



ISTANBUL AYDIN UNIVERSITY

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES E-BULLETIN



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FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

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- Economics and Finance (Tur)
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- Business Administration (English)
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- Accounting and Financial Management (Tur)
- Political Sciences and International Relations (English)
- International Trade and Finance (English)



DEAN'S OFFICE ACTIVITIES

Project Approval

9 faculty members in the Faculty of Economics and Administrative Sciences had a total of 13 projects approved for funding by TÜBİTAK under the 2024-1st Term TÜBİTAK 2209-A Student Project Scheme.





DEAN'S OFFICE ACTIVITIES

Event

Dean Prof. Dr. Celal Nazım İREM, his vice deans, and faculty members attended the “The Trump Era and Trade Wars” event organized by the Aydın Policy Platform on April 18, 2025.

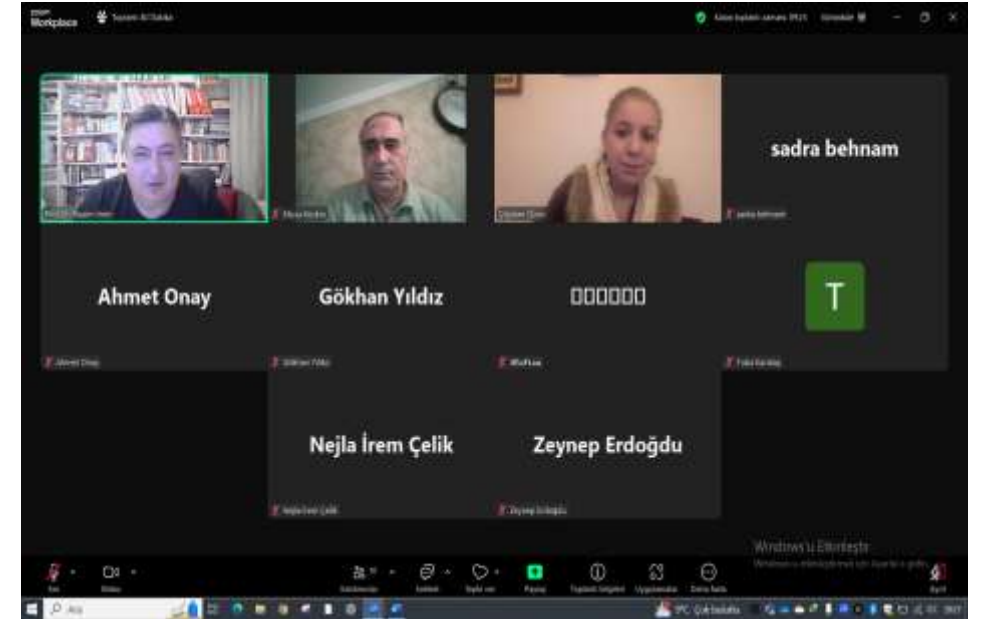




DEAN'S OFFICE ACTIVITIES

Meeting

Dean Prof. Dr. Celal Nazım İREM and the vice deans held their monthly meeting with class and department student representatives on April 24, 2025.

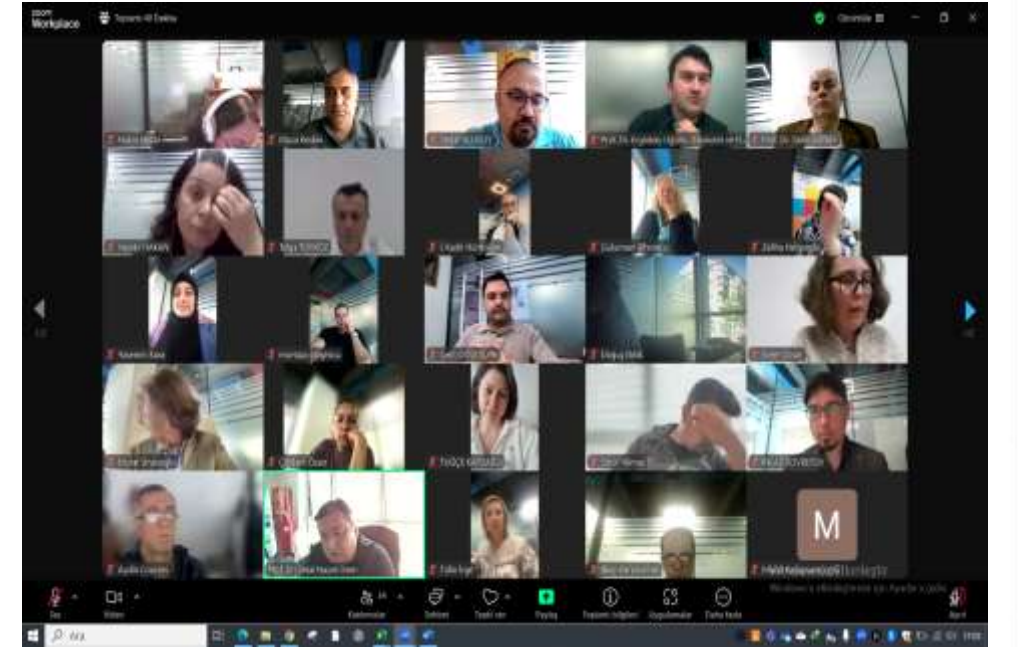




DEAN'S OFFICE ACTIVITIES

Meeting

An evaluation meeting on assessing the learning outcomes of the Fall 2024–2025 term courses through examinations was held under the chairmanship of our Faculty Dean Prof. Dr. Celal Nazım İREM, on April 22, 2025, with the participation of faculty members.





ECONOMICS AND FINANCE (TUR)

Research Article

Asst. Prof. Dr. Musa KESKİN's article entitled "The Impact of Human Capital on Economic Growth: A Johansen Cointegration Analysis for Turkey" was published in the International Journal of Economics and Innovation.

Uluslararası Ekonomi ve Yenilik Dergisi, 11 (1) 2025, 19-42

International Journal of Economics and Innovation, 11 (1) 2025, 19-42

<https://doi.org/10.20979/ueyd.1612176>

Beşerî Sermayenin Ekonomik Büyümeye Etkisi: Türkiye İçin Bir Johansen Eşbütünleşme Analizi

Araştırma Makalesi /Research Article

Musa KESKİN¹

ÖZ: Klasik üretim faktörlerinin günümüzdeki ekonomik büyümeyi yeterince açıklayamaması, büyüme teorileri konusunda yeni çalışmaların artışına neden olmuştur. Bu kapsamda geliştirilen içsel büyüme teorileri içerisinde beşerî sermayenin ekonomik büyüme sürecinde büyük önemi bulunmaktadır. Bu çalışmanın amacı Türkiye'de beşerî sermayenin ekonomik büyüme üzerine etkisini 1995Q1-2023Q4 dönemi için incelemektir. Çalışmada ekonometrik model olarak Johansen Eşbütünleşme Analizi kullanılmıştır. Araştırma sonucunda; yüksek öğretimde okullaşma ve üniversite mezunu istihdam oranının artmasının büyüme uzun dönemde pozitif etkilerken, MEB ve YÖK bütçelerinin genel kamu bütçesi içindeki payının artmasının büyüme etkisinin istatistiki olarak anlamsız olduğu bulgusuna ulaşılmıştır.

Anahtar Kelimeler: Beşerî Sermaye, Ekonomik Büyüme, Eşbütünleşme Analizi

The Effect of Human Capital on Economic Growth: A Johansen Cointegration Analysis for Türkiye

ABSTRACT: The inability of classical production factors to adequately explain current economic growth has led to an increase in new studies on growth theories. Within this



ECONOMICS AND FINANCE (ENG)

TV Broadcast

Asst. Prof. Dr. Elif KAYA appeared as a guest on CNN Türk, TV100, and TV Net economics programs in April, offering insights on the U.S.–China trade wars and current economic developments.





ECONOMICS AND FINANCE (ENG)

Event

Asst. Prof. Dr. Elif KAYA participated in the event organized by the Aydın Policy Platform with her presentation titled “The Trump Era and Trade Wars.”





ECONOMICS AND FINANCE (ENG)

Training

Asst. Prof. Dr. Elif KAYA served as an instructor in the Bureaucracy School program organized by the Foreign Policy Institute.





ECONOMICS AND FINANCE (ENG)

Training

Asst. Prof. Dr. Elif KAYA provided training to participants as part of the 30th Internship Program organized by the Foreign Policy Institute.





ECONOMICS AND FINANCE (ENG)

Training

Asst. Prof. Dr. Elif KAYA delivered training on “Project Proposal Writing” to participants in the training program organized in collaboration with Sova Academy.



AB VE TÜBİTAK
İÇİN
PROJE YAZMA
EĞİTİMİ
Dr. Öğr. Üyesi
Elif KAYA

TOPLAM 5 SAATLİK EĞİTİM
2 GÜN, 2 DERS HALİNDE
PRATİK ODAKLI ANLATIM
DERS KAYDINI DAHA SONRA İZLEME İMKANI

1. DERS		21.04.2025 PAZARTESİ		SAAT 19:30
2. DERS		22.04.2025 SALI		SAAT 19:30

Kontenjan Sınırlı ve
Ücretlidir

akademisova@gmail.com
[akademisova](https://www.instagram.com/akademisova)

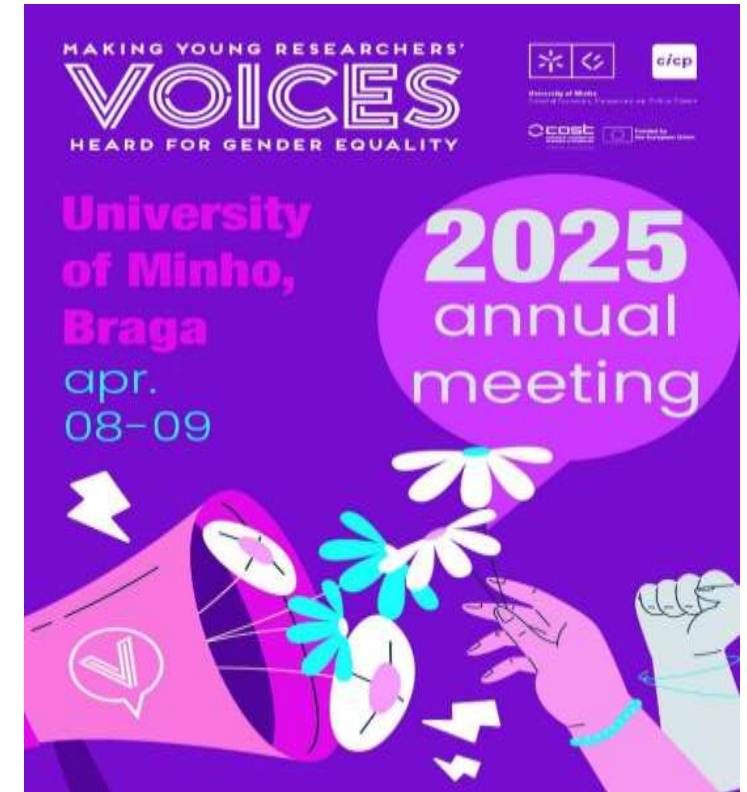
SOVA
AKADEMİ



ECONOMICS AND FINANCE (ENG)

Participation

Asst. Prof. Dr. Elif KAYA attended the annual meeting held under the VOICES project of the EU COST Action, of which she is a member.





ECONOMICS AND FINANCE (ENG)

Participation

Prof. Dr. Erginbay UĞURLU, Head of the Economics and Finance (English) Department, attended the department seminar for TOBB Social Sciences High School students.

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ÜNİVERSİTESİ

CANAKKALE
SBL
SOSYAL BİLİMLER LİSESİ

"İstanbul Aydın Üniversitesi" ve
"TOBB Sosyal Bilimler Lisesi"

**ÖĞRENCİLERE
YÖNELİK BÖLÜM
TANITIM
SEMİNERLERİ**

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14-16 Nisan 2025

zoom

YÖNETİM BİLİŞİM
SİSTEMLERİ BÖLÜMÜ
Dr. Öğretim Üyesi
Muhammed Talha
IAU Uygulamalı Bilimler

14 Nisan 2025

EKONOMİ VE FİNANS BÖLÜMÜ
Prof. Dr. Erginbay UĞURLU
IAU İktisadi ve İdari Bilimler Fakültesi
15 Nisan 2025 10.05



ECONOMICS AND FINANCE (ENG)

Participation

Prof. Dr. Erginbay UĞURLU attended the YÖKAK STAR accreditation monitoring meeting.





AVIATION MANAGEMENT (ENG)

Participation

With contributions from Lecturer Dr. Özlem Munise KAYNAK, our department organized the seminar “Aviation Management Best Practices: Turkish Airlines,” featuring Dr. Zülcenah ŞAHİN as speaker, on Monday, April 21.





BUSINESS ADMINISTRATION (TUR)

Event

Prof. Dr. Salih GÜNEY served as session chair at the 2nd International FİLYOS Sustainable Development and Logistics Congress held in Zonguldak on April 17–19, 2025.





BUSINESS ADMINISTRATION (TUR)

Event

Assoc. Prof. Dr. N. Tülin İRGE attended the department seminar at Beylikdüzü Özel Oğuzkaan College on April 30, 2025, and gave a presentation on the Business Administration program to senior high school students from 1 PM to 4 PM.





BUSINESS ADMINISTRATION (TUR)

Event

Asst. Prof. Dr. Adil Salepçioğlu organized and led the “Banking – CRM and Effective Communication Seminar” for business students on April 9, 2025. The seminar covered practical CRM and communication techniques in the banking sector.





BUSINESS ADMINISTRATION (TUR)

Event

A webinar titled “Talent Management in Terms of Quality Education” was delivered to business students on April 21, 2025, by Gülşah AKHAN (House of Human, Career Development Manager), coordinated by Asst. Prof. Dr. Adil SALEPÇİOĞLU. The session covered the importance of talent management, its relationship with educational quality, and its reflections in corporate practice.





BUSINESS ADMINISTRATION (TUR)

Event

On April 30, 2025, Beşir Kemal USTAOĞLU (TABA-AmCham High Advisory Board Member)—coordinated by Asst. Prof. Dr. Adil SALEPÇİOĞLU—led a seminar for business students titled “Global Change and Succeeding in a VUCA World.” The session covered strategies for individual and organizational success in a world defined by volatility, uncertainty, complexity, and ambiguity.





BUSINESS ADMINISTRATION (ENG)

Event

Asst. Prof. Dr. Podoaba LUCIA (Babeş-Bolyai University, Romania), visiting under Erasmus staff mobility, presented her work “Artificial Intelligence Applied in Accounting” to students in Asst. Prof. Dr. Hülya Boydaş HAZAR’s MFY 194 Financial Accounting II class.





BUSINESS ADMINISTRATION (ENG)

Research Article

Asst. Prof. Dr. Nourhan ELBAYAA's article titled "Categorization of Digital Transformation Barriers in Higher Education Institutions in the Middle East and Their Impact on UN Sustainable Development Goals: A Systematic Literature Review" was published in Edelweiss Applied Science and Technology Journal (Scopus Indexed – Q3).

Edelweiss Applied Science and Technology

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Digital transformation obstacles categorization in higher education institutions in the middle east and its effect on the UN sustainable development goals: A systematic literature review

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Abstract: The operations and curriculum of higher education institutions are undergoing significant changes and challenges in the ME region. These significant changes are being driven by a number of factors and are not allowing this sector to achieve sustainability goals. The Sustainable Development Goals (SDGs) have a strong link to the use of digital transformation, especially in higher education, and those goals could be achieved with the use of digital technologies (SDG 4). Therefore, students use digital tools to enhance their learning, which include a variety of tools chosen to incorporate formalized learning environments in higher education instruction. In this article, we identify those challenges based on a systematic literature review. The study identifies hurdles to digital transformation in higher education in the ME area, including internal and external issues. Furthermore, the paper demonstrates how to employ digital transformation approaches to achieve one of the 17 Sustainable Development Goals set forth by the UN and links the usage of digital transformation in ME area higher education institutions with these goals. The study provides a full understanding of impediments, allowing for effective tactics and solutions. This research article identifies the six main obstacles that face digital transformation in higher education institutions in the Middle East area, then categorizes them into five categories. Furthermore, this article identifies the role of digital transformation in achieving SDG 4, which is the quality of education in HEIs in the ME. Higher education institutions are complex, and in such an area as the Middle East, it is not easy to implement any transformation, especially digital transformation, due to numerous challenges in this area. Based on a systematic literature review, we identify such challenges in this study. The article finds both internal and external barriers to the digital transformation of higher education in the ME region. Additionally, the study ties the use of digital transformation in higher education institutions in the ME area with the 17 Sustainable Development Goals established by the UN and shows how to use digital transformation methodologies to accomplish one of these goals. Effective strategies and solutions are made possible by the study's thorough comprehension of the obstacles.

Keywords: Categorization, Digital transformation (DT), Higher education institutions (HEIs), Middle east region (ME), Obstacles, Sustainable development goals (SDGs).



BUSINESS ADMINISTRATION (ENG)

Training

Asst. Prof. Dr. Nourhan ELBAYAA, serving as a UNDP consultant, led a training session at the Long-Term Climate Change Strategy (LTS) Workshop held at UNDP's Ankara office.





PUBLIC ADMINISTRATION

Training

Prof. Dr. Levent ÜRER, Chair of the Department, provided training on April 16, 19, and 21 at the event for Syria-based NGOs organized by the International Federation of Civil Society Organizations (ULFED).





PUBLIC ADMINISTRATION

Event

Prof. Bilen IŞIKTAŞ chaired a panel titled “Music in Light of Cultural and Art Policies during the Early Republican Period” at the Public Administration Department’s event on April 22, 2025.





PUBLIC ADMINISTRATION

Training

Asst. Prof. Dr. Burak GÖKALP trained staff of the International Federation of Civil Society Organizations (ULFED) on using artificial intelligence in advocacy.

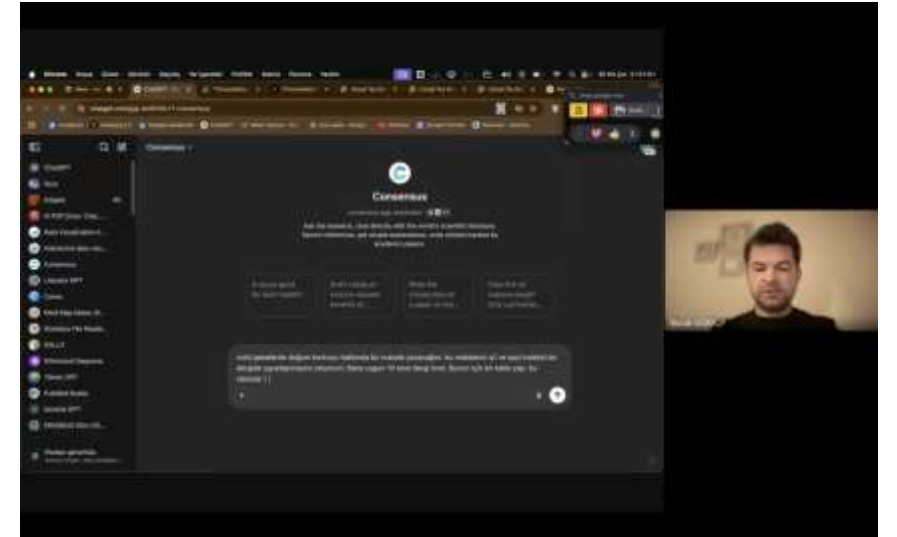




PUBLIC ADMINISTRATION

Training

Asst. Prof. Dr. Burak GÖKALP provided AI training for academics.





PUBLIC ADMINISTRATION

TV Broadcast

Asst. Prof. Dr. Özgür TÖR appeared in April on A Haber, Ekol TV, Flash Haber, Halk TV, Sözcü TV, TV Net, KRT, Tele 1, Ulusal Kanal, TV 100, Russia Today, and ARB 24, providing commentary on foreign policy and strategic issues.





ACCOUNTING AND FINANCE MANAGEMENT

Project

Under the “Practice Workshop-I for Accounting and Financial Management” course led by Prof. Dr. Gülümser ÜNKAYA, eight TÜBİTAK proposals were drafted and submitted. Among these group projects, the proposal entitled “AI-Supported Educational Platform for Lifelong Financial Literacy,” prepared by our students Selcan YILMAZ and Nurgül DEMİR under the supervision of Research Asst. Beyza BOZKIR, was selected for funding by the TÜBİTAK 2209-A University Students Research Projects Support Program.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Assoc. Prof. Dr. Mehmet Cem Oğultürk appeared on NTV, Flash Haber and Haber TÜRK in April to share his views on current affairs and foreign policy.

((●)) CANLI YAYIN IAU BASIN

DOÇ. DR.
MEHMET CEM OĞULTÜRK

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

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POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Asst. Prof. Dr. Murat JANE appeared on NTV, Flash Haber and Haber TÜRK in April to share his views on current affairs and foreign policy.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Asst. Prof. Dr. Filiz KATMAN appeared live on Haber TURK, TV 24, A Para and A Haber in April to share her views on current affairs.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

Column

Asst. Prof. Dr. Filiz KATMAN, regularly writes a column every week on Mondays and Fridays in Star Newspaper.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Asst. Prof. Dr. Hazar VURAL appeared as a live guest on GZT, NTV, TRT Radyo 1, Haber Türk, CNNTÜRK, and Haber Global in April to share her insights.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Asst. Prof. Dr. Canan TERCAN appeared as a live guest on TVNET, TV100, CNN TÜRK, EKOTÜRK, Flash Haber, and A Haber in April.





POLITICAL SCIENCE AND INTERNATIONAL RELATIONS (ENG)

TV Broadcast

Asst. Prof. Dr. Canan TERCAN hosts and moderates a live program every Thursday on Ekotürk TV.





INTERNATIONAL TRADE AND FINANCE (ENGLISH)

Event

Dr. Tayfun Tuncay TOSUN spoke on the “Trump Era and Trade Wars” panel organized by the Aydın Policy Platform.





INTERNATIONAL TRADE AND FINANCE (ENGLISH)

Science Board Membership

Prof. Dr. Akın MARŞAP will serve as a Scientific Committee Member at the International Economics, Finance, and Business Congress to be held in partnership with Fırat University and Sivas Cumhuriyet University on May 15–17.






INTERNATIONAL TRADE AND FINANCE (ENGLISH)

Research Article

Prof. Dr. Akin MARŞAP's paper titled "Competition Strategies and New Trends in World Trade: Culture, Digitalization, Regionalization, Geopolitical Risks and Sustainability" was published in the ISRG Journal of Economics, Business & Management.

**ISRG Journal of Economics, Business & Management
(ISRGJEBM)**



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**COMPETITION STRATEGIES AND NEW TRENDS IN WORLD TRADE: “Culture,
Digitalization, Regionalization, Geopolitical Risks and Sustainability”**

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