



# AYBU BUSINESS SCHOOL

# SEMESTER BULLETIN



**2024-25**  
FALL SEMESTER



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

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## DEAN'S MESSAGE

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

As we conclude yet another inspiring fall semester and about to start the spring semester at AYBU Business School, I am honored to celebrate the extraordinary achievements of our school. Our faculty members have continued to distinguish themselves through their distinctive scientific research and impactful social and academic contributions at international stage, while our students have excelled in securing prestigious scholarships and advancing innovative projects. These accomplishments are a testament to the unwavering commitment to excellence that permeates our institution.

To all our students, we are privileged to be part of your educational journey and looking forward to witnessing the impact you will make at global arena. AYBU Business School equips students with the knowledge and skills needed at international standards to excel in the global business world and public sector. Your dedication, curiosity, and resilience inspire us to strive for greater heights as educators and mentors. Our School is dedicated to supporting you with its entire administrative and academic staff to ensure that you graduate as well- equipped, competitive, and creative individuals to excel in life.

Looking ahead, I encourage all of our students and faculty members to continue striving for academic distinction through academic excellence, innovative research, and international collaboration. Together, we will achieve even greater milestones and make lasting societal contributions.

Best wishes for a successful and fulfilling semester ahead.

Sincerely,

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



## **AYBU Business Scholars Disseminate Rigorous Research at the British Academy of Management**

Assoc. Prof. Emre Burak Ekmekçioğlu, Asst. Prof. Safa Arslan, and Lecturer Dr. İlay Öztürk presented their research at the British Academy of Management (BAM) 2024 Conference, a leading platform for scholarly contributions in business and management.

Their study, "Unveiling the Impact of GenAI on Freelancers: A Qualitative Inquiry," explores the profound implications of Generative Artificial Intelligence on the freelance workforce. Through a qualitative approach, the research examines shifting work dynamics, the opportunities and challenges posed by AI-driven automation, and its broader influence on the gig economy. Recognition at such a distinguished conference highlights the faculty's dedication to advancing knowledge in emerging fields. Contributions like this reinforce the university's commitment to impactful research and global academic engagement.

## **Assoc. Prof. Özge Gökbulut Özdemir Receives the 2024 Emerald Literati Outstanding Reviewer Award**

Assoc. Prof. Dr. Özge Gökbulut Özdemir, a faculty member in the Department of Marketing at Ankara Yıldırım Beyazıt University Business School, has been recognized with the 2024 Emerald Literati Outstanding Reviewer Award by Emerald Publishing.

The award acknowledges her role as a reviewer for the Journal of Research in Marketing and Entrepreneurship, published by Emerald, a leading UK-based academic press. Her meticulous evaluations and commitment to academic integrity have been instrumental in upholding the journal's scholarly quality.

Dr. Gökbulut Özdemir previously received the Outstanding Paper Award in 2021 for her research published in Arts and the Market, further reflecting her engagement with academic publishing at an international level. We congratulate her on this achievement and wish her continued success in her scholarly contributions.





### **Research Assistant Ahmet Şükrü Pampal Accepted as a Visiting Researcher at Trinity College Dublin Business School**

Ahmet Şükrü Pampal, a research assistant at the Ankara Yıldırım Beyazıt University (AYBU) Business School, has been awarded the TÜBİTAK 2214-A International Research Fellowship. Under this prestigious program, he has been accepted as a Visiting Researcher at Trinity College Dublin Business School to advance his academic studies at an international level. Mr. Pampal's research focuses on Strategic Management, Innovation, and Sustainability. In particular, his studies aim to contribute innovative and scientific insights to the field of sustainable management by addressing global challenges through a rigorous and interdisciplinary approach.

This research will be conducted within the framework of TÜBİTAK 2214-A, which supports the development of Turkish researchers by enabling them to work with leading international institutions. Throughout the visiting researcher program, fostering international academic collaborations and ensuring that the resulting research outcomes contribute to the Turkish academic community remain key objectives. This achievement underscores the dedication and scholarly commitment of our young researchers. Congratulations on this well-deserved success, and best wishes for a productive and impactful research journey.

### **Research Fellowship Awarded to Dr. Melek Mutioğlu Özkesen by Sylff Association**



Asst. Prof. Melek Mutioğlu Özkesen, a faculty member at AYBU Business School, has been awarded a research fellowship by The Ryoichi Sasakawa Young Leaders Fellowship Fund (Sylff) Association. Under this prestigious grant, she successfully conducted a three-week research program at the University of Sussex and the UK National Archives, further advancing her academic inquiries.

This fellowship reflects her dedication to scholarly excellence and international research engagement. Her achievement is a testament to her commitment to academic rigor and the pursuit of impactful research. Wishing her continued success in her academic endeavors and future research pursuits.



## **MOTHERCARE Project Concludes with Final Meetings in the Netherlands and Türkiye**

The MOTHERCARE project, "Psychological and Pedagogical Support for Mothers in the Postpartum Period," supported by the Netherlands National Agency under Erasmus+, was successfully completed with the contributions of Assoc. Prof. Semih Ceyhan, Asst. Prof. Melek Mutioğlu Özkesen, and Asst. Prof. Musab Talha Akpınar from AYBU Business School. On September 5, 2024, the final Transnational Project Meeting was held in The Hague, Netherlands, where international partners reviewed project outcomes and dissemination strategies.

A subsequent dissemination event took place on September 18, 2024, at the Ulucanlar Prison Museum in Altındağ, Türkiye, with the participation of Altındağ Mayor Dr. Veysel Tiryaki and AYBU Rector Prof. Dr. Ali Cengiz Köseoğlu. The event engaged over 100 mothers, academics, and professionals, ensuring the project's findings reached its target audience.

Congratulations to our esteemed faculty members for their valuable contributions to this impactful initiative.

## **Dr. Musab Talha Akpınar Moderates at Global CDO Conference During Seoul Smart Life Week**



Dr. Musab Talha Akpınar, Assistant Professor in the Department of Management Information Systems at Ankara Yıldırım Beyazıt University, participated as an invited moderator at the Global Chief Digital Officer (CDO) Conference during Smart Life Week (SLW), organized by the Seoul Metropolitan Government.

Held from October 10 to 12, 2024, at COEX, Seoul, SLW serves as a premier international platform showcasing human-centric technological advancements and fostering discussions on the digital transformation of urban life. The Global CDO Conference, a key segment of the event, brought together city officials, policymakers, and industry leaders to exchange best practices and strategies for sustainable, inclusive digital governance.

Dr. Akpınar's participation in this high-profile event reflects his expertise in digital transformation and smart city applications, reinforcing the importance of academic contributions to global technology discussions.

## Spring Semester Scholarly Contributions from AYBU Business School Faculty Members



Academics from Ankara Yıldırım Beyazıt University Business School have made notable contributions to high-impact SSCI and SCI-Expanded indexed journals during the Spring 2024 Semester, addressing key topics in finance, sustainability, digital transformation, and international business.

In the field of air transport efficiency and security studies, Assoc. Prof. Keziban Seçkin Codal published significant research in Journal of Air Transport Management (SSCI), examining network centrality and airport productivity, while her study in Security Journal (SSCI) explored terrorism-related discussions on the dark web.

Focusing on sustainability and digital transformation, Asst. Prof. Safa Arslan, Assoc. Prof. Emre Burak Ekmekçioğlu, and Assoc. Prof. Semih Ceyhan analyzed the impact of green information systems on SMEs' environmental and financial performance in Journal of Environmental Planning and Management (SSCI). Additionally, Assoc. Prof. Ekmekçioğlu and Assoc. Prof. Ceyhan explored business ties, adaptive capabilities, and digital technology adoption in SMEs, with studies published in Journal of Business & Industrial Marketing (SSCI) and Kybernetes (SSCI). Further expanding the school's academic impact, Assoc. Prof. Merve Karacaer examined corporate social responsibility and firm performance in Borsa Istanbul Review (SSCI),

while Asst. Prof. Haroon Muzaffar investigated the effect of COVID-19 fear on entrepreneurial decision-making in European Journal of International Management (SSCI).

In the field of financial analytics, Res. Assist. Dr. Ali İhsan Çetin introduced novel distance metrics for K-nearest neighbors algorithms in sovereign country credit rating, with publications in Kuwait Journal of Science (SCI-Expanded) and Thermal Science (SCI-Expanded).

These publications reflect the school's commitment to advancing academic research and contributing valuable insights to global discussions. Congratulations to our esteemed scholars for their outstanding achievements.

## AYBU Business School Welcomes First-Year Students with Orientation Program

The 2024-2025 Orientation Program for first-year students at Ankara Yıldırım Beyazıt University Business School was successfully conducted, introducing new students to the academic environment, faculty, and campus resources. The program aimed to facilitate a smooth transition into university life by providing essential information on course structures, student support services, and extracurricular opportunities.

As students embark on this new academic journey, we extend our best wishes for a successful and fulfilling university experience. May this new chapter bring valuable knowledge, personal growth, and meaningful connections that will shape their future endeavors. Welcome to AYBU Business School!



## Erasmus Experiences at AYBU Business School

### IKHSAN MUSTAQEEM BIN IZMAN (Malaysia)

I have had a wonderful time at Ankara Yıldırım Beyazıt University since September 15. The warm welcome from the hocam and the unwavering support from my classmates have made this journey truly priceless. AYBU has proven to be more than just a place for education; it has been a cornerstone for personal growth and development. Leaving will undoubtedly be difficult because of the countless unforgettable memories, the rich cultural experiences, and the outstanding community that I have been fortunate to be a part of.

### ALMA BERISHA (Greece)

During my Erasmus experience in Turkey, studying at AYBU Esenboğa, I had a truly rewarding and enriching journey. The university offered a supportive and dynamic environment with modern facilities and a curriculum that encouraged both personal and academic growth. The professors were always approachable and willing to offer guidance and my classmates, from various cultural backgrounds, created a welcoming and collaborative atmosphere. Apart from my studies, I had the chance to engage in cultural activities that deepened my understanding of Turkey. Exploring cities like Ankara, İstanbul, Antalya, İzmir e.t.c made this experience even more memorable and impactful, both academically and personally.

### NUR ELLESYA BINTI ABDULLAH SANI (Malaysia)

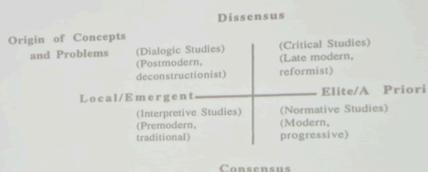
I truly appreciate AYBU for welcoming me as an exchange student, giving me the opportunity to experience a completely new country, different from Malaysia. I have enjoyed engaging with new friends and professors, who have been incredibly supportive and taught me something new every day, both in Turkey and at AYBU. These are memorable experiences for me, and I am determined to bring back the valuable lessons and insights to contribute positively to my country.



## Academic Insight Series: Fostering Scholarly Exchange and Growth

This semester, Ankara Yıldırım Beyazıt University Business School launched the Academic Insight Series, an initiative designed to foster academic discourse and intellectual exchange within the faculty. As part of this series, research assistants who successfully defended their PhD and master's theses had the opportunity to present their work to the academic staff, facilitating constructive discussions and interdisciplinary insights.

By providing a platform for early-career scholars to engage in critical dialogue, the series not only strengthens the academic community but also cultivates a culture of continuous learning and research excellence. These sessions have reinforced the faculty's commitment to advancing knowledge and encouraging scholarly collaboration across disciplines.



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