

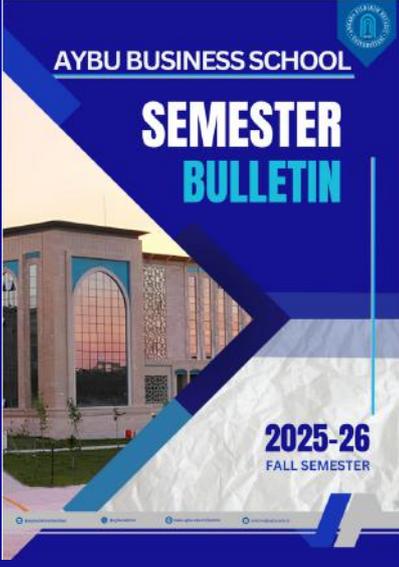


AYBU BUSINESS SCHOOL

SEMESTER BULLETIN



2025-26
FALL SEMESTER



Ankara Yıldırım Beyazıt University
Business School
Biannual Newsletter

Under the auspices of
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Table of CONTENTS

- 1 Dean's Message
- 2 Visit from Urgench State University
- 3 Embarking on a New Journey: Orientation Program for Freshmen
- 4 Academic Insight Series: Fostering Scholarly Exchange and Growth
- 5 Orientation Program for Preparatory Class Students
- 6 Beyond the Game: Building Unity and Campus Culture
- 7 Internship Experience Sharing Meeting
- 8 Web of Science InCites Training at AYBU Business School
- 9 AYBU Business School Participated in Crossref Training Event
- 10 Participation in the 28th Marketing Congress
- 11 Contribution to Organizational Behavior Congress
- 12 International Marketing Strategies Seminar
- 13 International Mobility and Global Engagement



DEAN'S MESSAGE

Dear Colleagues, Students, and Esteemed Members of Our Community,

As we approach the close of the Fall semester of the 2025–2026 academic year at AYBU Business School, I am honored to reflect on the remarkable achievements of our community and to look ahead to the remainder of the academic year. Our faculty members have continued to distinguish themselves with high-quality scientific research, impactful social and community projects, and significant academic contributions at both national and international levels. Our students have excelled in competitive scholarship programs, international exchanges, and innovative initiatives that create value for society. These accomplishments once again demonstrate the unwavering commitment to excellence that defines our School.

To all our students, we are privileged to be part of your educational journey and proud of what you have achieved throughout this semester. AYBU Business School equips you with the knowledge, skills, and values required to succeed in the global business world and public sector. Your dedication, curiosity, and resilience continue to inspire us as educators and mentors. Our School remains committed to supporting you—with its entire administrative and academic staff—so that you graduate as well-prepared, competitive, ethical, and creative individuals ready to excel in life.

Looking ahead to the Spring semester and the remaining months of the academic year, I encourage all our students and faculty members to continue striving for academic distinction through rigorous learning, innovative and interdisciplinary research, and strong international collaboration. Together, we will reach new milestones, strengthen our global presence, and contribute meaningfully to sustainable and inclusive societal development.

I wish you success in your final examinations and projects, and a productive, healthy, and fulfilling continuation of the 2025–2026 academic year.

Sincerely,

Prof. Dr. Rafet Aktaş
Dean
AYBU Business School



Visit from Urgench State University

Dr. Mehire Zarifova, a faculty member from Urgench State University, paid a visit to Prof. Dr. Rafet Aktaş, Dean of AYBU Business School, to discuss the cultivation of strategic academic partnerships. The productive dialogue centered on fostering bilateral cooperation, identifying avenues for joint research initiatives, and establishing robust frameworks for reciprocal faculty and student mobility, as well as collaborative scientific events. This engagement is anticipated to significantly bolster AYBU Business School's internationalization trajectory and fortify its network of global institutional alliances. We extend our sincere gratitude to Dr. Zarifova for her kind visit and look forward to a thriving collaboration between our institutions.



Embarking on a New Journey: Orientation Program for Freshmen

The Orientation Program for the 2025-2026 Academic Year was successfully convened for our incoming freshmen. Honored by the distinguished participation of our Rector, Prof. Dr. Ali Cengiz Köseoğlu, and our Dean, Prof. Dr. Rafet Aktaş, the event provided a comprehensive introduction to the faculty's culture and academic environment. We extend our most sincere wishes to our new students for a highly successful, productive, and enriching educational journey.



Academic Insight Series: Fostering Scholarly Exchange and Growth

Within the “Academic Insights Series” organized by AYBU Business School to enhance academic interaction and knowledge sharing, three distinct events were held during the period.

In the first session of the series, Dr. Cansu Ergenç Özdaş delivered a talk entitled “The Impact of ESG Scores on Financial Performance with a Comparative Analysis of Traditional, Machine Learning and Fuzzy Logic Approaches in BIST100 Companies.” This event explored how the financial performance of BIST100 companies can be analyzed through environmental, social, and governance (ESG) scores using traditional methods, machine learning algorithms, and fuzzy logic-based models, providing participants with up-to-date insights into sustainability, data-driven decision making, and financial decision-support systems.

Following this, Research Assistant Hande Duygu Yardımcı presented her talk titled “The Effect of Consumer’s Augmented Reality Experiences in Phygital Marketing on Purchase Intentions: An Analysis Within the Framework of the Stimulus-Organism-Response (S-O-R) Model.” In this session, she discussed how augmented reality applications transform consumer experiences in phygital (combined physical and digital) marketing environments, how these experiences influence emotions, perceptions, and ultimately purchase intentions, and how this process can be theoretically explained within the S-O-R framework. The event offered a timely and practice-oriented perspective particularly for academic staff working in digital marketing, consumer behavior, and experience design, and highlighted the Faculty’s growing interest in innovative and interdisciplinary marketing research

Adding a historical dimension to the series, Assoc. Prof. Cem Korkut presented his research titled “Ottoman Cash Waqfs as Pioneer of Today’s Participation Banks: Evidence from Archival Analysis of Nearly 1,000 Cash Waqfs Deeds.” In this insightful session, Assoc. Prof. Korkut shared findings from an extensive analysis of approximately 1,000 archival deeds, establishing a significant historical lineage between the operational mechanisms of Ottoman Cash Waqfs and modern participation banking institutions.

These events were organized for the academic staff of AYBU Faculty of Business Administration and served as important platforms for increasing the School’s scientific productivity, fostering research collaborations, and creating a shared space for contemporary academic discussion.

Orientation Program for Preparatory Class Students

Ankara Yıldırım Beyazıt University Faculty of Business Administration organized a comprehensive orientation program for preparatory class students for the 2025–2026 academic year. The program, which was designed to facilitate the academic adaptation of students newly joining the Faculty, was successfully completed with strong participation.

As part of the program, Dean Prof. Dr. Rafet Aktaş shared valuable insights on the Faculty's vision and future objectives. Vice Dean Assoc. Prof. Dr. Emre Burak Ekmekçioğlu provided detailed information regarding administrative procedures and academic regulations.



Beyond the Game: Building Unity and Campus Culture

The AYBU Business School Football Team represented our Faculty by participating in the football tournament organized at our university. Competing with teams from various faculties, our students stood out with their strong team spirit, competitive performance, and commitment to fair play. The tournament contributed to strengthening students' sense of teamwork, solidarity, and institutional belonging. Such sports activities not only support the social and physical development of our students but also enhance the visibility of AYBU Business School within campus life.



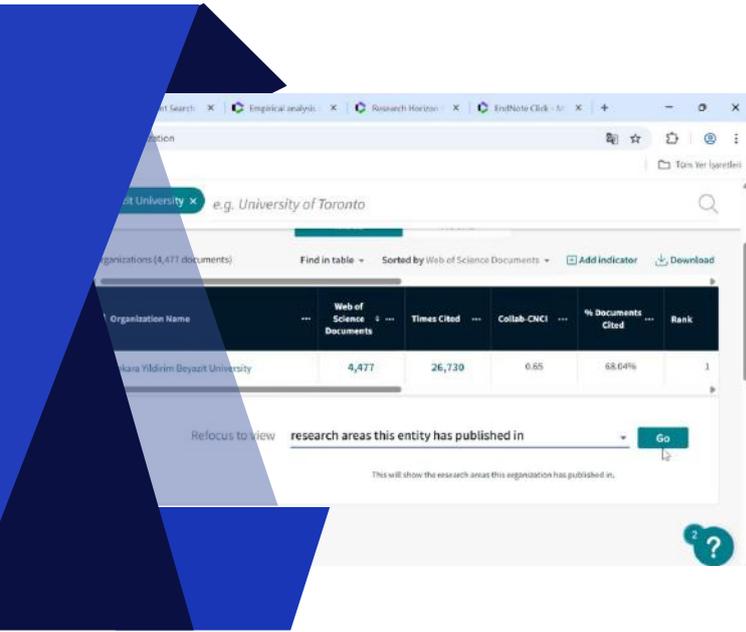
Internship Experience Sharing Meeting

AYBU Business School organized an "Internship Experience Sharing Event" with the participation of students who successfully completed their internships. During the event, students shared their experiences from different sectors and institutions, reflected on the opportunities and challenges they encountered, and discussed how these internships contributed to their career plans and understanding of professional life. With the involvement of academic advisors, the event served as a guiding platform for students preparing for their internships and helped strengthen career awareness and connections between the Faculty and the business world.



Web of Science InCites Training at AYBU Business School

On 4 September 2025, the AYBU Business School held an online training on Web of Science InCites. The program, attended by faculty members, introduced the core modules of the InCites Benchmarking & Analytics platform for monitoring publication and citation performance. The session covered citation impact, Category Normalized Citation Impact (CNCI), benchmarking at institution/subject/journal/author levels, collaboration network analysis, and reporting. Through hands-on examples, participants were briefed on publication portfolio analysis, identifying areas of strength, strategic journal selection, and tracking institutional performance. The program concluded with a discussion of how InCites can support strategic research planning, external collaborations, and institutional visibility, followed by a Q&A.



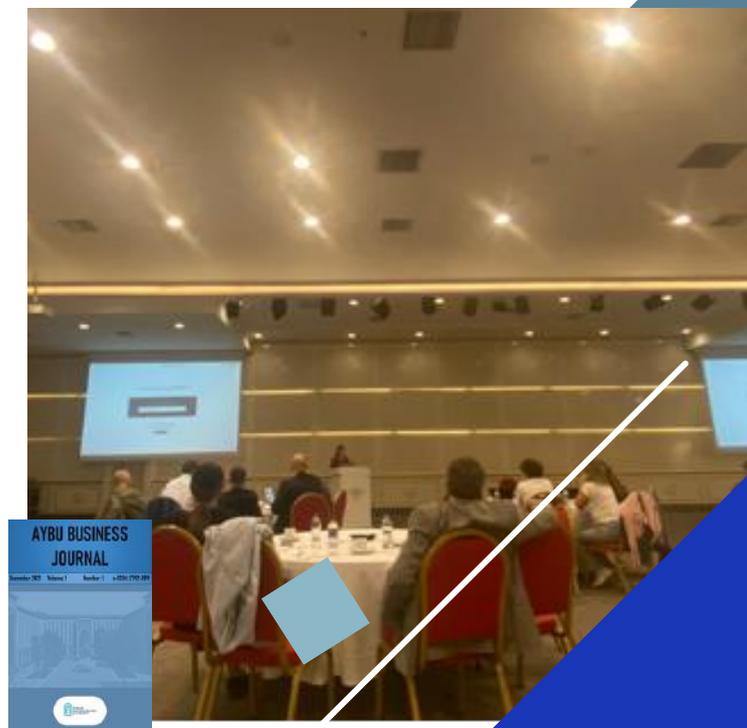
The screenshot displays the Web of Science InCites interface. At the top, there is a search bar with the text "at University" and "e.g. University of Toronto". Below the search bar, there are options for "Find in table" and "Sorted by Web of Science Documents". A table lists organizational performance metrics for Ankara Yıldırım Beyazıt University. The table has columns for Organization Name, Web of Science Documents, Times Cited, Collab CNCI, % Documents Cited, and Rank. The data for Ankara Yıldırım Beyazıt University is as follows:

Organization Name	Web of Science Documents	Times Cited	Collab CNCI	% Documents Cited	Rank
Ankara Yıldırım Beyazıt University	4,477	26,730	0.65	68.64%	1

Below the table, there is a section for "Refocus to view" with a dropdown menu set to "research areas this entity has published in" and a "Go" button. A small blue question mark icon is visible in the bottom right corner of the screenshot.

AYBU Business School Participated in Crossref Training Event

Ankara Yıldırım Beyazıt University AYBU Business School, together with the editorial team of AYBU Business Journal, participated in an online training titled “Fundamentals of Crossref and Metadata Management.” The session focused on key topics such as DOI assignment for academic journals, standardization of citation data, accurate and complete management of journal and article metadata, and best practices for enhancing international visibility in scholarly indexes. This event contributed to strengthening the School’s academic publishing processes, improving the journal’s compliance with international standards, and enhancing the institutional scholarly visibility of AYBU Business School.



Participation in the 28th Marketing Congress

Research Assistant Damla Sarı and Asst. Prof. Dr. Mustafa Ünsalan attended the 28th Marketing Congress, one of the leading academic platforms in the field of marketing, successfully representing Ankara Yıldırım Beyazıt University. At the congress, current trends in marketing, digitalization, sustainability, and the transformation of consumer behavior were discussed, while our university's faculty members contributed to the scientific debates with their ongoing academic studies. Through their presentations and participation in various sessions, Res. Asst. Damla Sarı and Asst. Prof. Dr. Mustafa Ünsalan had the opportunity to share their research findings and explore potential collaborations with academics from different universities and institutions.



Contribution to Organizational Behavior Congress

Assoc. Prof. Emre Burak Ekmekçioğlu and Asst. Prof. Safa Arslan attended the 12th Organizational Behavior Congress and presented their paper titled “Does Transparency Increase Acceptance? Experimental Evidence under AI-Only and Human-in-the-Loop AI Conditions.” The study examines how transparency in AI-supported decision-making processes influences employees' acceptance, trust, and perceptions of fairness by comparing situations in which decisions are made solely by AI with those where humans remain in the decision loop. The experimental findings are expected to contribute to the literature and practice on the adoption of AI in organizations and the effective management of human-AI interaction.



International Marketing Strategies Seminar

We were honored to welcome distinguished industry experts Abdullah Oskay, Founder of BAZ Girişim, and Beyza Körpınar, Digital Communication Specialist at BAZ Girişim. The speakers delivered profound insights into critical areas such as export consultancy, international market research, and the strategic utilization of social media in international trade.

This interactive session provided our students with firsthand knowledge on expanding businesses globally and leveraging digital marketing strategies to enhance export performance, effectively bridging the gap between theoretical frameworks and real-world application. We extend our sincere appreciation to our guest speakers for their valuable contributions and to all participants for their active engagement, which made this event a resounding success.



Monthly ITB Talks & Events
SEMINAR

Founder - BAZ Girişim
Abdullah OSKAY
Speaker

Assoc. Prof. Dr. Ali AYCI
Moderator

International Marketing Strategies Seminar Successfully Concluded!

A big thank you to our guest speakers Abdullah Oskay and Beyza Körpınar for sharing their valuable insights!

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More impactful events are on the way – stay tuned!



International Mobility and Global Engagement

In line with AYBU Business School's vision of multidimensional internationalization, our academic community continues to expand its global footprint. As a recent example of these active engagements, Res. Assist. Dr. Şevket Durmaz participated in the Erasmus+ staff mobility for training program, contributing to the exchange of professional best practices. While our faculty members strengthen international collaborations through such teaching and training activities across Europe, our students also successfully represent our university abroad by combining academic pursuits with cultural immersion. These collective mobility efforts significantly enhance the global perspective and visibility of our Faculty.



In Memoriam: Lecturer Muhammed Emin Karabacak

We are deeply saddened by the passing of our university lecturer, Muhammed Emin KARABACAK. A memorial ceremony was held at our faculty, where his invaluable contributions to his career were respectfully remembered.

We pray for Allah mercy upon him and offer our condolences to his family, loved ones, and all those who loved him.

Kendi Dersinde Kendi Sınıfında
EMİN HOCAMIZI ANIYORUZ



Muhammed Emin Karabacak

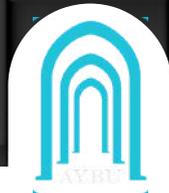
28 Ekim 2025'te kaybediğimiz değerli hocamızı Muhammed Emin Karabacak'ın hatıralarını ve bilde bırakmış işleri pozitifçilik üzere 4 Kasım 2025 Salı günü anma programı düzenlenecektir.

Tüm öğrencilerimiz, meslektaşlarımız ve severleri davetlidir.

AYDÜ Esenboğa Külliyesi B Blok
B201 No'lu Sınıf | Saat: 13.00





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