

Sabancı Business School Newsletter

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Sabancı Business School Hosted JBE Paper Development Workshop



Sabancı Business School hosted a **Paper Development Workshop and Writing Camp** in collaboration with the Journal of Business Ethics (JBE) on December 12–13, 2025.

The two-day program, held at the Sabancı Business School, focused on **academic writing and publication processes** in areas such as **business ethics, sustainability, corporate social responsibility, and human rights**.

Featuring presentations, interactive workshops, and paper development sessions, the event brought together scholars to engage directly with editors from JBE—**one of the top 50 academic journals in business, management, and economics according to the Financial Times**.

Participants had the opportunity to present their research in parallel sessions and receive detailed feedback from editors and peers.

On the second day, **roundtable discussions** allowed participants to further refine their work based on the feedback received.

Bringing together researchers from **25 national and international business schools**, the workshop highlighted Sabancı Business School's commitment to fostering international academic dialogue on ethics, sustainability, and social responsibility.

Sabancı Business School at AACSB's MENA Conference



Sabancı Business School was invited by the **AACSB** to participate in the Elevate: **Middle East and North Africa (MENA)** conference held in Tunisia.

Our Dean, Ayşegül Toker, joined the panel titled “**Collaboration for a New MENA Advantage**” as a speaker.

The conference provided a valuable platform for discussions on emerging topics, including AI and entrepreneurship.

We Hosted the 12th Women Directors Conference: Women on Board in Turkey Report Presented



Sabancı University Corporate Governance Forum Turkey hosted the **12th Women Directors Conference**, organized by the 30% Club Turkey, on February 12 at The Marmara Taksim under the theme “**Resilience and the Evolving Role of Boards of Directors in a Polycrisis Environment.**”

During the conference, the Women on Board in Turkey Report 2025, presented by **Ata Can Bertay, faculty member at Sabancı Business School**, was shared with the public.

The conference also addressed the growing strategic role of boards and corporate resilience in a polycrisis environment, with leaders from different sectors emphasizing that diversity in boardrooms is a critical factor in improving decision quality and strengthening long-term value creation.

The event concluded with the presentation of the “**Women Empowered Boards**” awards to companies that support gender equality in their boards.

EMBA Students Visit Enerjisa Üretim and Senkron Digital



Executive MBA students from Sabancı Business School, together with faculty member **Abdullah Daşcı**, visited **Enerjisa Üretim** and its subsidiary **Senkron Digital** on February 27 as part of the Operations and Supply Chain Management course.

During the visit, students gained valuable insights into the functioning of energy markets, the operations of **Enerjisa** and **Senkron Digital**, the future of renewable energy, and cybersecurity in the energy sector.

Presentations were delivered by **Sabancı University alumni Uğur Burak Gündüz (EMBA '23)** and **Emin Onur Şahin (EMBA '24)**.

Following the presentations, participants visited **Senkron Digital's Central Operations Room** to observe firsthand how digitalization is transforming operations in the energy sector.

The visit provided an engaging and **insightful experience**, allowing students to explore the industry closely while reconnecting with alumni.

Advisory Boards Shape the Future of Our Programs



In February, Sabancı Business School hosted a series of **Advisory Board** meetings across its programs, bringing together industry representatives and key stakeholders to exchange insights and guide future directions.

Online sessions were held for **Business Analytics (PBAN)** on February 3, Master's in Finance (MIF) on February 12, and the Undergraduate Management Program (BAMAN) on February 17.

These meetings focused on sectoral developments and the evolving needs of the business world, providing **valuable input** for each program's future direction.

On February 14, we were pleased to welcome the **Advisory Board members of our Executive MBA, Professional MBA, and Master's in Marketing** programs at the Tuzla Campus.

The meeting, opened and moderated by **Ayşegül Toker, Dean of Sabancı Business School**, featured engaging discussions on strategic priorities, internationalization efforts, and opportunities to further strengthen industry collaboration.

Across all sessions, Advisory Board members shared **valuable perspectives and recommendations**, contributing to the continuous development of our programs.

These insightful discussions will play a key role in shaping our **2026 strategic roadmap**, reinforcing our commitment to delivering programs aligned with global trends and industry needs.

Executive Insight Series Launched at Altunizade Campus



An Executive Insight Series event was held on **March 7** at the Altunizade Digital Campus, aiming to strengthen Professional Master's students' connections with the business world and expand their networks.

Centered around the question, “Is it really possible to design the future today?”, the event explored topics such as **strategy, finance, artificial intelligence, and human–robot interaction**. Parallel sessions enabled students to attend those aligned with their interests.

Ömer Uzun, Özgür Kaya, and Barbaros Günay shared their insights and experiences, offering perspectives on the evolving dynamics of the business world and future competencies.

The event also created an interactive environment where students could engage directly with **industry professionals**.

It stood out as a valuable platform for **exchanging ideas and gaining multidisciplinary perspectives**.



PhD in Management Program Expands with New Marketing Specialization



A new **Marketing specialization** has been introduced within the PhD in Management Program, expanding the number of specialization areas to four.

Alongside Finance, Management and Organization, and Business Analytics and Operations Management, students can now also specialize in **Marketing**.

The newly established track focuses on high-impact, interdisciplinary research in areas such as **consumer behavior, digital marketing, data-driven decision making, customer analytics, and sustainability**.

By integrating both **behavioral and analytical perspectives**, the program aims to educate researchers who can compete at the international level.

The introduction of the Marketing specialization is expected to **strengthen the faculty's research capacity and foster an innovative research environment** aligned with global academic trends.

A Message from Dean Ayşegül Toker on International Women's Day



Prof. Dr. Ayşegül Toker, Dean of Sabancı Business School, shared her insights on leadership and gender equality in business in an interview titled **“Women Executives in Türkiye,”** conducted by Anadolu Agency for International Women's Day on March 8. In the interview, Toker emphasized that leadership begins not when one feels fully ready, but when one takes responsibility, noting that her first managerial role marked a turning point in her career.

She highlighted that overcoming the **“glass ceiling”** requires organizational cultures built on transparency, equality, and intentionally designed opportunities, stressing that equality is not an automatic outcome but a responsibility that must be actively pursued.

Toker also noted that women make up **42% of faculty members and 40% of professors at Sabancı Business School**, reflecting years of commitment to mentorship, leadership development, and inclusive recruitment practices.

Addressing young women, she encouraged them **not to wait for the perfect moment**, emphasizing that courage often begins with the first step taken even before one feels ready.

Toker concluded by underscoring that **meaningful and lasting change emerges** where individual courage meets institutional responsibility.

“30 Years, 7 Stories” Documentary Screening and Discussion



Sabancı Business School hosted a documentary screening and discussion titled “**30 Years, 7 Stories: In the Footsteps of the Beijing Platform for Action**” on March 10 as part of its International Women’s Day program, with the support of UN Women Türkiye.

Following the screening of the documentary, which was prepared to mark the 30th anniversary of the Beijing Declaration and Platform for Action, a discussion was held with the participation of academics and activists featured in the documentary: **Prof. Dr. Fatmagül Berktaş, Prof. Dr. Feride Acar, and Prof. Dr. Yakın Ertürk.**

The discussion addressed the transformative impact of the Beijing Platform for Action over the past **30 years**, the current state of women’s rights in Türkiye, and possible pathways forward for advancing gender equality.

The event aimed to highlight the **historical evolution of the women’s rights movement** through the experiences of different generations and to inspire new generations.

First Comprehensive Report on Social Psychological Well-Being in Türkiye



The Turkey Social Psychological Well-Being Report 2025, prepared by Sabancı University's Istanbul Policy Center (IPC), was presented on March 10, 2026 by **Prof. Zafer Yenil from Sabancı Business School and Prof. Nebi Sümer from the Faculty of Arts and Social Sciences.**

The report represents the first comprehensive and systematic effort to assess **Türkiye's social psychological well-being** using both international and national data sources.

Findings indicate that Türkiye ranks relatively low in global indices **measuring life satisfaction, happiness, and prosperity**, with a notable decline in psychological well-being observed since 2017.

In addition, the report explores **key social dynamics** shaping well-being, including declining trust, rising youth unemployment, income inequality, and shifts in democratic indicators.

By providing a multidimensional perspective, the report aims to support **evidence-based policymaking and contribute to discussions on social sustainability.**

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