ERASMUS+ 2027 · THEMATIC PROFILE 01 OF 35

# Artificial Intelligence and Digital Transformation

Partner Identification Form · Ankara Yıldırım Beyazıt University (AYBU), Türkiye

**Why include AYBU in your consortium?** AI adoption research, AI literacy training and applied AI tools for education, public services and SMEs. AYBU is a public university in Ankara with an Erasmus Charter for Higher Education and 28 Erasmus+ cooperation projects in the Commission's project database since 2014, 17 as coordinator. One contact for every thematic profile: Assoc. Prof. Dr. Musab Talha Akpınar, mtakpinar@aybu.edu.tr.

## 1. Five reasons specific to this theme

1. A running Erasmus+ Alliance for Innovation (BIAD, EUR 1.49 million) in which AYBU works on AI-enabled skills analysis
2. Published acceptance models showing which factors make users adopt or reject smart digital services
3. An AI chatbot for student services with a retrieval-augmented generation model, built and documented in-house
4. Survey evidence on AI literacy, AI anxiety and generative AI acceptance collected from students and employees
5. An English-taught Management Information Systems programme as a ready pilot group for AI training content

## 2. Thematic institutional profile

AYBU approaches artificial intelligence from the adoption side: how organisations, cities, universities and employees take up AI and what changes when they do. The Department of Management Information Systems teaches AI, business intelligence and data mining in an English-taught programme, while its researchers publish on technology acceptance, AI-supported decision support and the economic effects of AI. AYBU applies this knowledge in the Erasmus+ Alliance for Innovation BIAD, where AI-based skills analysis feeds modular training and micro-credentials, and in an in-house project building an AI chatbot for student services.

### Relevant faculties, departments and centres

- Business School – Department of Management Information Systems
- Vocational School of Technical Sciences – Computer Technologies
- Faculty of Engineering and Natural Sciences
- Distance Education Research Centre

### Research and training infrastructure

- English-taught MIS curriculum with AI, business intelligence, data mining and Internet of Things courses
- AVESIS research group AYBU Parallel Processing Laboratory (ParLab)
- Distance Education Research Centre for online delivery of AI training

## 3. Relevant previous projects

| Project number | Title | Action | Call | AYBU role | EU grant (project) | Status |
|---|---|---|---|---|---|---|
| 2025-1-TR01-KA220-YOU-000361387 | Unlocking Cybersecurity Pathway: An Exciting Career Path for Youth | Cooperation partnerships in youth | 2025 | Coordinator | EUR 250 000 | Ongoing |
| 101244836 | BIAD - AI-Enabled Skill-Building for Tourism and Hospitality: Bridging the Industry-Academia Divide | Alliances for Education and Enterprises | 2025 | Partner | EUR 1 489 605 | Ongoing |
| 2025-1-TR01-KA220-YOU-000357710 | Next Generation Technology Engagement | Cooperation partnerships in youth | 2025 | Partner | EUR 250 000 | Ongoing |
| 2021-2-TR01-KA220-YOU-000049540 | DIGITAL YOUTH LIFE HEALTH PLATFORM | Cooperation partnerships in youth | 2021 | Coordinator | EUR 345 039 | Completed |

Source: European Commission, Erasmus+ project lists, export of 19.11.2026. Grant = total EU grant of the project as awarded.

## 4. Key academic experts

| Expert | Unit | Relevance to this theme | Profile |
|---|---|---|---|
| Assoc. Prof. Dr. Musab Talha Akpınar | Business School – Management Information Systems | Doctorate on technology acceptance; second doctorate in AI technologies in progress; leads AYBU's BIAD team | AVESIS |
| Assoc. Prof. Dr. Vildan Ateş | Business School – Management Information Systems | Studies of AI literacy, AI anxiety and generative AI acceptance; data governance for businesses | AVESIS |
| Asst. Prof. Dr. Mazlum Özçağdavul | Business School – Management Information Systems | AI in digital forensics and smart-home applications; privacy-compliant technology acceptance models | AVESIS |
| Prof. Dr. Hasan Engin Şener | Business School – Management (Management and Organisation) | Leads an AYBU research project on the societal acceptance of AI in health | AVESIS |
| Res. Asst. Muhammed Fatih Özer | Business School – Management Information Systems | Co-developer of the AI and RAG-based student services chatbot | AVESIS |
| Assoc. Prof. Dr. Abdullah Orman | AYBU | Head of Computer Technologies, Vocational School of Technical Sciences; AI, machine learning, data mining and cybersecurity (AYBU PIF 2026) | AYBU record |

**Assoc. Prof. Dr. Musab Talha Akpınar.** Vice Dean of the AYBU Business School and Associate Professor of Management Information Systems. His research addresses smart cities, technology acceptance, AI adoption and data-driven digital governance. He leads AYBU's work in the Erasmus+ Alliance for Innovation BIAD on AI-enabled skills analysis and micro-credentials, has taken part in Erasmus+ partnerships since 2016 and is the author of Smart Cities: Cases and Implications (2023). Teaching covers management information systems courses in the English-taught MIS programme (smart cities, business intelligence and AI-related subjects in the departmental curriculum).

**Assoc. Prof. Dr. Vildan Ateş.** Associate Professor of Management Information Systems at the AYBU Business School, with sixteen years of earlier IT practice. Her recent studies measure AI literacy among university students, AI anxiety among vocational school students and generative AI acceptance among employees; she also publishes on data governance, trust in e-government and cloud security and took part in the Digital Türkiye Index project. Teaching covers courses in the English-taught Management Information Systems programme. Research record on AVESIS: 91 publications (9 in Scopus), 11 theses supervised.

**Asst. Prof. Dr. Mazlum Özçağdavul.** Assistant Professor and Deputy Head of the Department of Management Information Systems at the AYBU Business School, with a Nottingham master's degree and a doctorate in digital forensics. He works on GDPR-compliant smart city applications, privacy in wearable health devices, AI in digital forensics and cloud computing, and took part in the Erasmus+ project Refugee Class Assistance for Teachers. Teaching covers management information systems courses. Research record on AVESIS: 11 publications, 2 projects.

## 5. Keywords

artificial intelligence adoption · technology acceptance · generative AI · AI literacy · decision support systems · business intelligence · data mining · digital transformation · AI chatbots · retrieval-augmented generation · digital twins · skills intelligence · data-driven decision-making · human–computer interaction · AI in public services · digital skills

## 6. Alignment with Erasmus+ 2027

Addresses the horizontal priority on digital transformation and the 2027 emphasis on digital technologies and AI for learning under the Education and Skills Package.

| Relevant 2027 action | Deadline (Brussels time) | Grant per project | Role AYBU can take |
|---|---|---|---|
| Cooperation Partnerships in higher education | 9 March 2027, 12:00 Brussels time | Lump sum EUR 120 000, 250 000 or 400 000 | Coordinator and partner |
| Cooperation Partnerships in vocational education and training | 9 March 2027, 12:00 Brussels time | Lump sum EUR 120 000, 250 000 or 400 000 | Coordinator and partner |
| Cooperation Partnerships in adult education | 9 March 2027, 12:00 Brussels time | Lump sum EUR 120 000, 250 000 or 400 000 | Coordinator and partner |
| Alliances for Innovation | 14 September 2027, 17:00 Brussels time | EUR 1 000 000 for a 2-year project, EUR 1 500 000 for a 3-year project (Lot 1); EUR 4 000 000 for a 4-year project (Lot 2) (Guide p. 322) | Partner or work-package leader; coordinator for a focused Lot 1 |
| Centres of Vocational Excellence | 16 September 2027, 17:00 Brussels time | Topic 1: up to EUR 4 000 000 per project; Topic 2 (European Community of Practice for CoVEs, one project): up to EUR 1 500 000 (Guide p. 288) | Coordinator (building on the 2026 application) or partner |

| Relevant 2027 action | Deadline (Brussels time) | Grant per project | Role AYBU can take |
|---|---|---|---|
| Capacity Building in Higher Education | 9 February 2027, 17:00 Brussels time | Strand 1 (Fostering access to cooperation in higher education): EUR 200 000–400 000; Strand 2 (Partnerships for transformation): EUR 400 000–800 000; Strand 3 (Structural reform projects): EUR 600 000–1 000 000 (Guide p. 337) | Coordinator or partner |

# 7. What AYBU can contribute

Contributions described here are potential contributions based on verified institutional capacity; they become commitments only in a signed proposal. Named experts are proposed on the basis of their published work and their participation in a given proposal is subject to their confirmation.

## Potential project objectives

- Raise the AI competences of students, staff and employees in non-technical professions
- Give organisations evidence on what drives or blocks AI adoption
- Turn AI-based skills analysis into training offers and micro-credentials

## Potential activities

- Surveys and acceptance studies on AI tools in the partner organisations
- Co-design of AI literacy modules for non-specialists
- Development and piloting of an AI assistant or decision-support prototype
- Train-the-trainer sessions and open learning materials

## Work packages AYBU could lead or co-lead

- Needs analysis and AI readiness mapping
- Competence framework and curriculum design
- Digital tool and content development
- Piloting, evaluation and micro-credentials

## Training modules AYBU could deliver

- AI literacy for managers and educators
- Generative AI at work: use, limits and risks
- Data-driven decision-making with business intelligence tools

## Potential deliverables

- AI readiness and acceptance report
- AI competence framework for non-technical profiles

- Open training modules and trainer guide
- Evaluation report with adoption indicators

### Potential pilot activities

- Pilot of AI literacy modules with MIS and vocational school students
- Pilot of an AI assistant within a university or SME service process

### Target groups AYBU can reach

- Higher education and VET students
- Teaching and administrative staff
- SME employees and managers
- Public-sector staff

### Expected institutional contribution

- Design and analysis of technology acceptance and AI readiness surveys
- AI literacy curriculum and micro-credential design
- Prototype development for AI assistants in education services
- Quantitative evaluation of pilots
- Dissemination through Teknopark Ankara and university channels

## 8. Management, quality and dissemination capacity

EU projects at AYBU are run by academic project teams with support from the Business School's projects office and the Competitiveness and Innovation Research Centre (REKMER). Financial administration follows Turkish public financial management and control legislation (Law No. 5018); EU grants are kept in dedicated project accounts and the university is subject to external audit by the Turkish Court of Accounts. In the Commission's project database AYBU appears in 28 Erasmus+ cooperation, policy and Jean Monnet projects from call years 2014–2026, 17 of them as coordinator; 9 are running today.

For each project AYBU proposes a quality plan with internal peer review of deliverables, milestone monitoring and partner feedback surveys. The university operates an institutional quality management system under the national Higher Education Quality Council framework, and Business School staff include an accredited external evaluator of that Council.

AYBU disseminates through its institutional website and faculty pages, official social media accounts, a community of more than 26 000 students and about 2 600 staff, its partner universities and its links with ministries, municipalities, chambers and Teknopark Ankara. Multiplier events and training activities can be hosted on its Ankara campuses, and online courses can be delivered through the Distance Education Research Centre.

Results can be sustained through courses in degree programmes, certificate programmes of the Continuing Education Centre, online delivery by the Distance Education Research Centre and follow-up funding from national programmes such as TÜBİTAK. Open publication of materials is the default.

## 9. Partners we would like to work with

- Technology companies and AI start-ups
- Universities with computer science or data science departments
- VET providers
- Chambers and SME associations
- Public bodies introducing AI services

## 10. Organisation identification

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|---|---|
| **Legal name (national language)** | ANKARA YILDIRIM BEYAZIT ÜNİVERSİTESİ |
| **Legal name (Latin characters)** | ANKARA YILDIRIM BEYAZIT UNIVERSITESI |
| **Name in English** | Ankara Yıldırım Beyazıt University (AYBU) |
| **Organisation ID (OID)** | E10137893 |
| **PIC** | 952723525 |
| **National / fiscal ID** | 9600521531 |
| **Type of organisation** | Higher education institution (tertiary level); Public (state) university; non-profit public body |
| **Erasmus Charter for Higher Education** | Erasmus Charter for Higher Education holder — Erasmus code TR ANKARA15 |
| **Established** | 21 July 2010 (decision published in the Official Gazette) |
| **Registered address** | AYBÜ Etlik Milli İrade Binası, B-Blok, Ayvalı Mah. Gazze Cad. No: 7, Etlik, Keçiören, 06010 Ankara, Türkiye |
| **Main campus** | Esenboğa Merkez Külliyesi, Dumlupınar Mah., 06760 Çubuk / Ankara |
| **Region (NUTS)** | TR51 – Ankara |
| **Website** | https://aybu.edu.tr |
| **General e-mail / telephone** | basin@aybu.edu.tr / +90 312 906 10 00 |

## 11. Institutional representative and contact

### Legal representative

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|---|---|
| **Name** | Prof. Dr. Ali Cengiz Köseoğlu |
| **Position** | Rector |
| **E-mail** | ackoseoglu@aybu.edu.tr |
| **Telephone** | +90 312 906 10 04 |

### Main contact person

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|---|---|
| **Name** | Assoc. Prof. Dr. Musab Talha Akpınar |
| **Position** | Associate Professor, Department of Management Information Systems; Vice Dean, Business School |
| **Unit** | Business School – Department of Management Information Systems |
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| **Academic profile** | https://avesis.aybu.edu.tr/takpinar |

## 12. Links

- University: https://aybu.edu.tr
- Business School: https://aybu.edu.tr/isletme/en
- Academic profiles (AVESIS): https://avesis.aybu.edu.tr
- AYBU projects in the Erasmus+ project database: https://erasmus-plus.ec.europa.eu/projects

Data verified on 20.11.2026. Institutional figures from aybu.edu.tr and AYBU records; project data from the European Commission's Erasmus+ project lists; staff data from AVESIS.