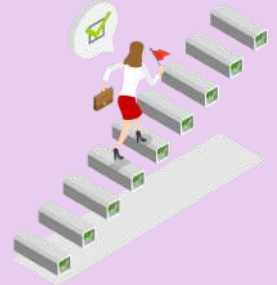
Psychological Traits of Successful Entrepreneurs: An Analytical Perspective

Entrepreneurship is not merely about having an innovative idea; it is also closely linked to specific psychological characteristics that enable individuals to navigate challenges, take risks, and achieve sustainable success. From a psychological perspective, five key traits distinguish successful entrepreneurs: self-confidence, risk-taking propensity, intrinsic motivation, emotional intelligence, and adaptability.

Self-Confidence and Determination
Successful entrepreneurs possess a strong belief in their abilities and decisions. Self-confidence allows them to take bold steps in realizing their ideas and persuading others to support their vision. Determination, on the other hand, enables them to persist despite obstacles. Psychologically, highly self-confident individuals perceive failures as temporary setbacks and learning opportunities rather than permanent defeats.

Risk-Taking Propensity
Risk is an inherent component of entrepreneurship. However, successful entrepreneurs do not engage in reckless risk-taking; rather, they make calculated decisions based on risk-reward analyses. From a psychological standpoint, these individuals possess the cognitive ability to manage uncertainty and assess potential opportunities. Their willingness to take risks allows them to identify market gaps and innovate effectively.

Intrinsic Motivation and Passion
In psychological terms, intrinsic motivation refers to an individual's drive to engage in activities for their inherent satisfaction rather than external rewards. Successful entrepreneurs are primarily driven by their passion and vision, rather than by extrinsic motivators such as financial gain or social status. Individuals with high intrinsic motivation demonstrate persistence and patience in working towards long-term goals, which is essential for entrepreneurial success.

Emotional Intelligence and Communication Skills
Daniel Goleman's concept of emotional intelligence (EI) is a crucial factor in leadership and entrepreneurship. Emotional intelligence enables entrepreneurs to understand and regulate their own and others' emotions. High EI contributes to effective interpersonal communication, negotiation, and conflict resolution—critical skills for navigating the complexities of business environments. Furthermore, empathy and persuasion skills allow entrepreneurs to build strong relationships with stakeholders.

Adaptability and Resilience
Adaptability is essential for sustainable success in an ever-changing business landscape. Psychologically flexible individuals are more adept at responding to change, developing creative solutions, and managing crises effectively. Successful entrepreneurs demonstrate resilience by learning from failures, revising their strategies, and quickly seizing new opportunities.

In conclusion, the psychological profile of successful entrepreneurs comprises self-confidence, risk-taking propensity, intrinsic motivation, emotional intelligence, and adaptability. Entrepreneurship is not solely dependent on technical expertise and financial resources; rather, it thrives on the development and application of these psychological traits, ultimately leading to long-term success.

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OVERVİEW OF SEXUAL VİOLENCE AND SEXUAL EXPLOİTATİON AGAİNST CHİLDREN

Asst. Prof. Bülent Tansel
The Department of Psychology

Today, incidents of sexual violence and abuse against children in our country and in the world are increasing day by day. This situation continues to negatively affect the mental health of our children, who will form the guarantee of the future.

It is analysed that emotional abuse cases against children are the most common worldwide, followed by sexual abuse, physical abuse and neglect of children. According to UNICEF's 2024 report, there are more than 370 million girls and women worldwide who have been raped or sexually abused before the age of 18. These attacks, which especially young girls are exposed to, can cause traumatic effects that children cannot forget throughout their lives.

On the other hand, when 'non-touching' forms of sexual violence such as online or verbal harassment are included in the scope, the number of girls and women affected reaches 650 million worldwide.
In our country, according to TUIK data, it is reported that judicial proceedings were initiated in the courts in relation to 18,290 cases of sexual abuse against children under the age of 13 throughout Turkey in 2018.

According to the December 2020 EU report on child abuse, prevention of sexual offences and interventions, it is stated that there are legal regulations in Turkey, but there are problems in attitudes and behaviours in practice, child marriages are increasing, reporting of such crimes and crimes committed over the internet are ineffective, and there are deficiencies in data collection. This situation shows that there is an urgent need for comprehensive preventive and supportive strategies for an effective fight against all forms of violence and abuse.

If we summarise what needs to be done in terms of prevention and psycho-social intervention in our country;

- We should oppose and change the social and cultural norms that lead to the emergence of sexual violence and cause children to hesitate to seek help.
- We should equip all children with accurate, accessible and age-appropriate information. In this way, we can raise children who know what sexual violence is and do not hesitate to report it.
- We need to ensure that all adults who experienced sexual violence as children, and all children who are currently victims, have access to services that support justice and recovery, while reducing the risk of further harm.
- We need to strengthen laws and regulations to protect children from all forms of sexual violence, including for organisations working with children, and invest in the people, resources and systems we need to implement them.
- We need to build stronger national data systems to track progress and ensure accountability, through the implementation of international standards such as the International Classification of Violence against Children.

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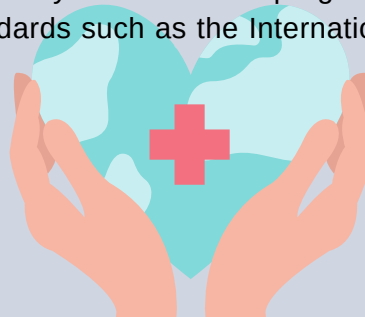
The Evolutionary Dilemma of Modern Adaptation:
The Foolish Puma Syndrome

Asst. Prof. Nurhan Naz
The Department of Psychology

The human body and mind have developed survival-oriented mechanisms over the course of evolution to combat physical threats. However, these mechanisms may fall short in adapting to the chronic and more abstract threats of the modern world. In this context, "The Foolish Puma Syndrome" refers to the dysfunction of stress responses, originally designed for acute stress factors, when faced with the continuous and abstract threats of modern life. The concept illustrates a situation where an individual, much like a puma that unnecessarily exhausts all its energy when confronted with a stronger rival, depletes his or her physical and mental resources under unnecessary or constant stress.

This syndrome sheds light on the nature of human stress responses. From an evolutionary perspective, the "fight or flight" response was designed for short-term, high-risk situations such as fleeing from a predator or battling an enemy. However, modern life is filled with factors that create a constant state of stress rather than sudden dangers: work-related concerns, financial pressures, competition on social media, or heavy traffic. Such stressors keep the system, which evolved to neutralize acute threats, chronically active. Consequently, both the physical and psychological health of the individual is adversely affected.

To explain this with an everyday example, the stress experienced by a driver stuck in heavy traffic does not constitute a genuine physical threat. However, the brain may perceive this situation as a threat and activate the "fight or flight" mechanism. Heart rate increases, muscles tense, and energy is consumed. Yet, these physical responses do not solve the problem but rather lead to more fatigue and exhaustion. Similarly, an employee who lives in constant anxiety over losing their job may experience chronically high cortisol levels, weakening the immune system.

To address this mismatch, health psychology has developed various interventions. Mindfulness-based approaches help individuals regulate their stress responses. For instance, regular breathing exercises or meditation can control bodily reactions. Additionally, physical activity supports the body's systems, which were evolutionarily designed to manage energy consumption. Regular exercise not only reduces stress but also improves mental health.

Given that humans are inherently social beings from an evolutionary standpoint, social support systems are also of critical importance. Spending time with family and friends reduces feelings of loneliness and enhances emotional resilience. For example, having coffee with a friend or dining with loved ones after a stressful workday can effectively lower cortisol levels and help in coping with stress.

In conclusion, The Foolish Puma Syndrome offers a robust conceptual framework for understanding the evolutionary basis of chronic stress issues in the modern world. It reveals how the evolutionary adaptations of the human brain and body have become dysfunctional in today's conditions. Health psychology proposes methods that enhance individuals' awareness, strengthen social bonds, and encourage healthy physical activity to mitigate these mismatches. This perspective helps build greater resilience against the stressors of the modern world.

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Attachment in the Digital Age: Character AI and Its Psychological Effects

Assoc. Prof. Dr. Alişan Burak Yaşar & Ayşe Sümeyye Küçükali
The Department of Psychology&
The student of the Psychology Department

With the rapid advancement of technology, human-machine interactions are deepening and gaining new dimensions. Chatbots like Character AI offer personalized interactions by tapping into individuals' emotional worlds and reshaping the bonding dynamics of the digital age. So why do people bond with artificial intelligence, and what are the psychological effects of this situation?

According to John Bowlby's attachment theory, people have an innate need to establish secure relationships and receive emotional support. While traditionally these bonds were established through parents, friends and romantic relationships, artificial intelligence has also begun to enter these bonding objects in the digital age. Applications like Character AI respond to the user's emotional needs by developing personalized dialogues and, provide them with a kind of "safe haven".

Individuals who feel lonely or have social anxiety can express themselves without fear of judgment in communication established with artificial intelligence. This prevents negative experiences such as rejection, misunderstanding or conflict encountered in real human relationships. However, caution should be exercised regarding the long-term effects of such an interaction.

Avoidant attachment, which is among the attachment styles, is characterized by individuals' tendencies to avoid emotional closeness and protect their independence. These individuals may avoid emotional closeness in real human relationships and turn to AI-based chatbots. Such relationships established with AI may be attractive to individuals with an avoidant attachment style, because the emotional risks in these interactions are minimal and the user is completely in control.

However, there are examples that this situation can be dangerous. For example, a 14-year-old teenager in the US state of Florida formed a deep emotional bond with a virtual character he created through the Character.AI application and committed suicide after this relationship. His mother filed a lawsuit accusing the company of negligence.

Relationships established with AI can affect individuals' perception of reality. Deep emotional bonds established with virtual characters can alienate individuals from real human relationships and lead to social isolation. Such interactions can be risky, especially for young people and emotionally sensitive individuals.

The brain may not always be able to distinguish the difference between real and virtual interactions. These virtual relationships, which seem emotionally satisfying, can activate the brain's reward system, creating an addiction-like effect. This can cause individuals to distance themselves from real-world social interactions.

Establishing emotional bonds with AI is a new phenomenon of the digital age. More research is needed on the psychological effects of such interactions. The potential risks of relationships with AI, especially for individuals with avoidant attachment styles, should be considered. Understanding and consciously using these new forms of interaction offered by technology is of great importance for our psychological health.
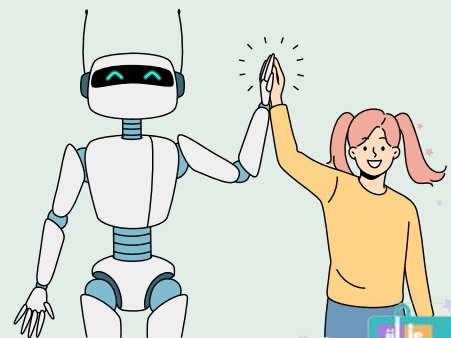
# Is it Possible to Overcome Death Anxiety with the Help of Artificial Intelligence?

Res. Asst. Melih YILDIZ
The Department of Business Administration

According to VML's recently published Future Shopper Report, the answer is yes. According to the report, individuals will be able to continue being consumers even after death.

Death anxiety refers to the feelings of fear and anxiety that arise when individuals face the inevitability of death. The idea of post-mortem consumerism reveals that individuals desire to increase their sense of control over the afterlife and to continue their existence. In fact, the report clearly states that 47 percent of consumers are interested in the idea of being able to shop after death. In countries such as India and the United Arab Emirates, this rate rises to 70 percent.

"Post-mortem consumerism" aims to enable an artificial intelligence agent, trained according to an individual's shopping habits and financial preferences while they are alive, to continue making financial transactions and shopping decisions even after their death. For example, an AI agent trained on the individual's shopping habits and financial decisions in life can be seen as a mechanism that allows individuals to feel "present" after death, such as paying for grandchildren's education expenses or sending gifts on special occasions. Such technological approaches represent a digitalized version of strategies for coping with death anxiety.

The data from this report not only confirms that technological developments have created a new turning point in retailing, but also reveals that they meet the unlimited needs of consumers. In fact, if there is an afterlife, it does not only have to be about heaven or hell.
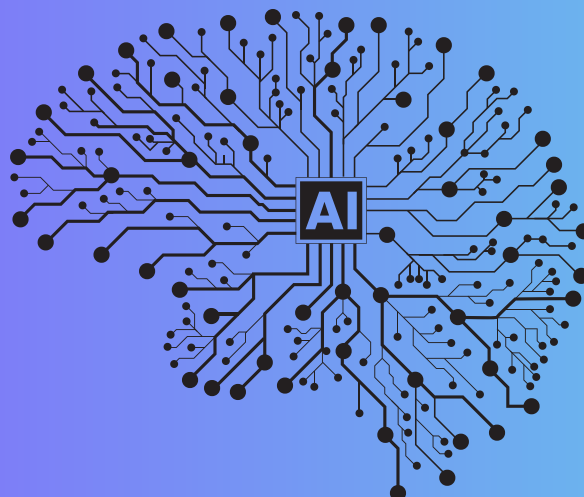
Natural Disasters

Ebru UĞURLU-Dilara İŞLER
Students of the Department of Psychology

Natural disasters are events that occur outside of human control, causing great destruction and losses. Earthquakes, floods, hurricanes, fires and tsunamis are among these disasters. Dec. Such events, in addition to physical damage, can also profoundly affect the psychological health of individuals and societies. The unpredictability of disasters is a serious source of stress for human psychology. Uncontrollable situations can trigger stress reactions of individuals while creating uncertainty and fear. The measures that can be taken against natural disasters include various strategies aimed at reducing both loss of life and material damages. These measures may vary depending on the type of disaster, but in general, the measures that should be taken are as follows:

-Early warning systems, emergency plans, education and awareness raising. Measures to be taken for natural disasters are of critical importance in reducing the impact of disasters. Therefore, being prepared for disasters allows individuals and societies to survive and minimize damages.

Turkey is a country where various natural disasters are frequently observed due to its geographical location and land structure. Earthquakes, floods, forest fires and other disasters can lead to different levels of loss of life and property every year. Therefore, it is very important to be prepared for disasters, make infrastructure investments and develop rapid response systems after disasters. In addition, raising public awareness and providing education plays an important role in minimizing the effects of natural disasters.

Natural disasters have many negative effects on people. Natural disasters can significantly affect people's physical health, as well as their psychological health. Such events shake up the lives of individuals, prevent them from feeling safe, and can lead to emotional trauma. Here are some of the effects that natural disasters can have on human psychology: Stress and Anxiety, Post-Traumatic Stress Disorder (PTSD), Depression, Anger and Guilt.

Effects on Children:
Developmental effects: Children may feel the effects of natural disasters more sensitively. These events can negatively affect the emotional and psychological development of children, especially traumatic events such as the loss of parents, the destruction of the house.
Behavioral changes: After a disaster, children may experience more anxiety, fear, and feelings of loneliness. In addition, behavioral changes such as night terrors, loss of toilet training, excessive attachment may be seen.

Psychological Effects in Society:
Social trauma: Disasters affect not only individual psychology, but also the general psychology of society. While the sense of solidarity and solidarity between people can be strengthened Decently, social trauma can also occur at the same time.
Interpersonal relationships: Social bonds can strengthen after a disaster, because people show solidarity together and try to heal by sharing their traumas Decently. However, if a social trauma is experienced, long-term insecurity and social concerns may arise in people.

Long-Term Psychological Effects:
Adaptation problems: After a disaster, many people may have difficulty adjusting to their daily lives. This may be related to lifestyle changes, financial problems or compensation for losses.
Permanent traumas: Sometimes natural disasters can leave psychological effects that last throughout a person's life. This can take the form of long-term depression, anxiety, or the continuation of post-traumatic stress disorder.

**Psychological Support and Intervention:**
Emergency psychological support: Psychological support after a disaster can speed up the recovery processes of individuals experiencing trauma. Psychologists, therapists and other specialists can help individuals get over the traumas they have experienced.
Community support groups: Disaster Decedents can get emotional support by getting together with other people who have experienced similar experiences. Such support groups can strengthen the sense of social solidarity.

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Time to Socialize

Res. Asst. Zehra Makar
The Department of Business Administration
(English)
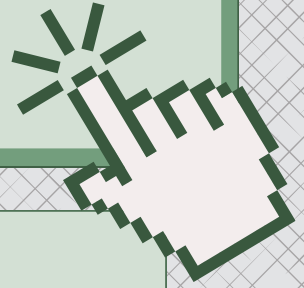
Club: Psychology Club

The club organizes various seminars and events in the field of psychology. It hosts experts who share their experiences and insights into career processes with students. The club is open to anyone interested in psychology and those who want to gain more knowledge in this field. You can follow the club on social media:

Instagram: igupsikolojii

Agenda at IGU

Spring is Coming

Many of us have spent the winter saying, "Let's wait for spring to do this and that, to visit these places." Now, the time has come to turn those plans into reality. What are your plans for spring?

Instagram: iguiisbf
Twitter: iguiisbf

Let's Socialize

Gülfem Hatun Konağı

This place is an Italian restaurant known for its pizzas and pasta dishes. It was transformed into its current form by restoring a historic mansion, creating a calm and peaceful atmosphere. We recommend trying the chicken pizza, beetroot fettuccine Alfredo, and three-cheese ravioli. Prices range from 250-350 TL. The restaurant is about a 5-minute walk from Üsküdar Marmaray. Don't forget to share your experiences with us when you visit! 😊
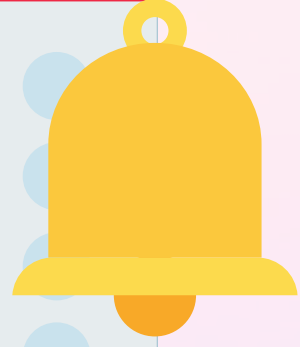
Instagram: iguiisbf
Twitter: iguiisbf

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

Res. Asst. Asel ATAOĞLU
The Department of Business Administration

MARCH in İstanbul

Type of Event	Name of Event	Location	Date
Concert	Kamuran Akkor	Jolly Joker Atakent	8 March Saturday
Concert	Emre Nalbantoğlu	Blind İstanbul	13 March Thursday
Stand Up	Ata Demirer	Bostancı Gösteri Merkezi	16 March Sunday
Stand Up	Miray Akovalıgil	Şener Şen Sahne	24 March Monday
Theatre	Kanlı Nigar	Mall of İstanbul	25 March Tuesday
Theatre	Görünmeyen Sayfalar	Bakırköy Aydem Sahnesi	30 March Sunday

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Baran AYDIN
A Student from the Department of Psychology

Dear Reader,

I am Baran Aydın, a third-year psychology student. I would like to share some insights about my undergraduate education and my department. Throughout my academic journey, whenever I was asked the classic childhood question, "What do you want to be when you grow up?" My answer remained consistent: "I want to be a psychologist." However, I often questioned why I had chosen this profession, yet I could not find satisfying answers. These questions continued to occupy my mind throughout my undergraduate studies. In reality, the answer lay within the fundamental purpose of psychology. The primary aim of psychology is to understand human behavior and to find solutions to behavioral issues. I shaped my academic goals based on this definition. Now, I would like to provide some information about the psychology department.

Psychology is a scientific discipline that examines our thoughts, emotions, and behaviors, as well as the mental processes that link them. Additionally, it explores perceptions, learning and memory processes, personality structures, motivations, and psychopathological processes. Although many people associate psychology primarily with clinical psychology, the field is actually quite broad, and psychologists do not only deal with individuals' mental health issues. The subfields of psychology include Developmental Psychology, Social Psychology, Experimental Psychology, Cognitive Psychology, Psychometrics, Industrial and Organizational Psychology, Forensic Psychology, Sports Psychology, and Clinical Psychology.

After completing my undergraduate studies, I plan to pursue a master's degree in clinical psychology. Clinical psychology is one of the most preferred fields among psychology graduates. Specialists in this field focus on mental health and support individuals' psychological well-being through therapy. Clinical psychologists assess psychological disorders and apply therapeutic interventions. As a psychology undergraduate, I find myself deeply reflecting on each lecture, amazed by how psychology explains behaviors we often overlook in daily life. Choosing this field has brought me immense happiness.

I would like to emphasize that students interested in the journey of understanding human nature should be prepared for an endless learning process and continuous hard work. Psychology is not merely a career choice; it is also a path toward understanding humanity and contributing to society. Students who wish to advance in this field must be open to lifelong learning. Psychology is an invaluable discipline that bridges theory and practice, directly impacting human life. Every word spoken carries a significant influence on individuals' lives and shapes their future behaviors.

Dear reader, as I conclude my writing, I would like to express my heartfelt gratitude to my esteemed professors, Prof. Dr. M. Kayhan Bahalı and Assoc. Prof. Hatice Güneş, who have guided me on my professional journey, broadened my horizons with their knowledge and experience. Their vast expertise and mentorship have been an inspiring source for me throughout this process.

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IGU GRADUATE

Studying Psychology and Becoming a Psychologist

The education I received not only helped me understand the difference between studying psychology and becoming a psychologist but also provided me with significant opportunities to shape my professional career. Gelisim University did more than just equip me with academic knowledge; it played a crucial role in developing my professional awareness. While strengthening our theoretical knowledge alongside my classmates, I also had the chance to improve myself through the courses taught by our professors and the additional training programs we completed externally.

This process reinforced my belief that I could practice my profession in the best possible way as an experienced psychologist and academician in the future. One of the most impactful experiences during my undergraduate studies was joining the IGU Psychology Club. Through this club, I had the opportunity to grow both academically and socially. The experiences I gained during my university years not only guided my professional journey but also allowed me to meet valuable people. The dynamic environment and academic opportunities provided by the university helped me gain much more than I had initially expected during my undergraduate education.

As I began to discover myself, I realized that I had always dreamed of becoming a psychology professor and an experienced clinical psychologist. While pursuing this goal, Gelisim University, my professors, and my friends became my greatest supporters. With their guidance, I completed the necessary training in my field, was accepted into a master's program, and met the mentors who would guide me throughout my professional life.

This journey has shown me that achieving success requires determination, continuous learning, and unwavering belief in my goals. Above all, the most important thing is to never forget to enjoy every moment of this journey and find happiness along the way.

Yılmaz Onur GÜVEN
A Graduate Student from the Department of Psychology

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Bilge GAYRETLİ
A Student from the
Department of Psychology

I completed my Erasmus study mobility in September 2023 at the El-Milan campus in Oviedo, a historic and charming city in Spain.

During my time there, I experienced significant growth thanks to my professor, the Polish academic Anna Bujnowska Malgorzata. Through the practical and applied materials we covered in class, as well as the invaluable experiences she shared with us in daily life, I gained deep insights into psychology. I am truly grateful for her limitless support in this field. The course Psychological Essentials of Attention to Diversity provided us with a valuable perspective on what can be done for individuals with special needs and, more specifically, how to work in this area within Spain.

Beyond my academic studies, the knowledge and experiences I gained broadened my awareness of Spain's and Europe's approach to sustainability. As a Turkish student in Spain, I hardly ever felt like a foreigner. The warmth, extroversion, love for fun, high energy, and joy for life that characterize the people there made me feel completely at home. Even when asking for directions from strangers during my travels, I always received incredibly kind and friendly responses.

My Erasmus Buddy, Alejandro Gonzalez Fernandez, provided incredible support in helping me integrate with the local community and other Erasmus students. Beyond that, he also encouraged me to explore sports I had never considered before. Before my Erasmus experience, I never imagined I would enjoy volleyball so much or improve myself to this extent. Thanks to the university's sports facilities and the frequent beach volleyball events organized on trips, I rekindled my passion for sports.

Additionally, this project gave me a broader perspective on environmental sustainability. My awareness of issues such as recycling, minimizing environmental damage, and incorporating sustainable practices into personal and household spaces increased significantly. With this consciousness, I continue to implement sustainability practices even now in Türkiye.

Experiencing Spanish festivals, traditions, and travel culture firsthand, as well as observing their historical landmarks through their own perspective, made me feel like a true part of the culture. Meeting almost every evening to enjoy the famous tapas, and seeing masterpieces like La Sagrada Familia through a young and dynamic lens, ensured that my Erasmus experience would remain an unforgettable memory.

Of course, my travels were not limited to Spain alone. Thanks to Europe's convenient transportation options, I had the opportunity to visit countries like France, Poland, Italy, and Germany, gaining new cultural insights along the way. Among them, Rome held a special place in my heart. Seeing world-famous landmarks such as the Colosseum, Trevi Fountain, Pantheon, Roman Forum, Castel Sant'Angelo, St. Peter's Basilica, and the Vatican Museums made Rome one of my favorite cities during my Erasmus journey.

No matter what, I am truly grateful for this unique experience. I hope that one day, everyone gets to feel the emotions I did and makes this extraordinary journey a part of their own life.

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The Secret Flavor of Bursa: Tahinli (Tahanlı) Pide

Res. Asst. İrem Uyar
The Department of Psychology

One of the must-try flavors when you visit Bursa is the famous tahinli pide. Also known locally as "tahanlı," this pide offers a feast of flavors that perfectly represent the city's unique taste. Tahinli pide is prepared by generously spreading tahini paste over freshly opened dough. Baked in the oven, the pide delights the palate with its crispy outer layer and soft inner part. Walnuts or pistachios sprinkled on top add another dimension to the flavor. The intense and creamy texture of tahini is felt in every bite of the pide.

But what makes tahinli pide so special?

First, the quality of the tahini made from sesame seeds grown in Bursa is one of the most important factors determining the flavor of the pide. Second, the experience and meticulous preparation processes of the pide masters for years form the secret of this flavor.
Bursa's famous tahinli pide attracts attention not only with its taste but also with its benefits. The calcium, iron, and vitamin E in tahini provide energy to our body while supporting our bone health.

Bursa residents often prefer this flavor for breakfast. Some even continue the tradition of dipping a simit into the hollowed-out middle of the pide. This tradition, which increases the flavor of the tahinli pide even more, is known as a unique consumption method specific to Bursa.

So, what are the historical origins of this flavor?

Tahinli pide was brought to Bursa by Balkan immigrants in the second half of the 19th century. Since then, it has become one of the indispensable breakfasts of the city. Baked in a stone oven, with a crispy exterior and soft interior, tahinli pide has received a geographical indication as a flavor unique to Bursa.

You can find tahinli pide in almost every bakery in Bursa, and it offers a more authentic flavor, especially in the bakeries of the historic bazaar. However, those who want to taste the city's most famous tahinli pide flock to the Historic Stone Oven, which has maintained the same flavor for many years. The pleasure of eating a slice of warm tahinli pide straight from the oven, accompanied by a cup of tea, is incomparable! The number of people waiting patiently to reach this unique flavor never decreases.

PUBLICATION

- **Assoc. Prof. Ayşe Meriç Yazıcı's article titled "The moderating role of environmental ethics in the effect of green innovation awareness on corporate social responsibility" was published in Social Responsibility Journal.**

- **Asst. Prof. Festus Victor Bekun's article titled "The asymmetric relationship between pollution, economic growth, urbanization, renewable energy consumption, and life expectancy in Ghana: a novel Quantile-on-Quantile analysis" was published in Air Quality, Atmosphere and Health.**

- **Asst. Prof. Festus Victor Bekun's article titled "Can household energy efficiency dampen crude oil price volatility in the United States?" was published in PLoS ONE.**

- **Asst. Prof. Ece Zeybek Yılmaz's article titled "The Regulatory Role of Organizational Identification in the Effect of Pygmalion on the Cyberslacking Behaviour of Hotel Businesses Employees" was published in IIM Kozhikode Society and Management Review.**

- **Asst. Prof. Gizem Uzuner's article titled "Material circularity and environmental quality in the EU: what causes what and where?" was published in Environmental Research Communications.**

- **Res. Asst. Kartal Doğukan Çıkı's article titled "Do football fans care about destinations? The football fans' travel motivation to sports events and their post-travel behaviours" was published in Tourism Review.**

ASSIGMENT

- Assist. Prof. Reyhan ÖZEŞ ÖZGÜR has been reappointed as **"Assistant Professor"** in the Department of Customs Management.
- Assist. Prof. Dini VERDENIA LATIF has been reappointed as **"Assistant Professor"** in the Department of Business Administration (English).
- Prof. Dr. Anton Abdulbasah KAMIL has been reappointed as **"Professor Doctor"** in the Department of Business Administration (English).
- Assist. Prof. İfedolapo OLABISI OLANIPEKUN has been reappointed as **"Assistant Professor"** in the Department of Economy and Finance (English).
- Assoc. Prof. Festus Victor BEKUN has been reappointed as **"Association Professor"** in the Department of Logistic Management (English).

UPGRADE

- Prof. Dr. Hacer GÜLŞEN has been appointed as the **Professor Doctor** of the Department of Turkish Language and Literature.
- Assoc. Prof. Şerefnur ATİK has been appointed as the **Association Professor** of the Department of Turkish Language and Literature.

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 applyfor open positions.

M A S T H E A D

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