

## **CISTalks**

Time: **2024-04-17T15:00**

Location: **BBBF-311, Yeditepe University**

Open to the public. All are invited.

# **Green Jobs & Lifelong Learning**

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### **Abstract**

Green jobs are the jobs that are emerging as the world moves towards sustainability in the information age. The concept of sustainability deals with the protection of resources and environmental balance. Resources are not infinite and unlimited. The industrial revolution has led to great advances in areas such as product development, mass production, transport and storage. This has led to some environmental or social damage that was not thought of or expected after the work and transactions carried out with profit and short-term thinking and has led to some results that have negatively affected humanity and the world.

If we evaluate lifelong learning in terms of green jobs, at the end of the 20th century and at the beginning of the millennium, a tendency towards green economy and green jobs has emerged in the world with more understanding, discussion and reflection on the damage caused by the industrial revolution to the world. Green jobs (professions) are one of the main ways out, such as responding to the problems of the world in the environmental sense and eliminating these problems.

### **Biography**

Dr Gonca TELLİ is a Professor of Marketing. She has served as Dean at Doğu University and Maltepe University, İstanbul Türkiye. She has worked at institutions such as Yeditepe University, Marmara University and Okan University. Her research interests include mobile and integrated marketing, consumer behaviour, social media and new learning technologies in business. She is also interested in the development and implications of the emerging information society. She has authored more than 100 articles and more than 20 books. Two of her papers have won the best paper award at the E-Business Academy in the USA.