



BAU

BAHÇEŞEHİR
UNIVERSITY

SDG 8: DECENT WORK AND ECONOMIC GROWTH



2023-2024

BAU AT A GLANCE

Since its foundation in 1998, the vision of BAU has been to be a global university known for its contribution to scientific, technological, and cultural knowledge through innovative education models and research approaches that reflect international standards as well as service to society. Currently, BAU Global Network comprises of 6 universities (Istanbul, Washington D.C., Berlin, Cyprus, Batumi, Plymouth), 5 liaison offices (BAU Global Azerbaijan, Jordan, Uzbekistan, Mongolia, Pakistan) and 5 language schools.

As one of the leading universities in Türkiye, BAU aims primarily to improve the living standards of the local and global society by integrating the sustainable development goals into its corporate processes and culture, educational programs, academic research practices and stakeholder collaborations. BAU with its staff members, students and alumni is a big academic community who are raised as good global citizens committed to each other and the world around them and always act with the utmost sense of ethics and social responsibility.

BAU WITH NUMBERS

- 7 campuses in Istanbul
- 10 faculties, 1 conservatory, 2 vocational schools
- 54 BA programs, 187 MA programs, 30 PhD. programs
- 28 research and application centers
- 149 labs, workshops/studios, incubation centers
- 229 Erasmus partner universities, 96 world exchange partners
- 854 full-time faculty members, 449 administrative staff members
- 19.287 undergraduate students, 3.500 graduate students, 478 doctora degree students
- 81 student clubs
- 238 externally funded projects between 2023-2024
- 410 industry partnerships & projects between 2023-2024

BAU IN THE TIMES HIGHER EDUCATION

BAU participates in the Times Higher Education (THE) Impact Rankings since 2019. According to the current rankings, BAU belongs to the 801-1000 band in the World University Rankings, 59th in the Impact Rankings and the 173th in the Young University Rankings 2024. Also, BAU is ranked among the top 5 universities in Türkiye.

The university continuously increases its standing in categories related to the UN Sustainable Development Goals. As of 2025, BAU holds the following standings in the THE Impact Rankings;

- 7 th in Quality Education
- 50 th in Peace, Justice and Strong Institutions
- 2nd in Gender Equality
- Ranks between 101-200 in Reducing Inequalities
- Ranks between 201-300 in Industry, Innovation and Infrastructure
- Ranks between 401-600 in Sustainable Cities and Communities

The University takes the above-mentioned rankings as evaluation criteria for progress regarding its adherence and contribution to the UN Sustainable Development Goals and will continue to report its advancement in the rankings on a yearly basis.

Advancing Decent Work and Economic Growth through Education, Research, and Industry Partnerships

Bahçeşehir University (BAU) demonstrates a comprehensive and enduring commitment to promoting sustainable, inclusive, and innovation-driven economic growth. This commitment extends far beyond its specialized centers, encompassing the collective efforts of its faculties, research units, and strategic partners working together to strengthen the link between education, employability, and development.

Through its diverse ecosystem—including the Financial Research and Application Center (BFRC), the CO-OP Education Model, and numerous faculty-led programs—BAU integrates academic excellence with practical experience. The university regularly hosts seminars, workshops, and conferences on topics such as entrepreneurship, financial literacy, digital transformation, innovation, and sustainable business. Its academic staff contribute to national and international policy discussions, participate in development commissions, and publish research that addresses issues of productivity, competitiveness, and labor market transformation.

By fostering cooperation between academia, public institutions, and the private sector, BAU enables students and researchers to engage in projects that advance financial innovation, support sustainable enterprises, and improve access to decent work opportunities. Across all these efforts—whether through the CO-OP Business Corner programs, faculty research projects, or international collaborations—BAU continually nurtures the next generation of professionals who can think critically, lead responsibly, and drive sustainable economic change. Bahçeşehir University (BAU) integrates the principles of Decent Work and Economic Growth (UN SDG 8) into its educational philosophy, research agenda, and community impact initiatives. Through innovative education models and a comprehensive entrepreneurship ecosystem, BAU ensures that students are not only academically prepared but also professionally empowered to contribute to sustainable economic development.

Integrating Education and Work: The CO-OP Education Model

Since 2008, Bahçeşehir University has implemented the CO-OP Education Model, designed to bridge the gap between higher education and the professional world. This model enables students to gain real-world experience through long-term internships while continuing their studies, fostering a smooth transition into employment after graduation.

Students participating in CO-OP, known as COOPERS, become active members of the workforce, learning to take initiative, engage in decision-making processes, and apply theoretical knowledge in practice. Partner companies benefit by identifying and hiring well-prepared graduates who already understand their operations and culture.

Through CO-OP, students find the right field and career direction before graduation—making the program a cornerstone of BAU's commitment to lifelong employability.

<https://coop.bau.edu.tr/>

Applied Learning in Communication: The Joint Education Model

The Joint Education Model in the Faculty of Communication extends BAU's hands-on learning philosophy by embedding students directly into the communication industry.

Partnering with 94 leading institutions, this model allows students to work three days a week for one semester, turning theoretical learning into professional experience across fields such as advertising, design, digital media, game development, and corporate communication.

At the end of the term, students' performance is jointly evaluated by the partner institution and their academic advisors. Their professional experience is credited toward two elective courses, strengthening both academic achievement and employability.

This integration of education and practice ensures that BAU communication students graduate with not only academic qualifications but also meaningful work experience and industry networks.

Empowering Innovation: BAU Entrepreneurship Ecosystem

BAU's entrepreneurial ecosystem, BAU HUB, nurtures startups and innovators through five interlinked programs – BAU HUB Incubation, BIZ Lab, BUG Lab Tekmer, EDU Lab, and Hub Belgium.

Together, these centers provide mentoring, funding guidance, office space, and international networking to turn innovative ideas into sustainable businesses.

- BAU HUB Incubation Center supports technology-based startups with personalized mentoring, office space, and commercialization support.
- BIZ Lab accelerates early-stage startups through business model development and product validation.
- BUG Lab Tekmer, certified by KOSGEB, positions BAU as a pioneer in Türkiye's independent gaming industry, offering incubation, education, and creative production opportunities.
- EDU Lab, in partnership with Bahçeşehir Uğur Educational Institutions (BUEK), focuses on educational technologies, helping ed-tech startups test and refine their innovations.
- Hub Belgium, located at KU Leuven Technoparc, acts as a gateway for Turkish entrepreneurs to scale their ventures into European markets.

<https://tto.bau.edu.tr/>

Through this multidimensional approach, Bahçeşehir University reaffirms its strong commitment to SDG 8 by promoting quality education, employment, and innovation as the foundations of long-term prosperity. By equipping individuals with the skills, values, and global perspective needed for today's evolving economy, BAU continues to play a leading role in shaping an inclusive and resilient future of work.

Evidence-Based Policy and Social Impact: BETAM



The BAU Center for Economic and Social Research (BETAM) supports sustainable growth and decent work through rigorous, data-driven research on Türkiye's economic and social issues.

Comprising two main units – Economic Research and Social Sciences Research – BETAM evaluates labor markets, economic policies, education, regional disparities, and international relations, producing evidence-based policy recommendations shared with national and international audiences.

By contributing to informed policymaking and public debate, BETAM strengthens BAU's role as a knowledge hub for sustainable economic development.

<https://betam.bahcesehir.edu.tr/>

Bahçeşehir University Financial Research and Application Center (BFRC)



Established in 2013 under the Faculty of Economics, Administrative and Social Sciences, the Bahçeşehir University Financial Research and Application Center (BFRC) serves as a vital academic and professional bridge between theoretical finance education and real-world financial practice. The center was founded with a mission to train highly qualified professionals for the financial sector, enhance collaboration between academia, public institutions, and financial organizations, and develop advanced analytical and professional competencies in economics and finance.

By integrating academic research, industry collaboration, and practical learning, the BFRC embodies Bahçeşehir University's commitment to advancing financial literacy, innovation, and sustainable economic development. Through its dynamic research, data analysis, and student-centered approach, the center continues to strengthen the link between education and the evolving needs of both national and international financial markets.

<https://bfrc.bau.edu.tr/>

Bahçeşehir University's BAU CO-OP Initiatives

Bahçeşehir University's BAUCOOP Business Corner initiative serves as a dynamic bridge between academia and industry, empowering university students to build professional skills and prepare for the future of work. Through a series of seminars, workshops, and panel discussions featuring leading industry experts, the program promotes sustainable employability, entrepreneurship, and innovation-driven career development. Participants engage with professionals from diverse sectors, gaining practical insights into leadership, entrepreneurship, digital transformation, financial literacy, and sustainable business models. These sessions not only strengthen students' readiness for the labor market but also encourage creative problem-solving and responsible decision-making in professional contexts.

By equipping young people with the skills and networks necessary for meaningful employment, Business Corner directly supports SDG 8 by fostering inclusive and sustainable economic growth and quality employment opportunities. At the same time, it contributes to SDG 1 by reducing inequalities in access to professional development, empowering students from all backgrounds to achieve upward mobility and long-term economic resilience.

During the 2023–2024 academic year, the CO-OP Unit organized 15 Business Corners and 35 Business Points, engaging hundreds of students with more than fifty national and international companies. While Business Corners focus on interactive seminars and thematic panels with multiple speakers, Business Points are one-on-one career sessions offering personalized feedback and guidance from HR professionals. Together, they provide complementary learning environments—one collective and exploratory, the other individual and strategic—ensuring students receive both broad sectoral awareness and tailored career development support.

<https://coop.bau.edu.tr/>

Business Corners

Business Corners are designed as open-format seminars where representatives from the corporate world share their experiences on topics such as sustainability, innovation, leadership, and digital transformation.

In 2023–2024, 32 Business Corner sessions were held with companies including Publicis Global Delivery, Penti, Orion Innovation, Dinçer Lojistik, Oyak Renault, UNICEF, Takasbank, TAB Gıda, Hilton, and Doğuş Group. These events encouraged interactive dialogue between students and industry experts, providing a platform to discuss changing business ecosystems, sustainable management practices, and career expectations in the modern labor market.

By connecting theory with real-world practice, Business Corners help students develop analytical thinking, adaptability, and entrepreneurial mindsets—competencies essential for sustained productivity and responsible professional engagement.

BUSINESS CORNER



Canan Becanak
İkinci İnsan Kaynakları Uzmanı



Barış Hızal
YAZILIM & ÇÖZÜM
DÖĞRÜLAMA VE KALİTE
MÜDÜRÜ



Seda Tatlı
İnsan Kaynakları Uzmanı

SEMİNER

Dünden Bugüne Hücreli
Haberleşme Sistemi, 5G ve
Nesnelerin İnterneti

15:00-17:00 | 12.10.2023

Orion
Innovation

CO-OP
KAMPÜSÜŞYERİM



BUSINESS CORNER



EYLÜL YAVUZTÜRK BİLGİN
Human Resources Officer
İnsan Kaynakları Uzmanı

SEMİNER

WORK LIFE IN UNICEF

15:30-16:30 18.04.2024
CO-OP BUSINESS CORNER

CO-OP
KAMPÜSÜŞYERİM



BUSINESS CORNER

SEMİNER

CAREERS@HILTON: KARIYER VE
GELECEK TASARIMI



AYLİN İLBAY

HILTON BOMONTI HOTEL & CONFERENCE CENTER
EĞİTİM VE GELİŞİM MÜDÜRÜ

5 ARALIK PERŞEMBE | 15:00-16:30

CO-OP BUSINESS CORNER

CO-OP
KAMPÜSÜŞYERİM

Hilton
GENELBİL BOMONTI
HOTEL & CONFERENCE CENTER



Business Points



Business Points constitute the individualized dimension of the CO-OP model. Each session features 20-minute one-on-one interviews between students and HR managers from partner firms.

Throughout 2023-2024, 34 Business Point meetings were conducted with companies such as Siemens, Shell, QNB Finansbank, CarrefourSA, Watsons, Danfoss, Polisan Holding, Akenerji, KPMG, Rebul, and Benetton. These interactions allowed students to receive personalized feedback on their CVs, interview performance, and career goals while directly exploring internship or employment opportunities.

By enabling early professional contact and customized mentoring, Business Points enhance students' employability and confidence, preparing them for inclusive and sustainable participation in the labor market.

Career Counseling



The Career Counseling component offers structured 30–45-minute individual or group sessions led by professional counselors. These sessions focus on self-discovery, strengths assessment, CV development, and interview simulations.

In 2024, hundreds of students benefited from these services, refining their professional profiles and gaining awareness of the competencies required in today's evolving work environment.

By providing equitable access to personalized career guidance, BAU ensures that all students—regardless of background—can identify meaningful career paths and participate productively in the economy, thereby supporting inclusive and sustainable growth.

<https://coop.bau.edu.tr/kariyer-danismanligi/>

Career Counseling



The CO-OP Academy is an exclusive, merit-based training program targeting high-achieving juniors and seniors (GPA 3.0 and above). Conducted over ten sessions, it integrates workshops on personal branding, LinkedIn optimization, artificial intelligence in business, and leadership development.

In 2023–2024, 20 students were selected for the program, engaging directly with experts from Flormar, Microsoft, IGA, Philips, and Realpeople.

By cultivating leadership, digital literacy, and innovation-driven thinking, the CO-OP Academy nurtures a new generation of professionals capable of steering organizations toward long-term sustainability and competitiveness.

CO-OP Joint and Business Talks



The CO-OP Joint series features multinational collaborations, bringing together BAU students and global companies such as Divan, Philips, One World, and Orion Innovation.

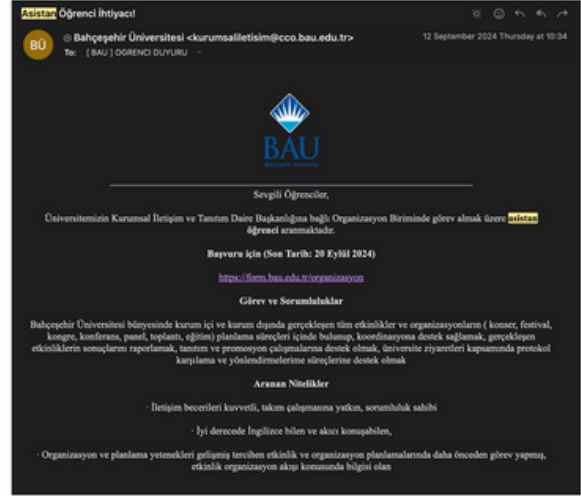
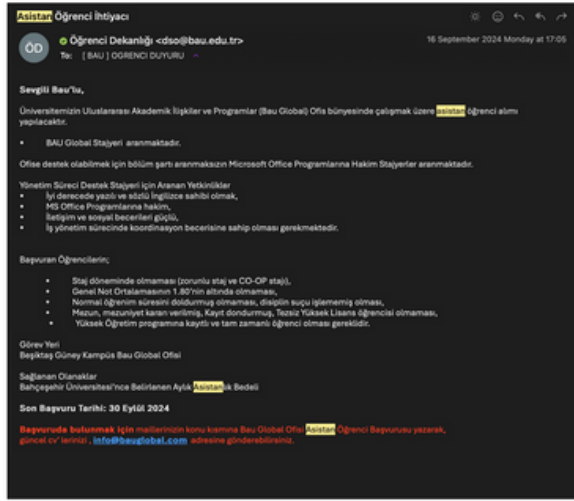
Complementing this, CO-OP Business Talks—hosted in partnership with Conrad Istanbul Bosphorus and IGA Academy—invite senior executives and academics to share expertise on corporate strategy, digital transformation, and leadership.

These dialogues strengthen cross-sector cooperation and expose students to international best practices, aligning academic training with the competencies demanded by global labor markets.

The 2023-2024 CO-OP programs exemplify Bahçeşehir University's holistic vision of education for employability, merging academic rigor with professional experience. Through its multifaceted structure—Business Points, Business Corners, Career Counseling, CO-OP Academy, and global partnerships—the university provides a transformative environment where students learn, innovate, and contribute to the economy responsibly.

By aligning its activities with the Sustainable Development Goals, particularly SDG 8 (Decent Work and Economic Growth) and SDG 1 (No Poverty), Bahçeşehir University continues to lead as a model institution for sustainable, inclusive, and future-ready higher education.

Empowering Students through On-Campus Assistantship Opportunities



Bahçeşehir University provides valuable on-campus assistantship opportunities that enable undergraduate students to gain professional experience while receiving financial support. These positions are regularly announced through university-wide emails, ensuring equal access for all eligible students. Selected assistants are placed in various academic and administrative departments according to institutional needs, where they contribute to the daily operations and ongoing projects of the University.

By offering paid part-time positions of up to 60 hours per month, Bahçeşehir University empowers its students to build financial independence and professional readiness while continuing their education. The compensation is determined by the University's guidelines and adjusted according to the total working hours. This initiative not only supports students facing economic constraints but also provides a structured environment for developing workplace competencies such as communication, organization, and teamwork.

Each student's schedule is arranged in harmony with their academic timetable, ensuring that participation in the assistantship program does not interfere with coursework or exams. Through this approach, the University promotes economic inclusion and social empowerment by helping students cover their educational expenses and reduce the financial burdens that may limit their learning experience.

Furthermore, these assistantship roles foster a sense of belonging and institutional engagement by allowing students to actively contribute to their university community. By combining educational opportunity with financial support, Bahçeşehir University reinforces its mission to create equitable pathways for students to thrive both academically and economically.

This initiative also contributes to SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth) by integrating learning with earning opportunities and strengthening students' transition from education to employment.

BrandFest: The Future of Brand Stories Summit at Bahçeşehir University (7 May 2024)



Hosted at Bahçeşehir University's Beşiktaş South Campus, BrandFest: The Future of Brand Stories Summit brought together industry leaders, academics, and creative professionals to discuss the future of branding at the intersection of artificial intelligence, sustainability, creativity, and digital transformation.

The summit featured panel discussions, keynote sessions, and workshops exploring topics such as emerging marketing trends, sustainable branding strategies, circular economy practices, and corporate social responsibility. Speakers emphasized how innovative and technology-driven branding can contribute to sustainable economic development, responsible consumption and production, and inclusive business ecosystems.

Through its focus on education, professional development, and knowledge sharing, BrandFest supports SDG 4 (Quality Education) by empowering participants with lifelong learning opportunities; SDG 8 (Decent Work and Economic Growth) by promoting innovation and sustainable productivity in the creative economy; SDG 9 (Industry, Innovation and Infrastructure) by highlighting the role of digital transformation in modern industries; and SDG 12 (Responsible Consumption and Production) by encouraging sustainable and ethical business practices in marketing and brand management.

This annual event reflects Bahçeşehir University's dedication to fostering collaboration between academia and industry, cultivating human capital, and driving innovation that aligns with global sustainability goals.

Seminar on Business, Law, and Human Rights: “German Supply Chain Act and Its Impact on Businesses, Supply Chains, and Human Rights Actors” (26 February 2024)



Bahçeşehir University hosted the seminar “German Supply Chain Act and Its Impact on Businesses, Supply Chains, and Human Rights Actors”, bringing together academics, practitioners, policymakers, and industry professionals to discuss the global implications of Germany’s new supply chain law. The event explored how this legislation strengthens corporate responsibility, ethical production, and human rights compliance across transnational business operations, while setting a precedent for sustainable and transparent corporate conduct.

Speakers from Minerva, PAE Law, and the European Neighbourhood Council shared valuable insights into the law’s impact on corporate due diligence, labor rights, and supply chain governance, emphasizing the growing necessity for businesses to integrate human rights principles into every stage of production and trade. The seminar also addressed the broader social and economic consequences of this legal framework, encouraging dialogue on the transformation of business ethics, compliance practices, and sustainability standards at the global level.

The initiative directly supports several Sustainable Development Goals by advancing decent work and economic growth (SDG 8) through the promotion of fair labor practices; fostering responsible consumption and production (SDG 12) via the adoption of transparent and sustainable supply chain mechanisms; contributing to peace, justice, and strong institutions (SDG 16) by reinforcing legal accountability and corporate governance; and strengthening partnerships for the goals (SDG 17) through cross-sector collaboration among academia, industry, and policy actors.

By creating a multidisciplinary platform for knowledge exchange, Bahçeşehir University reaffirmed its commitment to promoting ethical business education, human rights protection, and sustainability-oriented policymaking that align with global standards of responsible growth and justice.

Book Chapter: "Logistics Innovation"



LOJİSTİK YENİLİK

Burçak CEDECI PERKER¹
Deniz KESKİN ÖZBERK²

Giriş

Teknoloji ve lojistik yenilik, modern işletmelerde kritik rol oynayan birleşimdir. Lojistikte teknoloji inovasyonu, lojistik operasyonları iyileştirmek için birleşimdir. Yeni teknolojiler, lojistikte yenilik ve inovasyonu destekler. Lojistikte yenilik ve inovasyonu destekleyen teknolojiler, lojistikte yenilik ve inovasyonu destekler. Lojistikte yenilik ve inovasyonu destekleyen teknolojiler, lojistikte yenilik ve inovasyonu destekler.

Lojistik inovasyonu, işletmelerde lojistik operasyonları iyileştirmek için yeni stratejiler, süreçler ve uygulamaları içerir. Lojistikte yenilik ve inovasyonu destekleyen teknolojiler, lojistikte yenilik ve inovasyonu destekler. Lojistikte yenilik ve inovasyonu destekleyen teknolojiler, lojistikte yenilik ve inovasyonu destekler.

İnovasyon, teknoloji ve inovasyonu destekleyen teknolojiler, lojistik operasyonları iyileştirmek için yeni stratejiler, süreçler ve uygulamaları içerir. Lojistikte yenilik ve inovasyonu destekleyen teknolojiler, lojistikte yenilik ve inovasyonu destekler.

¹ Dr. Öğr. Üyesi, Balıkesir Üniversitesi, Ulaştırma, Tünel ve İktisadi Bilimler, balikesir@balikesir.edu.tr, 0000-0002-4020-7084

² Arş. Gör., Balıkesir Üniversitesi, Ulaştırma, Tünel ve İktisadi Bilimler, deniz.keskin@balikesir.edu.tr, 0000-0002-4219-8642

Published in Logistics: Theory and Practice (Gazi Publishing House, 2023), the chapter "Logistics Innovation", authored by B. Perker and D. Keskin Özberk, discusses the evolving role of innovation and technology in transforming logistics systems. The authors examine how digitalization and smart technologies are reshaping logistics operations, increasing efficiency, and contributing to more sustainable and responsible production processes.

By focusing on innovation as a key driver of growth, the chapter highlights the potential of technological solutions to optimize resource use, reduce waste, and strengthen circular economy practices across supply chains. It also reflects on how logistics innovation can enhance competitiveness and foster sustainable business models that align with global sustainability objectives.

This contribution supports SDG 8 (Decent Work and Economic Growth) by promoting innovation-led productivity and inclusive economic progress, and SDG 12 (Responsible Consumption and Production) by encouraging efficient resource management, sustainable logistics planning, and the integration of environmentally responsible practices into industrial and commercial operations.

Article: "Refugee Entrepreneurs: Typologies of Emancipation and Impact" (November 2024)



Published in the International Small Business Journal (SSCI, Q1), the article "Refugee Entrepreneurs: Typologies of Emancipation and Impact", co-authored by BAU academics Dr. Çağla Yavuz Özgören, explores the transformative and emancipatory potential of refugee entrepreneurship in promoting sustainable economic and social development. The study presents refugee entrepreneurs not merely as economic participants, but as active change agents who contribute to innovation, job creation, and inclusive economic growth.

By examining how entrepreneurial activities foster self-sufficiency, empowerment, and social mobility among refugees, the article advances SDG 8 (Decent Work and Economic Growth) through its focus on entrepreneurship-driven development. Simultaneously, it contributes to SDG 10 (Reduced Inequalities) by addressing social and economic inclusion, reducing disparities faced by displaced populations, and showcasing how equitable participation in economic life can drive more resilient and inclusive societies.

Article: "Education System Resilience in the Face of Inflationary Pressures" (2024)

[Home](#) > [Vol 8, No 11 \(Published\)](#) > [Yurtseven](#)

Education system resilience in the face of inflationary pressures

Çağlar Yurtseven

Article ID: 7768

Vol 8, Issue 11, 2024

VIEWS - 1712 (Abstract)

Abstract

This paper examines the detrimental impact of rapid inflation on the quality of private education in developing countries. By focusing on the financial challenges faced by private schools, the study highlights the tension between education policy and economic realities. While private schools often attract parents with smaller class sizes and specialized programs, the core motivation lies in investing in children's future through quality education. However, this study demonstrates how inflation can cripple this sector. The case of Turkey exemplifies this challenge. Post-pandemic inflation created a financial stranglehold on private schools, as rising costs made it difficult to adjust teacher salaries. This, in turn, led to teacher demotivation and a mass exodus, ultimately compromising educational quality. Furthermore, government interventions aimed at protecting parents from high tuition fees, through limitations on fee increases, inadvertently sacrificed the very quality they sought to safeguard. The paper concludes by advocating for alternative policy approaches that prioritize direct support for education system during economic downturns. Such measures are crucial for ensuring a strong and resilient education system that benefits all stakeholders, including parents, students, and the nation as a whole.

Keywords

private education; inflation; human capital; growth; educator income

Full Text

Published in the Journal of Infrastructure, Policy and Development, the article "Education System Resilience in the Face of Inflationary Pressures" by BAU academic Çağdem Yurtseven examines strategies to strengthen the resilience of education systems amid economic instability. The study emphasizes the importance of increasing teachers' salaries and improving working conditions to attract and retain qualified educators, thereby ensuring long-term educational quality and sustainability.

By focusing on fair compensation and workforce development, the article contributes to SDG 8 (Decent Work and Economic Growth) through promoting equitable employment practices within the education sector. At the same time, by addressing disparities that undermine access to quality education during economic crises, it supports SDG 10 (Reduced Inequalities). Overall, the research reinforces SDG 4 (Quality Education) by linking financial stability in the education workforce to the broader goal of providing inclusive, equitable, and high-quality learning opportunities for all.

Article: "Employment Situation of Trans People in the Context of the Southern European Welfare Regime: The Case of Turkey" (2024)



This study investigates the employment conditions of trans individuals in Turkey within the framework of the Southern European welfare model, highlighting the structural and social barriers that hinder equal participation in the labor market. By analyzing available data and prior research, the article demonstrates the persistent employment gap faced by trans women and men across both public and private sectors, emphasizing the impact of workplace discrimination, limited legal protection, and gendered norms.

The research contributes to SDG 5 (Gender Equality) by exposing systemic inequalities based on gender identity and calling for inclusive labor policies. It aligns with SDG 8 (Decent Work and Economic Growth) through its focus on promoting fair employment and safe workplaces for all individuals. Furthermore, by addressing socio-economic exclusion and advocating for stronger institutional protections, the article supports SDG 10 (Reduced Inequalities), advancing equal access to economic opportunities and participation in society.

BAUGO Course: "Corporate Sustainability and ESG: The Key to Advancing Your Business, the Planet, and Society"



The training session titled "Corporate Sustainability and ESG: The Key to Advancing Your Business, the Planet, and Society" was delivered by Prof. Dr. Çisil Sohodol, focusing on how enterprises can align their operations with environmental, social, and governance (ESG) principles to foster responsible growth. Over the course of 76 minutes, participants explored the evolving importance of corporate sustainability frameworks, the role of ESG indicators in long-term business success, and real-world case studies illustrating effective implementation strategies.

The comprehensive program covered key themes such as defining sustainability, the power of the Sustainable Development Goals, and the interconnection between environmental, social, and governance dimensions in corporate management. It also emphasized how ethical leadership, corporate responsibility, and transparent governance can contribute to a more inclusive and resilient economic system. By encouraging businesses to adopt sustainable models that enhance productivity, innovation, and social welfare, the training supported the promotion of sustained, inclusive, and sustainable economic growth.

Bahçeşehir University has demonstrated its strong commitment to advancing responsible business practices and cultivating future leaders who prioritize both profitability and social impact. Through educational initiatives like this one, the university continues to empower individuals and organizations to develop strategies that ensure economic progress while respecting planetary boundaries and human well-being.

Eğitim İçeriği
1. ESG & Sürdürülebilirlik: Genel Bakış
2. Sürdürülebilirliği Tanımlamak
3. Sürdürülebilir Kalkınma Hedeflerinin Gücü
4. ESG'yi Keşfetmek: Çevresel, Sosyal ve Yönetişim Faktörleri
5. ESG ve Çevresel Sorumluluğun Kesişimi
6. ESG ve Sosyal Sorumluluğun Kesişimini Keşfetmek
7. Kurumsal Yönetimde ESG'nin Önemi
8. Örneklerle ESG ve Sürdürülebilir Kalkınma Hedeflerinin Kesigi
9. ESG ve SKH'ler İş Dünyası İçin Faydaları
10. Fark Yaratmak Sürdürülebilirliğe Bireysel Katkılar

<https://baugo.online/course/isletmenizi-gezegeni-ve-toplumu-gelistirmenin-anahtari-kurumsal-surdurulebilirlik-ve-esg>

BAUGO Course: "The Role of Your Business for a Sustainable Future: Environmental and Social Responsibilities"



The 74-minute online training session "The Role of Your Business for a Sustainable Future: Environmental and Social Responsibilities" led by Prof. Dr. Ebru Şule Canan Sokullu, explored the essential role that businesses play in achieving a sustainable and equitable future. The course guided participants through the evolution of sustainability concepts, the foundations of sustainable development, and the significance of the Sustainable Development Goals (SDGs) in shaping modern corporate responsibility.

Throughout the program, attendees examined the historical trajectory from the Millennium Development Goals to the 2030 Agenda, delving into key topics such as social development, environmental and economic sustainability, and partnerships for progress. The training emphasized that sustainability is not merely an environmental concern but an integrated approach that requires the active participation of the private sector and individuals alike. By highlighting how responsible business conduct and inclusive growth can foster long-term productivity, innovation, and resilience, the program encouraged participants to contribute to a fair and sustainable economic ecosystem.

Bahçeşehir University remains dedicated to advancing sustainability education that empowers individuals and organizations to align their strategies with global development priorities. Through initiatives such as this course, the university strengthens its commitment to nurturing responsible leaders and promoting sustainable business models that support economic vitality while ensuring environmental stewardship and social well-being.

Eğitim İçeriği
1. Sürdürülebilirliğe Giriş
2. Sürdürülebilir Kalkınmanın Temelleri
3. Sürdürülebilirliğin Tarihi: Binyıl Kalkınma Hedefleri
4. 2030'a Hazırlanırken
5. Sürdürülebilir Kalkınma Amaçları: Toplumsal Kalkınma
6. Sürdürülebilir Kalkınma Amaçları: Çevre ve Ekonomi I
7. Sürdürülebilir Kalkınma Amaçları: Çevre ve Ekonomi II
8. Sürdürülebilir Kalkınma Amaçları: Ortaklıklar

<https://baugo.online/course/surdurulebilir-gelecek-icin-isletmenizin-rolu-cevresel-ve-sosyal-sorumluluklar>

BAUPRO Course: “Sustainable Marketing and Sustainable Brands”



The training titled “Sustainable Marketing and Sustainable Brands” focused on how increasing global awareness of sustainability issues—such as the climate crisis, biodiversity loss, and food and water scarcity—reshapes consumer behavior and business strategies. Participants explored how aligning marketing practices with sustainable development principles can create long-term value for both society and enterprises. The program emphasized that sustainable branding has become a key competitive advantage, particularly in the post-pandemic era, as consumers increasingly favor responsible and ethical businesses. By equipping participants with the knowledge and skills to design marketing strategies that foster innovation, productivity, and sustainable economic growth, the training contributed to the development of inclusive and resilient business models. Bahçeşehir University continues to reinforce its dedication to responsible business education, empowering professionals to integrate sustainability into marketing and entrepreneurship for the benefit of both the economy and the planet.

<https://bausem.bau.edu.tr/egitim/surdurulebilir-pazarlama-ve-surdurulebilir-markalar.html>

Profitability, Productivity, and Sustainability: The Holistic Transformation of Organizational Behavior Book by Dennis N. Onyama



The book "Profitability, Productivity, and Sustainability: The Holistic Transformation of Organizational Behavior" explores the causal relationships among profitability, efficiency, and sustainability, presenting an in-depth analysis of how organizational performance can be optimized through strategic alignment and sustainable management practices. Examined through a triad framework of Organizational DNA, Strategic Value Alignment, and Sustainability Impact, the study provides valuable insights into how firms can create long-term value—particularly through corporate entrepreneurship and innovative business models. By highlighting the interdependence between productivity, innovation, and responsible growth, the book supports the advancement of sustainable economic systems that balance profitability with social and environmental responsibility. Bahçeşehir University's engagement with such academic contributions reflects its ongoing commitment to promoting research and education that strengthen sustainable business models and inclusive economic progress.

Invisible Chains: Multidimensional Strategies to End Modern Slavery Panel (02.12.2024)



On the occasion of the International Day for the Abolition of Slavery, Bahçeşehir University's Center for Social, Health, Behavioral, and Preventive Studies (TOSAM) organized a panel titled "Invisible Chains: Multidimensional Strategies to End Modern Slavery," in collaboration with the Equality Association and CIFAL Istanbul-UNITAR. Moderated by Prof. Dr. Nilüfer Narlı, who also delivered a presentation on "Modern Slavery and Human Trafficking at the Global Level," the panel featured Attorney Vildan Yirmibeşoğlu discussing "Human Trafficking as a Crime of Modern Slavery and Its Place in Legislation" and Çağla Salduz Doruk presenting "Human Trafficking from a Social Work Perspective." The session examined modern slavery through legal, social, and global lenses, addressing ways to strengthen prevention, protection, and rehabilitation mechanisms. By fostering inclusive dialogue on labor exploitation and human trafficking, the event contributed to the promotion of safe and dignified working conditions, equitable employment, and sustainable economic participation for all. Through initiatives like this, Bahçeşehir University reaffirms its dedication to advancing ethical labor standards and supporting just, inclusive economic systems that safeguard human rights.

Participation in 16th International Congress on Eurasian Economies



CIFAL Istanbul Deputy Director Dr. Yasemin Ülker participated in the International Congress on Eurasian Economies, held in Bishkek, Kyrgyzstan, on 26–27 June 2024. She presented a paper titled “The Impact of Logistic Performance Index and Ease of Doing Business on Trade Volume in Eurasian Countries: A Gravity Model,” co-authored with Elif Nur Eken and Necip Bulut. Her participation reflected Bahçeşehir University’s academic engagement in international economic research and dialogue. By addressing how logistics and business efficiency influence trade and economic growth, this study contributed to developing strategies that enhance regional productivity, competitiveness, and sustainable economic progress. Through such scholarly initiatives, Bahçeşehir University continues to reinforce its commitment to fostering research that supports inclusive growth and sustainable development across Eurasia.



Bahçeşehir University's BAU Farm in Giresun



Bahçeşehir University's BAU Farm in Giresun integrates sustainability, education, and community engagement by serving as an interactive space for hands-on learning in sustainable agriculture and organic food production. Situated in Türkiye's Black Sea region, the farm operates as a "living classroom," where students and local participants explore environmentally responsible farming practices and circular resource management. By fostering skill development in sustainable production, innovation, and local employment, the initiative strengthens the foundations of productive and inclusive economic growth. Through BAU Farm, Bahçeşehir University demonstrates its dedication to advancing sustainability-oriented education that not only promotes environmental stewardship but also supports equitable rural development and community resilience.

<https://baufarm.com.tr/> https://youtu.be/t9Sy_eNm9to

E-Xplore Summit by Bahçeşehir University's International Trade and Business Student Club (19.12.2024)



The E-Xplore Summit, organized by Bahçeşehir University's International Trade and Business Club, brought together professionals from global companies such as Microsoft, Amazon, Şekerbank, Arzum, and Turkish Fuel Services to discuss innovation, technology, and the evolving dynamics of international trade. Featuring speakers like Erdal Çakır, Berke Can Ongun, Özlem Güzey Karabilen, İrem Aydın, Dr. Fatih Demir, and Dilek Çağlayan Değirmenci, the summit offered students and participants valuable insights into e-commerce, brand management, and strategic leadership in the global business landscape. By fostering interaction between academia and industry, the event enhanced participants' understanding of productive and sustainable business practices, contributing to the cultivation of entrepreneurial skills and inclusive economic growth. Through initiatives like this, Bahçeşehir University continues to strengthen its role in preparing future professionals for an innovative, responsible, and sustainable economy.

Current Economy: Türkiye's Two Disinflation Processes – What Makes the New Program Different?



Bahçeşehir University's Center for Financial Research and Application (BFRC) hosted an event titled "Current Economy: Türkiye's Two Disinflation Processes – What Makes the New Program Different?" on 11 December 2024, featuring Prof. Dr. Reha Yolalan, Dr. Ahmet Çimenoglu, and moderated by Prof. Dr. İbrahim Ünalmiş. The session provided an analytical comparison of Türkiye's past and current economic stabilization programs, focusing on fiscal discipline, monetary policy, and sustainable growth mechanisms. By encouraging evidence-based discussions on economic transformation, productivity, and financial stability, the event contributed to strengthening awareness of inclusive and sustainable economic development. Through academic platforms like this, Bahçeşehir University continues to promote informed dialogue on macroeconomic strategies that support long-term prosperity and responsible governance.

The 2024 Media Symposium: New Career Opportunities in Journalism: The Future Role of Technology (11.12.2024)



The 2024 Media Symposium, titled “New Career Opportunities in Journalism: The Future Role of Technology,” was organized by Bahçeşehir University’s Faculty of Communication in collaboration with the International Press Institute (IPI) and supported by the Consulate General of Sweden in Istanbul. Held on 11 December 2024 at BAU’s Galata Campus, the symposium explored the intersection of journalism, technology, and innovation, focusing on the evolving media landscape and the skills required for the next generation of journalists. By promoting digital literacy, professional adaptability, and innovation in media industries, the event contributed to empowering youth for productive and sustainable employment in the creative economy. Through initiatives like this, Bahçeşehir University reaffirms its commitment to advancing media education that supports economic resilience and inclusive professional growth in a rapidly changing digital era.

Impact Marketing Summit (10.12.2024)



Bahçeşehir University hosted the Impact Marketing Summit on 10 December 2024, featuring industry experts Caner Uluğ (Skechers Marketing Director), Mert Berber (DHL Freight Marketing Coordinator), and Ayça Erbay (KIKO Milano Marketing Manager). The event, held at Fazıl Say Hall, offered students insights into global marketing strategies, branding practices, and the evolving dynamics of consumer engagement across different industries. By connecting students with professionals and encouraging dialogue on innovation, digital transformation, and market competitiveness, the summit fostered the development of future-ready skills essential for sustainable employment and entrepreneurship. Through events like this, Bahçeşehir University continues to strengthen its commitment to preparing students for productive participation in today’s rapidly changing global economy.

Sector Days by Bahçeşehir University Industrial Engineering Society (09.12.2024)



Bahçeşehir University successfully hosted the Sector Days event on 9 December 2024 at the Fazıl Say Conference Hall, featuring distinguished speakers from leading companies such as KoçDigital, PIN Drinks, Reckitt, Watsons, and Enerjisa Üretim. Experts including Müge Boran, Emre Sever, Erman Keleş, Burak Çakır, and Soner Solak shared their professional experiences and insights into the evolving trends shaping various industries. By bridging academia with the corporate sector, the event promoted knowledge exchange and inspired students to develop the skills necessary for innovation, productivity, and sustainable employment. Through initiatives like Sector Days, Bahçeşehir University continues to encourage career readiness and inclusive growth by connecting young talents with real-world industry practices.

Career Transition Between Academia and Industry (15.11.2024)



Bahçeşehir University hosted an international webinar titled “Career Transition Between Academia and Industry” on 15 November 2024, organized by the Marie Curie Alumni Association (MCAA) Career Development Working Group and moderated by Prof. Süreyya Akyüz, Chair of the group and faculty member at BAU’s Department of Mathematics. The event brought together three distinguished speakers – Dr. Zeynep Karatza, Dr. Paraskevi Yiouta-Mitra, and Dr. Ilaria Sanzari – who shared their experiences navigating career shifts from academia to industry, emphasizing how MSCA Fellowships foster transferable skills relevant beyond traditional research. By addressing themes such as employability, skill development, and professional mobility, the webinar supported the advancement of productive and inclusive career pathways that strengthen innovation-driven economies. Through such international collaborations, Bahçeşehir University continues to promote professional development opportunities that link education, research, and sustainable employment.

“Remember Your Strength for Success in Your Career” Workshop (14.11.2024)



Bahçeşehir University Alumni Office organized an online workshop titled “Remember Your Strength for Success in Your Career” on 14 November 2024, in collaboration with Turuncuyaka Coaching and Education. Led by Filiz Bozkurt, a professional coach and trainer, the session encouraged participants to reflect on the sources of their personal and professional power and to explore how self-awareness can enhance career success. By empowering individuals to develop confidence, motivation, and leadership skills, the workshop contributed to strengthening employability and personal growth—key elements in building inclusive and productive career paths. Through such initiatives, Bahçeşehir University continues to support professional development and lifelong learning as integral components of sustainable economic advancement.

“Marketing Talks: Experience Management in Marketing” (08.11.2024)



Bahçeşehir University Marketing Club organized an inspiring session titled “Marketing Talks: Experience Management in Marketing” on 8 November 2024, featuring Özgür Yeşilyurt Yüngül, HR Director at Gürmen Group. The event explored the evolving role of experience management in marketing, highlighting strategies that connect human-centered approaches with business success. Participants engaged in discussions on consumer engagement, innovation, and career development in the marketing sector. By fostering dialogue between students and industry professionals, the event supported skill-building, creativity, and employability—key drivers of sustainable and inclusive economic growth. Through such interactive learning platforms, Bahçeşehir University continues to equip students with the practical knowledge and competencies required to thrive in dynamic and future-oriented industries.

“Early Republican Institutions Workshop – II: Factories” (25.10.2024)



Bahçeşehir University hosted the “Early Republican Institutions Workshop – II: Factories” on 25 October 2024, at its South Campus in collaboration with the Management Academy Association (YAD). The event brought together leading academics and researchers to discuss Türkiye’s early industrial institutions through the lens of organizational theory. Panels featured in-depth analyses of factories such as Beykoz Leather and Shoe Factory, Merinos Wool Factory, and Turkish War Industry Factory, focusing on their historical, economic, and sociopolitical contexts. By fostering academic dialogue on industrial development, innovation, and institutional evolution, the workshop underscored the importance of productivity and entrepreneurship in shaping modern economic systems. Through such research-driven initiatives, Bahçeşehir University continues to promote knowledge production that contributes to sustainable industrial growth and long-term economic resilience.

Management 101 (22.10.2024)



Bahçeşehir University launched its academic year with the inspiring event “Management 101” on 22 October 2024, featuring Ece Uslu, Chief Marketing Officer (CMO) at Amazon, and Gökçe Aydemir, Vice President at Games Medya. The session provided students with valuable insights into leadership, corporate communication, and strategic management, while emphasizing the importance of adaptability and innovation in the modern workplace. By connecting students with accomplished professionals, the event contributed to developing managerial skills, professional awareness, and employability—core components of sustainable and inclusive economic growth. Through such initiatives, Bahçeşehir University continues to cultivate a learning environment that prepares future leaders to navigate dynamic business ecosystems with creativity, responsibility, and resilience.

Stage Technician Training Program with PSM Academy (04.05.2024)



Bahçeşehir University, in collaboration with Zorlu PSM, launched the “Stage Technician Training Program” to equip participants with both theoretical and practical competencies in the field of live performance technologies. The program focuses on the technical foundations of sound, light, video, and stage design, offering hands-on experience to those aspiring to work as technicians in music and performing arts. Participants learn the core principles of acoustics, electronic systems, and live event coordination, gaining the ability to install and operate professional sound and lighting systems. By fostering technical expertise and practical employability in creative industries, the program supports the development of a skilled workforce contributing to innovation, productivity, and sustainable employment opportunities. Through initiatives like this, Bahçeşehir University continues to bridge education and industry, empowering individuals to thrive in evolving sectors of the creative economy.

<https://bausem.bau.edu.tr/sinif/psm-akademi-ile-sahne-teknisyenligi-programi65e0977ed9468.html>

Partnership with beIN Academy: “A New Generation of Media Professionals Trained at Bahçeşehir University



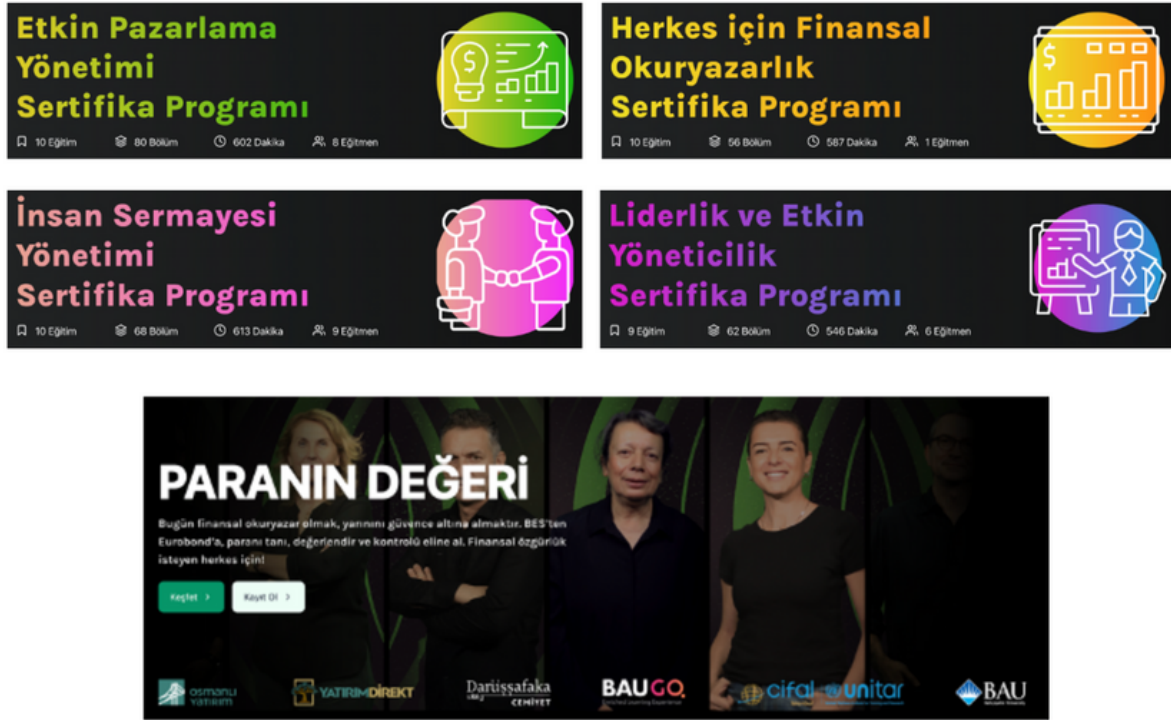
Türkiye’s leading sports and entertainment platform Digiturk launched the beIN Academy Program in collaboration with Bahçeşehir University, aiming to train skilled professionals for the future of the media and broadcasting industry. The 2024 edition of the program was officially introduced at a signing ceremony held at BAU’s Beşiktaş Campus, attended by Erem Demircan, Prof. Dr. Tunç Bozbura, and Prof. Dr. Kemal Süher. The initiative includes six specialized courses in areas such as sound, camera and lighting, vision mixing, playout operation, broadcast continuity management, video editing, and motion graphics. Combining 18 hours of theoretical and 20 hours of hands-on training over 12 weeks, the program provides participants with real-world industry experience under the guidance of Digiturk experts and BAU faculty members. By promoting vocational skill development, technical literacy, and creative innovation, this collaboration supports the growth of a qualified workforce essential for the sustainable advancement of Türkiye’s media economy. Through partnerships like this, Bahçeşehir University reaffirms its dedication to connecting education with industry to foster employment, innovation, and inclusive professional growth.

5th Independent Businessmen Workshop in Baku: “New Pathways for Commercial Cooperation”



The 5th Independent Businessmen Workshop was held in Baku at the JW Marriott Absheron Hotel, organized by the MÜSİAD Azerbaijan Production and Trade Commission in collaboration with Bahçeşehir University (BAU) and the Azerbaijan Food and Beverage Industry Association (AQİSA). Bringing together over 220 business leaders, the event served as a platform to strengthen commercial relations, foster cross-border partnerships, and exchange insights on national and global economic developments. Bahçeşehir University contributed to the workshop with two expert-led seminars focusing on the future of artificial intelligence technologies and fintech applications across industries, providing participants with forward-looking perspectives on digital transformation and innovation in business. By encouraging entrepreneurship, technological adaptation, and international collaboration, the event supported the creation of sustainable, inclusive, and innovation-driven economic opportunities. Through active participation in such international initiatives, Bahçeşehir University continues to demonstrate its commitment to fostering economic growth and knowledge exchange across sectors and regions.

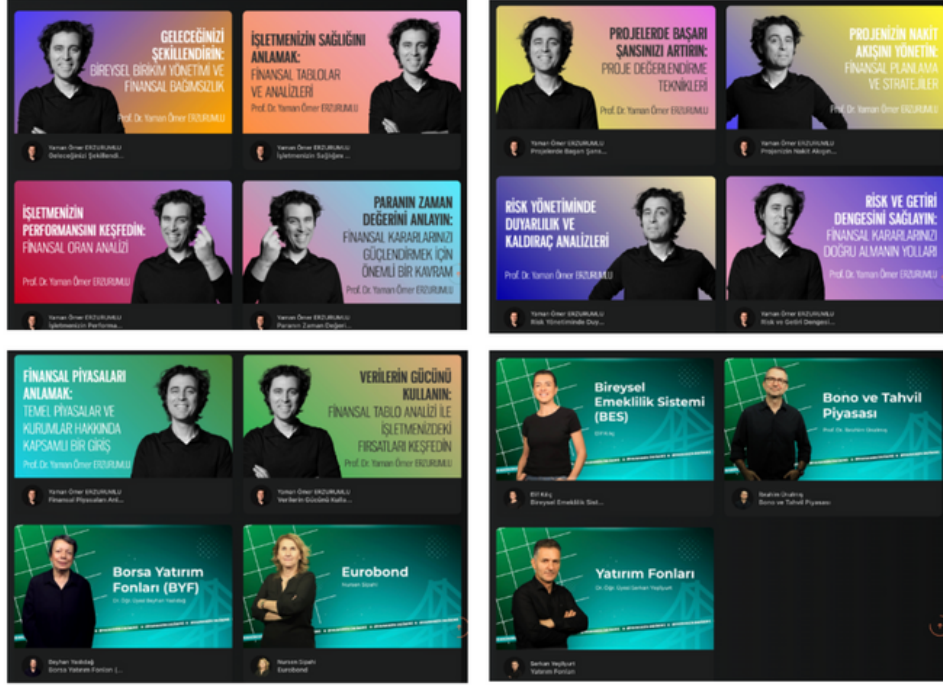
BAUGO Certificate Programmes: Empowering Lifelong Learning and Professional Growth



Bahçeşehir University, through its BAUGO online education platform, offers a series of comprehensive certificate programs designed to enhance professional competencies and support lifelong learning. Among these programs are “Effective Marketing Management,” “Financial Literacy for Everyone,” “Human Capital Management,” “Leadership and Effective Management,” and “The Value of Money.” Each program provides participants with the opportunity to develop critical skills in key areas such as marketing strategy, financial awareness, leadership, and human resources management—bridging academic knowledge with practical, real-world applications.

Delivered entirely online, these programs offer flexible learning experiences accessible to individuals from diverse professional backgrounds. Participants gain insights from expert instructors while benefiting from course structures that integrate theoretical understanding with case-based, practice-oriented learning. By equipping individuals with relevant and transferable skills that foster employability, innovation, and productivity, the programs contribute to the creation of an adaptable and skilled workforce aligned with the demands of a sustainable economy. Through BAUGO, Bahçeşehir University continues to demonstrate its commitment to lifelong education and inclusive professional development, ensuring that learning remains accessible, impactful, and responsive to the evolving global landscape.

BAUGO Finance Programs: Building Financial Literacy and Sustainable Economic Competence



Through its BAUGO online learning platform, Bahçeşehir University offers a comprehensive collection of 15 finance-related training programs that cover a broad spectrum of financial and economic topics. These include courses on stock markets, Eurobonds, risk management, entrepreneurship finance, and personal financial planning, providing learners with both theoretical foundations and applied knowledge. Designed for professionals and individuals seeking to strengthen their understanding of finance, the programs emphasize practical skill development and decision-making in complex economic environments.

By enhancing participants' financial literacy, analytical thinking, and strategic planning abilities, these programs contribute to cultivating a workforce capable of supporting sustainable economic growth and responsible financial management. Through initiatives like these, Bahçeşehir University continues to expand accessible, high-quality financial education that empowers individuals to navigate modern markets and participate effectively in a resilient global economy.

<https://baugo.online/categories/finans>

BAU BRIDGE: Green Future: Opportunities from the Perspectives of Sustainable Finance, Social Entrepreneurship, and Innovation (11.05.2024)



The Department of International Finance at Bahçeşehir University organized a specialized International Finance Certificate Program under the title “Green Future: Opportunities from the Perspectives of Sustainable Finance, Social Entrepreneurship, and Innovation.”

Held on May 11, 2024, the event aimed to promote a deeper understanding of sustainability-oriented approaches within finance, entrepreneurship, and innovation. The sessions brought together students, academics, and industry professionals to discuss the evolving role of financial systems in achieving a more inclusive and environmentally responsible global economy.

The program featured three interactive sessions focusing on Sustainable Finance, Social Entrepreneurship, and Innovation, with expert contributions from Kalkınma Yatırım Bankası and faculty members of Bahçeşehir University’s International Finance Department. These sessions provided participants with both theoretical and practical insights into how sustainability principles can be embedded into financial decision-making, business models, and innovation ecosystems.

This initiative directly contributes to the United Nations Sustainable Development Goal 8 by offering a high-quality education opportunity in finance. The program empowered students to develop critical thinking skills and interdisciplinary perspectives essential for addressing global challenges through sustainable finance and social impact initiatives.

<https://www.instagram.com/p/C6D3dH0Nfry/?igsh=MTQya2VpYmd2MW5rYQ==>
<https://bau.edu.tr/haber/18837-2024-yilinda-gerceklestirdigimiz-%E2%80%99Cbau-bridge%E2%80%99D-sertifika-programlarimiz>

EKO IQ Columns from the Green Business and Life Magazine: 1- Strong Sustainability Performance Increases Brand Value



The article by Prof. Dr. Ahu Ergen discusses the role of corporate sustainability practices in enhancing brand value. Strong brands transparently communicate their environmental, social, and economic performance through sustainability reports, which not only build trust but also attract investors, talent, and market recognition. Brands are critical assets for companies and play a significant role in national economic development. According to Brand Finance Turkey 2023, the combined value of the top 100 Turkish brands is \$15.6 billion—well below global benchmarks such as Apple (\$516.6 billion). To increase brand value, companies need visionary leadership, strong marketing teams, long-term strategic thinking, and resilience to economic, cultural, technological, and legal factors. High-value brands also drive sustainable development.

<https://www.ekoIQ.com/guclu-surdurulebilirlik-performansi-markalari-degerli-kiliyor/>

2- Is the Consumer Ready for the Circular Economy?



1.2K İZLEYİCİ

Tüketici Döngüsel Ekonomiye Hazır mı?

Prof. Dr. Ahu Ergen · 17 Ocak 2024 · 3 dakika okunabilir

1 YOKSULLUĞA SON

Yenilenebilir kaynaklar için bir adım daha



Yenilenebilir kaynakların mümkün olduğunca uzun süre kullanılması döngüsel ekonomi adına önemli bir yer tutuyor. Bunun için de ürünler ve hizmetler en baştan, teknik ya da biyolojik döngülerde yeniden kullanılabilecek şekilde tasarlanıyor.

Yazar: Prof. Dr. Ahu ERGEN, ahu.ergen@bau.edu.tr

The article "Is the Consumer Ready for the Circular Economy?" by Prof. Dr. Ahu Ergen explains the principles and consumer implications of the circular economy. The circular economy aims to maximize the use of products, materials, and resources while minimizing waste. According to the Ellen MacArthur Foundation, it involves designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Products and services are designed from the outset to be reusable within technical or biological cycles, reducing resource use, waste, and environmental damage. The article emphasizes that transitioning to a circular economy requires a mindset shift among consumers. Current economic systems encourage rapid consumption and frequent replacement of products. Consumers need awareness, incentives, and education to adopt circular behaviors, with tools such as sustainability curricula in schools and universities, public campaigns, and behavioral interventions. Key consumer practices include buying durable products, repairing rather than discarding, reducing waste, recycling, avoiding fast fashion, and using resources efficiently. Adopting these behaviors is essential for advancing the circular economy and achieving sustainable development.

Policy Report Contribution – Türkiye’s 12th Development Plan

 T.C. CUMHURBAŞKANLIĞI STRATEJİ VE BÜTÇE BAŞKANLIĞI ON İKİNCİ KALKINMA PLANI (2024-2028) TÜKETİM VE TASARRUF EĞİLİMLERİ ÖZEL İHTİSAS KOMİSYONU RAPORU ANKARA 2023	KOMİSYON ÜYELERİ (Başkan, Raportörler ve Koordinatörler hariç alfabetik olarak sıralanmıştır.) BAŞKAN Gülhan Yıldırımboğulu Türkiye Ekonomik Politikaları Araştırma Vakfı RAPORTÖR Hakan Uluçan Anadolü Üniversitesi KOORDİNATÖRLER Ali Sabancı Strateji ve Bütçe Başkanlığı Serhat Açı Strateji ve Bütçe Başkanlığı Serhat Keleş Strateji ve Bütçe Başkanlığı Selma Durgun Strateji ve Bütçe Başkanlığı Hakan Tercü Strateji ve Bütçe Başkanlığı Arzu Kartalçın Strateji ve Bütçe Başkanlığı ÜYELER Ahu Ergen Bahçeşehir Üniversitesi Ahmet Arda Güneş Boğaziçi Kurumu Ali Burak Karadağ Siyasetçilik ve Özgürlük Araştırmaları ve Danışmanlık Arif Başarık Zaman Katılım Arzu Özlüoğlu Anadolü Yatırım Ayhan Arslanlı Demirel Türkiye Cumhuriyet Merkez Bankası Ayhan Arslanlı Türkiye Sigorta ve Türkiye Hayat Emeklilik Ayhan Arslanlı Türkiye Sigorta, Reasürans ve Emeklilik Şirketleri Birliği Baki Ali Güçer Garanti Emeklilik ve Hayat Barış Özcan Fart Üniversitesi Cem Güngör Koc Holding Çağrı Dedeoğlu Ege Üniversitesi Derya Baş Sarıgül Türkiye İstatistik Kurumu Elif Üstündağlı İsmail Ege Üniversitesi Evren Çetinkaya Türkiye Cumhuriyet Merkez Bankası viii
---	--

Prof. Dr. Ahu Ergen, faculty member at Bahçeşehir University, contributed as a Special Expertise Committee Member to the Republic of Türkiye Presidency of Strategy and Budget Directorate’s Twelfth Development Plan (2024–2028) Specialization Commission Report on Consumption and Saving Trends. The report, published in Ankara in 2023, outlines national strategies to promote sustainable consumption and production in alignment with global sustainability frameworks. Following Türkiye’s ratification of the Paris Agreement, the commission recommended key policies to advance the green economy transition – including the expansion of green finance mechanisms, support for sustainable investment funds, resource efficiency initiatives, and circular economy education. By contributing expertise on sustainable development goals, consumption patterns, and sustainability integration in higher education, Prof. Ergen’s participation supported the creation of policy frameworks that foster innovation, responsible production, and sustainable economic transformation. This engagement underscores Bahçeşehir University’s commitment to evidence-based policymaking and its active role in shaping sustainable development at both national and institutional levels.

https://www.sbb.gov.tr/wp-content/uploads/2025/08/Tuketim-ve-Tasarruf-Egilimleri-Ozel-Ihtisas-Komisyonu-Raporu_01082025.pdf

Research Project – The Relationship Between Sustainability Report Content and Brand Value: An Analysis of the Top 100 Turkish Brands



Conducted under the TÜBİTAK 1002-B program (Project No: 224K199), this research project titled “The Relationship Between Sustainability Report Content and Brand Value: An Analysis of the Top 100 Turkish Brands” is led by Prof. Dr. Ahu Ergen with Prof. Dr. Hümeysra Adıgüzel as researcher. Running from September 3, 2024, to March 1, 2025, the study investigates how the sustainability communication of Türkiye’s leading brands correlates with their market value and reputation. Using the Brand Finance ranking as a reference, the research analyzes publicly available sustainability and integrated reports from 2020 to 2023. Through content analysis with the Leximancer software, concept maps are generated to identify key themes and the prominence of sustainability-related concepts across sectors. By examining the connection between transparent sustainability practices and brand equity, the study contributes to understanding how corporate responsibility supports long-term competitiveness, innovation, and economic resilience. This project exemplifies Bahçeşehir University’s dedication to producing data-driven research that promotes sustainable business transformation and inclusive economic growth.

Article: The Impact of Unemployment on Health Status: The Case of Turkey

This study looks at how job loss relates to people's health in Turkey using household panel data from 2013–2016. It finds an unexpected pattern: unemployed individuals are, on average, more likely to report better health than those employed. The analysis also tracks how health changes over time and shows that the move from better to worse health tends to take

Results are checked with alternative methods and account for age, gender, education, income, marital status, and household earners. The findings offer a fresh perspective for social and health policy, especially on how income support, time use, and access to care may shape self-reported wellbeing.

<https://link.springer.com/article/10.1007/s41027-024-00487-4>

Article: Employment Situation of Trans People in the Context of the Southern European Welfare Regime: The Case of Turkey

This article examines the employment conditions of trans people in Turkey through the lens of the Southern European welfare model. Drawing on prior studies and limited data, it traces year-to-year changes in participation and shows persistently low employment for trans women and men in both the public and private sectors. The analysis links these outcomes to hostile workplace climates, weak protections, and entrenched gendered norms that limit equal access to jobs. By making these barriers visible, the study offers a clear evidence base for improving workplace practices and public policy so that everyone can participate fully in economic life.

<https://link.springer.com/article/10.1007/s10672-023-09488-9>

Let's Talk with IKEA



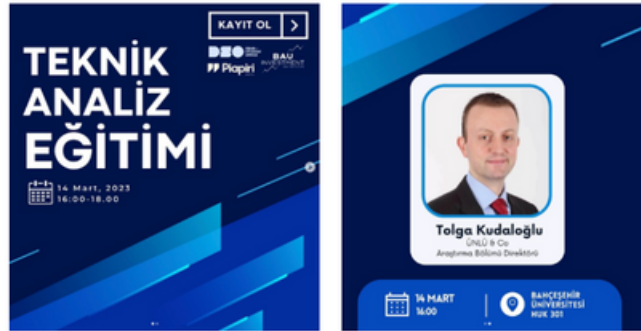
Bahçeşehir University's Economics and Finance Club hosted an engaging session titled "Let's Talk with IKEA" on 12 December 2024, featuring Çiğdem Banu Karvan, Country Food Sales Leader at IKEA Türkiye. The event provided students with valuable insights into IKEA's global business model, sustainability-oriented practices, and innovative food sales strategies. Participants had the opportunity to learn directly from an industry professional about how responsible production, supply chain efficiency, and sustainable retail models contribute to business resilience and customer satisfaction. By facilitating interaction between students and corporate leaders, the event fostered awareness of sustainable business management, innovation, and productivity—key components of inclusive and long-term economic growth. Through such professional dialogues, Bahçeşehir University continues to connect academic learning with real-world experience, empowering students to build careers aligned with sustainable and ethical business practices.

Weekly Financial Bulletin by BAU Investment Club



The BAU Investment Student Club, in collaboration with the Bahçeşehir University Financial Research and Application Center (BFRC), publishes a Weekly Financial Bulletin that provides analyses of national and global financial developments. Each issue includes data-driven commentary on the Turkish market, cryptocurrency trends, commodity fluctuations, and international economic indicators, offering readers an up-to-date overview of the financial landscape. The bulletin evaluates factors such as inflation expectations, market performance, and geopolitical influences on trade and investment. By fostering financial literacy and analytical thinking among students, this initiative helps future economists and investors understand market dynamics and their connection to productivity, innovation, and economic stability. Through consistent academic engagement with real-world financial developments, Bahçeşehir University continues to strengthen students' competencies in sustainable economic analysis and informed decision-making.

Technical Analysis Training (14.03.2024)



Bahçeşehir University's Investment Club organized a comprehensive Technical Analysis Training, offering participants the opportunity to deepen their understanding of financial markets and investment strategies. The session introduced attendees to the fundamentals of technical analysis, focusing on how to interpret market charts, identify trends, and make data-driven investment decisions. Designed for participants at all experience levels, the training combined theoretical insights with practical applications, enabling students to develop analytical skills essential for modern investing. By promoting financial literacy, strategic thinking, and informed decision-making, the event contributed to fostering productive participation and skill development within the investment ecosystem. Through such educational initiatives, Bahçeşehir University continues to empower students to navigate the financial world with confidence and responsibility, aligning knowledge with sustainable economic growth.

Shaping the Future of Finance with Dr. İbrahim Can (21.03.2024)



Bahçeşehir University hosted an inspiring session at its Future Campus featuring Dr. İbrahim Can, a leading figure in the financial sector. The event focused on the evolving landscape of global finance, offering participants valuable insights into emerging trends, digital transformation, and new career opportunities in the industry. Dr. Can discussed the essential strategies for achieving success in finance, emphasizing adaptability, innovation, and continuous learning as key drivers of professional growth. By fostering financial awareness, skill development, and future-oriented thinking, the event contributed to preparing students and young professionals for meaningful participation in a resilient and innovative financial ecosystem. Through such initiatives, Bahçeşehir University continues to cultivate a new generation of finance professionals equipped to shape sustainable and inclusive economic progress.

Meet the CFA Institute: Global Standards in Finance (21.03.2024)



Bahçeşehir University hosted an exclusive event in collaboration with the CFA Society Istanbul, offering students the opportunity to connect directly with representatives from the CFA Institute – one of the world’s most prestigious financial organizations, known for setting global standards of professional excellence and ethics in finance. During the session, participants learned about the CFA Program, including its modules on financial reporting and analysis, equity and fixed income investments, and corporate finance, as well as the CFA Local Research Challenge, an international competition fostering analytical and presentation skills among finance students. By introducing students to globally recognized certification programs and professional networks, the event strengthened their understanding of ethical financial practices, investment analysis, and strategic decision-making—key components of sustainable and responsible economic development. Through such industry-oriented collaborations, Bahçeşehir University continues to expand students’ access to global finance education and prepare them for leadership roles in an increasingly interconnected financial world.

Warrant Training with İş Yatırım (30.04.2024)



Bahçeşehir University's Finance Center hosted a comprehensive Warrant Training session in collaboration with İş Yatırım, featuring Aras Erkara, Director of Treasury and Portfolio Management at İş Bankası Investment. The event provided participants with an in-depth understanding of the fundamentals of warrants, including their structure, pricing mechanisms, risk-return analysis, trading processes, and strategic applications in financial markets. Attendees also gained insight into the legal framework and regulatory aspects governing warrant transactions.

By combining theoretical knowledge with practical expertise, the session enhanced participants' financial literacy and analytical decision-making skills—key elements in fostering productive, responsible, and sustainable participation in investment markets. Through collaborations with industry leaders, Bahçeşehir University continues to provide experiential learning opportunities that prepare students to navigate complex financial instruments with confidence and professionalism.

The Trading Edge: How to Make Profit from the Stock Market (08.05.2024)



The BAU Investment Club organized an international seminar titled "The Trading Edge: How to Make Profit from the Stock Market," featuring Georgi Smokevski, an experienced trader from ACE Trading. Conducted entirely in English, the seminar provided participants with practical insights into the structure and functioning of stock exchanges, exploring how traders identify opportunities and develop profit-oriented strategies. The session emphasized short-term trading perspectives, market analysis, and risk management techniques, making it accessible and beneficial for participants at all levels of financial knowledge. By equipping students with practical investment tools, critical thinking, and a global outlook on financial markets, the event fostered entrepreneurial skills and financial literacy—essential pillars of sustainable and inclusive economic participation. Through globally oriented learning experiences like this, Bahçeşehir University continues to strengthen its commitment to preparing students for success in dynamic and competitive financial environments.

TÜYİD Explains Investor Relations to Youth (13.05.2024)



On 13 May 2024, Bahçeşehir University's Faculty of Economics, Administrative and Social Sciences and the Financial Research and Application Center (BFRC) hosted an online event in collaboration with the Turkish Investor Relations Society (TÜYİD) titled "TÜYİD Explains Investor Relations to Youth." Moderated by Prof. Dr. İbrahim Ünalımsı, the session featured Müge Yücel, Director of Investor Relations and Sustainability at Galata Wind and TÜYİD Board Member, and Selin Sanver Nasuhoğlu, General Secretary of TÜYİD. The speakers shared their expertise on investor relations, corporate communication, and sustainability integration within capital markets, offering students a professional perspective on how transparent and ethical financial practices build investor confidence. By promoting knowledge sharing and engagement with real-world financial governance, the event supported the development of financial literacy, transparency, and sustainable growth within Türkiye's capital market ecosystem. Through such collaborations, Bahçeşehir University continues to prepare students to contribute to responsible, innovative, and sustainable financial practices.

Documentary Screening: "Economics in Istanbul" (8 May 2024)



Bahçeşehir University's Department of Economics and Finance hosted a screening of "Economics in Istanbul" with the participation of its director, Prof. Dr. Çiğdem Boz. The documentary explored Istanbul's rich economic heritage and its connection to prosperity, equity, and public policy, featuring insights from Istanbul University scholars. The post-screening discussion engaged participants in debates on how economic structures shape urban well-being and inclusive growth.

The event contributed to SDG 4 by promoting critical and experiential learning, to SDG 8 through dialogue on sustainable economic development, and to SDG 11 by linking urban policy to inclusive and resilient city life. By highlighting fairness, transparency, and evidence-based governance, the event also supported SDG 16, emphasizing the importance of strong institutions and civic engagement in shaping equitable economic futures.

Bahçeşehir University and Zorlu PSM Launch the “PSM Academy Stage Technician Program” May 2024



Bahçeşehir University and Zorlu Performing Arts Center (PSM) have launched a new educational partnership to train stage technicians, the behind-the-scenes professionals who make theater, ballet, opera, dance, and music performances possible.

The “PSM Academy Stage Technician Program”, which began on 4 May 2024, is a 51-hour certificate training designed to equip participants with fundamental knowledge and practical skills in stage technologies, including sound, lighting, and video systems. Participants also receive instruction in occupational safety, basic electronics, and stage automation.

Led by a team of Bahçeşehir University faculty members and industry experts, the program combines theoretical training and hands-on workshops held at Zorlu PSM. Upon successful completion of the program and evaluation process, participants receive certification qualifying them to work as Entry-Level Stage Technicians in live performance settings.

By fostering collaboration between academia and the performing arts industry, the program strengthens vocational training, creative industry development, and employment opportunities, supporting Sustainable Development Goal 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth) through inclusive and skill-oriented education.

“The Key to Employee Satisfaction: Internal Communication”



Bahçeşehir University's Department of Public Relations and Publicity, in collaboration with the Creative Industries Center (BAUKEM), hosted an insightful talk at BAU Studios titled “The Key to Employee Satisfaction: Internal Communication.” Moderated by Prof. Dr. İdil Karademirlidağ Suher, the session featured Ayşe Kırımlı, General Manager of the Community Volunteers Foundation (TOG), and Simge Abay, Director of Corporate Communications and Impact Investments at Kale Group. The discussion focused on the role of effective internal communication in enhancing employee engagement and organizational trust, examining what companies offer—or fail to offer—their employees through internal communication processes. By emphasizing transparency, empathy, and dialogue within organizational structures, the event highlighted how communication strategies can improve productivity, strengthen workplace culture, and support sustainable business performance. Through academic-industry collaborations like this, Bahçeşehir University continues to foster meaningful conversations that promote responsible leadership and sustainable growth within modern organizations.

Beyond its alignment with SDG 8, the event also contributes to SDG 3 (Good Health and Well-Being) by emphasizing the psychological and emotional well-being of employees through transparent communication and mutual understanding in the workplace. It supports SDG 5 (Gender Equality) by promoting women's leadership and representation in corporate communication and management roles. Furthermore, it aligns with SDG 16 (Peace, Justice and Strong Institutions) by advocating for integrity, inclusiveness, and accountability within organizations through open and ethical internal communication practices.



BAU

BAHÇEŞEHİR
UNIVERSITY