ERASMUS+ 2027 · THEMATIC PROFILE 24 OF 35

Intercultural Communication and Internationalisation

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

Why include AYBU in your consortium? An international campus of 109 nationalities for intercultural learning, virtual exchange and internationalisation. 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. 2 483 international undergraduates from 109 countries on campus
2. English-medium programmes in several faculties
3. A TÜBİTAK-funded project on managerial cultural intelligence and internationalisation
4. Virtual exchange project designs with universities in Sub-Saharan Africa
5. A language education centre teaching Turkish to foreign students

2. Thematic institutional profile

About one in nine AYBU undergraduates is an international student: 2 483 students from 109 countries study alongside Turkish peers, and the university holds agreements with 203 institutions. English-medium programmes, a Language Education Research Centre and a School of Foreign Languages support this community. Research on cultural dimensions and brand equity, managerial cultural intelligence and culture in marketing communication adds an analytical side, and the university has prepared virtual exchange projects with African universities.

Relevant faculties, departments and centres

- International Relations Office
- Language Education Research Centre
- School of Foreign Languages
- Business School
- Institute of International Relations and Strategic Research

Research and training infrastructure

- International student services
- Language Education Research Centre
- Distance Education Research Centre for virtual exchange

3. Relevant previous projects

Project number	Title	Action	Call	AYBU role	EU grant (project)	Status
2023-2-TR01-KA220-HED-000170604	Curriculum Development in Clinical Dentistry Treatment with Haptic Based Virtual Reality Application	Cooperation partnerships in higher education	2023	Coordinator	EUR 250 000	Completed
2023-2-TR01-KA220-YOU-000182116	Cultural Heritage Recovery after Disasters and Conflicts - Understanding, Training, and Empowerment	Cooperation partnerships in youth	2023	Partner	EUR 250 000	Ongoing
2016-1-TR01-KA203-035482	Novel Approach: Transnational Postgraduate Education and Training Programme in Musculoskeletal Regenerative Research	Strategic Partnerships for higher education	2016	Coordinator	EUR 196 594	Completed
553065-EPP-1-2014-1-TR-EPPJMO-CHAIR	Building bridges with Europe and with the world EN Avrupa ile Dunya arasinda Kopru Insasi TR	Jean Monnet Chairs	2014	Coordinator	EUR 50 000	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
Asst. Prof. Dr. Mustafa Ünsalan	Business School – Management (Marketing)	Cultural dimensions and brand equity; cultural intelligence of managers; culture in marketing communication	AVESIS
Assoc. Prof. Dr. Musab Talha Akpınar	Business School – Management Information Systems	Coordinator of virtual exchange project designs	AVESIS
Res. Asst. Ahmet Şükrü Pampal	Business School – International Trade and Business	International research stay; student satisfaction and employability	AVESIS
Assoc. Prof. Dr. Bilge Canbaloğlu	Business School – International Trade and Business	Postdoctoral research abroad; teaching in an international programme	AVESIS

Asst. Prof. Dr. Mustafa Ünsalan. Assistant Professor of Marketing and Deputy Head of the Department of Management at the AYBU Business School, with a doctorate from Marmara University and an MBA from the University of New Haven. He studies AI in marketing, brand loyalty, consumer response to information and destination marketing, and has worked on projects about SME internationalisation, destination promotion and university–business cooperation. Teaching covers marketing courses. Research record on AVESIS: 38 publications, Google Scholar h-index 5 (158 citations), 3 projects, 8 theses supervised.

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).

Res. Asst. Ahmet Şükrü Pampal. Research Assistant in International Trade and Business at the AYBU Business School and doctoral candidate in management and organisation, with a nine-month research stay at Trinity College Dublin Business School. He studies entrepreneurial education and intention, innovative work behaviour and knowledge sharing in SMEs, and has written on quality management and employability in higher education and on supply chain risk management. Teaching covers research assistant duties in international trade and business. Research record on AVESIS: 12 publications (2 in Scopus), Google Scholar h-index 2, 1 project.

5. Keywords

internationalisation of higher education · intercultural competence · international students · virtual exchange · internationalisation at home · cultural intelligence · intercultural communication · student integration · global classroom · language support · staff mobility · cooperation with Africa · cooperation with Central Asia · inclusive internationalisation · joint programmes

6. Alignment with Erasmus+ 2027

Inclusion and diversity in an international learning community; internationalisation and common values; virtual exchanges with non-associated regions.

Relevant 2027 action	Deadline (Brussels time)	Grant per project	Role AYBU can take
Erasmus+ Virtual Exchanges in higher education and youth	12 October 2027, 17:00 Brussels time	Up to EUR 500 000 per project; the maximum grant requires at least 2 500 participants (Guide p. 221)	Coordinator
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
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
Erasmus Mundus Action (Joint Masters and Design Measures)	16 February 2027, 17:00 Brussels time	Lot 1 Joint Masters: unit contributions for institutional costs and scholarships (Guide pp. 298–300). Lot 2 Design Measures: lump sum EUR 60 000 (Guide p. 304)	Coordinator of a Design Measure; partner in a Joint Master
Cooperation Partnerships in youth	9 March 2027, 12:00 Brussels time	Lump sum EUR 120 000, 250 000 or 400 000	Coordinator and 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

- Improve integration and success of international students
- Build intercultural competence of staff and home students
- Use virtual exchange to widen access to international experience

Potential activities

- Survey of international students' integration needs
- Intercultural training for staff and students
- Facilitated virtual exchange courses
- Buddy and mentoring schemes

Work packages AYBU could lead or co-lead

- Needs analysis
- Intercultural training
- Virtual exchange delivery
- Institutional guidelines

Training modules AYBU could deliver

- Intercultural communication in the classroom
- Facilitating virtual exchange
- Cultural intelligence for future managers

Potential deliverables

- Integration needs report
- Intercultural training package
- Virtual exchange course design
- Institutional guidelines

Potential pilot activities

- Virtual exchange course with partner universities
- Intercultural training for student-facing staff

Target groups AYBU can reach

- International and home students

- Academic and administrative staff
- Universities in partner regions
- Young people

Expected institutional contribution

- Access to a large international student population
- Intercultural research instruments
- Virtual exchange facilitation
- Evaluation
- Links to universities in Africa and Central Asia

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

- Universities and international offices
- Intercultural training organisations
- Youth organisations
- Universities in Africa and neighbouring regions

10. Organisation identification

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

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

Main contact person

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
E-mail	mtakpinar@aybu.edu.tr
Telephone	+90 312 906 16 47
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.