



# AYBU BUSINESS SCHOOL

# SEMESTER BULLETIN



**2024-25**  
SPRING SEMESTER



Ankara Yıldırım Beyazıt University  
**Business School**  
**Biannual Newsletter**

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# DEAN'S MESSAGE

**Dear Students, Faculty Members, and Esteemed Members of Our Community,**

As we reach the close of a vibrant and rewarding spring semester at AYBU Business School, I take great pride in reflecting on the outstanding accomplishments of our community. This semester, we celebrated not only remarkable academic achievements but also significant advancements in research, international collaborations, and student-led initiatives.

Our School's success in the Times Higher Education World University Rankings in the field of Business and Management is a testament to our collective commitment to excellence. Furthermore, the dedication and resilience demonstrated by our graduating students during the 2024/2025 academic year reaffirm our mission to nurture capable, innovative, and responsible global leaders.

The scholarly contributions of our faculty – from high-impact journal publications to prestigious conference participations – continue to elevate the academic standing of our institution on the international stage. Student projects, sports activities, and the AYBU Business Journal reflect the dynamic spirit that defines our School.

To all our graduating students: you carry the values, knowledge, and passion of AYBU Business School into the future. We are confident that you will make significant contributions to the global business community and society at large. To our continuing students and faculty, let us remain steadfast in our pursuit of academic excellence, innovation, and societal impact.

I extend my heartfelt gratitude to everyone who has contributed to making this semester a success. I wish all of you continued achievements, new inspirations, and a future filled with success and fulfillment.

**Prof. Dr. Rafet Aktaş**  
**Dean**  
**AYBU Business School**



## THE World University Rankings Business and Management Field Achievement

We are proud to share that Ankara Yıldırım Beyazıt University Business School has been ranked among the top 601–800 universities globally in Business and Economics in the 2025 Times Higher Education (THE) Subject Rankings.

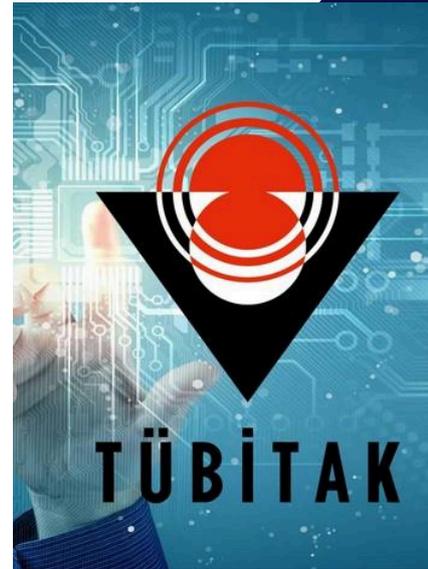
Our Business & Management and Accounting & Finance programs are listed among Türkiye's top 10, and AYBU stands out with its strong academic performance. Importantly, AYBU Business School is ranked among the top five public universities in this field, reaffirming our position as a leading center for business education in the capital. These achievements reflect our commitment to academic excellence, research quality, and international engagement. We thank our faculty, students, and staff for their dedication to building a stronger global reputation.

### Business School Students Awarded TÜBİTAK Research Funding

We are proud to announce that 11 student research projects from AYBU Business School have been awarded funding under the TÜBİTAK 2209-A University Students Research Projects Support Program. This remarkable achievement reflects the dedication, creativity, and academic excellence of our students and faculty members.

We extend our sincere congratulations to all project leaders, researcher students, and faculty advisors for their valuable efforts and contributions to advancing scientific inquiry and innovation.

We believe that the success of these projects will not only enrich the academic experience of our students but also contribute meaningfully to the broader fields of business, management, and interdisciplinary research. We wish continued success to all our researchers in their future endeavors!



**11 PROJECTS FUNDED**



## Academic Titles Conferred at AYBU Business School

We proudly celebrate the academic advancement of several distinguished faculty members whose achievements continue to elevate the scholarly reputation of our institution. This year, Mazlum Özçağdavul and Ali İhsan Çetin have advanced to the position of Assistant Professor, marking an important step in their academic careers. In recognition of their ongoing contributions to research and teaching, İklim Gedik Balay, Keziban Seçkin Codal, Semih Ceyhan, and Bilge Canbaloğlu have been promoted to the rank of Associate Professor. Furthermore, Özge Gökbulut Özdemir, Hüseyin Demirel, and İhsan Tolga Medeni have achieved the highest academic title of Full Professor. These promotions reflect our faculty's unwavering commitment to academic excellence and impactful research. We extend our sincere congratulations and wish them continued success in their scholarly journeys.



## Faculty Members Recognized for Outstanding Performance

Two distinguished faculty members from AYBU Business School have been recognized for their outstanding achievements in the 2024 AYBU Academic Performance Awards. Associate Professor Emre Burak Ekmekçiöğlu was honored in the Publications and Citations category for his influential research contributions in the fields of organizational behavior and strategic management. His scholarly work has received significant academic attention, underscoring his role in advancing the international visibility of AYBU. Dr. Ali İhsan Çetin received the award in the Projects, Patents, Artistic Works, and Designs category in recognition of his dynamic engagement with applied research and innovation. His work bridges theory and practice, fostering collaborations across disciplines and contributing to the university's research-driven ecosystem. We proudly congratulate our colleagues on this well-deserved recognition and wish them continued success in their academic pursuits.

## A New Literary Contribution by Professor Kerim Özcan: Yusuf'un Yeri

Professor Kerim Özcan, a distinguished member of the AYBU Business School, has published his latest literary work, Yusuf'un Yeri. Known for his acclaimed novel Gündönümü, Özcan once again captivates readers with his refined and original narrative style.

In this new collection, he transforms ordinary lives into quietly powerful stories, crafting an aesthetic space where fiction and reality converge through the elegance of language. Yusuf'un Yeri reaffirms Özcan's place as a masterful literary voice.

We wholeheartedly congratulate Prof. Kerim Özcan on this significant achievement and encourage our academic community to explore this valuable addition to contemporary literature.



## Enriching Minds Through Expertise: Distinguished Speakers at AYBU Business School

In Spring 2025, AYBU Business School welcomed distinguished scholars and industry professionals whose expertise added depth and perspective to our academic environment.

On April 10, Burcu Gökçe Yılmaz Akın, Regional Manager at **Türk Eximbank**, and Assist. Prof. Melek Mutioğlu Özkesen from the Department of International Trade and Business, delivered an insightful session on export credit insurance and its role in sustainable export growth. The lecture offered students practical insights into risk management in international trade and financial instruments for exporters.

As part of the **Academic Insight Series**, Assoc. Prof. Semih Ceyhan presented "Management from an Islamic Perspective", exploring leadership, ethics, and organizational behavior through Islamic values.

Assoc. Prof. Erhan Akkaş delivered a research-based seminar on the impact of economic uncertainty on Islamic and conventional banks in resource-dependent economies, offering students a comparative view of financial stability under macroeconomic stress.

We thank all speakers and faculty members for fostering an environment of intellectual engagement and interdisciplinary dialogue at AYBU Business School.



AYBU B

ACADEMIC  
INSIGHT  
SERIES

"courage to know"

Management from an Isl

Spea

## Empowering Industry Through Knowledge: Executive Trainings at ASO Technopark

AYBU Business School continues to deepen its impact beyond the classroom through targeted industry collaboration initiatives. In Spring 2025, a series of executive education programs were delivered at ASO Technopark, led by esteemed faculty members and designed to enhance the strategic, financial, and marketing capabilities of business professionals and entrepreneurs. Dr. Sedat Ilgaz Günay led the Strategic Management training, focusing on long-term goal setting and competitive strategy development. Participants gained a clearer understanding of how to adopt a forward-looking

perspective in organizational planning. In Financial Management, Assoc. Prof. Bilge Canbaloglu offered expertise on budgeting, financial risk, and resource optimization, equipping attendees with actionable methods to improve profitability and efficiency. Assist. Prof. Mustafa Ünsalan conducted a session on Marketing Management, covering customer segmentation, branding, and value proposition strategies to support sustainable growth. Finally, Assoc. Prof. Ali Aycı delivered training on International Marketing Strategies, emphasizing global market entry, brand alignment, and localization tactics to thrive in competitive international environments. These trainings demonstrate AYBU Business School's commitment to bridging academic excellence with real-world impact, empowering professionals to meet evolving market demands with confidence and strategic clarity.



## Ideas into Impact: Capstone Project Showcase

Senior students from the Department of Management Information Systems presented their capstone projects through a poster exhibition held at the Business School. This showcase served as a platform for students to translate theoretical knowledge into practical solutions, highlighting their ability to address real-world challenges through innovative thinking and technical proficiency.

Projects covered diverse themes including data-driven decision-making, system design, digital transformation, and enterprise integration. The event not only demonstrated the students' academic maturity but also encouraged dialogue and feedback from faculty and peers, enriching the learning experience.

We applaud our students for their dedication and creativity, and we thank our faculty for their invaluable mentorship and support throughout this process.

## 2024/2025 Academic Year Graduation Celebrations



As the 2024/2025 academic year concludes, we proudly celebrate the achievements of our graduating students. We are deeply proud of all you have accomplished during your time at AYBU Business School and are excited to see the impact you will make in the future. We wholeheartedly congratulate our graduates and wish you success, fulfillment, and happiness in every step of your journey ahead.



### **Collaboration Meeting: Strengthening Academic Partnerships**

A productive meeting was held between faculty members of the Business Administration Department of AYBU Business School and the Economics Department of the Faculty of Political Sciences. The meeting focused on celebrating the shared success achieved in the Times Higher Education (THE) Rankings and exploring opportunities for deeper academic collaboration.

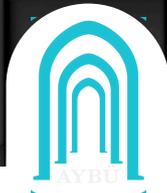
Discussions centered around developing joint publications, collaborative research projects, and shared initiatives to further enhance the academic excellence and international visibility of both departments. We thank all participating faculty members for their contributions to this collective achievement and look forward to the valuable outcomes of future collaborations.



### **In Memoriam: Ali AL JAMAL**

It is with deep sorrow that we announce the passing of our beloved student, Ali AL JAMAL.

We extend our heartfelt condolences to his family, friends, and all who mourn his loss. While words may never fully capture our grief, we honor Ali's memory and carry it forward in our thoughts and in our community. May he rest in peace.



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