

2024–2025 ACADEMIC YEAR DECENT WORK AND ECONOMIC GROWTH REPORT SDG 8

ISTINYE UNIVERSITY

İSTİNYE ÜNİVERSİTESİ İSTANBUL

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ABOUT US

Our Mission

Istinye University's mission is to provide innovative and sustainable education in a student centred institution working closely with industry; to conduct research based on advanced technology; to produce new knowledge and technologies; and to contribute to society by developing solutions to local and global problems.

Our Vision

Istinye University's vision is to become one of the world's leading universities pursuing excellence in education, research, innovation and technology development, with artificial intelligence at its centre.

Our Values

- Respect for people and differences
- Commitment to professional ethics and human values
- Social and community responsibility
- Justice and merit
- Environmental awareness and sustainability
- Lifelong learning
- Collective wisdom
- Participation
- Innovation
- Entrepreneurship
- Leadership

Source: [1] Mission and Vision

APPLICATION AND RESEARCH CENTRES

International Sustainability Application and Research Centre

ISU-IRCOS addresses sustainable development through governance, economic and cultural dimensions alongside environmental and social responsibility. It supports research and education, with areas of interest including the circular economy, social impact management and regional sustainable development policies. Its work includes national and international cooperation, institutional process improvement and knowledge sharing with stakeholders.

Source: [2] International Sustainability Application and Research Centre

Economics and Policy Research Centre

The Economics and Policy Research Centre (EPAM) focuses on economics, development and regional and global challenges. It aims to work with think tanks, universities, civil society organisations and public institutions, sharing knowledge with decision-makers and the public. Student participation supports the development of research experience.

Source: [3] Economics and Policy Research Centre

Economic and Savings Awareness

The Economics Department and EPAM prepared a programme entitled The Role of the Private Pension System in Savings for 15 April 2025. It aimed to bring savings mechanisms and long-term economic decisions into discussion with students.

Source: [21] The Role of the Private Pension System in Savings

EQUALITY DIVERSITY AND INCLUSION

Istinye University promotes a safe and inclusive environment in which people from different backgrounds and experiences are valued. It adopts zero tolerance towards discrimination based on race, ethnicity, gender, dress or similar grounds.

The Equality, Diversity and Inclusion Statement addresses the prevention of prejudice, participation of diverse perspectives and mutual respect as foundations of institutional life. Developing inclusion in education and institutional processes forms part of this approach.

Source: [4] Equality Diversity and Inclusion Statement

Inclusion in Working Life

The Gender Equality Plan considers career development, equality in leadership, work-life balance and a safe working environment together. Institutional measures to prevent discrimination and harassment aim to develop a workplace in which staff are respected and can access support mechanisms.

Source: [5] Gender Equality Plan

HUMAN RESOURCES POLICY

Equal Opportunities and Professional Development

Equal opportunities, professional development and institutional belonging guide human resources management. The Excellence in Human Resources objective of the Strategic Plan 2021–2025 supports the development and satisfaction of academic and administrative staff.

Source: [6] Strategic Plan 2021–2025 · [4] Equality Diversity and Inclusion Statement

Recruitment considers the competencies required for each role and institutional staffing needs. New employees receive institutional induction. ÖĞREM contributes to academic staff training, while relevant units support administrative staff development.

Source: [8] 2024 Institutional Self-evaluation Report A.3.2 Human Resources Management

Arrangements Supporting Working Life

The Staff Leave Directive regulates leave procedures for academic and administrative employees. Leave categories, applications and approvals form part of the institutional framework for working life.

Source: [7] Academic and Administrative Staff Leave Directive

Staff Satisfaction

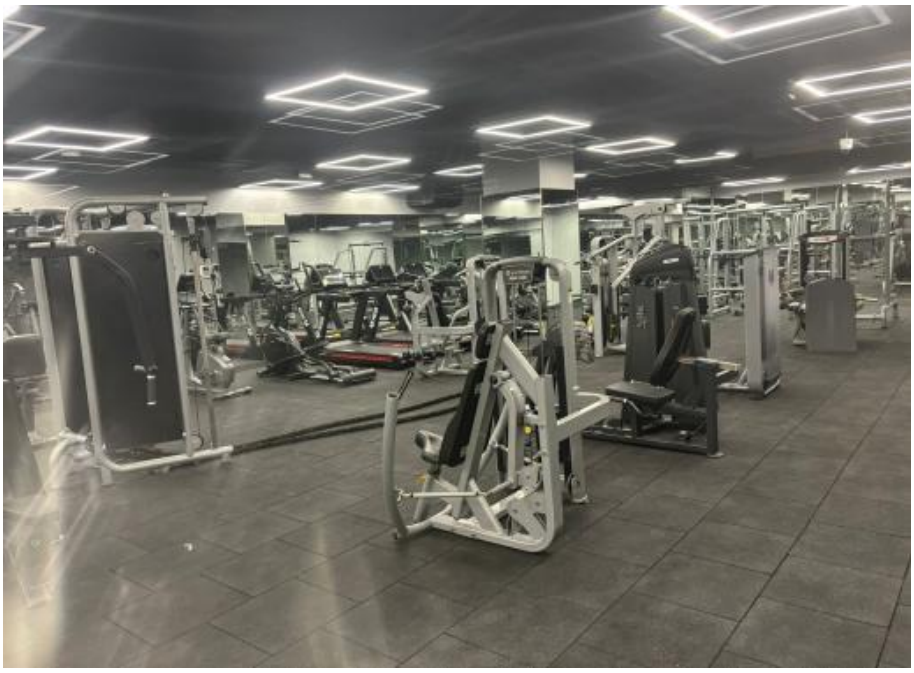
Academic and administrative staff complete annual satisfaction surveys. Results are evaluated with senior management and inform improvement activities. Staff feedback contributes to the development of institutional processes.

Source: [8] 2024 Institutional Self-evaluation Report A.3.2 Human Resources Management

STAFF HEALTH AND WELLBEING

Physical Activity on Campus

University sports facilities are also available to academic and administrative staff. Indoor and outdoor areas and ISUGYM support physical activity on campus. The fitness facility offers free weights and isotonic equipment for individual training.



The ISUGYM fitness area.

Source: [9] Sports Facilities

A Safe and Respectful Workplace

The Support Unit against Psychological and Sexual Harassment provides information on recognising violence and harassment, application channels and confidentiality. Making reporting and support mechanisms visible helps develop a workplace that protects human dignity.

Source: [10] Support Unit against Psychological and Sexual Harassment

INTERNSHIPS AND PREPARATION FOR WORK

Internship Procedures

Internships enable students to apply their learning in real workplaces and assess their professional interests. Alongside technical skills, they support the development of work discipline, communication and teamwork.

The Career Centre provides student guides, academic approval guidance, general information and workplace internship agreements. Students complete their preparations in accordance with the conditions and approval procedures of the relevant academic unit.

Source: [11] Internship Procedures and Guidance

Career Counselling

Career counselling helps students and graduates set goals based on their interests, values and competencies. Its areas of support include CV preparation, interview techniques, job and internship applications, and postgraduate education options.

Source: [12] Career Counselling

CAREER CENTRE ACTIVITIES

ISU Vision Point

The April 2025 ISU Vision Point announcements focused on professional visibility, CV preparation and interview experience. The programme included CV and LinkedIn training with Huawei, career counselling and interview simulation with KidZania, and effective CV preparation with Nuevo Softwarehouse.

Date	Programme	Source
14.04.2025	Effective CV Preparation and LinkedIn Training with Huawei	Announcement
15.04.2025	ISU Vision Point Career Counselling and Interview Simulation with KidZania	Announcement
16.04.2025	ISU Vision Point Effective CV Preparation with Nuevo Softwarehouse	Announcement

Career Planning and Communication

One Step Closer to the Future was announced as an online programme for 26 May 2025. Its themes included choosing a profession, career planning, effective communication in job interviews and mentoring.

Source: [19] One Step Closer to the Future

MLPCARE Talent Up

A Talent Up meeting took place with MLPCARE at the Vadi H Campus on 29 May 2025. Students who met the programme's participation criteria gained real interview experience and received feedback on their career development.

Source: [20] MLPCARE Talent Up

CAREER DAYS

30 April 2025 · Vadi Main Campus

At Career Days 2025, the Career Centre brought students and graduates together with representatives of different sectors. Participants explored job and internship opportunities and received CV advice.

Panels and seminars addressed career planning, application strategies and the working practices of different sectors. Professionals from technology, health, finance, media and entrepreneurship shared their experience.



Meeting industry representatives at Career Days 2025.

Source: [15] Career Days 2025

ALUMNI CAREERS AND EMPLOYMENT SUPPORT

Staying Connected with Graduates

The Alumni Relations Office maintains communication between graduates and the University. Its services include updating and following up the alumni information system, alumni meetings, educational opportunities, and access to job and internship listings. Career Centre counselling supports graduates in job searches and professional development.

Source: [13] Alumni Relations

2025 Alumni Mentoring Programme

Applications for the 2025 Alumni Mentoring Programme opened on 16 December 2024. The voluntary programme aims to enable graduates to share their work experience with students. Mentoring is designed to support students in developing career awareness and planning their futures.

Source: [14] 2025 Alumni Mentoring Programme

Alumni Experience Meetings

The Economics Department announced Alumni Experience Meetings 1 for 25 February 2025. The programme aimed to help students benefit from graduates' professional experience and consider the transition from education to work through different career examples.

Source: [22] Alumni Experience Meetings 1

CAREER DEVELOPMENT AND INDUSTRY MEETINGS

Career planning, entrepreneurship, digital skills and professional development programmes help students explore different sectors and prepare for working life.

Date or Period	Event	Source
17–18.10.2024	22nd International Logistics and Supply Chain Congress	Announcement
November 2024	YGK Startup Series 1	News
November 2024	Advanced Excel Training	News
November 2024	E-Founder 24 Summit	News
November 2024	Google Info Session	News
November 2024	EMKariyer Season 2 Episode 1	News
08.11.2024	Visit to Diem Engineering and Architecture Office	News
12.11.2024	Paragon 102 Vakıfbank	News
13.11.2024	An E-commerce Journey	Announcement
13.11.2024	Startup Spotlight Seminar	News
13.11.2024	YGK Startup Series 2	News
17.11.2024	Finance Break BOUN	News
18.11.2024	Effective CV Preparation	News
19.11.2024	Young Engineers in Industry	News
30.11–01.12.2024	Particle Accelerators and Detectors: Local Infrastructure and R&D Workshop	Announcement
04.12.2024	Halkbank GençİZ	News
04.12.2024	The Entrepreneurship Journey	News
06.12.2024	Career Planning Training I: Building an Effective LinkedIn Profile for a Successful Career	Announcement
06.12.2024	International Civil Aviation Day	Announcement

Date or Period	Event	Source
09.12.2024	Interview Techniques	News
10.12.2024	ISO 9001:2015 Quality Management System Information Training	Announcement
11.12.2024	Visit to Take Off Istanbul	News
11.12.2024	Internship Experiences and Mentoring	News
11.12.2024	Technical Visit to LC Waikiki	News
12.12.2024	Take Off Technical Visit	News
17.12.2024	A Journey across Pharmacy Sectors: Corporate Experience, Entrepreneurship and Community Pharmacy	News
19.12.2024	6th Media Harvest	Announcement
19.12.2024	Trends Shaping the Future	Announcement
24.12.2024	Visit to Teğet Architecture Office	News
26.12.2024	An Experience Journey in Technology	Announcement
26.12.2024	International Entrepreneurship and Women's Footprint	Announcement
27.12.2024	2nd Paramedics Day Symposium: The Future Heroes' Roadmap	Announcement
06.01.2025	Awareness Seminar	Announcement
06.01.2025	Industry Meetings NO1 Architecture	News
07.01.2025	Pharmacareer 2	News
08.01.2025	Mixology Workshop	Announcement
09.01.2025	The Importance of Crew Resource Management and Human Factors in Aviation	Announcement
13.01.2025	Awareness Seminar within the Istinye University and TAV Technologies Collaboration	Announcement
15.01.2025	Launch of the SAS Powered Data Science Programme by Istinye University	Announcement
16.01.2025	Planning My Future	Announcement
14.02.2025	Career Planning Training II: The Student Experience and Being Part of Istinye	Announcement
18.02.2025	Media Summit through Sport	Announcement

Date or Period	Event	Source
18.02.2025	Cybersecurity, Cryptocurrencies and the Economy in the New World Order	Announcement
21.02.2025	Conversations with the Hürkuş Pilot	Announcement
25.02.2025	A Career in Fashion Design with Hatice Gökçe: Specialising in Menswear	Announcement
25.02.2025	Career Planning Training III: Career Planning in the Public and Private Sectors	Announcement
25.02.2025	Alumni Experience Meetings 1	Announcement
27.02.2025	Media Arena 1: From Microphone to Headlines and from Reporting to Presenting	Announcement
28.02–02.03.2025	Rio de JAMerio Game Jam Game Design	Announcement
04.03.2025	A Day in Journalism	Announcement
05.03.2025	DigitalThink: Share and Shine, Write Your Own Story on Social Media	Announcement
06.03.2025	Stories of Hope: The Same Courage, Different Paths	Announcement
11.03.2025	News Stories from Everyday Life	Announcement
12.03.2025	DigitalThink: Taking Part in the Digital World through Influencer Marketing	Announcement
12.03.2025	RTC Projections 2: Digital Platforms and Changing Audience Culture	Announcement
13.03.2025	From the Newsroom to the Screen	Announcement
14.03.2025	Development and Transformation in Organisational Communication: Neuroscience and AI	Announcement
14, 18.03.2025	AgeSA Future IT Leaders	Announcement
18.03.2025	The Future of Media in Türkiye	Announcement
19.03.2025	Elevate Your Career with LinkedIn	Announcement
19.03.2025	Sustainable Textile Design with Gönül Paksoy	Announcement
20.03.2025	Media and Crisis Communication	Announcement
20.03.2025	A Robot Teammate	Announcement
21.03.2025	The Future of Corporate Communication: The Impact of Neuroscience and Artificial Intelligence	Announcement

Date or Period	Event	Source
26.03.2025	How Have LinkedIn and Instagram Changed the Game in Human Resources?	Announcement
27.03.2025	Diction in Journalism	Announcement
28.03.2025	From Emotions to Data: Neuroscience and Artificial Intelligence in Marketing Communication	Announcement
07.04.2025	Broadcast Financing, Media Planning and Radio Management	Announcement
14.04.2025	Personal PR: What Kind of Brand Are You?	Announcement
14.04.2025	Effective CV Preparation and LinkedIn Training with Huawei	Announcement
15.04.2025	The Role of the Private Pension System in Savings	Announcement
15.04.2025	Neuromarketing Case Studies	News
15.04.2025	Designer Talks: A Design Journey with Amor Garaboviç	Announcement
15.04.2025	ISU Vision Point Career Counselling and Interview Simulation with KidZania	Announcement
16.04.2025	ISU Vision Point Effective CV Preparation with Nuevo Softwarehouse	Announcement
17.04.2025	Digital Algorithms in a Changing World	News
17.04.2025	Artificial Intelligence and Change Management	Announcement
18.04.2025	Towards 140 Years A Brand Story	Announcement
18.04.2025	Digital Human Resources Management and Artificial Intelligence	Announcement
22.04.2025	Technical Visit to Akbank	News
28.04.2025	Audio Technology, Sound Design and the Development of Radio Broadcasting	Announcement
29.04.2025	Reaching the Audience through Sound: Capturing the Moment in Journalism	Announcement
30.04.2025	Career Days 2025	News
May 2025	Entrepreneurship Summit	News
May 2025	FutureIn'D Summit 25	News
02.05.2025	A Journey across a Century Ariş Diamond Craft	Announcement
02.05.2025	From NeuroLab to Marketing Communication: Practical EEG and Eye-tracking Workshop	Announcement

Date or Period	Event	Source
05.05.2025	Translate, Translate: How Far Can It Go?	Announcement
06.05.2025	Trust, Speed and the Future in News Agencies	Announcement
07.05.2025	Think Digital: Turning Passion into Work and Digital Authenticity	Announcement
09–11.05.2025	IFTE 2025 Istanbul Flight Training Exhibition	Announcement
09.05.2025	Eyüp Sabri Tuncer and Brand Values	Announcement
09.05.2025	Communication in Entrepreneurship: New Connections and Interaction	Announcement
12.05.2025	The Journey of Local Radio from 1992 to Today	Announcement
13.05.2025	Industry Talk: Experiences Shaping the Future	Announcement
15.05.2025	2025 ICN Theme Our Nurses Our Future	Announcement
15.05.2025	A Journalist's Diary	Announcement
23–25.05.2025	DatamedX Hackathon for High School Students	Announcement
26.05.2025	One Step Closer to the Future	Announcement
29.05.2025	From Scores to Stories: The Evolution of Sports Journalism	Announcement
29.05.2025	MLPCARE Talent Up	News
02.06.2025	Hybrid Publishing and Hybrid Journalism	Announcement
24.07.2025	Enterprise Azerbaijan StartUp School Introduction Meeting	Announcement

PROJECTS

Academic Projects

Funding Institution	Programme or Call	Project Title
TÜBİTAK	Centre of Excellence Support Programme	Value-added Advanced Nanotechnological Materials and Systems for a Sustainable Circular Economy LignoNANO
TÜBİTAK	TÜBİTAK Industrial R&D Projects Support Programme	Supporting Marketplace Growth by Reducing Product, Category and Subcategory Problems through a Heuristic Artificial Intelligence Model
TÜBİTAK	TÜBİTAK SME R&D Start-up Support Programme	Development of Artificial Intelligence E-commerce Analytics Agents Using Large Language Models

Source: [23] Technology Transfer Office Academic Project List

Student Projects

TÜBİTAK 2209 Programme 2024/1 Call

Project Title	Funding Institution
Comparison of Sustainable Nutrition Preferences among Graduate Chefs from Gastronomy and Culinary Arts and Industry Chefs	TÜBİTAK
The Impact of Digitalisation on International Trade: The Role of E-commerce Platforms in Global Trade and Small Businesses' Access to Overseas Markets through Digitalisation	TÜBİTAK
The Role of Innovative Business Models in Entrepreneurial Success: A Study of Start-up Examples in Türkiye	TÜBİTAK
Women's Labour Force Participation and Economic Growth: An Econometric Analysis for Türkiye	TÜBİTAK
Investigation of Digital Twin Model Implementation in the Warehouses of BSH Home Appliances Industry and Trade Inc.'s Çerkezköy Campus	TÜBİTAK

TÜBİTAK 2209 Programme 2025/1 Call

Project Title	Funding Institution
Investigation of Surgical Smoke Exposure and Protective Behaviours in Open and Laparoscopic Surgery	TÜBİTAK
SmartRack: Design and Implementation of a Smart Automated Storage and Retrieval System	TÜBİTAK
Development of a Hybrid Large Language Model and Game-based Recruitment Assessment System for Software Developer Candidates	TÜBİTAK
Investigation of Stress-related Compassion Fatigue among Midwives and Nurses in Their Workplaces	TÜBİTAK
Comparison of the Persuasiveness of AI-generated and Human-written Advertising Copy for Consumers	TÜBİTAK
Design of a B2B Platform for High-quality Content Supply in Digital Printing: Development of Copyright Assurance and Automated Pre-flight Checking	TÜBİTAK
The Impact of Blockchain Technology on Process Efficiency and Cost Control in Manufacturing: A Qualitative Study of Manufacturing SMEs in Türkiye	TÜBİTAK
The Social Effects of Digital Platforms on Consumer Behaviour: An Analysis of Generation Z	TÜBİTAK
Determinants of Sustainable Career Choices among Women University Students in Türkiye: A Qualitative Study of Generation Z	TÜBİTAK
Security and Strategy in Finance with Artificial Intelligence: Fraud Detection and Algorithmic Trading	TÜBİTAK
Detecting Fake Sellers on E-commerce Platforms and Developing a Trust Score Model Using Machine Learning	TÜBİTAK
Comparison of Logistics Students' Industry Expectations and the Industry Experiences of Recent Graduates Entering Working Life	TÜBİTAK
Purchasing Responses to FOMO-based Advertising Messages by Consumer Decision-making Style	TÜBİTAK
The Effects of the COVID-19 Pandemic on E-commerce in Türkiye	TÜBİTAK
Artificial Intelligence in Voice-over: A Comparison of Artificial Voice Generation and Human Voice-over	TÜBİTAK
The Impact of the Order of Product Reviews on E-commerce Platforms on Purchase Intention, Product Attitudes and Trust: The Cases of Trendyol, Hepsiburada and Amazon	TÜBİTAK
The Impact of Film Poster Colour Palettes on Generation Z: A Quantitative Study of Audience Perception and Purchase Intention	TÜBİTAK

Source: [24] TÜBİTAK 2209 Student Project List 2024/1 and 2025/1

SOURCES

[1] Mission and Vision

[2] International Sustainability Application and Research Centre

[3] Economics and Policy Research Centre

[4] Equality Diversity and Inclusion Statement

[5] Gender Equality Plan

[6] Strategic Plan 2021–2025

[7] Academic and Administrative Staff Leave Directive

[8] 2024 Institutional Self-evaluation Report A.3.2 Human Resources Management

[9] Sports Facilities

[10] Support Unit against Psychological and Sexual Harassment

[11] Internship Procedures and Guidance

[12] Career Counselling

[13] Alumni Relations

[14] 2025 Alumni Mentoring Programme

[15] Career Days 2025

[16] Effective CV Preparation and LinkedIn Training with Huawei

[17] Career Counselling and Interview Simulation with KidZania

[18] Effective CV Preparation with Nuevo Softwarehouse

[19] One Step Closer to the Future

[20] MLPCARE Talent Up

[21] The Role of the Private Pension System in Savings

[22] Alumni Experience Meetings 1

[23] Technology Transfer Office Academic Project List

[24] TÜBİTAK 2209 Student Project List 2024/1 and 2025/1