



ISTANBUL
**GELISIM
UNIVERSITY**

JULY 2026



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GELİŞİM ÜNİVERSİTESİ

FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

Applied Science in Gelişim, For a Change In Your Life

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NEWS FROM IGU

Istanbul Gelisim University Supports Prospective Students with its Admissions Information Days!

Istanbul Gelisim University, which offers comprehensive support to prospective students during the university selection process, welcomes students and their families to its campus with its Admissions Information Days, contributing to their making informed choices.

During the Admissions Information Days, prospective students have the opportunity to receive answers to all their questions about the selection process from experts, and to get to know the university's educational opportunities firsthand. Throughout the Admissions Information Days, candidates can benefit from free admissions counseling services, tour the campus, laboratories, and application areas, explore the university digitally in the VR experience area, and learn about scholarship opportunities specific to the application period. Thus, candidates can make their choices not only based on scores and rankings, but also by evaluating the quality of education, campus life, and career opportunities.

One-on-One Support from Academics for the Right Choice

Istanbul Gelisim University brings together its academics and expert admissions counselors with candidates during the application period to help them make the most informed decision. Academics from faculties and colleges; The program provides candidates with personalized information about educational content, practical training opportunities, laboratory infrastructure, international exchange programs, and post-graduation career opportunities.

Furthermore, as part of its free preference counseling service, it assists candidates in creating the most suitable list of preferences based on their ranking, interests, and career goals.



NEWS FROM IGU

Graduation Ceremony at Istanbul Gelisim University

Istanbul Gelisim University (IGU) bid farewell to its graduates on Tuesday, July 21st, with a magnificent ceremony held at the Sinan Erdem Sports Hall as part of its 2025-2026 Academic Year Graduation Ceremonies. Students from the Graduate Education Institute, Faculty of Sports Sciences, Faculty of Dentistry, Faculty of Fine Arts, Faculty of Economics, Administrative and Social Sciences, Faculty of Engineering and Architecture, Faculty of Applied Sciences, and Faculty of Health Sciences experienced the pride of successfully completing their education by receiving their diplomas.

The graduation ceremony was held in an enthusiastic atmosphere with the intense participation of graduates, their families, and academic and administrative staff. Graduates, who took their places in the ceremony area in the morning, experienced the excitement of receiving their diplomas after years of hard work and dedication, while their families shared in their children's happiness on this meaningful day.



NEWS FROM IGU

Students graduating from different departments successfully completed their educational journey and took their first steps into their professional and academic careers. The cap-throwing ceremony, which followed the presentation of diplomas, was one of the most unforgettable moments of the ceremony.

Filled with excitement, pride, and happiness, the graduates took numerous commemorative photos with their friends and family to immortalize this special day. Istanbul Gelisim University, while sending off its graduates, who are equipped with knowledge, skills, and universal values, to the future, experienced the pride of witnessing their new success stories. The university congratulated all its graduates and wished them success in their professional lives and in this new phase of their lives.



NEWS FROM FoAS

Assoc. Prof. Çağla Kaya İlhan Participates in the 2nd Communication Council!

Assoc. Prof. Çağla Kaya İlhan, Head of the New Media and Communication Department at our Faculty, represented our university at the 2nd Communication Council, organized by the Presidency of Communications on July 28-29, 2026, in Ankara, under the theme "The Turkish Century: The Century of Communication." The Council, which opened at the ATO Congressium with the participation of President Recep Tayyip Erdoğan, continued on its second day at the Presidency of Communications. Workshop report presentations were given in four different sessions on the topics of "Strategic, Political and Public-Oriented Communication," "Media, Journalism and Broadcasting," "Institutional Structures, Education and Working Life," and "Digitalization, Society and Cultural Production."



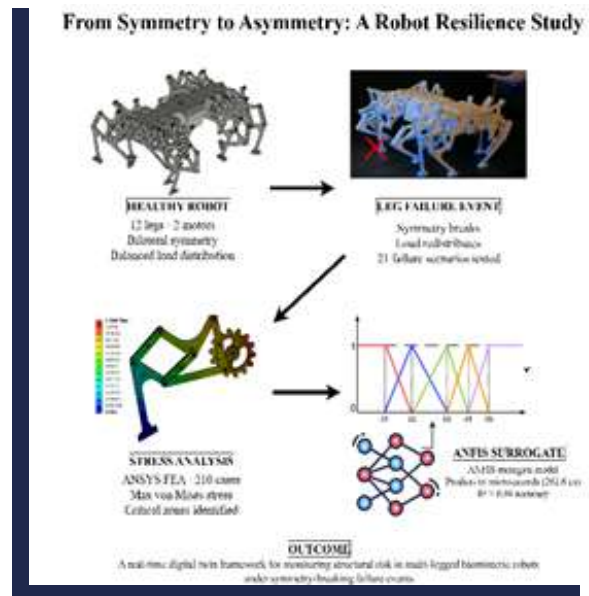
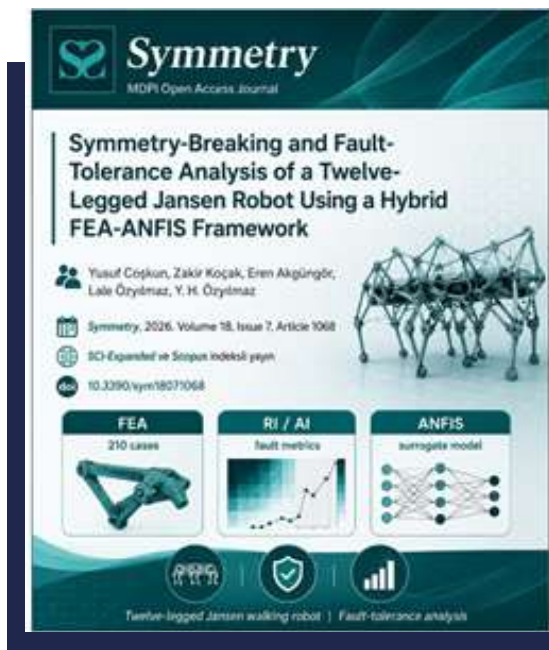
ACADEMIC ARTICLES

The Article Titled “Symmetry-Breaking and Fault-Tolerance Analysis of a Twelve-Legged Jansen Robot Using a Hybrid FEA-ANFIS Framework” was published in the SCI-Expanded and Scopus-indexed journal Symmetry

This collaborative study, prepared by Assoc. Prof. Lale Özyılmaz, Yusuf Coşkun, Zakir Koçak, Eren Akgüngör, and Y. Hakan Özyılmaz from the Department of Aerospace Electrical and Electronics Engineering, examines the structural and symmetry-breaking effects of single and multiple leg failures on a twelve-legged Jansen walking robot. The study generated a total of 210 analysis cases for 21 failure scenarios and 10 load levels using finite element analysis (FEA); the robot's failure tolerance was evaluated using Resilience Index (RI) and Asymmetry Index (AI) metrics; and a rapid prediction and decision support approach using ANFIS-based surrogate modeling was proposed. The article was published in Symmetry, Volume 18, Issue 7, in 2026.

Access link: DOI: <https://doi.org/10.3390/sym18071068>

<https://www.mdpi.com/2073-8994/18/7/1068>



ACADEMIC ARTICLES

The Article Titled "Rare Earth Elements and Economic Growth: Evidence from China and the United States of America" Was Published in the ESCI-indexed journal Apuntes del CENES

The article titled "Rare Earth Elements and Economic Growth: Evidence from China and the United States of America," co-authored by Research Assistant Dr. Nuran AKDAĞ from the Aircraft Maintenance and Repair Department and other international universities, was published in the indexed journal Apuntes del CENES in 2026.

Access Link: DOI: [10.19053/uptc.01203053.v45.n82.2026.19574](https://doi.org/10.19053/uptc.01203053.v45.n82.2026.19574)

<https://revistas.uptc.edu.co/index.php/cenes/article/view/19574>

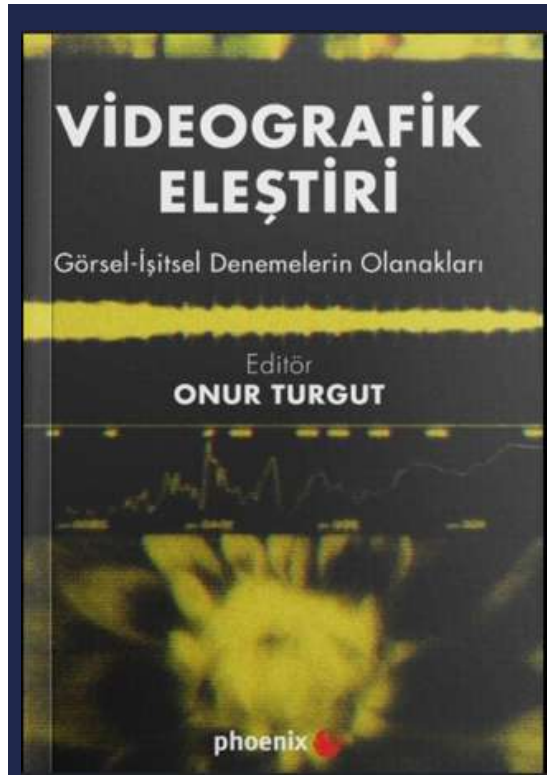
Apuntes del
CENES



ACADEMIC BOOKS

The Book "Videographic Criticism: The Possibilities of Audiovisual Essays" Was Published!

Asst. Prof. İpek Gürkan, from the Department of Television Journalism and Programming at the Faculty of Applied Sciences, contributed a chapter titled "The Yeşilçam Clinic Where the Senses Are Damaged: On Symptomatic Images" to the book. This chapter was published by Phoenix Publishing House in the edited book "Videographic Criticism: The Possibilities of Audiovisual Essays." The work combines video essays with theoretical texts to examine images of illness in Yeşilçam cinema through the concepts of senses, body, and symptoms; videographic criticism is considered a practice of research and reflection.



CONGRESSES

Asst. Prof. Büşra Selenay Önal Presented a Paper at the International Conference in Baku

Asst. Prof. Büşra Selenay Önal participated in the international conference held in Baku between June 23-25, 2026, and presented her scientific paper. The presentation, given within the scope of the conference, made a significant contribution to sharing current studies in her field on an international academic platform and developing scientific cooperation.



EVENTS

Istanbul Gelisim University Faculty of Applied Sciences Meets Prospective Students at EKET University Fair!

Istanbul Gelisim University Faculty of Applied Sciences met with prospective students and their families at the EKET Istanbul University Fair, held between July 24-26, 2026. During the fair, prospective students received comprehensive information about the faculty's departments, applied education model, career opportunities, and scholarship possibilities.

At the Istanbul Gelisim University booths, which attracted great interest throughout the three days, prospective students had the opportunity to meet with Faculty of Applied Sciences academics individually and find answers to their questions about the educational content, application areas, and post-graduation career options of the departments they were interested in. Candidates also benefited from personalized preference counseling and career guidance services offered by expert psychologists and guidance counselors.

Thanks to the VR campus experience offered with virtual reality technology, visitors had the opportunity to get to know the educational environment and campus facilities of Istanbul Gelisim University up close. Through its information and counseling activities throughout the fair, the Faculty of Applied Sciences aimed to contribute to prospective students making informed choices that align with their interests, abilities, and career goals.



NEWS FROM OUR ALUMNI

Hello, I'm Konuralp Yazıcı.

For years, I've always wanted to start my own business and run my own company. I kept this goal in mind when choosing my college major and selected the Department of E-Commerce and Management at Istanbul Gelisim University. The reason I chose this program was that it offered the opportunity to explore multiple fields—from design to advertising—rather than being confined to a single area. This journey, which I began in 2021, not only allowed me to discover different fields but also helped me understand, over time, which direction I wanted to pursue.

While I was in college, the research projects and assignments my professors gave me didn't seem very enjoyable at first. But as I got used to them, I actually began to really enjoy conducting research. Now that I've reached this point, I realize that this process—which I found tedious back then—has fully transformed into a skill today. I've noticed that people are surprised when I give presentations to clients or mention that I've included a bibliography for a project in the attachments. In those moments, I've once again realized the value of this habit my professors instilled in us.

I graduated from the department in 2025. I've been running my own company for about a year now and am managing projects in a wide range of fields, from software development to advertising. I believe the most valuable thing the department gave me is the ability to communicate comfortably across different fields and to handle the process of bringing a project to fruition on my own. I can speak directly with both advertising professionals and software developers to clarify exactly how to execute a project, and then I can easily convey the clients' requests to my team, so we don't have to go through endless rounds of revisions.

The years I spent at Istanbul Gelisim University gave me more than just a diploma; they equipped me with the ability to bridge different disciplines effortlessly and provided me with a perspective that forms the foundation of the work I do today.

I would like to express my deepest gratitude to my professors—especially Assistant Professor Pınar BACAKSIZ SANLISOY, who was always there to help me throughout my university career—as well as to the esteemed Associate Professor Mustafa ÇANAKÇIOĞLU, Assistant Professor Onur TÜRKER, Associate Professor Ali ÇELİK, and Research Assistant Professor Naim GÖKTAŞ; I would also like to express my sincere gratitude to Associate Professor Özge TURHAN and Assistant Professor İpek GÜRKAN, who, although I met them only during my final year, assisted me in many areas and helped me develop my ideas.



GUEST WRITER

Automatic Consumer

Once upon a time, we believed that our differences as human beings made us unique. Each of us was unique with our own tastes and preferences. We strived to build our own futures under the theme of freedom. Freedom, difference, diversity, etc. Live in the moment, live as you want, just do it, live wildly, embrace differences, share yourself, love yourself... These are some of the slogans told to us. We became more original, happier, more fun, crazier, as they wanted. We became free, so free that we even restricted the freedom of others. We shared ourselves, attracting the attention of millions with a single share, making people happy with a single share, ending lives with a single share. Within all this diversity, we became different, and we did everything we could to stand out from billions of differences. We transferred every moment of our lives to the digital world to prove that we are different. We are different now!

Flat Earth (I'm not talking about a physical flatness, but globalization as Thomas Friedman put it), Flat Age Society, Technological Singularity, and now the Automatic Consumer (I'm inspired by Anthony Burgess's "A Clockwork Orange"). Today, the differences in thinking and lifestyles of the majority of consumers are beginning to disappear due to the constant stimuli they are exposed to. Just like in "A Clockwork Orange," the sources that nourish us are flattening us and making us uniform. Over time, the sources that nourish us have begun to erode our individuality. According to Hootsuite, which studies digital usage habits, the average time spent on social media is approximately 2 hours and 24 minutes per day. Let's assume we spend an average of 2 hours a day in the digital world. A day is 24 hours, 12 days is 2 hours per day, 10 days out of 120, 30 days/1 month out of 360, 12 months/1 year out of 12 years. For an individual who hasn't even reached the middle of their life, that's approximately 2 years. This time spent in front of a screen without a break, without even looking up, only includes social media use. Whatever you dedicate this time to, you would have shown incredible development in that area.



Asst. Prof. Yusuf Ozan YILDIRIM

GUEST WRITER

Another statistic is that the majority of usage time occurs before going to sleep at night. Yes, we are human, and it's in our nature to listen to stories before sleep, to dream and grow based on what we hear. So what are we being told? Algorithms constantly analyze how long you spend on each screen, where you look, and your interaction status (likes, shares, comments, etc.) to tell us the next story. The digital fairy tales of the modern world.

The transformation of data into information through marketing automation and the setting of more specific goals, algorithms that create directly personalized goals (Algorithmic Marketing), target large-scale consumer groups. In this respect, those who give commands to machines are driven by power and money. Therefore, they must understand the structure of the consumer who will empower them.

On the other hand, machines generally operate based on factors such as the easiest, simplest, and fastest route. Ultimately, the fastest way for capitalists to achieve their desires is for us consumers to be uniform. Machines know us (literally, they know us. Criminal investigations show that, just like fingerprints, every person uses a keyboard, a mouse, a phone, and clicks differently) and act accordingly. They know very well how to persuade us in the easiest way. Of course, they do all this for us. Convenience and comfort can make our daily lives more efficient. However, this convenience can also make us less questioning and less inquisitive individuals. Automation reinforces our habits while reducing our interest in innovation and difference. In this case, the repetition that will emerge by surrendering ourselves to algorithms actually turns us into more automated oranges. Our data, our habits, automating us... As consumers, it's time for us to decide on our own habits for our mental health and future. Unless, of course, we want to be automated oranges.

Perhaps we do want to be automated oranges; We've been constantly ingrained with the idea that if we're different, we won't have a place in society. Okay, be different, but don't draw too much attention to yourself, don't fly high, don't stand out... Have a place in society! Indeed, if we're too unconventional, nobody will be left around us, so at some point we'll have to conform, right?

From the book "Dystopia Marketing"

CULTURE, ART & LITERATURE

ISTANBUL CULTURE AND ART EVENTS

August 2026



Exhibition Panorama: Dreams and Places

Date: Throughout August

Location: Istanbul Modern

An exhibition focusing on the relationships between landscapes, cities, spaces, and ways of dreaming through photography.



Concert / Jazz Fatih Erkoç & Kerem Görsev Jazz Project

Date: August 1st

Location: Selamiçeşme Özgürlük Park

An open-air concert bringing together Fatih Erkoç and Kerem Görsev around the jazz repertoire.



Concert - When It Gets Dark

Date: August 2026 - program to be announced

Location: Museum Gazhane Square, Kadıköy

Museum Gazhane's open-air concert series, When It Gets Dark, brings together artists from different genres ranging from alternative music to jazz and world music, free of charge for listeners on summer evenings.



Istanbul Libraries - Istanbul Research Institute Library

Opening Hours: Monday - Friday 10:00 - 17:30

Location: Beyoğlu, Istanbul

It is Türkiye's leading art library, bringing together disciplines such as fashion, architecture, cinema, photography, design and visual arts in Istanbul.

ERASMUS +

Hello, I am Asst. Prof. Onur Türker.

I am a faculty member in the Department of Electronic Commerce and Management at the Faculty of Applied Sciences, Istanbul Gelisim University. My academic mobility experience in Zagreb, the capital of Croatia, under the Erasmus+ Staff Mobility program, was a fruitful experience that significantly contributed to my professional and personal development. During the mobility period, I had the opportunity to closely observe the host institution's educational approach, academic procedures, and teaching processes. Through meetings, classroom observations, and academic discussions, I gained knowledge about different practices used in higher education and had the opportunity to examine best practices in my field. In addition, meeting with academics from different disciplines and sharing knowledge and experiences enhanced my international academic perspective.



The assessments conducted on e-commerce, digital transformation, and internationalization in higher education allowed for comparisons of practices in different countries. This process contributed to the exchange of ideas on new approaches that can be used in teaching and training activities and laid the foundations for future academic collaborations.

In addition to my academic studies, I also had the opportunity to get to know the historical and cultural fabric of Zagreb closely. The city's museums, historical buildings, and cultural life allowed me to observe Croatian social structure and European culture more closely. Communication with academics and participants from different cultures strengthened intercultural interaction and contributed to gaining different perspectives.

The Erasmus+ mobility program was a very valuable process for me in terms of gaining international academic experience, observing different education systems firsthand, increasing intercultural interaction, and developing opportunities for academic cooperation. I believe that the knowledge and experience I have gained will contribute to the teaching activities I conduct and the academic studies I will undertake in the future.

NEWS FROM SECTOR

E-commerce report card for the first half of the year announced!

DHL eCommerce's 2026 E-Commerce Trends Report reveals that competition in digital commerce is no longer solely based on product and price. Consumers view the entire shopping journey, from discovery to payment, delivery to returns, as a single experience, with expectations outweighing the experience offered by businesses in many areas. The research shows that Türkiye is one of the markets that is above the global average in terms of both consumer behavior and businesses' digitalization performance.

Access Link: <https://www.marketingturkiye.com.tr/haberler/e-ticarette-yeni-rekabet-alani-deneyim-urunun-onune-geciyor/>

Sakarya Gastronomy Festival redraws the city's flavor map

The Sakarya Culture Road Festival, held for the first time this year as part of the Türkiye Culture Road Festival, highlighted the city's rich culinary culture. The most beloved regional flavors of Sakarya were presented in 50 different restaurants selected as "Taste Points" by the Turkish Tourism Promotion and Development Agency (TGA).

Access Link: <https://www.gastronomiturkey.com/haber/sakarya-gastronomi-festivali-sehrin-lezzet-haritasini-yeniden-ciziyor-h17819>

A new era begins in advertising: New rules for AI and targeted advertising

Data Privacy Türkiye will organize a free webinar to evaluate the changes to the Commercial Advertising and Unfair Commercial Practices Regulation, which will come into force on August 1, 2026, with sector representatives. The event will address AI-powered advertising, targeted advertising, social media influencers, and new obligations regarding consumer law.

Access Link: <https://www.marketingturkiye.com.tr/haberler/reklamda-yeni-donem-basliyor-yapay-zeka-ve-hedefli-reklamlara-yeni-kurallar/>

New Codeshare Agreement from Turkish Airlines

Turkish Airlines and South African Airways, the flag carrier airline of South Africa, have signed a new codeshare agreement to strengthen flight connections between Africa, Türkiye, and Europe, effective July 15, 2026. Under the agreement, the two airlines will use their own flight codes reciprocally on designated routes. This will offer passengers a wider flight network, more connection options, and easier transfer opportunities.

Access Link: <https://www.airporthaber2.com/havacilik-haberleri/turk-hava-yollarindan-yeni-ortak-ucus-anlasmasi.html>



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