



İSTANBUL AYDIN UNIVERSITY

İSTANBUL AYDIN UNIVERSITY

CAMPUS PODIUM / UNIVERSITY E-BULLETIN MAY 1-15, 2025
ISSUE 61



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AYDIN AGENDA

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The first day of Teknofest TRNC was filled with passionate young people, entrepreneurs, and curious visitors devoted to technology. In this atmosphere where young people turn their dreams into reality, we also took our place as Istanbul Aydın University. The Chairman of the Board of Trustees of Istanbul Aydın University, Prof. Dr. Mustafa Aydın, also attended Teknofest.



On the second day of TEKNOFEST, Selçuk BAYRAKTAR, Chairman of the Board of Trustees of the T3 Foundation and Chairman of the TEKNOFEST Board of Directors, visited the Istanbul Aydın University booth. Bayraktar showed great interest in the students' projects and received information about the ongoing work.

AYDIN AGENDA

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On the third day of TEKNOFEST, IAU Chairman of the Board of Trustees, Prof. Dr. Mustafa AYDIN, came together with team members and entrepreneurs at a dinner.

AYDIN AGENDA

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At TEKNOFEST, IAU Chairman of the Board of Trustees Prof. Dr. Mustafa AYDIN met with the President of the Turkish Republic of Northern Cyprus, Ersin TATAR.

AYDIN AGENDA

5



President of the Board of Trustees of Istanbul Aydın University, Prof. Dr. Mustafa Aydın, held a comprehensive evaluation at TEKNOFEST with the Minister of Foreign Affairs of the Turkish Republic of Northern Cyprus (TRNC), Tahsin Ertuğruloğlu, and the Minister of Tourism and Environment of the TRNC, Fikri Ataoğlu, discussing the projects of young people and ways to strengthen cooperation in the field of technology.

AYDIN AGENDA

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Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees of Istanbul Aydın University, met with Prof. Dr. Haluk GÖRGÜN, President of the Defense Industry, at TEKNOFEST.

AYDIN AGENDA

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Prof. Dr. Mustafa AYDIN, President of the Board of Trustees of Istanbul Aydın University (İAÜ), hosted the Minister of Industry and Technology of the Republic of Turkey, Mehmet Fatih KACIR, at the Arapköy Social Facilities of Cyprus Aydın University.

Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees at IAU, shared his evaluations on the franchising sector in *Inbusiness Magazine*.

Franchising Sektörünün Potansiyeli

UFRAD Genel Başkanı Prof. Dr. Mustafa Aydın, son yıllarda globalleşme ve teknolojik gelişmelerle birlikte franchising sektörünün daha da önemli bir büyüme potansiyeline sahip olduğunu ifade etti.



Prof. Dr. Mustafa AYDIN
UFRAD Genel Başkanı

zarlarına hizmetlerinden faydalanarak, işlerini daha hızlı bir şekilde büyütebilirler. Bu durum, franchise sisteminin bakan oranını artırmaktadır.

Küreselleşme ve Franchising

Franchising, küreselleşme algısıyla birlikte işletmelerin uluslararası pazarlara açılmasında ve büyümesinde önemli bir araç haline gelmiştir. Küreselleşme, farklı ülke ekonomilerinin, kültürlerinin ve teknolojilerinin birbirine daha fazla entegre olması sürecini ifade ederken, franchising bu entegrasyonun işletme düzeyindeki yansımalarından biridir.

Franchising, küreselleşme sürecine en iyi uyum sağlayan iş modellerinden biridir. Çünkü:

- Küresel ölçekte marka yayılımını hızlandırır.
- Yerel yatırımlar aracılığıyla düşük riskle yeni pazarlara girme imkânı sunar.
- Kültürel adaptasyon sağlayarak yerel beklentilere uygun şekilde hizmet verir.
- Operasyonel standartlar ve denetim mekanizmaları sayesinde kalite ve marka bütünlüğü korunur.

Sonuç olarak, Franchising ve küreselleşme, modern iş dünyasında birbirini güçlendiren iki ana kavramdır. Franchising, firmalara küresel ölçekte büyüme imkânı sağlarken; küreselleşme, bu iş modelinin daha geniş alanlara ulaşmasını mümkün kılar. Özellikle yerel kimliğini koruyarak globalleşmek isteyen markalar için franchising, sürdürülebilir ve ölçeklenebilir bir stratejidir.

Franchising, bir işletmenin (franchisor) marka adını, iş modelini ve işletme sistemini, belirli bir süre ve koşullar altında başka bir işletmeye (franchisee) lisanslama sürecidir. Bu model, hem girişimler hem de yatırımcılar için cazip fırsatlar sunmaktadır. Son yıllarda, globalleşme ve teknolojik gelişmelerle birlikte franchising sektörü, daha da önemli bir büyüme potansiyeline sahip olmuştur.

Özellikle gıda, perakende, hizmet ve eğitim sektörlerinde franchising modeli, girişimler için düşük riskli bir yatırım fırsatı sunmaktadır. Franchising, girişimcilerin, başarılı bir iş modelini ve markayı kullanarak kendi işlerini kurmalarına olanak tanır. Bu durum, sektördeki büyümeyi destekleyen önemli bir faktördür.

Franchising, uluslararası pazarlara açılmak isteyen markalar için etkili bir strateji sunar. Gelişen pazarlar, özellikle Asya, Afrika ve Latin Amerika gibi bölgelerde, franchising

için büyük fırsatlar barındırmaktadır. Bu bölgelerdeki artan orta sınıf, değişen tüketim alışkanlıkları ve şehirleşme, franchising sektörünün büyümesine katkıda bulunmaktadır. Ayrıca, yerel girişimcilerin uluslararası markalarla iş birliği yapma isteği, sektördeki potansiyeli artırmaktadır.

Franchising modeli, sadece gıda ve içecek sektöründe değil, aynı zamanda sağlık, eğitim, temizlik, güzellik ve teknoloji gibi birçok farklı sektörde de uygulanabilmektedir. Bu çeşitlilik, girişimcilerin kendi ilgi alanlarına ve uzmanlıklarına uygun bir franchise seçme şansını sunar. Ayrıca, farklı sektörlerdeki franchise fırsatları, yatırımcıların portföylerini çeşitlendirmelerine olanak tanır.

Franchising, girişimciler için düşük riskli bir iş modeli olarak öne çıkmaktadır. Başarılı bir markanın altında faaliyet göstermek, yeni girişimcilerin karşılaştığı birçok zorluğu aşmalarına yardımcı olur. Franchisee'ler, franchisor'un sağladığı eğitim, destek ve pa-

AYDIN AGENDA

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The May Board of Directors meeting of UFRAD, chaired by Prof. Dr. Mustafa AYDIN, President of the Board of Trustees of Istanbul Aydın University, was held at Istanbul Aydın University.



Prof. Dr. Mustafa AYDIN, President of the Board of Trustees of Istanbul Aydın University (IAU), attended the 28th Ordinary General Assembly of the Independent Industrialists and Businessmen's Association (MÜSİAD).



İAÜ Board of Trustees Chairman Prof. Dr. Mustafa AYDIN attended the 21st General Assembly Meeting of the Küçükçekmece City Council.



The May Board of Directors meeting of the Küçükçekmece City Council was held under the moderation of Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees of İAÜ.

AYDIN AGENDA



IAU Board of Trustees Chairman Prof. Dr. Mustafa AYDIN attended the first meeting held with the new term Board Members of the Küçükçekmece City Council.



İAÜ Board of Trustees Chairman Prof. Dr. Mustafa AYDIN attended the Eurasian Universities Union (EURAS) May Board of Directors Meeting.



IAU Board of Trustees Chairman Prof. Dr. Mustafa AYDIN attended the May Extended Committee Meeting on Educational Services, organized with the participation of Harun AYDOĞMUŞ, Director General of International Workforce at the Ministry of Labor and Social Security of the Republic of Turkey, and Berrak Bilgen BEŞERGİL, Head of the Department of Training and Innovative Services at the Ministry of Trade of the Republic of Turkey.



İAÜ Board of Trustees Chairman Prof. Dr. Mustafa AYDIN attended the May Board of Directors meeting of the Service Exporters' Association (HİB).



AYDIN AGENDA

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As Istanbul Aydın University, in April we reached exactly 13,200,000 people through our news featured in the national press! With this reach, we ranked first among universities in Turkey! This success is a reflection of our bright vision as the voice of science, education, and social contribution. We thank all our academicians, students, and team members who contributed.

The infographic is set against a red background. At the top left is the Istanbul Aydın University logo. To its right, the text 'İSTANBUL AYDIN ÜNİVERSİTESİ' is written in white. Below this, the headline 'İAÜ, Ulusal Basında Yine Zirvede!' is displayed in large, bold white letters. The central focus is the number '13' in a large, light red font, with 'milyon' in smaller white text below it, followed by '200' in a very large, light red font, and 'binden fazla' in smaller white text below it. To the right of this, the text 'kişiye erişerek' is written in white. At the bottom, the phrase 'ilk sırada yer aldık.' is written in large white letters. The infographic is decorated with various white line-art icons: a person at a computer, a camera, a document with a pencil, a flag on a pole, and a document with a checklist. A large, stylized white staircase graphic is positioned on the right side, leading upwards towards the top right corner.

AYDIN AGENDA

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At İAÜ Silivri Application and Research Center, in memory of our esteemed professors and students who have passed away, we carried out a tree planting event in collaboration with AKEV and our student deanery. We thank everyone who contributed to this meaningful event.

NEWS FROM THE CAMPUS

19



Hassan Muhammad KHAN, President of Pakistan International Riphah University, one of İAÜ's partner universities, visited our university. During the meeting, productive discussions were held to further advance the long-standing academic cooperation between the two institutions.

The İAÜ Muay Thai Team achieved great success at the Interuniversity Muay Thai Championship. Our athletes, who won 3 Turkish Championships and 2 runner-up titles, made Istanbul Aydın University Muay Thai Team the Interuniversity Turkey Champion with these proud results. We congratulate all our athletes and coaches who contributed, and we wish them continued success!





Famous chef Yunus Emre AKKOR was a guest at Istanbul Aydın University upon the invitation of the Culinary Arts Department. In the talk titled “Kitchen Stories of an Empire,” which carries deep traces of Ottoman cuisine, participants embarked on an inspiring journey following historical flavors.



At the Inter-High School Game Jam event hosted by Istanbul Aydın University, young talents came together. High school students, who combined their imagination with software, both learned and had fun.



IAU ACADEMICS IN VISUAL MEDIA

23

(((•))) CANLI YAYIN



PROF. DR.
HÜSEYİN SELİMLER

İAÜ İKTİSADİ VE İDARİ BİLİMLER
FAKÜLTESİ

01.05.2025 / 13.00
Perşembe



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(((•))) CANLI YAYIN



DOÇ. DR.
MEHMET CEM OĞULTÜRK

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

01.05.2025 / 23.00
Perşembe



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(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
ÖZGÜR TÖR

İAÜ ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ VE TAM MÜDÜRÜMÜZ

01.05.2025 / 22.00
Perşembe



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(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
FİLİZ KATMAN

İAÜ EPPAM MÜDÜRÜ

02.05.2025 / 15.00
Cuma



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24

(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
HAZAR VURAL

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

02.05.2025 / 20.45
Cuma



(((•))) CANLI YAYIN



USTA ÖĞRETİCİ
SANDRA ÖZ

GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMÜ
USTA ÖĞRETİCİ

03.05.2025 / 11.15
Cumartesi



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ÖĞR. GÖR.
YELİZ ALBAYRAK

FEN EDEBİYAT FAKÜLTESİ

03.05.2025 / 23.50
Cumartesi



(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
GÜVEN ÖZDEMİR

İAÜ ANADOLU BİL MYO
MÜDÜR YARDIMCIMIZ

05.05.2025 / 15.00
Pazartesi



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DR.
ELİF KAYA

İAÜ İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ
Ekonomi ve Finans Bölüm Başkan Yardımcısı

05.05.2025 / 19.00
Pazartesi

EKOLTV

X @ iaukampus / iaubasin



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AVUKAT
ÖZLEM ŞEN

ÖĞRETİM GÖREVLİSİ

06.05.2025 / 19.00
Salı

NOW

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DR. ÖĞRETİM ÜYESİ
CANAN TERCAN

İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ SİYASET VE
ULUSLARARASI İLİŞKİLER İNGİLİZCE ÖĞRETİM ÜYESİ

06.05.2025 / 12.30
Salı



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DR. ÖĞRETİM ÜYESİ
AYSUN SAĞLAM

GIDA KALİTE KONTROLÜ VE ANALİZİ
PROGRAM BAŞKANI

07.05.2025 / 13.30
Çarşamba



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PROF. DR.
TARIK OĞUZLU

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

08.05.2025 / 16.00

Perşembe

**HABER
TÜRK**



((●)) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
MURAT JANE

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

15.05.2021 / 14.00

Perşembe



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CHP LİDERİNE CENAZEDE TOKATLI SALDIRI
ÖZEL SİRRI SÜREYYA ÖNDER İÇİN AKM'DE DÜZENLENEN TÖRENDEYDİ

19:05 ÇIKARILMASI İÇİN SÜRECİ YAKINDAN TAKİP ETTİĞİNİ BELİRTTİ • 100 TBMM BAŞKANI NUMAN 43.6



The Traditional Faculty-School Collaboration Breakfast and Evaluation Event organized by the Faculty of Education was held on Tuesday, April 29, 2025, in the Upper Hall of Block B. The event, where the Dean of the Faculty of Education, Prof. Dr. Aysel Ergül Keskin, delivered the opening speeches, was attended by external stakeholders, practice coordinators, and department heads.



The second session of the teacher training series titled "Philosophy with Children (P4C) Education," organized by Dr. Ayşe Betül Toplu from the Faculty of Education, English Language Teaching Program, was held on May 2, 2025, hosted by the Küçükçekmece Municipality Information Houses.



Faculty of Education, Preschool Teaching Program, Dr. Öğr. Üyesi Selçuk Türkmen gave a talk titled "Children's Rights" on May 2, 2025, as part of TÜBİTAK Science Talks, directed at the students of İBB Yıldırım Beyazıt İmam Hatip Middle School.



The Literature Talk with Hilmi Yavuz, organized by the Faculty of Education's Turkish Teaching Program, was held on May 5, 2025, in D Block Orange Hall. The opening speech was given by the Head of the Turkish Teaching Program, Prof. Dr. Belkıs Gürsoy. At the end of the event, the Dean of the Faculty of Education, Prof. Dr. Aysel Ergül Keskin, presented a plaque to Hilmi Yavuz.

Prof. Dr. Belma Tuğrul, Head of the Faculty of Education Preschool Teaching Program, participated as a speaker at the Interuniversity Children's Conference held on May 5, 2025, organized in collaboration with International Final University and Cyprus Aydın University.



ULUSLARARASI FİNAL ÜNİVERSİTESİ

KIBRIS AYDIN ÜNİVERSİTESİ

ÜNİVERSİTELER ARASI ÇOCUK KONFERANSI

1. OTURUM 5 MAYIS 2025, 09.00-12.00
KIBRIS AYDIN ÜNİ. KONFERANS SALONU
Prof. Dr. Belma TUĞRUL
Prof. Dr. Elif Yeşim ÜSTÜN
Yrd. Doç. Dr. Hasan ÖZDAL
Yrd. Doç. Dr. Anıl GÖRKEM

2. OTURUM 12 MAYIS 2025, 09.00-12.00
ULUSLARARASI FİNAL ÜNİ. KONFERANS SALONU II
Öğr. Gör. Sergen IRMAK
Öğr. Gör. Aytül TÜRER
Uz. Klinik Psikolog Bleda TILKI

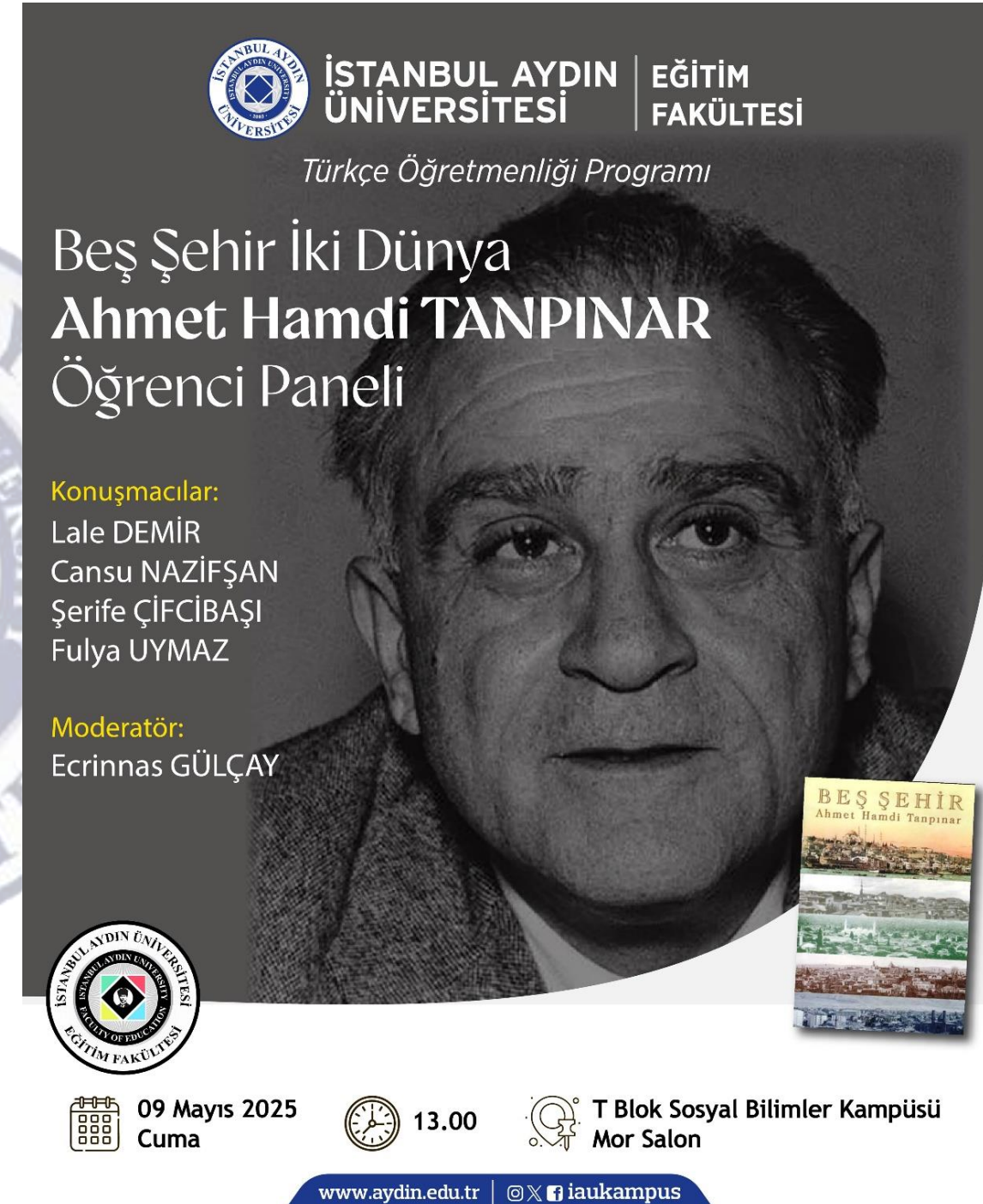
ÇOCUK GİRİŞ

KIBRIS AYDIN ÜNİVERSİTESİ

**Professor Dr. Belma Tuğrul, Head of the
Preschool Teaching Program at the Faculty
of Education, delivered a speech titled
“Teacher of the ‘Others’” on May 5, 2025, at
the event organized in collaboration with
Sivas Karşıyaka Vocational and Technical
Anatolian High School and Ovacık Middle
School.**



The Five Cities Two Worlds Ahmet Hamdi Tanpınar Student Panel, organized by the Faculty of Education Turkish Language Teaching Program, was held on May 9, 2025, at the T Block Social Sciences Campus, Purple Hall. The opening speech was delivered by Associate Professor Dr. Murat Lüleci, Deputy Dean of the Faculty of Education. During the event, fourth-year students of the Turkish Language Teaching Program shared their evaluations on Tanpınar's literary personality.



İSTANBUL AYDIN ÜNİVERSİTESİ | EĞİTİM FAKÜLTESİ
Türkçe Öğretmenliği Programı

**Beş Şehir İki Dünya
Ahmet Hamdi TANPINAR
Öğrenci Paneli**

Konuşmacılar:
Lale DEMİR
Cansu NAZİFŞAN
Şerife ÇİFCİBAŞI
Fulya UYMAZ

Moderatör:
Ecrinnas GÜLÇAY

**09 Mayıs 2025
Cuma**

13.00

**T Blok Sosyal Bilimler Kampüsü
Mor Salon**

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Professor Dr. Belma Tuğrul, Head of the Preschool Teaching Program at the Faculty of Education, delivered her speech titled "Taking Play Seriously" at the event held on May 10, 2025. The event was organized by Dicle University's Early Childhood Education Club within the scope of the national project "Sources of Inspiration for Early Childhood: Games, Books, Music, Emotions," supported by ÜNİDES.



The poster features logos of Istanbul Aydın University, Dicle University, ZGEF, ÜNİDES, SKS, Dicle University Early Childhood Education Club, and Dicle University Faculty of Education. The title is 'ERKEN ÇOCUKLUK DÖNEMİ İÇİN İLHAM KAYNAKLARI' (Sources of Inspiration for Early Childhood: Games, Books, Music, Emotions). The subtitle is 'OYUNLAR, KİTAPLAR, MÜZİKLER, DUYGULAR' (Games, Books, Music, Emotions). The number '2' is prominently displayed. The speakers are listed as Prof. Dr. Belma TUĞRUL, Prof. Dr. İlkay ULUTAŞ, Doç. Dr. İlknur GÖNCÜ, Doç. Dr. Müge ŞEN, Doç. Dr. Gökçe KARAMAN BENLİ, and Uzm. Ayşe TURLA. The event is scheduled for 10 Mayıs 2025 from 08:30-16:00 at Dicle Üniversitesi 15 Temmuz Kültür ve Kongre Merkezi.

**ERKEN ÇOCUKLUK DÖNEMİ İÇİN
İLHAM KAYNAKLARI**
OYUNLAR, KİTAPLAR, MÜZİKLER, DUYGULAR

2

KONUŞMACILAR
Prof. Dr. Belma TUĞRUL
Prof. Dr. İlkay ULUTAŞ
Doç. Dr. İlknur GÖNCÜ
Doç. Dr. Müge ŞEN
Doç. Dr. Gökçe KARAMAN BENLİ
Uzm. Ayşe TURLA

10 Mayıs 2025 08:30-16:00
Dicle Üniversitesi 15 Temmuz
Kültür ve Kongre Merkezi



FACULTY OF EDUCATION

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Faculty of Education, Special Education Teaching Program Dr. Ersin Ateş, Assistant Professor, gave a speech titled "Problem Behaviors in Gifted Individuals" on May 10, 2025, at the event organized by the Istanbul Aydın University Child Education Practice and Research Center.



Özel Yetenekli Bireylerde Problem Davranışlar

MODERATÖR



DR. ÖĞR. ÜYESİ ŞEYMA ÖZDİL
Çocuk Eğitimi Uygulama ve Araştırma Merkezi Müdürü

KONUŞMACI



DR. ÖĞR. ÜYESİ ERSİN ATEŞ
İAÜ Özel Eğitim Öğretmenliği

**10 MAYIS 2025**

**SAAT 10:00**

T BLOK -1. KAT MOR SALON



Two robotics activities prepared under the advisorship of Lecturer Devran Korkmaz from the Faculty of Education, Preschool Teaching Program, were presented at TEKNOFEST Cyprus between May 1-4, 2025. Students Mercan Şahutoğlu and Tuğba Küçüktamer from the Faculty of Education, Elementary Mathematics Teaching Program, also participated as practitioners in the events.



FACULTY OF EDUCATION

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Under the moderation of Prof. Dr. Hüseyin Elmalı, Head of the Foreign Language Education Program at the Faculty of Education, the webinar titled "Arabic Lexicography and Arabic Dictionaries" was held on May 7, 2025. Prof. Dr. İlyas Karslı, a faculty member at Recep Tayyip Erdoğan University, participated as a speaker and delivered a comprehensive presentation on Arabic lexicography.



**İSTANBUL AYDIN
ÜNİVERSİTESİ**
EĞİTİM FAKÜLTESİ

ARAP LÜGATÇİLİĞİ ve ARAPÇA LÜGATLER

Moderatör:
Prof. Dr. Hüseyin ELMALI

Konuşmacı:
Prof. Dr. İlyas KARSLI

07 Mayıs 2025 11.00

zoom ONLINE Meeting ID : 87939919983
Password : 4441428

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As part of the "My School at University, University at My School Project," conducted by the Istanbul Provincial Directorate of National Education and with the participation of the Faculty of Education, Leyla Coşkun, a primary school teacher at Dostluk Elementary School, gave a seminar titled "Effective Communication" to first-year students of the Classroom Teaching Program on May 8, 2025.



Within the scope of the "My School at University, University at My School Project" conducted by the Istanbul Provincial Directorate of National Education and in which the İAÜ Faculty of Education also participates, Dr. Şennur Akgül, Research Assistant in the Classroom Teaching Program, gave a seminar titled "Alienation of Primary School Students" to the teachers of Toki Şehit Er Yılmaz Özdemir Primary School on April 30, 2025.



On May 8, 2025, a seminar was given to third-year students of the Faculty of Education, Classroom Teaching Program, by Classroom Teacher Ayşe Onat, who was assigned by the Provincial Directorate of National Education, regarding the instructional programs prepared within the framework of the Turkey Century Education Model.



The "4th Clinical Mental Health Psychological Counseling Symposium," organized by the Guidance and Psychological Counseling Program of the Faculty of Education, was held on April 30, 2025, at the A Block Hasan Fehmi Büyükbayram Conference Hall. The opening speeches of the symposium were delivered by the Dean of the Faculty of Education, Prof. Dr. Aysel Ergül Keskin, and the Head of the Guidance and Psychological Counseling Program, Prof. Dr. Ragıp Özyürek.



The image shows a man, Prof. Dr. Ragıp Özyürek, speaking at a podium during the Silifke PDR Summit. He is wearing a blue checkered shirt and dark trousers. Behind him is a large screen displaying the event's title and logos. To his left, a woman is standing at a podium, and a Turkish flag is visible. The stage is decorated with flowers.

SİLİFKE PDR ZİRVESİ

2 Mayıs 2025
Silifke İlçe Milli Eğitim Müdürlüğü Ek Binası

Prof. Dr. Ragıp ÖZYÜREK
IAU Eğitim Fakültesi
"Kapsamlı Okul Psikolojik Danışmanlığı Programlarının Geliştirilmesi"
10.00 - 10.40

Öğr. Üyesi Psikolog Aytül TÜRER
KIBRIS AYDIN ÜNİVERSİTESİ
İktisadi, İdari ve Sosyal Bilimler Fakültesi
"Öğretmenlerin Ruh Sağlığını Güçlendirme"
11.00 - 11.40

Dilek ÖZYÜREK
IAU Eğitim Fakültesi
"Trauma ve Beden İlişkisi"
13.00 - 15.00

www.aydin.edu.tr | iau_tanitim | iautanitim | www.cau.edu.tr | caucampus | cauturkey

On May 2, 2025, the “Silifke PDR Summit” was organized in collaboration with Istanbul Aydın University, Cyprus Aydın University, Mersin-Silifke District Directorate of National Education, and Private Küçük Adımlar Educational Institutions. At this event, Prof. Dr. Ragıp Özyürek, Head of the Guidance and Psychological Counseling Program, gave a seminar on the Development of Comprehensive School Psychological Counseling Programs, and Lecturer Dilek Özyürek from the Guidance and Psychological Counseling Program presented a seminar titled Trauma and the Body Relationship.

Faculty of Education, Guidance and Psychological Counseling
Program Research Assistant Sümeyye Eliz Burhan Karacan organized a workshop titled “Mental Health Services in the Tech Age: Transformation and Adaptation” on May 10, 2025, as part of the training series prepared by the Psychological Counselors Platform for experts and students in the field of mental health.



**TEKNOÇAĞDA RUH SAĞLIĞI
HİZMETLERİ
DÖNÜŞÜM VE UYUM**

**10 MAYIS
CUMARTESİ**

**KÜRE PSİKOLOJİ
19:30-YÜZ YÜZE**

SÜMEYYE ELİZ BURHAN
UZMAN PSİKOLOJİK DANIŞMAN

Kayıt Linkine Biyografiden Ulaşabilirsiniz.

FACULTY OF SCIENCE AND LITERATURE

44

((•)) CANLI YAYIN **IAU BASIN**

PROF. DR. TARIK OĞUZLU

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

08.05.2025 / 16.00 | **HABER TURK**

Perşembe

X @ iaukampus / iaubasin

www.aydin.edu.tr



((•)) CANLI YAYIN **IAU BASIN**

PROF. DR. TARIK OĞUZLU

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

11.05.2025 / 15.00 | **HABER TURK**

Pazar

X @ iaukampus / iaubasin

www.aydin.edu.tr



Dean of the Faculty of Science and Letters, Prof. Dr. Tarık Oğuzlu, was a live broadcast guest on various television channels.



FACULTY OF SCIENCE AND LITERATURE

45

The Faculty of Science and Letters held the event titled "5th Faculty of Science and Letters Undergraduate Students Symposium" on May 5-6, 2025.





FACULTY OF SCIENCE AND LITERATURE

46

The English Translation and Interpreting Department organized an event titled "One Academy One Industry: Meetings on Language, Translation, and Culture (III): Translation, Cultural Memory, and Food" on May 9, 2025.

**İSTANBUL AYDIN
ÜNİVERSİTESİ** | **FEN - EDEBİYAT
FAKÜLTESİ**

İngilizce Mütercim ve Tercümanlık Bölümü

BİR AKADEMİ BİR SEKTÖR:
Dil, Çeviri ve Kültür Üzerine Buluşmalar (III):
"Çeviri, Kültür Hafızası ve Yemek"



Doç. Dr.
Şule DEMİRKOL ERTÜRK
Boğaziçi Üniversitesi

📅 09 Mayıs 2025 ⌚ 13.00

 **ONLINE** 

Meeting ID : **87939919983**
Password : **4441428**

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iaukampus



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The opening ceremony for the new broadcasting season of Aydın İF TV, operating under the Faculty of Communication at Istanbul Aydın University, was held for the season starting on Monday, May 5, 2025. The opening speeches were delivered by Istanbul Aydın University Rector Prof. Dr. İbrahim Hakkı AYDIN, AKEV Vice Chairman Elif AYDIN, Dean of the Faculty of Communication Prof. Dr. Aybike SERTTAŞ, and Assistant Professor Engin BAŞCI.



The New Media Summit: Digital Renaissance, organized by the New Media and Communication Department of Istanbul Aydın University and the Digiclub community students, was successfully completed with strong participation. The opening speeches were delivered by Prof. Dr. Aybike Serttaş and Assoc. Prof. Dr. Nur Emine Koç. During the event, 8 expert guests shared their experiences on topics such as digital communication, artificial intelligence, social media, and entrepreneurship. At the end of the summit, plaques were presented to the speakers. The event was brought to life through the dedicated efforts of the students.

As part of the Erasmus+ Staff Mobility teaching program, Assoc. Prof. Georgiana Burbea from Transylvania University of Braşov gave lectures at our faculty. Prof. Burbea, who attended the classes of Dr. Tuğba Gölal, toured the departments and studios of our faculty following a collaboration meeting held with our Dean, Prof. Dr. Aybike Serttaş, and the Faculty Erasmus Coordinator, Assoc. Prof. Gonca Yıldırım Öge.



As part of the THP Meets events, on Thursday, May 7th at 12:00 PM, an event titled “Ecology, Environment, and Climate Reporting” was held in classroom 502 of Block R, moderated by Associate Professor Dr. Umur BEDİR and featuring Dr. Lecturer Ece BAYKAL. Our expert guest shared insights on ecology, environmental, and climate issues and their solution processes, as well as the practices and current status in the field of journalism. Students from the department and faculty attended the event.





Dr. Hüseyin KAZAN, Faculty Member of the Journalism Department, made analyses of the attacker's body language in the assault on CHP Chairman Özgür Özel during the TV100 Weekend Main News bulletin.



Dr. Hüseyin KAZAN, Faculty Member of the Department of Journalism, conducted body language analyses on the photographs from the PKK terrorist organization's dissolution congress for Milliyet Newspaper.

**Research Assistant Gizem Uyanık
from the Journalism Department
attended Vern University in Zagreb,
Croatia as part of the “Erasmus+
Staff Training Mobility” program.**



As part of the Journalism Talks, an event titled “Artificial Intelligence and Journalism” was held with the participation of Cumhuriyet.com.tr Publishing Coordinator Ercan Erdal, Responsible Editor Mustafa Birol Güger, and SEO Chief Editor Nilay Küçük.

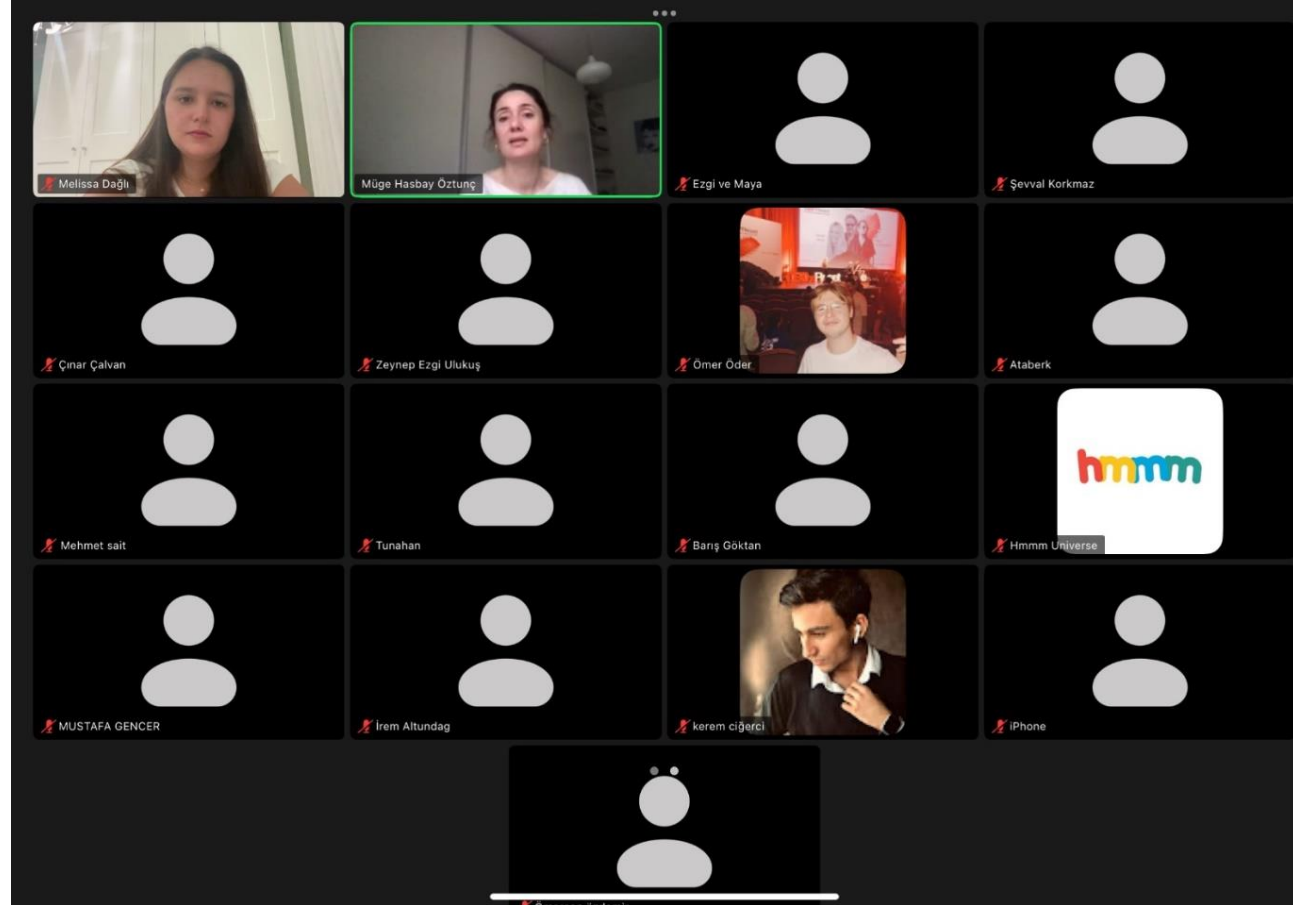




Ahmet Berk DUMAN, Lecturer at the Department of Radio, Television and Cinema, presented his paper titled “The Visual Representation of Media and Power Relations: An Analysis of the Film They Live (1988)” at the International Marmara Graduate Communication Students Congress held at Marmara University on May 5-6, under the theme “The Search for a Just and Effective Communication Order: Resistance, Decolonization, and the Information Ecosystem.”



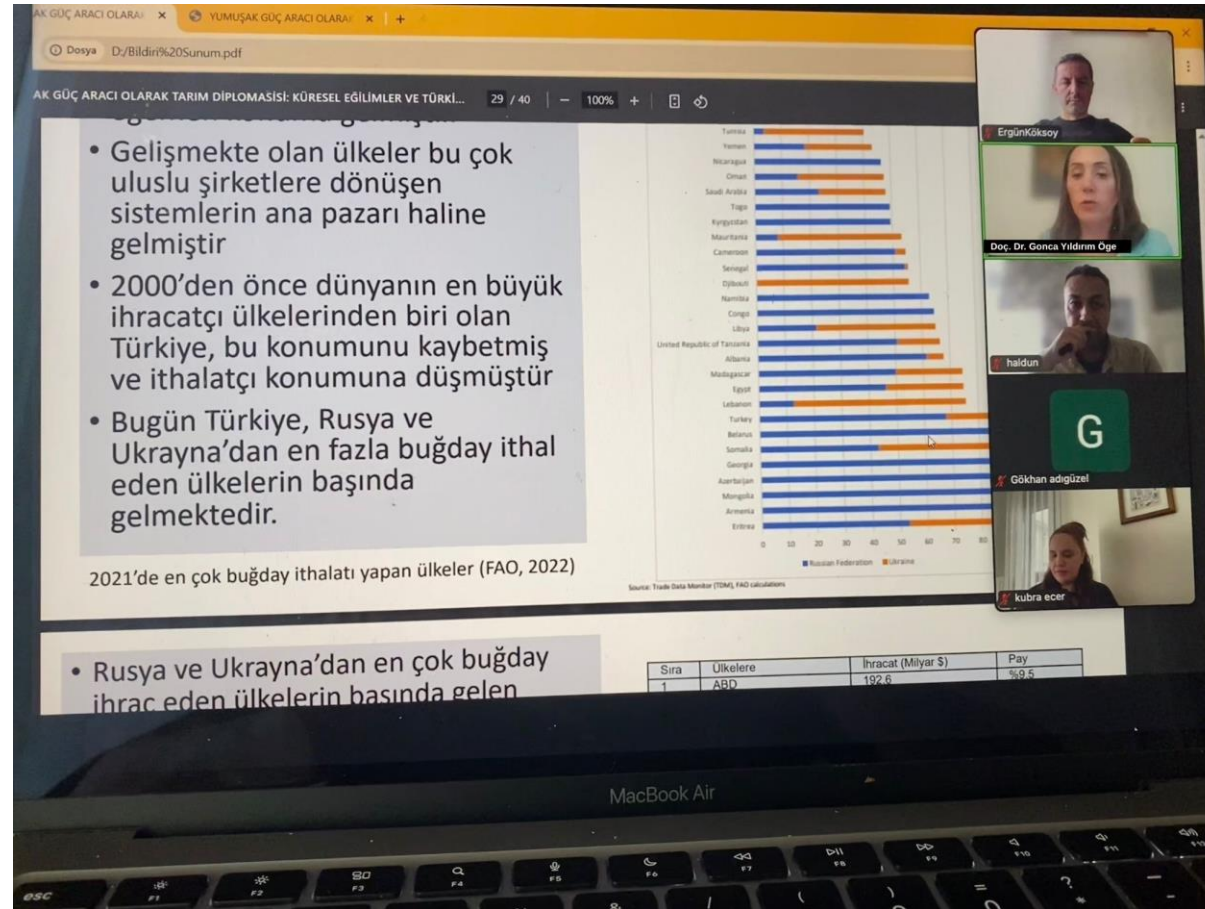
On Tuesday, May 13, 2025, at 11:00 AM, composer and music instructor Umut Saruhan Özgüler was a guest at the event titled “Cinema and Music” held in Studio 3, R Block. During the event, the role of music in films and TV series, how it is created, and how music enhances the emotion of a scene were discussed.



Within the scope of the training protocol signed with the Imagination Center (HGM), Associate Professor Dr. Müge Öztunç, Vice Chair of the Advertising Department, explained Marketing Campaigns and Strategies on May 10, 2025. Students who participated in the online training had the opportunity to acquire skills in strategic planning, developing creative messages, market research, selecting appropriate media, and effectively using communication tools to reach the target audience effectively.



As part of the academic activities of the Brand Council, whose Board Member is Associate Professor Dr. Gonca Yıldırım Öge, Chair of the Department of Advertising, she gave lectures on brand components, reputation management, and crisis communication during the "From Council to Campus Brand101 Trainings" held at Bahçeşehir University on May 10-11.



Associate Professor Dr. Gonca Yıldırım Öge, Head of the Advertising Department, presented her paper titled “Agricultural Diplomacy as a Soft Power Tool: Global Trends and Turkey’s Position” at the 1st Public Diplomacy Symposium organized by Marmara University Faculty of Communication.



FACULTY OF COMMUNICATION

60

The article titled “Barriers to in-flight communication effectiveness: a qualitative inquiry with pilots in Türkiye,” co-authored by Prof. Dr. Özlem ÖZDEMİR, a faculty member of the Department of Public Relations and Publicity, was published in the International Journal of Sustainable Aviation, which is indexed in Scopus, ESCI, and WOS.

Int. J. Sustainable Aviation, Vol. 11, No. 1, 2025

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Barriers to in-flight communication effectiveness: a qualitative inquiry with pilots in Türkiye

Elif Başak Sarıoğlu*

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Marmara University, Türkiye
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Özlem Özdemir

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Istanbul Aydın University, Türkiye
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Email: ozlemozdemir1@aydin.edu.tr

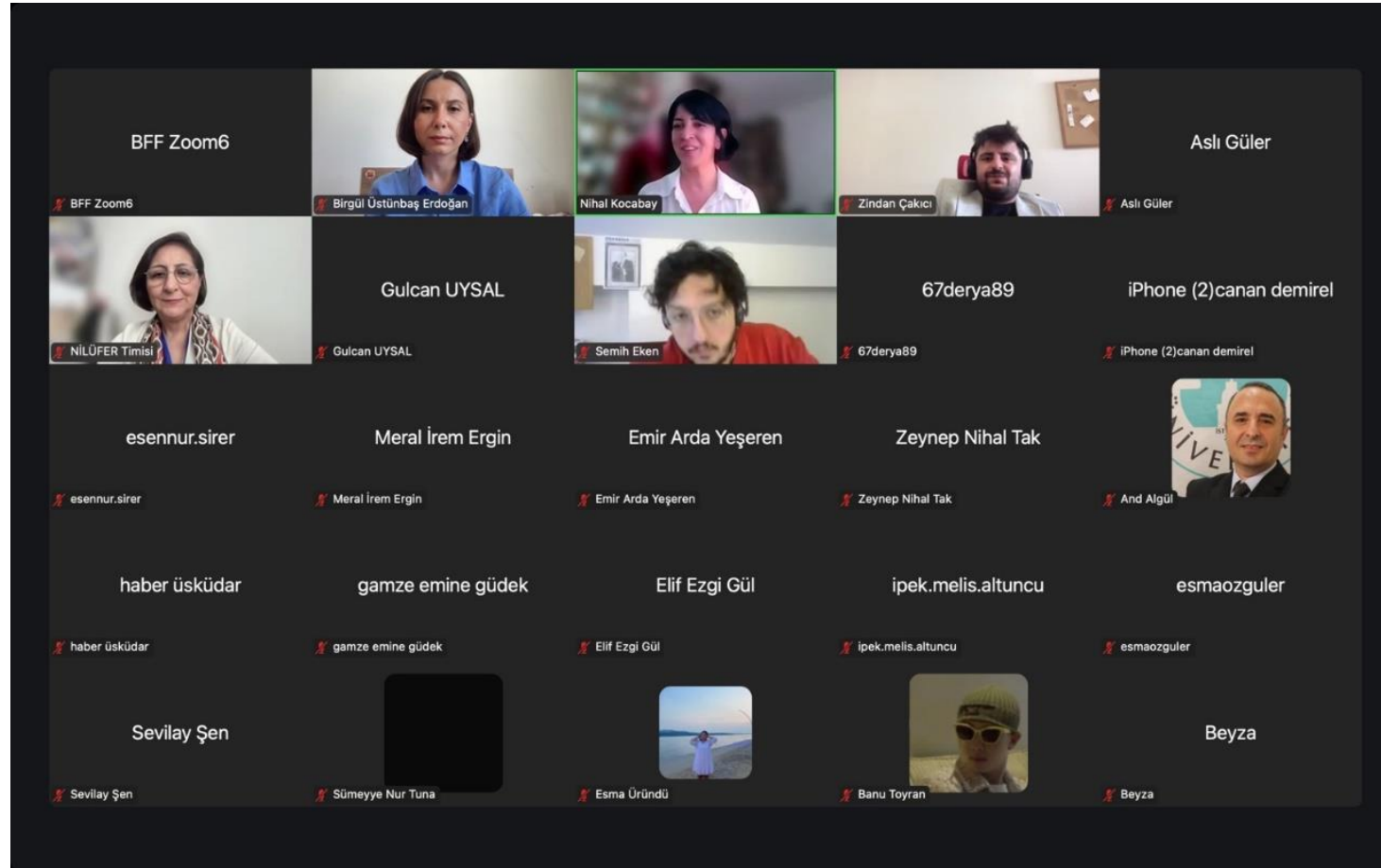
Abstract: Effective communication is crucial for pilots, ensuring flight safety, teamwork, and informed decision-making. Piloting presents significant challenges due to high stress, rapid decision-making, and extensive training. Clear communication in flight operations reduces errors, enhances crew performance, and improves responses to critical situations. This study explores factors that hinder effective cockpit communication through semi-structured interviews with 14 pilots. Findings reveal key barriers: personal factors (stress, fatigue, emotional regulation), environmental challenges (cockpit noise, adverse weather), language barriers among non-native English speakers, and hierarchical differences limiting open communication. Additionally, perceptual differences in attitudes, values, and non-verbal cues further complicate interactions, affecting situational awareness and flight safety. Addressing these barriers is essential to improving crew resource management (CRM) and operational efficiency. The study emphasises the need for enhanced training and policies to ensure effective pilot communication, contributing to aviation safety.

Keywords: effective communication; flight safety; aviation communication; pilot communication; Türkiye.

Reference to this paper should be made as follows: Sarıoğlu, E.B. and Özdemir, Ö. (2025) ‘Barriers to in-flight communication effectiveness: a qualitative inquiry with pilots in Türkiye’, *Int. J. Sustainable Aviation*, Vol. 11, No. 1, pp.39–59.

Biographical notes: Elif Başak Sarıoğlu graduated from Boğaziçi University’s Philosophy Department and earned an MBA from Point Park University, Pittsburgh. She has worked in marketing, consultancy, and academia, specialising in interpersonal and digital communication, intergenerational communication, and gender inequality. She completed her PhD in Interpersonal Communication at Marmara University, where she currently teaches. She is the author of four books on workplace generations and social media justice. She has led migration and communication projects for the Ministry of Interior and provides training on effective communication strategies.

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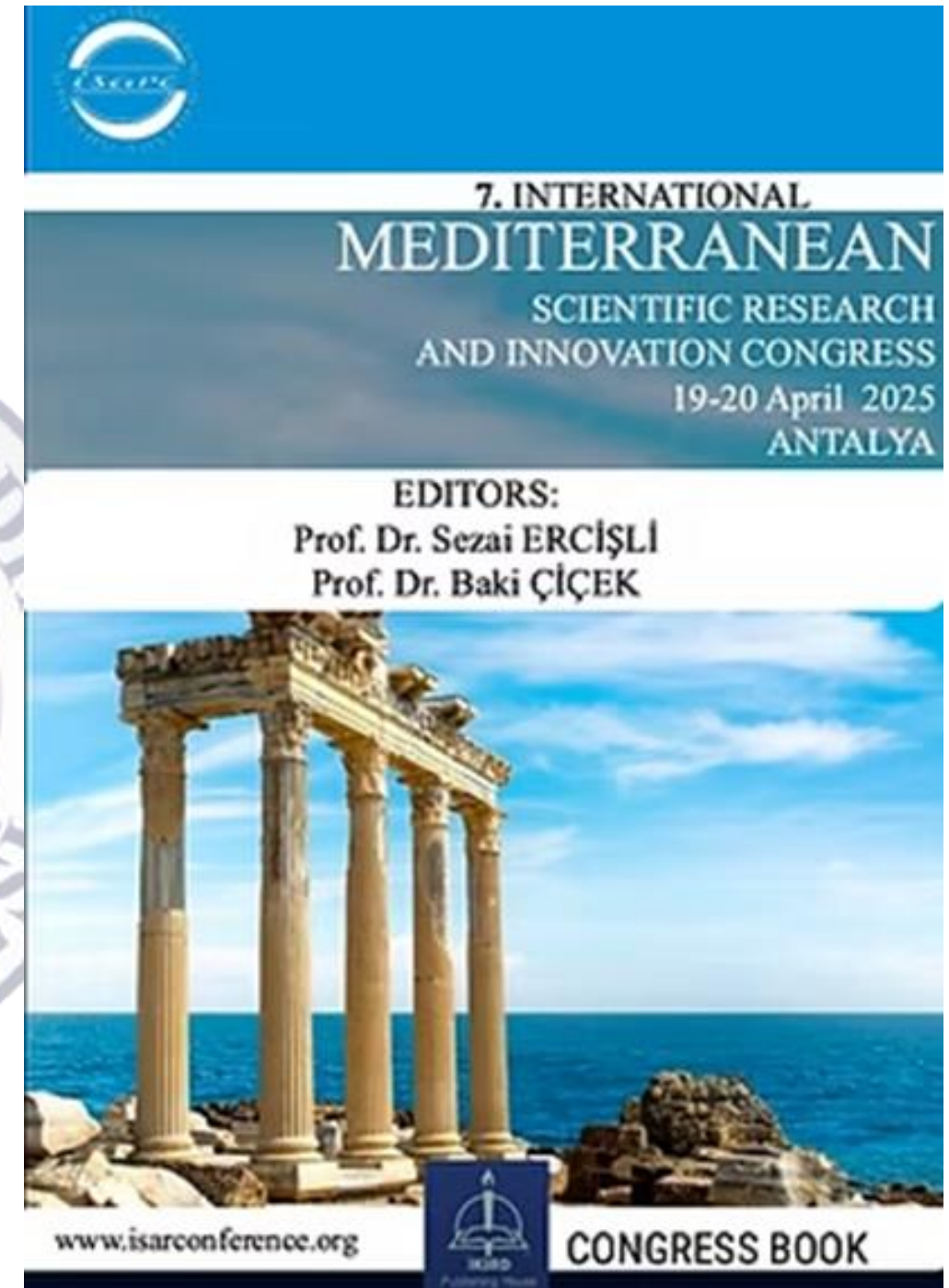


Dr. Birgül Üstünbaş Erdoğan, Assistant Chair of the Department of Public Relations and Promotion, presented her paper titled “The Role of YouTube Travel Content in Promoting Cultural Elements” at the 12th International Communication Days Symposium organized this year by Üsküdar University Faculty of Communication under the theme “Media and Communication Studies in the Digital Age.”

Associate Professor Dilek YASAR,
Faculty Member of the Department of
Interior Architecture, Faculty of
Architecture and Design, gave a
presentation titled “Universal Design
Approach: An Evaluation on Housing” at
Istanbul Arel University, Faculty of
Architecture / Department of Interior
Architecture.



The joint paper titled Rural Architecture of the Eastern Black Sea, presented in English by Faculty Member Dr. Fatma SEDES from the Department of Architecture, Faculty of Architecture and Design, at the Mediterranean Scientific Research and Innovation Congress (19-20 April 2025) in Antalya, was published as a book chapter in the Congress Proceedings (ISSN 0012-0413) on pages 554-573.

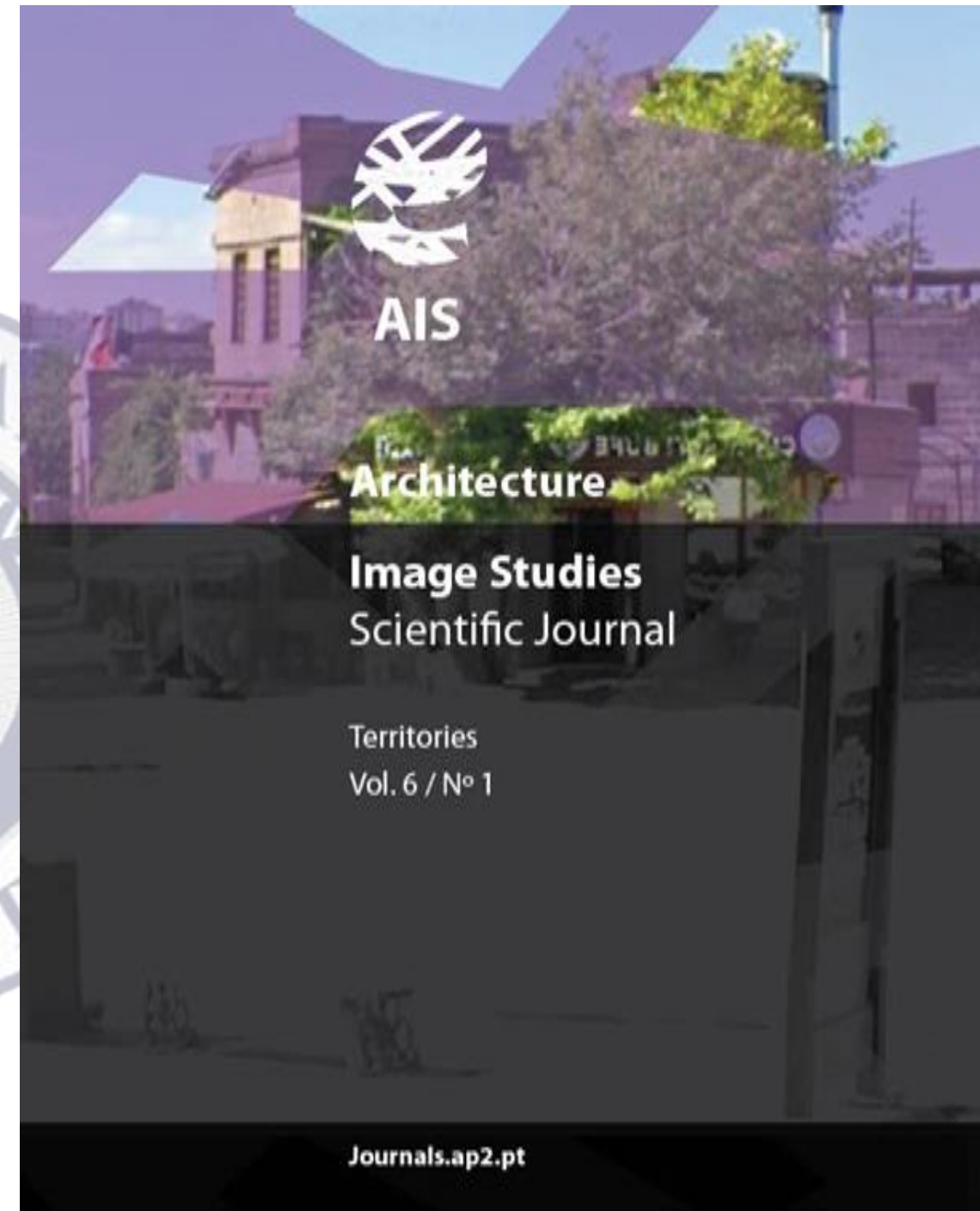




FACULTY OF ARCHITECTURE AND DESIGN

64

The English article titled "Adobe wind towers in Iran and examples of wind towers in Anatolia, in Şanlıurfa" by Dr. Fatma SEDES, Faculty Member of the Department of Architecture, Faculty of Architecture and Design, was published in the SCOPUS-indexed journal AIS - Architecture Image Studies.



On May 9th, the Industrial Engineering Department organized a conference titled "The Contribution of Universities to Society and Volunteering." The conference was attended by İAÜ Vice Rector Prof. Dr. Ali SINAĞ and the Dean of the Faculty of Engineering, Prof. Dr. Hasan Hüseyin BALIK.



**ÜNİVERSİTELERİN
TOPLUMA KATKISI
VE GÖNÜLLÜLÜK**

 9 Mayıs Cuma

 15.00 - 17.00

 A Blok, Kırmızı Salon/
Hasan Fehmi
Büyükbayram Salonu



İBRAHİM BETİL
Sivil Toplum Gönüllüsü &
Eğitim Girişimcisi



**Agac Group Audiology Seminars I' was held
under the moderation of Dr. Ümit Can
ÇETİNKAYA, Lecturer**







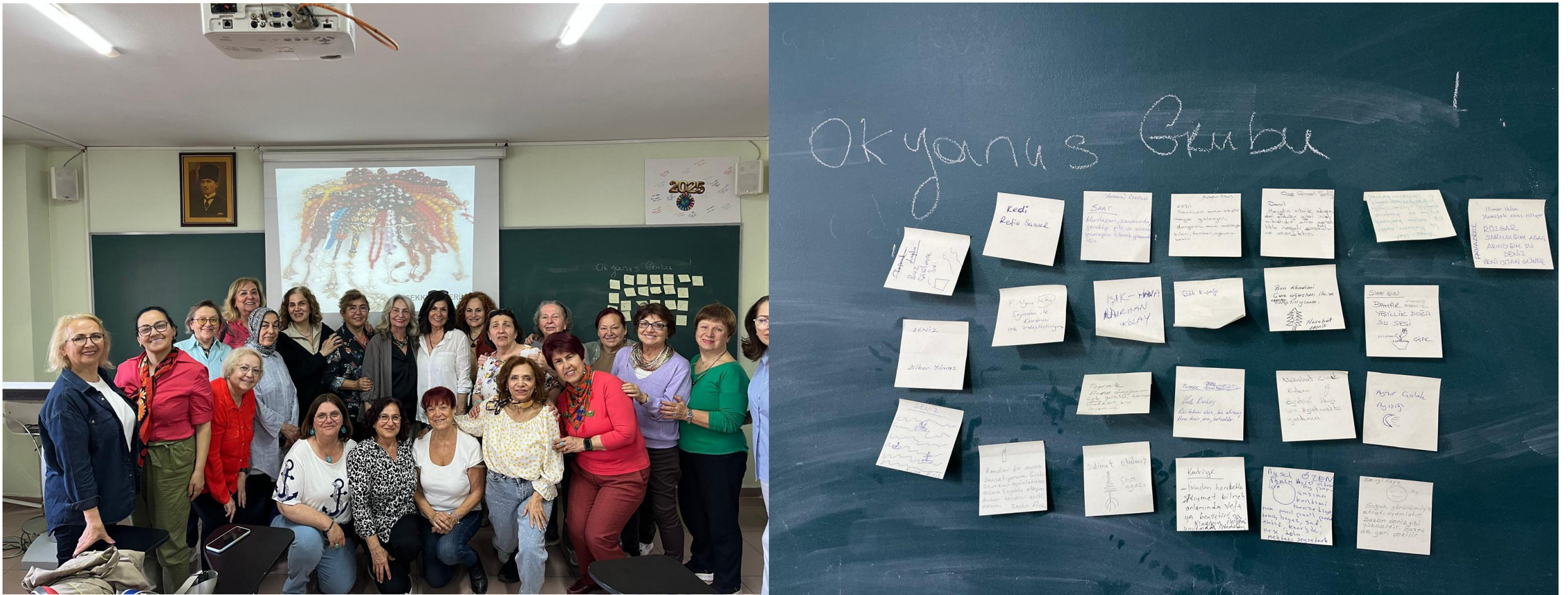
Agac Group Odyoloji Seminerleri I

9.00- 9.45	Vestibüler Testlerde Güncel Teknolojiler Uzm.Ody. Fatih Kırmızıgül
10.00 - 10.45	Türkiyede İşitme Cihazı Üretimi ve Güncel Teknolojiler Ody.Ömer Batuhan Şeker
11.00- 11.45	İşitme Cihazında Teorikten pratiğe "seçim,uygulama,doğrulama" Ody. Anıl Arslan
12.00 - 12.40	Odyolojide Kariyer Ody. Eda Nur Kaçakçı / Ody. Şara Gürçay

TARİH 05.05.2025	SAAT 9:00 - 13:00	YER Aydın Üniversitesi G Blok G5102 sınıfı
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From the faculty members of the Audiology Department, Lecturer Mina GÖK and Research Assistant Şeyma Nur TABAK visited the institutions of the students who are doing their internships. During the visits, feedback was received from both the center administrators and the students.



Nursing Department faculty member Prof. Dr. Zuhale BAHAR conducted the "Health" course as part of the Wisdom Program.

Faculty member of the Department of Nursing, Prof. Dr. Nuran KÖMÜRCÜ, authored the chapter "Innovative Approaches in Labor Pain Management" in the book Innovative Approaches in Women's Health.





Prof. Dr. Nuran KÖMÜRCÜ, faculty member of the Department of Nursing, chaired the session titled "Understanding Care to Heal and Help Heal" at the 3rd International and 4th National Women's Health Nursing Congress.



Research Assistant Sabiha İrem Sancaktar from the Department of Physiotherapy and Rehabilitation participated in the Erasmus+ Staff Training Mobility program at the University of Applied Health Sciences in Zagreb, Croatia, from April 28 to 30, 2025. During the visit, the university campus and clinical practice areas were examined, and information was exchanged regarding physiotherapy education and professional practices in both countries.



Dr. Lecturer Rıdvan Seyhan, faculty member of the Department of Physiotherapy and Rehabilitation, was invited as a speaker to the 4th Physiotherapy and Rehabilitation Student Congress organized by Bezmialem Foundation University.

14.30-15.30 II.OTURUM
USTAM VE BEN SPOR FİZYOTERAPİSTLİĞİ PANELİ



Dr.Fzt. Adem ÇALI
TFD Yönetim Kurulu Başkan Yardımcısı
Oturma Başkanı



Dr.Fzt. Rıdvan SEYHAN
Başakşehir S.K
Futbol A Takımı



Uzm.Fzt. Hakan AKSU
Çağdaş Bodrum Spor
Erkek Basketbol A
Takımı



Uzm.Fzt. Yalçın AYHAN
Galatasaray Erkek
Voleybol A Takımı



Fzt. Aylin ALAGÖZ
Fenerbahçe Kadın
Basketbol Altyapı



Stj.Fzt. Gülce SAKALLI



Öğr.Fzt. Barış DEMİRCAN



Öğr.Fzt. Yusuf SARIBOĞA



Dr. Gözde Başbuğ, faculty member of the Department of Physiotherapy and Rehabilitation, was invited by Mudanya University's Department of Physiotherapy and Rehabilitation to teach a course on Scoliosis Rehabilitation. The program, held at the invitation of Mudanya University's Vice Dean Assoc. Prof. Dr. Nazlı Batar and Dr. Berfin Yılmaz, brought Başbuğ together with students to share her professional knowledge and experience.





FACULTY OF HEALTH SCIENCES

74

As part of the SHB404 Field Practice course, a institutional visit to Bakırköy Municipality was conducted by Associate Professor Dr. Mira ASSADI, Head of the Social Work Department.



As part of the SHB404 Field Practice course, a site visit to Beylikdüzü Nursing Home and Elderly Care and Rehabilitation Center was conducted by the Head of the Social Work Department, Assoc. Prof. Dr. Mira ASSADI.



As part of the SHB112 course on Examination in Social Work Fields, a site visit to the Bakırköy District Health Directorate was conducted with first-year students under the guidance of Social Work Department Research Assistant İsmail KURUHALİL.



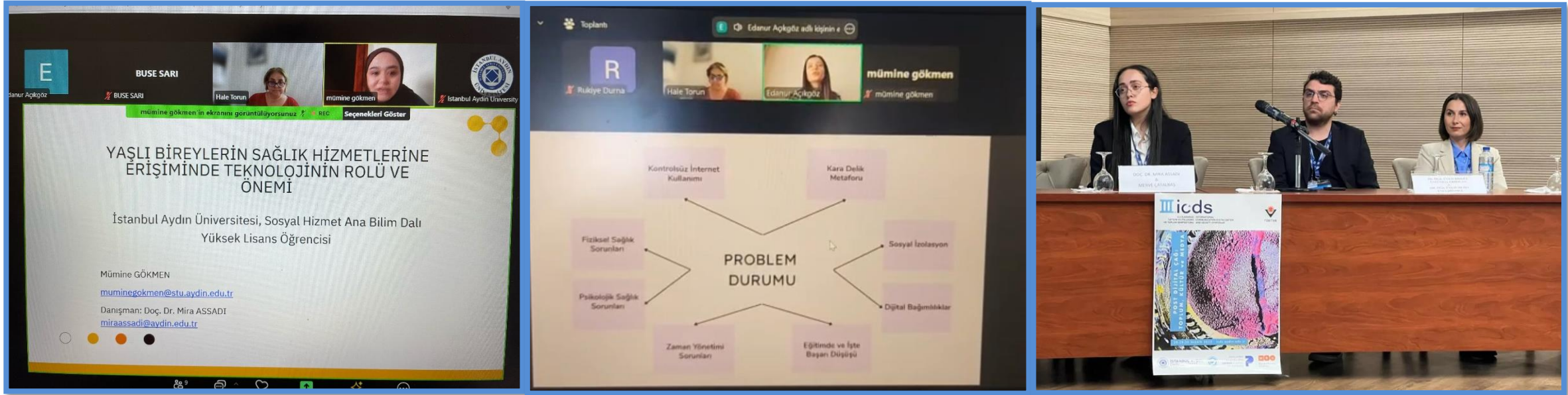


FACULTY OF HEALTH SCIENCES

77

**Head of the Department of Social Work Assoc. Prof.
Dr. Mira ASSADI participated in the 1st
International and 2nd National Health Sciences
Congress organized by the Faculty of Health
Sciences at Istanbul Sabahattin Zaim University.**





Our master's students Merve ÇATALBAŞ, Rukiye DURNA, Mümine GÖKMEN, and Edanur AÇIKGÖZ, together with their advisor Associate Professor Dr. Mira ASSADI, participated in the 3rd International Communication, Digitalization, and Society Symposium, organized by Istanbul Aydın University Faculty of Communication on April 28-29-30, under the theme "Post-Digital Age: Society, Culture, and Media."



Prof. Dr. Berrin Erdağ, Head of the Department of Medical Biology at IAÜ Faculty of Medicine, was honored with the "Health Initiative of the Year" and "Best Female Entrepreneur" awards at EÜRIE 2025 Imagine Tomorrow within the scope of SENBIO Biotechnology Limited Company, which she founded as an academic entrepreneur.



FACULTY OF MEDICINE

80

As part of the vertical education system organized by Istanbul Aydın University Faculty of Medicine, case presentations were held with the participation of Dr. Murat Çakar from the Department of Pediatric Surgery and Prof. Dr. Mahir Cengiz from the Department of Internal Medicine as moderators. Intern Dr. Özel Berova and Intern Dr. Ahmet Arjin Baykara presented case studies on the topic “Abdominal Pain and Acute Appendicitis in Children.”

The poster is for a medical case presentation event. It features the Istanbul Aydın University logo in the top left corner. The text is in Turkish. The main title is 'AYDINTIP OLGU SUNUMLARI'. The topic is 'Çocuklarda Karın Ağrısı ve Akut Apandisit'. The moderators are 'Çocuk Cerrahisi' and 'Moderatörler'. The participants are 'Dr. Öğr. Üyesi Murat ÇAKAR – Prof. Dr. Mahir CENGİZ' and 'Sorumlu İntörnler' 'Özel BEROVA – Ahmet Arjin BAYKARA'. The date and time are '6 Mayıs 2025 Salı' and '13:00-15:00'. The location is 'Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)'.

İSTANBUL AYDIN ÜNİVERSİTESİ
TIP FAKÜLTESİ

AYDINTIP
OLGU SUNUMLARI

Çocuklarda Karın Ağrısı ve Akut Apandisit
Çocuk Cerrahisi
Moderatörler
Dr. Öğr. Üyesi Murat ÇAKAR – Prof. Dr. Mahir CENGİZ
Sorumlu İntörnler
Özel BEROVA – Ahmet Arjin BAYKARA

6 Mayıs 2025 Salı
13:00-15:00
Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)



FACULTY OF MEDICINE

81

In the case presentation series organized within the scope of the vertical education system at Istanbul Aydın University Faculty of Medicine, under the moderation of Assoc. Prof. Dr. Hüseyin Cihan Demirel from the Department of Urology and Prof. Dr. Mahir Cengiz from the Department of Internal Medicine, Research Assistant Dr. Ceyda Karamuk and Research Assistant Dr. Özlem Arıkan presented a case on 'Approach to Hematuria'.



İSTANBUL AYDIN ÜNİVERSİTESİ
TIP FAKÜLTESİ

AYDINTIP
OLGU SUNUMLARI

Hematüriye Yaklaşım
Üroloji
Moderatörler
Doç.Dr.Hüseyin Cihan Demirel – Prof. Dr. Mahir CENGİZ
Sorumlu İntörnler
Ceyda Karamuk–Özlem Arıkan

13 Mayıs 2025 Salı
13:00-15:00
Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)

www.aydin.edu.tr • [iaukampus](https://iaukampus.com)



FACULTY OF MEDICINE

82

Under the vertical education system of Istanbul Aydın University Faculty of Medicine, a seminar titled "Innovative Immunotherapies" was held as part of the "Aydın Medical Seminars" series. The seminar was moderated by Prof. Dr. Umut Mert Aksoy, Head of the Department of Mental Health and Diseases at İAÜ Faculty of Medicine, and delivered by Prof. Dr. Elif Aydın, a faculty member from the Department of Pediatrics at Marmara University Faculty of Medicine.

The poster is for a seminar titled "AYDIN TIP SEMİNERLERİ". It features the Istanbul Aydın University logo and the text "İSTANBUL AYDIN ÜNİVERSİTESİ TIP FAKÜLTESİ". The main title "AYDIN TIP" is in large, bold letters, with "SEMİNERLERİ" in a smaller box below it. The speaker is listed as "Konuşmacı Prof.Dr.Elif AYDINER (Pediatri)" and the moderator as "Moderatör Prof. Dr. Umut Mert AKSOY", who is also the "İAÜ Tıp Fakültesi Ruh Sağlığı ve Hastalıkları Anabilim Dalı Başkanı". The seminar title is "«İNOVATİF İMMÜNÖTERAPİLER»". The date and time are "13 Mayıs 2025 Salı 10:00-12:00". The location is "Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)". The website "www.aydin.edu.tr" and "iaukampus" are listed at the bottom.

İSTANBUL AYDIN ÜNİVERSİTESİ
TIP FAKÜLTESİ

AYDIN TIP
SEMİNERLERİ

Konuşmacı
Prof.Dr.Elif AYDINER
(Pediatri)

Moderatör
Prof. Dr. Umut Mert AKSOY
İAÜ Tıp Fakültesi Ruh Sağlığı ve Hastalıkları Anabilim Dalı Başkanı

«İNOVATİF İMMÜNÖTERAPİLER»

13 Mayıs 2025 Salı
10:00-12:00
Hasan Fehmi Büyükbayram Konferans Salonu (A Blok -3. Kat)

www.aydin.edu.tr • iaukampus



Prof. Dr. Mustafa Tunaya Kalkan, Head of the Biophysics Department at İAÜ Faculty of Medicine, and Prof. Dr. Hasan Sabri Meriç, Head of the Periodontology Department at the Faculty of Dentistry, visited Süleyman Nazif Anatolian High School in Küçükçekmece and delivered a seminar titled "Is Career Choice Made at the University Gate?" During the event, senior high school students and teachers were informed about the structural features of university education and the educational opportunities offered by the faculties. The seminar was further enriched with a Q&A session.



CONTACT

Florya Yerleşkesi (Halit Aydın Yerleşkesi)
Beşyol Mah.Inönü Cad.No: 38 R Blok
Sefaköy–Küçükçekmece / İSTANBUL

Tel: 444 1 428
Fax:+90 (212) 425 57 59
Email: info@aydin.edu.tr

