



ISTANBUL
GELISIM
UNIVERSITY

JUNE 2026



ISTANBUL
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

Street Food Festival at Istanbul Gelisim University

The Gastronomy Festival, traditionally organized by Istanbul Gelisim University, brought together students, academics, and experienced figures from the sector this year with the theme of "Street Food."

The Street Food Festival, held at Istanbul Gelisim University on June 5th, took place with the participation of students, academics, and industry representatives. The event, held in the Mehmet Akif Ersoy Hall, was attended by Istanbul Gelisim University Board of Trustees Chairman Abdülkadir Gayretli, Rector Prof. Dr. Bahri Şahin, General Secretary Assoc. Dr. Serdar Egeli, academics, and students. The program included discussions on gastronomy and the presentation of street food to the participants.

The Gastronomy Festival, which is held with different themes each year, was held this year with the theme of "Street Food." The festival highlighted the cultural aspect of gastronomy, its relationship with the sector, and the importance of applied education. The program began with the presentation of thank-you plaques to the organizing team who played a role in making the festival a success. Following the plaque ceremony, a discussion was initiated with the participation of Chef Erdal Aslanboğa and Migros Head Chef Umut Reçber, moderated by Assoc. Prof. Dr. Özgür Kızıldemir. The chefs shared their journeys to their professional careers, their culinary experiences, and the place of street food in Turkish gastronomy with the students. The discussion allowed students studying in the field of gastronomy to directly interact with industry professionals and learn about topics they were curious about regarding the profession.



NEWS FROM IGU

Following the discussion, street food treats prepared in accordance with the festival's theme concept were offered to the participants. At the food areas set up on the university campus, visitors were offered popular street foods such as kokoreç (lamb intestines), kumpir (baked potato), döner (kebab), wet hamburger, corn, chicken pilaf, çiğ köfte (raw meatball), ice cream, simit (sesame bread), lokma (fried dough balls), lemonade, and sherbet. The treats, which continued throughout the day, were met with great interest by students, academics, and guests.

The festival was organized with the participation of academics and students from the Gastronomy and Culinary Arts Department of the Faculty of Fine Arts, the Gastronomy and Culinary Arts Department of the Faculty of Applied Sciences, the Culinary Arts Program, and the Pastry and Breadmaking Program. We would like to express our gratitude to all the academics, students, and stakeholders who contributed to this organization.



NEWS FROM IGU

Istanbul Gelisim University's 11th Social Development and Media Awards Find Their Recipients!

Organized for the 11th time this year by Istanbul Gelisim University, the Social Development and Media Awards brought together leading figures from the media, arts, sports, science, technology, and business worlds. The awards, determined by student votes, were presented to their recipients at a ceremony held in the Mehmet Akif Ersoy Conference Hall.

Serving as an Important Bridge Inspiring Future Generations!

The program, which began with a moment of silence and the recitation of the National Anthem, featured an opening speech by Abdülkadir Gayretli, Chairman of the Board of Trustees of Istanbul Gelisim University. Highlighting the importance of bringing together individuals who have contributed to social development with awards determined by student votes, Gayretli made the following remarks at the ceremony: “We have brought together valuable individuals who have contributed to social development and left their mark in their fields, determined by our students' votes, in this meaningful organization. These awards not only honor successful individuals; they also allow our students to meet with people they see as role models and be inspired by their experiences. It is extremely valuable for us that our young people, who are the professionals of the future, share the same environment with individuals who have made significant contributions to our country and benefit from their knowledge. In this respect, we believe that the Social Development and Media Awards serve as an important bridge that inspires future generations.”



NEWS FROM IGU

Award Winners

- Technology and Future Initiative of the Year Award: Selçuk Bayraktar
- News Agency Contributing to Social Development Award: İhlas News Agency
- Best Public Interest-Oriented Journalism of the Year Award: Gülden Kalecik Demirtaş
- Science and Technology Ambassador of the Year Award: Burcu Özsoy
- Climate, Environment and Women's Empowerment Activist Award: Şahika Ercümen
- Global Sports Achievement and Youth Sports Ambassador Award: Ayşe Begüm Onbaşı
- Best Social Agenda and Public Information Award of the Year: Saynur Tezel
- Best Public Interest-Oriented Journalism and Social Information Award of the Year: Deniz Bayramoğlu
- Best Social Impact and Journalism Award of the Year: Fulya Öztürk
- Best Social Analysis and Commentary Award of the Year: İdris Kardaş
- Best Social Communication and Broadcasting Special Award of the Year: Yalçın Alaca
- Young Generation Journalism and Social Awareness Award: Ebrar Nur Arslan Bakırtaş
- Successful Women Representation in Media Award: Şeyma Kan
- Special News and Field Reporting Award: Emre Bayıroğlu
- Impact in Culture and Arts of the Year Award: Oya Eczacıbaşı
- Social Benefit and Culture and Arts Ambassador Award: Fecir Alptekin
- Lifetime Professional Honor Award: Ali Saydam
- Special Award for Contribution to Communication and Education: Cem Öğretir
- Special Honor Award for Media and Education: Seda Öğretir
- Health Communication and Social Impact Award: İbrahim Saraçoğlu
- Sustainable Future Special Award: Mert Fırat
- İGÜ Social Solidarity and Social Responsibility Special Award: Esra Erol
- Presidency of Communications Public Communication and Social Impact Award: Zeynep Zelan
- Social Memory and Visual Arts Award of the Year: Ahmet Güneştekin
- Social Awareness and Accessible Life Award: Serkan Bayram
- Social Sensitivity and Art Award: Deniz Uğur
- Social Memory and Cultural Contribution Through Art Award: Ezel Akay
- Artist Who Inspires Young Generations Award: Erdem Yılmaz
- Social Sensitivity and Artistic Contribution Award: Sultan Sarohan
- Young Actor Creating Social Impact Award: Merve Üçer
- Best Digital Content Producer of the Year Award: Cemre Sila Atılğan Otar

NEWS FROM FoAS

A Meeting on Academic Collaboration Was Held Between Beylikdüzü Municipality and Istanbul Gelisim University!

A meeting was held between the Television Journalism and Programming Department of Istanbul Gelisim University and the Research and Development Directorate of Beylikdüzü Municipality to discuss collaboration opportunities.

Faculty members from the department, along with Research and Development Director Ertuğrul Erbay and his team, participated in the meeting. The discussion, which focused on the SMART-B project within the municipality, emphasized combining the university's academic expertise with local government experience to develop sustainable, innovative, and socially beneficial projects. Ideas were exchanged regarding potential joint projects, project titles, application areas, and possible collaboration models. The meeting concluded with an evaluation of potential collaborations.



NEWS FROM FoAS

TARSİM Supports TÜBİTAK 2209-A Project

The TÜBİTAK 2209-A University Students Research Project titled "A Study on the Impact of Climate Change in Our Country on TARSİM Insurance," supervised by our Head of Banking and Insurance Department, Assoc. Prof. Hakan Özcan, and conducted by Istanbul Gelisim University students Beyzanur Köksal, Ege Mandacı, and Simge Bostan, received support from TARSİM.

As part of the project, the project team visited TARSİM and met with TARSİM General Manager Bekir Engürülü and Deputy General Manager Tufan Özel. During the meeting, the project work was discussed, and the project team expressed their gratitude for the support provided.



NEWS FROM FoAS

Artificial Intelligence Will Play a Larger Role in Aviation!

Prof. Dr. Sezer Cihan Kesken, Head of the Aviation Management Department at Istanbul Gelisim University, stated in an interview with Anadolu Agency (AA) that artificial intelligence will be used more effectively in the aviation sector in passenger services, maintenance processes, and operations management. Kesken indicated that in the future, artificial intelligence will serve as a decision support system in the cockpit, but the final decision will remain with the pilots for many years to come. It was emphasized that AI-powered applications could initially be tested on cargo aircraft.



ACADEMIC ARTICLES

The Article Titled “The Relationship Between Relational Marketing Perception and Value Offered to the Customer in Accounting Offices: The Case of Istanbul” was published in Çözüm Mali Journal!

Asst. Prof. Pınar BACAŞIZ SANLISOY's article titled “The Relationship Between Relational Marketing Perception and Value Offered to the Customer in Accounting Offices: The Case of Istanbul” was published in the May-June 2026 issue (No. 36(195) of Çözüm Mali journal.

The study examined the relationship between the relational marketing perceptions of independent certified public accountants in Istanbul and the value they offer to their customers. The research, conducted with the participation of 357 certified public accountants, found a positive and significant relationship between customer value-oriented service understanding and relational marketing perception. The findings revealed that long-term customer relationships, trust-based communication, and value-offering approaches support relational marketing strategies in the professional service sector.

Access Link: <https://archive.ismmmo.org.tr/docs/malicozum/195malicozum/09.pdf>



ACADEMIC ARTICLES

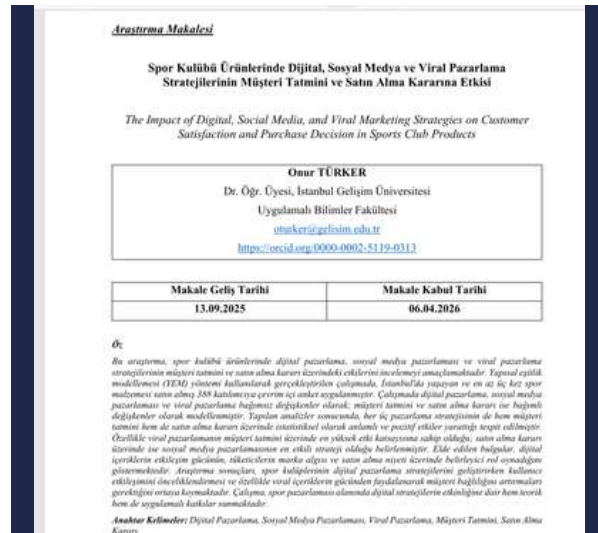
Article Titled "The Impact of Digital, Social Media, and Viral Marketing Strategies on Customer Satisfaction and Purchase Decisions in Sports Club Products" Published!

Asst. Prof. Onur TÜRKER, from the Department of Electronic Commerce and Management, had his article titled "The Impact of Digital, Social Media, and Viral Marketing Strategies on Customer Satisfaction and Purchase Decisions in Sports Club Products" published in the 2026 issue (Volume 61, Issue 2) of the 'Third Sector Social Economy Journal'.

The study examined the effects of digital marketing, social media marketing, and viral marketing strategies on customer satisfaction and purchase decisions in sports club products. Data obtained through an online survey from 388 participants living in Istanbul who had purchased sports club products at least three times were analyzed using structural equation modeling. The research results showed that digital marketing, social media marketing, and viral marketing strategies had positive and significant effects on both customer satisfaction and purchase decisions. The findings suggest that strengthening user interaction and shareable content in sports clubs' digital marketing strategies... Studies have shown that giving it importance is crucial in terms of customer loyalty and purchasing behavior.

Access Link:

<https://tisej.com/index.php/pub/article/view/1672>



ACADEMIC ARTICLES

The “The Relationship Between Agricultural Carbon Dioxide Emission and Agriculture Subsectors Production: Static Panel Data Approach” Was Published!

The article, co-authored by Dr. Nuran AKDAĞ, Research Assistant in the Aircraft Maintenance and Repair Department, and researchers from various international universities, was published in the indexed Research on World Agricultural Economy in 2026.

Access link: DOI: <https://doi.org/10.36956/rwae.v7i2.2690>

<https://journals.nasspublishing.com/index.php/rwae/article/view/2690>



ACADEMIC ARTICLES

Asst. Prof. Büşra Selenay Önal Published Two Scientific Articles in SCI-Expanded Index

Dr. Büşra Selenay Önal, a faculty member in the Aircraft Maintenance and Repair Department, has published two scientific articles in international journals indexed in SCI-Expanded. Dr. Büşra Selenay Önal's article, co-authored with Z. Utlu, titled "Energy- and Exergy-Based Comparison of Natural Gas Boiler and Electric Heat Pump Systems for Low-Temperature Heat Process Decarbonization," was published in the journal Applied Sciences.

In addition, Dr. Büşra Selenay Önal's article, "Prediction of Experimental Condensation Heat Transfer Characteristics of Helically Coiled Tube-in-Shell Type Heat Exchangers by Artificial Neural Network and XGBoost," co-authored with A. B. Çolak and A. S. Dalkılıç, has also been published in the Proceedings of the Institution of Mechanical Engineers, Part C: Journal of Mechanical Engineering Science, a journal indexed in SCI-Expanded.

Access link: Website: <https://www.mdpi.com/2076-3417/16/11/5553>

PDF Version: <https://www.mdpi.com/2076-3417/16/11/5553/pdf>

Access link: <https://www.scopus.com/pages/publications/105037661289>

Open Access Article

Energy- and Exergy-Based Comparison of Natural Gas Boiler and Electric Heat Pump Systems for Low-Temperature Heat Process Decarbonization

by Büşra Selenay Önal¹ and Zafer Utlu^{2,*}

¹ Aircraft Maintenance and Repair, Faculty of Applied Sciences, Istanbul Gelisim University, 34310 Istanbul, Turkey

² Faculty of Engineering and Natural Sciences, Istanbul Atlas University, 34403 Istanbul, Turkey

* Author to whom correspondence should be addressed.

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(This article belongs to the Section Applied Thermal Engineering)

Scopus

Back

Prediction of experimental condensation heat transfer characteristics of helically coiled tube-in-shell type heat exchangers by Artificial Neural Network and XGBoost

Proceedings of the Institution of Mechanical Engineers, Part C: Journal of Mechanical Engineering Science • Article • 2026 •
DOI: 10.1177/09544062261444091

Önal, Büşra Selenay^a; Çolak, Andaç Batur^b; Dalkılıç, Ahmet Selim^{c,d}

^aDepartment of Aircraft Maintenance and Repair, Faculty of Applied Sciences, Istanbul Gelisim University, Istanbul, Turkey

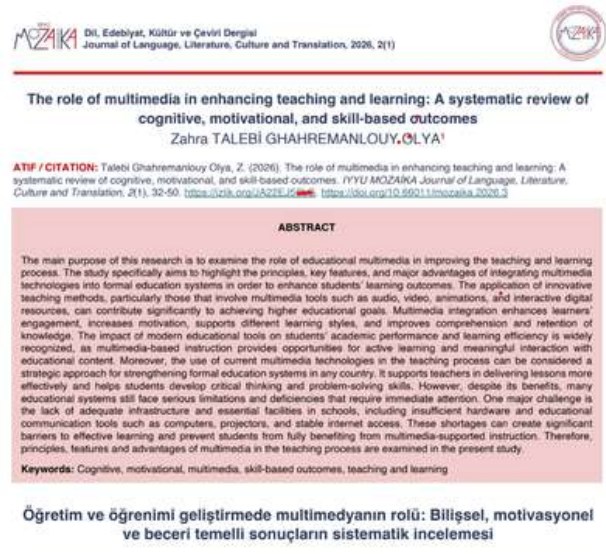
Show all information

ACADEMIC ARTICLES

Asst. Prof. Zahra Talebi Ghahremanlouy Olya's Research Article Published!

The article titled "The role of multimedia in enhancing teaching and learning: A systematic review of cognitive, motivational, and skill-based outcomes," was published in the Journal of Language, Literature, Culture and Translation, issue 2026, 2(1). In this research, Dr. Zahra Talebi Ghahremanlouy Olya examined the role of educational multimedia in enhancing the teaching and learning process. Specifically, the study aimed to reveal the fundamental principles, main features, and important advantages of integrating multimedia technologies into formal education systems to improve students' learning outcomes.

Access link: <https://dergipark.org.tr/tr/pub/mozaika/article/1883312>





ACADEMIC ARTICLES

The Study Titled "Black Sea Anchovy: Cultural Icon, Ecological Vulnerability, and Sustainability Challenges" Published!

The study "Black Sea Anchovy: Cultural Icon, Ecological Vulnerability, and Sustainability Challenges," prepared by Asst. Prof. Elif Cemre Özyaydın, Assistant Professor in the Department of Gastronomy and Culinary Arts, was published in the Oxford Intersections: Environmental Change and Human Experience academic collection on Oxford University Press's Oxford Academic platform on June 18, 2026.

Access Link:

<https://www.frontiersin.org/journals/communication/articles/10.3389/fcomm.2026.1719520/full>

ACADEMIC BOOKS

The book titled "The Right to Rest in Collective Bargaining Agreements: Comparative Examples from Türkiye and European Countries" has been published!

Dr. Naim GÖKTAŞ's book, "The Right to Rest in Collective Bargaining Agreements: Comparative Examples from Türkiye and European Countries," has been published by Detay Publishing.

The study examines the right to rest within the scope of collective bargaining agreements, drawing on comparative examples from Türkiye and European countries. The book evaluates the struggle of the working class to shorten working hours and protect the right to rest after the industrial revolution within a historical framework, while also highlighting the role of trade unions in protecting and improving the right to rest in contemporary working life. In this respect, the work offers a comparative perspective on working life, trade union rights, and collective bargaining agreements.

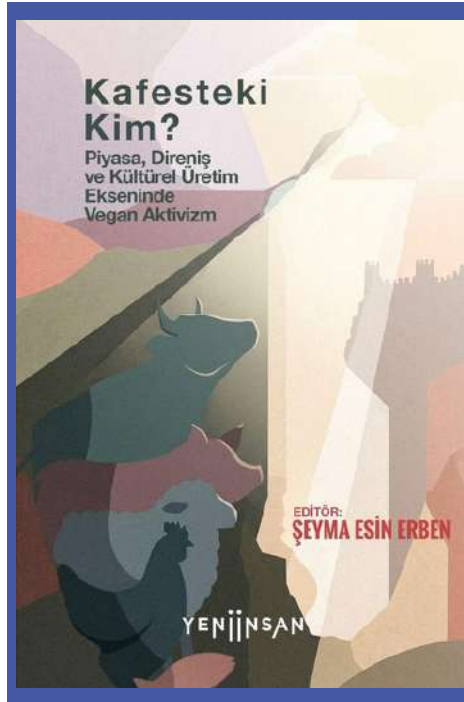
Access Link: <https://www.detayyayin.com.tr/urun/toplu-is-sozlesmelerinde-dinlenme-hakki>



ACADEMIC BOOKS

Mehmet Kayın's Book Chapter Published by Yeni İnsan Yayınları!

Mehmet Kayın, a research assistant at the Department of Television Reporting And Programming, Faculty of Applied Sciences, Istanbul Gelişim University, has authored a chapter titled "Between Life and Death: Alliances and Divisions in the Anti-Speciesist Struggle," which has been published in the book "Who's in the Cage? Vegan Activism in the Context of Market, Resistance, and Cultural Production," by Yeni İnsan Yayınları. The chapter examines the relationships, alliances, and divisions formed within the anti-speciesist movement in Turkey during its activism following the amendments to Law No. 5199 on the Protection of Animals, focusing on the defense of stray animals. This book, the first in Türkiye to bring together a panel of entirely vegan academics and contributions from diverse disciplines, offers a contemporary perspective on vegan activism by opening it up for discussion in the context of market, resistance, and cultural production.



CONGRESSES

Aircraft Maintenance and Repair Department Faculty Member Asst. Prof. Būşra Selenay Őnal Presents Paper at International Conference

Dr. Būşra Selenay Őnal, a faculty member of the Aircraft Maintenance and Repair Department, presented her paper titled “The Relationship Between Decarbonization and Exergy in the Transportation Sector in Turkey,” co-authored with Z. Utlu, at the 17th International Exergy, Energy and Environment Symposium (IEEES-2026).



EVENTS

Assoc. Prof. Çağla Kayan İlhan Provided Training on "Effective Communication with Patients" to Healthcare Staff!

As part of the internship protocol between Istanbul Gelisim University and the Istanbul Provincial Directorate of Health of the Ministry of Health of the Republic of Turkey, training on "Effective Communication with Patients" was organized for healthcare professionals.

The training was delivered by Assoc. Prof. Çağla Kayan İlhan in five sessions. The program covered the importance of establishing correct, open, and effective communication with patients, empathy in healthcare services, patient satisfaction, fundamental elements to consider in the communication process, and topics aimed at strengthening the professional communication skills of healthcare professionals.

The training emphasized the crucial role of communication in improving the quality of healthcare services and highlighted the importance of developing communication between patients and healthcare personnel based on trust, understanding, and cooperation. The five-session training program aimed to contribute to healthcare personnel developing a more effective, sensitive, and solution-oriented communication approach in patient relations.



EVENTS

Presentations on Local Culinary Culture by Gastronomy and Culinary Arts Students of FAS

As part of their Graduation Project course, students from the Gastronomy and Culinary Arts Department explored gastronomic routes, regional flavors, geographically protected products, and traditions from different provinces of Türkiye.

During the event, students presented the culinary culture of the cities they studied, both theoretically and through examples of regional delicacies. Before the presentations, city-specific delicacies prepared by the students were displayed. The presentations then shared information about the gastronomic potential of the cities, their local products, geographically protected values, food culture, and traditional practices.

The course instructors, Asst. Prof. Nevruz Berna Tatlısu and Asst. Prof. Rehab Elgamil, along with department research assistants Berna Telliöđlu, Cem Keskin, and Ayçe İdil Eyi, contributed to the efficient and organized execution of the process.



GUEST WRITER

University-Prospective Student Communication During the YKS Preference Period

The Higher Education Institutions Examination (YKS), taken by approximately two and a half million candidates each year, is a significant turning point shaping the academic and professional futures of young people. The preference period that follows the exam is more than just a process of choosing a university and department; it represents a multifaceted communication process where prospective students strive to determine the most suitable educational environment for themselves, and universities share their educational philosophies and the opportunities they offer. The decisions made during this process affect not only individuals' undergraduate education but also their career plans and life-altering choices.



From a communication science perspective, the preference period is a crucial area of communication where information sharing, mutual interaction, and trust are paramount. Prospective students and their families try to obtain as comprehensive information as possible about universities, while universities convey their institutional identities, academic expertise, and educational opportunities through various communication channels. Therefore, the preference period can be considered a dynamic process based on mutual communication and interaction, rather than a one-way promotional activity.

With the widespread use of digital communication tools today, prospective students can access information much faster. University websites, social media accounts, university fairs, and campus events are among the most frequently used information sources for prospective students. However, despite all these communication channels, one of the most important factors for students is the opportunity to directly communicate with department academics. This is because the academics conducting education and research in a department are the best people to explain its educational philosophy, academic expectations, and opportunities. Meetings with academics help prospective students gain detailed information about course content, practical training opportunities, internship processes, research activities, international exchange programs, and post-graduation career paths. These meetings also help students evaluate the opportunities offered by the department in relation to their areas of interest.

GUEST WRITER

The criteria considered when choosing a university have also changed over time. While in the past, the city where the university was located or minimum admission scores were more important, today prospective students also evaluate the currency of the educational programs, practical opportunities, internationalization vision, collaborations with the industry, and post-graduation career opportunities. Especially in today's world, where technological transformation is accelerating, it is important for higher education institutions to have a dynamic educational approach that adapts to changing needs.

At this point, supporting educational programs with up-to-date curricula has become one of the most important responsibilities of universities. Digitalization, artificial intelligence, data analytics, sustainability, communication technologies, and changes in the global business world necessitate the regular review of course content in many disciplines. Current curricula aim not only to provide students with theoretical knowledge but also to equip them with the knowledge, skills, and competencies to adapt to changing industry expectations. Therefore, it is important for prospective students to examine the department's course plan, practical training opportunities, and the currency of the curriculum during the selection process in order to make a sound assessment.

The Faculty of Applied Sciences at Istanbul Gelisim University is one of the faculties that aims to continuously improve its educational programs in line with this understanding. The curricula of the Banking and Insurance, E-Commerce and Management, Gastronomy and Culinary Arts, Public Relations and Advertising, Aviation Electrical and Electronics, Aviation Management, English Translation and Interpretation, Television Journalism and Programming, Aircraft Maintenance and Repair, New Media and Communication, and Management Information Systems departments within the faculty are shaped in line with current developments in their fields and sector expectations. In addition, the Information Systems and Technologies and Data Science and Analytics departments added to the faculty offer educational options for new areas of specialization required by digital transformation. Thus, the aim is to equip students studying in different disciplines with the knowledge and skills required by the modern age.



GUEST WRITER

Meeting with the academics of the programs during the application period offers prospective students an important opportunity not only to learn about the course plans but also to evaluate the department culture, educational approach, and career opportunities they may encounter after graduation. In addition, allowing students to see laboratories, practical training areas, social life, and campus facilities firsthand provides a different perspective on the selection process. Conversations with current students and meetings with academic units during campus visits can help prospective students make a more realistic assessment of university life.

In conclusion, the YKS (University Entrance Examination) selection period is not just a placement process; it is a crucial period where information sharing, interaction, and mutual communication intensify between universities and prospective students. The communication established during this process helps prospective students get to know universities more closely, evaluate their educational programs, and make more informed plans for the future. Viewing the selection period not solely as a process determined by scores and rankings, but as a time when access to information, academic interaction, and communication gain value, will contribute to a more qualitative selection process for both universities and prospective students.

Asst. Prof. Hande Ulusoy
Department of Television Reporting and
Programming

CULTURE, ART & LITERATURE

ISTANBUL CULTURE AND ART EVENTS

June 2026

33. İSTANBUL CAZ FESTİVALİ

30 HAZİRAN –
13 TEMMUZ 2026

Festival – 33rd Istanbul Jazz Festival

- **Date:** June 30–July 13, 2026
- **Venue:** Various venues

Bringing together approximately 200 artists on different stages of Istanbul, the festival offers a broad program consisting of jazz, soul, world music, experimental music and contemporary fusion projects. Marcus Miller, Robert Plant, Arooj Aftab, Gregory Porter and Joe Lovano are among the prominent names in the program. [Tickets and Details](#)



Concert – Arooj Aftab

- **Date:** July 3, 2026
- **Venue:** Atatürk Cultural Center

Grammy award-winning Pakistani composer and vocalist Arooj Aftab will perform at the Istanbul Jazz Festival with his unique musical language that combines jazz, South Asian classical music, minimalism and electronic textures.

- [Tickets and Details](#)



Theatre – Amadeus

- **Date:** July 15, 2026, 9:00 PM
- **Location:** Harbiye Cemil Topuzlu Open Air Theatre

Peter Shaffer's work, which deals with the artistic rivalry between Mozart and Salieri, is being staged for its seventh season with Işıl Kasapoğlu as director and Selçuk Yöntem and Tansu Biçer in the leading roles.

- [Tickets and Details](#)



Istanbul Libraries - Vitali Hakko Creative Industries Library

Opening Hours: Tuesday-Sunday: 10:00 AM - 5:00 PM

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.

- [Details](#)

ERASMUS +

Hello, I'm Burak Mih.

I am a student in the Television Reporting and Programming department at Istanbul Gelisim University, Faculty of Applied Sciences. As part of the Erasmus+ Traineeship Mobility program, I worked as a post-production intern at the National Film School in Łódź in Poland, one of the most prestigious institutions in the film industry, from April 1, 2026 to July 1, 2026. For three months, I had the opportunity to participate in editing and color grading processes, observe program trainings, and work on in-house projects.



This experience was a valuable one for me, both professionally and personally, and a great responsibility. Working with people from different cultures and witnessing the discipline and workings of the global film industry firsthand broadens one's horizons and develops a professional perspective. Besides the internship, the greatest contribution of this experience was the opportunity to become a true traveler. During my time in Poland, I had the chance to visit 9-10 different countries in Europe, discover new cities, and meet people from all over the world. Exploring Europe on my own two feet in this way has given me an unforgettable personal experience.

My biggest advice to my fellow students is to take this Erasmus opportunity without hesitation. They should absolutely not shy away from adaptation, language barriers, or feeling isolated. Once you take the first step, the rest will follow, and you'll create memories you'll never forget. I would like to thank all my professors and the Erasmus coordinator for their unwavering support during this process, which contributed to my professional, cultural, and personal development.

NEWS FROM SECTOR

Sabiha Gökçen Becomes Europe's Most Punctual Airport

Turkish aviation has achieved another remarkable success across Europe. According to the European Air Navigation Safety Organization's (EUROCONTROL) 24th week network performance report covering June 8-14, 2026, Istanbul Sabiha Gökçen International Airport demonstrated the highest on-time departure performance among Europe's 20 busiest airports.

Access Link:

<https://www.airporthaber2.com/havacilik-haberleri/sabiha-gokcen-avrupanin-en-dakik-havalimani-oldu.html>

The New Triangle of Marketing: Data, Artificial Intelligence, and Trust!

The C-Level Club meeting, hosted by Marketing Türkiye and Related Digital on Wednesday, June 17th at the Istanbul Modern Art Museum, brought together leading figures from the world of marketing and marketing communications. The event, which examined the new marketing reality shaped by the triangle of data, artificial intelligence, and trust, shed light on the sector's future strategies.

Access Link:

<https://www.marketingturkiye.com.tr/haberler/pazarlamanin-yeni-ucgeni-veri-yapay-zeka-ve-guven/>

New area of competition in food: The “Health and Nutrition” segment alone will generate \$800 billion

Healthy eating, changing consumer expectations, and environmental transformation stand out as the most critical driving forces shaping the food ecosystem in the next 10 years. Artificial intelligence and technology follow closely behind these topics.

Access Link:

<https://www.marketingturkiye.com.tr/haberler/gidada-yeni-rekabet-alani-saglik-ve-beslenme-segmenti-tek-basina-800-milyar-dolar-yaratacak/>

Environmental Initiative at Antalya Airport: A First in Türkiye

Antalya Airport has achieved a first in Türkiye by implementing a significant environmental project in line with its sustainability goals. A deposit refund system to encourage the recycling of depositable beverage packaging has been made available to passengers at the airport.

Access Link:

<https://www.airporthaber2.com/havacilik-haberleri/antalya-havalimaninda-cevre-hamle-turkiyede-bir-ilke-imza-atti.html>



ISTANBUL
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FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

JUNE 2026 - ISSUE 06

MASTHEAD

ADMINISTRATION

Prof. Dr. Kamil Kaya
Dean of the Faculty of Applied Sciences

Assist. Prof. Dr. Görsev Bafralı
Vice Dean of the Faculty of Applied Sciences

Assist. Prof. Dr. Muzaffer Çakmak
Vice Dean of the Faculty of Applied Sciences

COORDINATOR

Assoc. Prof. Dr. Şebnem Gürsoy Ulusoy
sgursoy@gelisim.edu.tr

ASSISTANT COORDINATOR

Assist. Prof. Dr. Hande Ulusoy
hulusoy@gelisim.edu.tr

EDITOR

Assist. Prof. Dr. Hande Ulusoy
hulusoy@gelisim.edu.tr

TRANSLATION

Res. Assist. Nıger Hacı
nihaci@gelisim.edu.tr

WRITING AND GRAPHIC DESIGN

News from IGU
News form FoAS
Academic Articles
Academic Books
Congres

Assist. Prof. Dr. Onur Türker
oturker@gelisim.edu.tr

Res. Assist. Esmâ Göktaş
egoktas@gelisim.edu.tr
Res. Assist. Dr. Naim Göktaş
ngoktas@gelisim.edu.tr

Events Pages

Assist. Prof. Dr. Onur Türker
oturker@gelisim.edu.tr

Guest Writer/Interwiev of the Month

Res. Assist. Rabia Şentürk
rsenturk@gelisim.edu.tr

Erasmus+

Res. Assist. Dr. Naim Göktaş
ngoktas@gelisim.edu.tr
Res. Assist. Rabia Şentürk
rsenturk@gelisim.edu.tr

News From Our Alumni

Res. Assist. Mehmet Kayın
mkayin@gelisim.edu.tr

News from Sector

Res. Assist. Esmâ Göktaş
egoktas@gelisim.edu.tr

Culture, Art & Literature of the Month

Res. Assist. Mehmet Kayın
mkayin@gelisim.edu.tr



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ISTANBUL GELISIM UNIVERSITY

Cihangir Mahallesi Şehit Jandarma Komando Er Hakan Öner Sk. No: 1
Avcılar / İstanbul

www.gelisim.edu.tr

0 212 422 70 00