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GELİŞİM
UNIVERSITY

— JANUARY 2026



FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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NEWS FROM IGU

Full Support for Students During Final Exam Period from IGU Libraries!

Istanbul Gelisim University (IGU) continued its support for students during the final exam week to help them conduct their academic studies more efficiently. Hot soup was served from 17:30 onwards at the Health Sciences Library (SBK) located in the A Block Rectorate Building, which is open 24 hours a day on weekdays. The Central Library, which is open until 21:00 on weekdays, operated between 11:00 and 20:00 on Saturdays and Sundays during exam periods.

Easy Access to Academic Resources

The extensive resource collection, technological equipment, and ergonomic study areas in the libraries allowed students to work efficiently for long hours, and students could quickly and easily access the academic content they needed.

Morale Boost for Students Studying All Night

Students studying throughout the night were able to take a short break and gain motivation from their intense schedule thanks to the free hot soup offered every weekday from 17:30 onwards at the Health Sciences Library located in the A Block Rectorate Building. Students were also able to continue their exam preparations uninterrupted thanks to quiet and organized study areas, powerful computer equipment, and fast internet infrastructure. It was stated that these kinds of supportive practices, which stand out as a concrete example of IGU's student-centered education approach, will be continued by the university administration in the coming semesters.



NEWS FROM FoAS

Istanbul Gelisim University Secures National Patent for Smart Vehicle Safety!

The "Dynamic Color-Changing Smart Brake Light System," developed by Research Assistant Serhat Çiftçi at the Department of Aviation Electrical and Electronics Engineering, Faculty of Applied Sciences, Istanbul Gelisim University, has been registered as a national patent by the Turkish Patent and Trademark Office.

The patent application was filed on December 8, 2025, under number 2025/019469, and the invention was protected under the Industrial Property Law No. 6769 on December 22, 2025, with registration number 2025/019469. The patent process was conducted through Kuantum Patent A.Ş., and the invention was evaluated under classes IPC B60Q 1/441 and CPC B60Q 1/00. The developed system detects the force applied to the brake pedal via sensors and changes the color of the rear brake lights gradually and dynamically. This visually conveys not only the presence of braking but also its intensity and urgency to following drivers. Driver awareness and traffic safety are increased in sudden braking situations.

Thanks to its low cost, energy efficiency and compatibility with existing vehicle systems, the invention offers an innovative and viable technological solution in the field of intelligent transportation systems and automotive safety.





ACADEMIC ARTICLES

The study titled “Evaluating the Impact of Independent Auditing on the Sustainability Performance of Freight Transportation in a Type-2 Neutrosophic Fuzzy Environment” has been published!

This study, co-authored by Assoc. Prof. Mustafa Çanakçioğlu from the Department of Electronic Commerce and Management, and awarded the best paper prize at the NEW HORIZONS 2025 X International Scientific Conference of Transport and Communications, held in Doboj (Bosnia and Herzegovina) between November 5-8, 2025, by the Faculty of Transport and Traffic Engineering at the University of East Sarajevo, has been included as a chapter in the book “NEW HORIZONS of Transport and Communications 2025” published by SPRINGER.

Access Link:

https://link.springer.com/chapter/10.1007/978-3-032-14078-4_28

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Home > NEW HORIZONS of Transport and Communications 2025 > Conference paper

Evaluating the Impact of Independent Auditing on the Sustainability Performance of Freight Transportation in a Type-2 Neutrosophic Fuzzy Environment

Conference paper | First Online: 18 January 2026
pp 303–313 | [Cite this conference paper](#)

NEW HORIZONS of Transport and Communications 2025
(TransportaCom 2025)

Ömer Faruk Görçün Cem Niyazi Durmuş, Sefer Şener & Mustafa Çanakçioğlu

[Access this chapter](#)

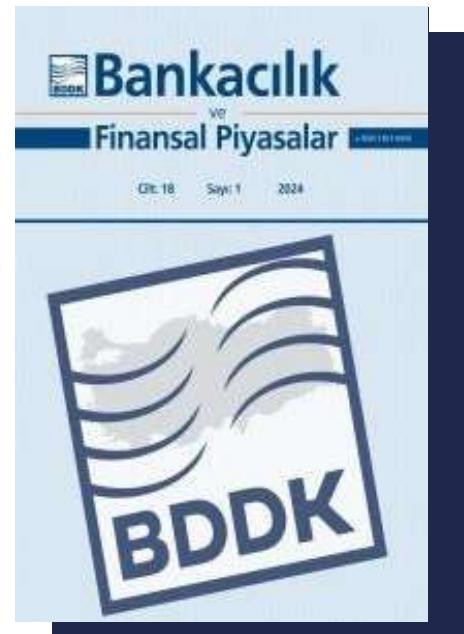
ACADEMIC ARTICLES

Article Titled “Determinants of Liquidity in the Turkish Banking Sector: An Assessment of Bank-Specific Factors” Published!

The article, co-authored by Assoc. Prof. Ayşegül ERTUĞRUL from the Banking and Insurance Department, titled “Determinants of Liquidity in the Turkish Banking Sector: An Assessment of Bank-Specific Factors,” has been published in the BDDK Banking and Financial Markets Journal.

Access Link:

<https://dergipark.org.tr/tr/pub/bddkdergisi/article/1851631>



The article titled “Combating Fake News in the Post-Truth Era: A Study on the News Verification Practices of University Students” was published!

The article, co-authored by Asst. Prof. Hande Ulusoy from the Department of Television Journalism and Programming, titled “Combating Fake News in the Post-Truth Era: A Study on the News Verification Practices of University Students,” has been published in the December issue of the Akdeniz University Faculty of Communication Journal.

Access Link:

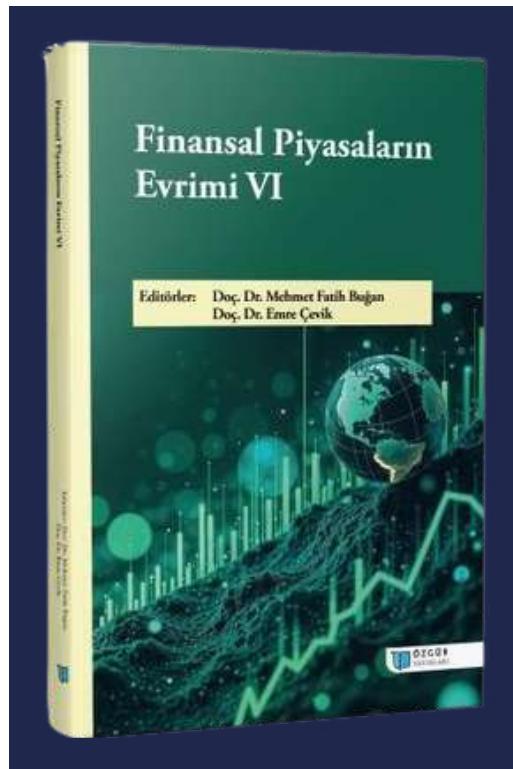
<https://dergipark.org.tr/en/pub/akil/issue/99939>

ACADEMIC BOOKS

A book chapter titled "The Impact of Investments Made Under Trust and Risk in Financial Markets on Index Prices: The Case of the BIST 30 Index" was published!

The book chapter, co-authored by Assoc. Prof. Ayşegül ERTUĞRUL from the Banking and Insurance Department and various international universities, 'The Impact of Investments Made Under Trust and Risk in Financial Markets on Index Prices: The Case of the BIST 30 Index' was published by Özgür Publishing House on December 29, 2025.

Access Link: <https://www.ozguryayinlari.com/site/catalog/book/1111>





CONGRESSES

Res. Assist. Dr. İlknur KÜLEKÇİ and Assoc. Prof. Ayşegül ERTUĞRUL participated in the 14th Istanbul Finance Congress.

Dr. İlknur KÜLEKÇİ and Assoc. Prof. Dr. Ayşegül ERTUĞRUL from the Banking and Insurance Department participated in the 14th Istanbul Finance Congress on December 25, 2025, with their study titled "Assessing the impact of inflation on the premium production and market value of insurance companies."

Access Link: <https://pressacademia.org/v-22-ifc-2025/>



CONGRESSES

Res. Asst. Dr. İlknur KÜLEKÇİ and Assoc. Prof. Dr. Ayşegül ERTUĞRUL participated in the EMIDWORLD 3rd International Congress on Economics, Public Finance, Business & Social Sciences.

Dr. İlknur KÜLEKÇİ and Assoc. Prof. Dr. Ayşegül ERTUĞRUL from the Banking and Insurance Department participated in the EMIDWORLD 3rd International Congress on Economics, Public Finance, Business & Social Sciences, held from November 13-15, 2025, with their study titled "Examining the Relationship Between Digitalization and Inflation: The Case of the Turkish Banking Sector".

Access Link: <https://www.emidworld.com/main/c/20251/en>



EVENTS

A Discussion on Video Essays Held at Istanbul University!

Organized by Prof. Dr. Hülya Önal, Dean of the Faculty of Communication at Çanakkale University, the discussion titled “Video Essay: A New Scientific Narrative from Author to Auteur” featured Dr. İpek Gürkan, Assistant Professor of TV Journalism and Programming, and Onur Turgut, Research Assistant at the Department of Communication and Design at Özyegin University. They discussed the pedagogical dimensions of audiovisual essays and their impact on film research.

The discussion, held on Friday, December 26th in Amphitheater C of the Faculty of Communication at Istanbul University, addressed the new narrative possibilities offered by video essays in academic research and education. Dr. İpek Gürkan and Research Assistant Onur Turgut highlighted the methodological role of video essays in teaching processes and contemporary film studies.



EVENTS

Gökkuşağı College Students in the Gastronorm Kitchen!

On January 5, 2026, between 10:30 AM and 12:00 PM, the Gastronomy and Culinary Arts Department of the Faculty of Applied Sciences at Istanbul Gelisim University hosted 9th-grade students from Gökkuşağı College at the Gastronorm Kitchen Laboratory in Block B. The event, attended by a group of 20 students and their teachers, included the distribution of chef hats and aprons to each student entering the kitchen laboratory. In the cupcake workshop led by Chef Yiğit Can Yeşil, students were first given verbal information about the materials and preparation stages used in cupcake making. Then, divided into groups, the students had the opportunity to experience cupcake making step-by-step through practical application. Chef Yiğit Can Yeşil provided individual attention to each student, offering support where needed. Students decorated their cupcakes using their own creativity. Through this event, students had the opportunity to closely observe the food production area, experience basic kitchen skills practically, learn food hygiene rules, and develop teamwork skills. They also gained significant benefits in areas such as time management, sense of responsibility, and creativity.

At the end of the event, the teachers and students of Gökkuşağı College expressed their gratitude and satisfaction to Chef Yiğit Can Yeşil. This enjoyable and educational event contributed to the students' learning in the culinary field while having fun, and also helped them gain awareness of the field of gastronomy.



EVENTS

The Department of Aviation Electrical and Electronics and the Department of Aircraft Maintenance and Repair, along with the Avionics Club, organized a field trip to Sabiha Gökçen Turkish Technic!

The Department of Aviation Electrical and Electronics, the Department of Aircraft Maintenance and Repair, and the Avionics Club of İstanbul Gelişim University, accompanied by Research Assistants Serhat ÇİFTÇİ and Gamze AYTEP, organized a technical field trip to the Sabiha Gökçen Turkish Technic facilities. The aim of this trip was to allow students to become familiar with the environments in which they may work in their future professional lives, to observe the tasks and responsibilities they will undertake firsthand, and to see in detail how the knowledge they gained at university is applied in their professional lives.



NEWS FROM OUR ALUMNI

**Hello,
I'm Dilara Gürsoy,**

I studied at Istanbul Gelisim University, Faculty of Applied Sciences, Department of Public Relations and Advertising, with a full scholarship and graduated with honors. The application-oriented education, disciplined work habits, and motivation to create that I gained during my university years allowed me to start my career journey on a solid foundation.



Both during my university years and after graduation, I gained experience in various fields within the sector, developing my skills; then I turned to the e-commerce field. Combining the knowledge and experience I gained during this process with an entrepreneurial vision, I founded Pandastic Studio, an advertising agency, with two partners. Today, Pandastic Studio continues to offer creative solutions to brands in many areas such as strategic communication, advertising, and digital marketing.

In addition, as of 2026, I launched a new agency operating in the field of media planning and buying, aiming to bring a fresh perspective to the sector and focus more deeply on media strategies. This structure is actively providing services and continuing its work in the sector as of 2026. We hope to continue the successful momentum we achieved with Pandastic Studio with The Metrics Department as well.

The support and guidance I received from my invaluable professors at Istanbul Gelişim University not only provided me with professional skills but also taught me self-confidence, responsibility, and that continuous improvement is always a part of life.

To our dear young people who will follow in our footsteps and take this profession to even greater heights; don't view your university years as solely about classes. Make the most of this time by doing internships, getting to know the industry closely, and testing your skills. Reading plenty of books, especially classics, will enrich your intellectual world and give you a professional advantage. Be curious, learn, create, and never forget that life holds endless possibilities.

GUEST WRITER

Advertising Transformed by Artificial Intelligence: Understanding from Data, From Algorithms to Communication

The rapidly evolving dynamics of the digital age have transformed advertising from a field where only creative messages are produced into a data-driven and technology-oriented communication practice. Artificial intelligence, at the heart of this transformation, is redefining advertising processes; making the interaction between brands and consumers more measurable, personalized, and strategic. Today, advertising is shaping up as a hybrid discipline, guided by algorithms but gaining meaning through human creativity. Artificial intelligence technologies can predict consumer behavior by analyzing large datasets generated on digital platforms and optimize advertising messages accordingly.



Assist. Prof. Dr. Sinem Eyice Başev
Department of Public Relations and
Advertising

Search engines, social media networks, and digital content platforms offer different advertising experiences for each individual by evaluating users' interests, interaction habits, and purchasing tendencies. Thanks to programmatic advertising applications, ad impressions occur with algorithmic decisions made within seconds; This situation allows for both more effective use of advertising budgets and increased relevance of messages.

In this process, personalization stands out as one of the most prominent outcomes of AI-powered advertising. User-specific content contributes to advertisements being perceived as less intrusive and more meaningful, while also strengthening the consumer-brand relationship. However, along with personalization, issues such as data privacy, transparency, and ethical responsibility have also become more visible. The question of how the data consumers leave in digital environments is processed and for what purposes it is used constitutes a field of discussion not only in the sector but also in academia and society.

GUEST WRITER

Advertising Transformed by Artificial Intelligence: Understanding from Data, From Algorithms to Communication

The effects of artificial intelligence in the field of advertising are also directly reflected in education and research activities in universities. While traditional advertising education focuses on basic elements such as creativity, storytelling, and media planning, today new skills such as data literacy, algorithmic thinking, and digital ethics are added to these areas. Training students to be individuals who can both effectively use technology and critically evaluate its social impact has become one of the fundamental goals of contemporary communication education.

From an academic research perspective, the intersection of artificial intelligence and advertising offers fertile ground for interdisciplinary studies. The impact of algorithmic recommendation systems on consumer preferences, the perception of credibility in AI-generated advertising content, the use of virtual characters as brand representatives, and the effects of automation on creativity are among the prominent research topics in recent years. Original studies produced by universities in this field will not only contribute to the academic literature but also contribute to the development of more conscious and responsible practices in the advertising sector.

Although artificial intelligence provides a high level of automation in advertising processes, human creativity and critical thinking skills remain important. Abilities such as understanding cultural context, considering social sensitivities, and producing meaning cannot be completely replaced by algorithms. Therefore, artificial intelligence should not be considered a replacement for advertising, but rather a tool that supports human intelligence and enriches communication processes.

In conclusion, advertising transformed by artificial intelligence represents not only a technological development but also a structural change in the understanding of communication. Universities, by being at the heart of this change, must both continue the production of critical knowledge and prepare future communication professionals for this new reality. When an AI-based advertising approach is supported by academic knowledge and ethical responsibility, it will contribute to the creation of a more transparent, effective, and meaningful communication environment.



CULTURE, ART & LITERATURE

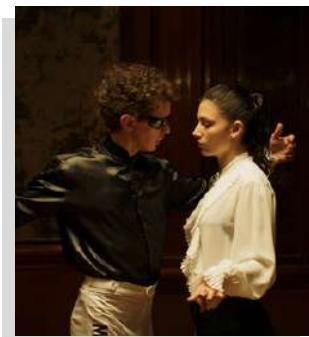
CULTURE, ARTS EVENTS

February 2026



Theatre - The Father

- **Date:** February 11-12, 2026
- **Location:** Caddebostan Cultural Center
- Starring Haluk Bilginer, the play offers an experience of this journey oscillating between remembering and forgetting, prompting a rethinking of the meaning of being human in the face of time.
- [Tickets and Details](#)



Film Selection - Oscar's Outsiders

Date: February 12-22, 2026

Location: İstanbul Modern Cinema

The program presents a selection of 10 films from the "Best International Film" category as the 98th Academy Awards approach

- [Tickets and Details](#)



New Book - Responsibility for Justice

- **Author:** Iris Marion Young
- **Publisher:** FOL Publications
- In this last and most important work, completed before her death, the author invites us to move beyond being mere consumers or observers and to become actively responsible for building a just world.
- [Details](#)



Istanbul Libraries - Salt Galata Library

- **Opening Hours:** Tuesday-Saturday 11:00-19:00 / Sunday 11:00-18:00
- **Location:** Bankalar Cd. Beyoğlu
- Located in a former bank building, this spacious neoclassical art space features a gallery, café, and a library offering free Wi-Fi access.
- [Details](#)

DOUBLE MAJOR PROGRAM

Hello,
My name is Ceyda Baltacı,

I am a 4th-year student in the Public Relations and Advertising department at Istanbul Gelişim University. I am also a 3rd-year double major student in Psychology.

Based on the experiences and knowledge I gained in my department since my first year of university, I decided to pursue a double major in Psychology to better understand the psychological dynamics behind communication processes. My realization that correctly analyzing the target audience and establishing effective communication in the field of public relations is directly related to psychological knowledge influenced this decision. The double major process was initially challenging for me due to the heavy course load and the need to manage two departments simultaneously. There were times when I felt tired, struggled to continue, and thought I couldn't do it. However, during these periods, I tried to motivate myself by focusing on the goals I wanted to achieve in the future rather than the short-term difficulties.



Thinking about what this process would bring me and believing that every step I took would have a long-term impact was my most important source of motivation for continuing. Learning to manage the process instead of giving up in the face of challenges has strengthened me both academically and personally. Today, I am proud of myself and feel very happy that I persevered and didn't give up. The psychology-based knowledge I gained from my esteemed professors has significantly contributed to my work in my major and I believe it will continue to support my professional development in the future. Completing both majors not only provided me with academic skills but also helped me develop different perspectives, increase my sense of responsibility, and strengthen my self-confidence.

Today, I believe the Double Major Program has been a significant experience that has developed me both academically and personally. I believe this process will be instrumental in enabling me to exhibit a more conscious, multifaceted, and powerful stance in the field of communication in the future.



NEWS FROM SECTOR

Hepsiburada Announces Türkiye's Shopping Preferences for 2025

Hepsiburada's 2025 data revealed that users are predominantly focused on technology, small home appliances, clothing, and cosmetics categories. Products such as mobile phones and robot vacuum cleaners stood out, and shopping was particularly concentrated in November and during evening hours. Premium members accounted for the majority of orders, and the data showed that consumers exhibited a digital shopping trend prioritizing daily needs and life comfort.

Access Link: <https://www.pazarlamasyon.com/hepsiburada-turkiye-nin-2025-alisveris-tercihlerini-acikladi>

Famous Chef Matsuhisa at Nobu Istanbul on Valentine's Day.

Nobu Matsuhisa, one of the founding names of fusion cuisine, is coming to Türkiye for a special Valentine's Day event. The master chef, who redefines the boundaries of cuisine on a global scale with his unique flavor language, will host his guests on February 13-14.

Access Link: <https://www.gastronomiturkey.com/haber/unlu-sef-matsuhisa-sevgililer-gunu-nde-nobu-istanbul-da-h17397>

FSUMMIT 2026 to be held in Antalya

Global actors of the tourism, gastronomy and hospitality sectors are coming together at FSUMMIT 2026, shaped around investment, technology and sustainability. The international summit will be held at the Antalya NEST Congress Center on February 12-13, 2026. The future of the hospitality ecosystem will be discussed in all its dimensions at the summit.

Access Link: <https://www.gastronomiturkey.com/haber/fsummit-2026-antalya-da-duzenleniyor-h17410>

Turkish Airlines Continues Growth in 2025 by Carrying 92.6 Million Passengers

Turkish Airlines (THY) further solidified its position in the global aviation market by continuing its strong growth in passenger and cargo transportation in 2025. The number of passengers carried throughout the year reached 92.6 million, an increase of 8.8 percent compared to the previous year, while the total passenger load factor was 83.2 percent.

Access Link: <https://www.airnewstimes.com/thy-2025te-926-milyon-yolcuya-ulasti-yolcu-sayisi-ve-kargo-hacmi-artti/>



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