

Özyeğin University Business School E-Bulletin



**Responsible.
Innovative.
Globally Minded Leaders.**

This edition highlights the Faculty of Business's achievements and activities during the April–June 2026 period.

Throughout this quarter, our Faculty strengthened its global engagement through AACSB milestones, international conferences, high-impact research, AI-focused initiatives, industry collaboration, and academic events. We also celebrated outstanding faculty achievements, leadership appointments, and a growing culture of research excellence.

We thank our faculty, students, alumni, staff, and partners for their continued contributions as we advance our mission of educating responsible, innovative, and globally minded leaders.



About the E-Bulletin

Introduction

It is my pleasure to present the third volume of the Özyeğin University Faculty of Business E-Bulletin, highlighting the key achievements and activities of our Faculty during the April–June 2026 period.

This edition reflects another productive quarter for our Faculty, marked by significant achievements in research, accreditation, international engagement, and academic collaboration. During this period, we celebrated the AACSB approval of our Continuous Improvement Review Accreditation Application, participated in international conferences, expanded our research activities, and strengthened our partnerships with industry through AI, entrepreneurship, and sustainability-focused events. We are also proud to celebrate the accomplishments of our faculty members and the continued growth of our academic community.

I sincerely thank our faculty, staff, students, alumni, and partners for their dedication and contributions. Together, we continue to strengthen the Faculty of Business as a globally connected, innovative, and impactful academic community.



Faculty Research & Scholarly Activity

Faculty Publications



Ayşe Çetinel, PhD / The Value of Experience-Centric Stores in Omnichannel Retail: a Multi-Method Approach at the Category Level.

- Çetinel, A., Kök, A. G., & Rooderkerk, R. P. (2024). The value of experience-centric stores in omnichannel retail: a multi-method approach at the category level. *Production and Operations Management*, 10591478261454766.
- <https://doi.org/10.1177/10591478261454766>

Volkan Yeniaras, PhD / Up and Cross-Selling to Uncivil Customers: The Dual Moderating Roles of Managerial Directives and Selling Approaches.

- Yeniaras, V., Cemali, M., & Altinigne, N. (2026). Up and cross-selling to uncivil customers: The dual moderating roles of managerial directives and selling approaches. *Journal of the Academy of Marketing Science*, 1-24.
- <https://doi.org/10.1007/s11747-025-01130-4>



Ceren Hayran Şanlı, Kıvılcım Döğlerlioğlu Demir, PhD / The speed-watching paradox: how accelerated viewing alters time perception and consumer behavior

- Hayran, C., & Demir, K. D. (2026). The speed-watching paradox: how accelerated viewing alters time perception and consumer behavior. *Journal of Business Research*, 215, 116345.
- 10.1016/j.jbusres.2026.116345



Business School Brown Bag Seminars

This section presents the Business School Brown Bag Seminars, which support faculty development by encouraging the dissemination of research, peer engagement, and scholarly dialogue in an informal setting.

Işıl Erol, PhD

Title: *Superstar wealth inequalities and the role of housing: a regional perspective from Britain.*



Eldar S. Saleh, PhD

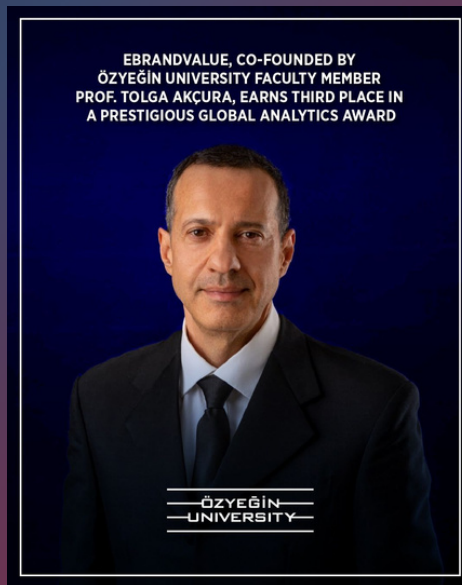
Title: *Capturing Value from Between-Cluster Ties: The Contingent Roles of Alliance Governance and Cluster Density with İrem Demirkan and Sebahattin Demirkan.*

eBrandValue Wins Third Place at Global Analytics Award

We are pleased to announce that eBrandValue, co-founded by Prof. Tolga Akçura has been awarded Third Place in the 2026 Innovative Applications in Analytics Award (IAAA) presented by INFORMS.

The award recognizes innovative analytics applications that create significant business and societal value, highlighting the successful translation of academic research into industry impact.

We congratulate Prof. Akçura and the eBrandValue team on this outstanding achievement and wish them continued success in their future endeavors.



Faculty Members Recognized as High-Performing Faculty

Congratulations to Prof. Ceyda Maden Eyiusta, Prof. İrem Demirkan, and Assoc. Prof. Mehmet Berk Ataman, who have been recognized among Özyeğin University's High-Performing Faculty Members for the 2025–2026 academic year.

We are proud of their outstanding contributions and wish them continued success.



Graduate School of Business Ranked Among Türkiye's Top Three Executive MBA Programs

The Graduate School of Business at Özyeğin University has been ranked among the top three Executive MBA programs in Türkiye in the QS Executive MBA Rankings 2026, published by Quacquarelli Symonds (QS). This achievement reflects the School's continued commitment to academic excellence, global standards, and leadership in executive education.

We congratulate everyone who contributed to this remarkable achievement and to the continued success of the Graduate School of Business.



Engagement, Events & Partnerships

Faculty Meetings Spring 2025–2026

The Faculty of Business held faculty meetings on April 1 and May 20, 2026, bringing faculty members together to discuss strategic priorities and ongoing initiatives. Key topics included organizational updates, curriculum development, AACSB continuous improvement efforts, research funding opportunities, committee activities, and preparations for the 22nd International Entrepreneurship Forum.

The meetings also highlighted progress in faculty development, social impact initiatives, AI integration in teaching and learning, graduate programs, and industry engagement, reaffirming the Faculty's commitment to academic excellence, collaboration, and continuous improvement.

ThoughtFront Continues with a Focus on Circular Business

From Circular Economy to Circular Transformation – May 2026

On May 7, 2026, the Faculty of Business and the Graduate School of Business hosted the latest session of the ThoughtFront: Conversations Shaping Business panel series at Swissôtel The Bosphorus, Istanbul. Moderated by Asst. Prof. Alptegin Albayraktaroğlu, the panel brought together academics and industry leaders to explore how circular economy principles can be translated into sustainable business transformation.

The discussion focused on leadership, organizational alignment, ecosystem collaboration, and policy support as key enablers of circular transformation. The event continued the ThoughtFront series' mission of fostering meaningful dialogue between academia and industry while addressing today's most pressing business challenges.

The poster is for the 'ThoughtFront: Conversations Shaping Business' series, specifically the session 'From Circular Economy to Circular Transition' held on May 7, 2026, from 18:00 to 21:00 at Swissôtel The Bosphorus. The language is English. The poster lists the following participants:

- MODERATOR:** Asst. Prof. Alptegin Albayraktaroğlu, Faculty Member, Ozyegin University.
- SPEAKERS:** Yasemin Surail, Director of Sustainability, F&B Group.
- PANELISTS:** Özde Atıç, Strategy and Sustainability Lead, Saracusan Ltd.; Assoc. Prof. Ebru Tekin Bilgili, Faculty Member, Ozyegin University.





OzU AI Research Series: Managing AI and Managing with AI

As part of the AI Research Seminar Series, Asst. Prof. Melike Fındıkoğlu and Prof. Ceyda Maden Eyiusta presented their research titled "Managing AI and Managing with AI." The seminar also featured Mehmet Salih Kabataş from Fibabanka, whose industry perspectives enriched the discussion on the evolving relationship between managers and artificial intelligence.

The event fostered an engaging exchange between academia and industry, highlighting the opportunities and challenges AI presents for managerial work and organizational decision-making.



OzU–IWI Women Entrepreneurship Workshop Series Concludes

The Faculty of Business organized the closing event of the OzU–IWI Women Entrepreneurship Workshop Series, titled "From Story to Visibility: Spotlight on Women Entrepreneurs." The event brought together women entrepreneurs, NGO partners, and representatives from partner institutions to celebrate entrepreneurial journeys and strengthen collaboration.

Through workshops, panel discussions, and interactive sessions, participants explored the importance of visibility, inclusion, and collective impact. The event also showcased initiatives developed throughout the year in collaboration with women entrepreneurs, reinforcing the Faculty's commitment to inclusive entrepreneurship and social impact.

We extend our sincere thanks to Asst. Prof. Bochra Idris and Asst. Prof. Hannah Wen for organizing this inspiring initiative, as well as to Prof. İrem Demirkan and Vice Dean Asst. Prof. Ahmet Murat Fiş for their insightful presentations and valuable contributions to the success of the event.



Faculty Participation in Academic Conferences and Events

Our faculty members participated in national and international academic events between April and June 2026.

Berk Ataman, PhD

EMAC Spring Conference 2026, 2 – 5 June 2026 Bath / UK.

The 5th annual “Social & Innovation Marketing Lab” Workshop, 8 – 11 June 2026 Toulouse / France

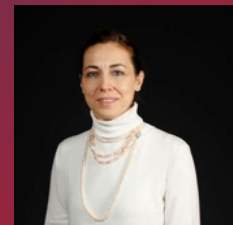


Gözde Çörekçioğlu İshakoğlu, PhD

7th Workshop on the Economics and Politics of Migration, 26 May – 1 June, 2026 Rome / Italy.

Nagihan Çömez Dolgan, PhD

European Technology & Operations Management Day 2026, 7 – 8 June, 2026 Tilburg / Netherlands.



Kivılcım Döğertlioğlu Demir, PhD

London Business School, 28 June – 3 July, 2026 London / UK.

Zeynep Müge Güzel, PhD

2026 AMA Global Marketing Conference 27 – 30 May, 2026 Nice / France.



Business School External Research Seminars

External Research Seminar series, where distinguished scholars from other institutions share their research and engage in academic exchange with our faculty during the Spring 2026 semester.

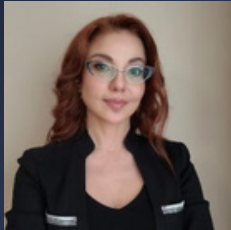


Farid Hüseyinov, PhD / Gebze Technical University

Title: *Proactive Cybersecurity: Mapping Personality Traits to Social Engineering Vulnerabilities.*

Oğuz Ersan, PhD / Kadir Has University

Title: *Ghost Liquidity in a Single-venue Market.*



Evrim Akdoğan, PhD / Sabancı University

Title: *The Value of ESG Transparency: Investor Reaction to the Repeal of SEC Disclosure Rule.*

Abdurrahman Aydemir, PhD / Sabancı University

Title: *Firm-Level Impacts of Disasters and Their Propagation Through Supply Chains.*



Eva Raiber, PhD / Aix-Marseille School of Economics

Title: *Fertility Constraints and Marriage Outcomes in Competitive Marriage Markets.*

Cevat Giray Aksoy, PhD / King's College London

Title: *Innovation Zones, Technological Upgrading, and Firm Productivity.*



Mehmet Fatih Ulu, PhD / Koç University

Title: *Collateral Shocks, Credit Cycles, and the Role of State-Owned Banks.*

Sinan Ertemel, PhD / Istanbul Technical University

Title: *Matching with Ordered Objects: Fairness Beyond Priorities.*



Paul Vaaler, PhD / University of Minnesota

Title: *Reverse Regulation? Credit Rating Agencies, Elections, and Incumbent Government Borrowing.*

Onur Bodur, PhD / Concordia University

Title: *Lonely Heart Grows Cold: Does Loneliness Reduce Choice of Socially Responsible Products Benefiting Others?*



Rifat Kamaşak, PhD / University of Reading

Title: *Opportunity Creation in the Shadow of Adversity: Effectuation, Bricolage and Mixed-Embeddedness among Refugee Entrepreneurs.*

Chris M. Bell, PhD / York University

Title: *When Does Justice Matter? Followers, Reciprocity, and the Co-Construction of Leadership.*



Ayşegül Toptal Bilhan, PhD / The University of Texas at Dallas

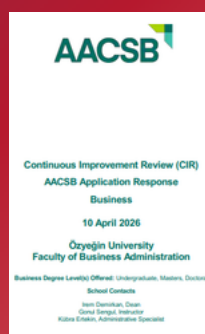
Title: *Sustainability in Teaching and Research.*

AACSB CIRAF Approval

We are pleased to announce that the Faculty of Business has received approval from AACSB for its Continuous Improvement Review Business Accreditation Application (CIRAF) submission.

In its official communication, AACSB acknowledged and appreciated the Faculty's continued commitment to the Continuous Improvement process and accreditation standards. This milestone reflects the collective efforts of our faculty, staff, and stakeholders in advancing academic quality, strategic development, and continuous improvement initiatives.

We thank everyone who contributed to this important achievement and to the Faculty's ongoing AACSB accreditation journey.



Faculty Representation at AACSB ICAM Conference 2026

We are pleased to share that Prof. İrem Demirhan presented the Özyeğin University Faculty of Business at the AACSB International Conference and Annual Meeting (ICAM 2026), held in Seattle, USA, from April 13–15, 2026.

The conference brought together business school leaders, academics, and accreditation professionals from around the world to discuss current trends, strategic priorities, and the future of management education.



Library Training on Databases, Research Tools & Academic Support

On April 8, 2026, the Faculty Development Committee organized a Library Training on Databases, Research Tools & Academic Support for faculty members.

The session introduced participants to the University Library's databases, research tools, and academic support services, highlighting resources that can strengthen research and teaching activities. Incoming faculty members were also invited to attend, helping them become familiar with the University's research infrastructure and support services from the beginning of their academic journey.



**ENHANCING YOUR RESEARCH
WITH OZU LIBRARY**
Databases, Research Tools &
Academic Support
Instructor:
Duhan Torlak
Reference & Information Literacy Services
Associate Manager
Topic Highlights

-  **Databases & Datasets**
 - WRDS, Bloomberg, LSEG, Statista & more
-  **Academic Publications & Research**
 - Web of Science and Scopus
 - Researcher profiles (ORCID, ResearcherID)
 - Library support for Annual Reports and Academic CVs
-  **Open Access**
 - Institutional Repository (eResearch)
 - Open access publishing & APC agreements

Scan to join the session
08 APRIL 2026
14.00-15.00
AB2-030 Atakan Yalçın
Bereşli

This session will be hybrid and recorded.

Hosting the 22nd International Entrepreneurship Forum

The Özyeğin University Faculty of Business and the Center for Entrepreneurship will host the 22nd International Entrepreneurship Forum (IEF) on September 14–16, 2026, under the theme "Entrepreneurship, Values and Wellbeing in the Age of AI."

The Forum will bring together leading scholars, researchers, practitioners, and policymakers from around the world to explore the evolving role of entrepreneurship in an AI-driven era. By hosting this internationally recognized event, the Faculty of Business reinforces its commitment to advancing entrepreneurship research, innovation, and global academic collaboration.



Graduate School of Business Alumni Reunion 2026

On April 11, 2026, the Graduate School of Business hosted its annual EMBA, MBA, and FERM Alumni Reunion, bringing together current students and alumni under the theme "Thriving in an Age of Geopolitical Transformation."

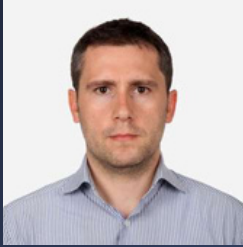
The event opened with a keynote address by Özgür Günaydın, CEO of Borusan, followed by a talk by Visiting Professor Wim Vanhaverbeke and an interactive workshop led by Prof. Melsa Ararat. The reunion provided an excellent opportunity for participants to reconnect, exchange experiences, and engage in discussions on the challenges and opportunities shaping today's global business environment.

We sincerely thank our distinguished speakers for their valuable contributions and for making the event a memorable experience for our students and alumni.



People & Community

Administrative Appointments



Effective June 1, 2026, Dr. Seçkin Özbilen has been appointed as the AACSB Coordinator. In this role, he will lead the coordination of the Faculty's AACSB accreditation efforts and support preparations for the upcoming Continuous Improvement Review.

The Faculty also extends its sincere appreciation to Dr. Gönül Şengül for her dedicated service as AACSB Coordinator and for her valuable contributions to advancing the Faculty's accreditation processes. We thank Dr. Şengül for her commitment and congratulate Dr. Özbilen on his new role.



We are pleased to announce that Asst. Prof. Gözde Çörekçioğlu Ishakoğlu has been appointed as the Director of ÖzÜ WISE – Center for Work, Inclusion, and Social Equity.

We warmly congratulate Asst. Prof. Çörekçioğlu Ishakoğlu on this appointment and wish her every success in her new role.



We are pleased to welcome Nazlı Şimşek Gürlük as the Professional Programs Manager at the Graduate School of Business. We look forward to her contributions in strengthening executive education, corporate engagement, and professional programs, and wish her every success in her new role.

Administrative Staff Promotions



Mine Mut has been promoted to Faculty Administrative Manager at the Faculty of Business. We congratulate Mine Mut on this well-deserved promotion and wish her continued success in her new role.



Ülkü Köknel has been promoted to Administrative Manager at the Graduate School of Business. We congratulate Ülkü Köknel on this well-deserved promotion and wish her continued success in her new role.



Beyhan Özçınar has been promoted to Faculty Associate Manager at the Faculty of Business. We congratulate Beyhan Özçınar and wish her every success in her new position.



Nazlı Çotur has been promoted to Administrative Associate Manager at the Graduate School of Business. We congratulate Nazlı Çotur and wish her every success in her new position.



Gözde Şirin Çavdar has been promoted to Faculty Associate Manager at the Faculty of Business. We congratulate Gözde Şirin Çavdar on her promotion and wish her continued success in her new role.



Elif Şahinkaya has been promoted to Senior Specialist at the Graduate School of Business. We congratulate Elif Şahinkaya on this well-deserved promotion and wish her continued success in her new role.

Faculty Members Receive Outstanding Achievement Awards

We are proud to announce that Asst. Prof. Aybike Mergen and Dr. Seçkin Özbilen have been recognized with Özyeğin University's 2025–2026 Outstanding Achievement Awards.

Asst. Prof. Aybike Mergen received the Outstanding Achievement in Research Award for the Faculty of Business, while Dr. Seçkin Özbilen was honored with the Outstanding Achievement in Education and Teaching Award. These awards recognize their outstanding contributions to research excellence and teaching, reflecting two of the Faculty's key strategic priorities.

We warmly congratulate both colleagues on their well-deserved achievements and wish them continued success.



Following the Faculty Meeting on May 20, 2026, the Faculty Development Committee (FACDEV) organized a Research Social, bringing faculty members together to connect, exchange research ideas, and strengthen collaboration across the Faculty.

Although originally planned as an outdoor gathering, the event was moved indoors due to weather conditions. Through informal conversations and the Curiosity Roulette networking activity, colleagues had the opportunity to build new connections while celebrating the end of a successful academic year.

We thank the Faculty Development Committee and everyone who contributed to organizing this enjoyable event and fostering our vibrant faculty community.



