IMPLEMENTATION OF THE PRINCIPLES OF THE RESPONSIBLE MANAGEMENT EDUCATION

SHARING INFORMATION ON PROGRESS FOR 2022-2024

ÇAĞ ÜNİVERSİTESİ
ÇAĞ UNIVERSITY
28. yıl

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MISSION

As a hub for the production and dissemination of knowledge in line with Atatürk's ideological framework, the aim is to provide education and instruction at international standards, nurture inquisitive, entrepreneurial, and research-oriented individuals, and raise those who are sensitive to social and environmental concerns within universal values. It also focuses on fostering a sense of social responsibility with an emphasis on ethical values and developing individuals who are confident, able to express themselves, and prepared for the challenges of life.

VISION

The vision of Çağ University is to become one of Turkey's leading foundation universities in education, research, and social contribution studies in the field of social sciences and humanities.

TIMELINE OF NOTABLE ACTIONS AT ÇAG

2015

May
Social Responsibility Application and Research Center was established.

2016

January
The Strategic Plan of year 2016-2020 was published. Engagement with societal problems and focusing on specific needs were added as a priortized strategy.

2017

January
Faculty of Economics and Administrative Sciences at Çag University became a member status of IACBE (International Accreditation Council for Business Education)

2019

June
Candidacy of faculty was successful and approved by IACBE.

2020

June
Çağ University was given 'Orange Flag Award' in 2020, which is presented to Universities implementing the best physical accessibility practices for disabled students. September Our University became a member of PRME

January
The Strategic Plan of year 2021-2025 was published. This plan included contribution to problems of society and policies that are measured by performance criterias. Each year our performance is evaluated and action plans are implemented .

2022

September
7 of our business programs have granted accreditation by IACBE. We are the first University in Turkey to be accreditated by IACBE.

2023

January
Çağ University's Greenmetrics ranking improved from 830 to 747.

2024

June
Çağ University Yaşar Bayboğan Campus achieved significant success by earning the Accessibility in Physical Space (Orange Flag) and Accessibility in Socio-Cultural Activities (Blue Flag) awards.

February
Çağ University was accredited under the 2022 Institutional Accreditation Program conducted by the Higher Education Quality Council (YÖKAK).

INTRODUCTION

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

Dean's Message

Prof. Dr. Mustafa BAŞARAN

Dean of Faculty of Economics and Administrative Sciences

Çağ University, a participant in the Principles for Responsible Management Education (PRME) at the United Nations, has completed four years of membership, and it has been two years since the last report submission.

During this period at our university:

- Sustainable Development Goals and priorities were established.
- Green Campus initiatives were systematized, placing the university among the top 747 universities globally.
- The Virtual Worlds Laboratory was completed, and the production of publications and projects focused on sustainability continued.
- The course offerings related to Sustainable Development Goals were expanded.
- 'Sustainability Programs' were planned, and the first program was conducted with the participation of international and external stakeholders.
- A Sustainability Office was established to coordinate and systematically manage these efforts, with progress published on the university's website.

These activities have helped us align with Sustainability and PRME Principles by:

- Directing, evaluating, and strengthening all business programs systematically within the framework of PRME (Principles for Responsible Management Education) and Sustainable Development Goals (SDGs).
- Planning and executing sustainability programs with the involvement of international and external stakeholders.
- Utilizing Metaverse and New Technologies: Leveraging Metaverse opportunities to offer courses such as Virtual World (Metaverse), Marketing & Sustainability, and Meta Entrepreneurship, with plans to expand this innovative technology to other business courses. These technologies help students develop essential skills such as "learning to learn," "learning to be," and "learning to do."

These strategies are designed to equip students with the knowledge, skills, and values necessary to become successful individuals in the global business world, thereby better serving the goal of training a new generation of business leaders capable of managing the challenges facing business and society in the 21st century, in alignment with PRME principles of Goals, Values, Method, Research, Partnership, and Dialogue.

SUSTAINABILITY AT ÇAĞ UNIVERSITY

Çağ University, founded in 1997 by Mr. A. Yaşar BAYBOĞAN as the first foundation university in the region, prioritizes high-quality education in sustainability, environmental sensitivity, waste management, energy, and climate change. We are committed to integrating these aspects into our quality assurance systems, teaching, research and development, social contributions, and administrative processes. Based on feedback received through surveys from internal and external stakeholders, the following goals have been prioritized for Çağ University according to the decision of our University Senate on January 11, 2024, with decision number 2024/1:

Our university is committed to placing sustainability at its core with a forward-looking commitment. Although the Sustainability Office was established in January 2024, sustainability-focused activities have been ongoing for years. Our office, which operates in parallel with the Social Responsibility Research Center, comprises five faculty members. As the Sustainability Office, we are working to advance our Çağ University Yaşar Bayboğan Campus, which is ranked among the top 1000 green campuses worldwide, to become an even more sustainable campus in its environmental, social, and economic dimensions. Our aim is to enhance sustainability awareness among our internal stakeholders—primarily our students, academic, and administrative staff—and our external stakeholders, and to make sustainability a standard of living through collaborative efforts.

Our university conducts awareness and sensitivity activities aimed at the efficient and effective use of the planet's resources. We believe that by working together in our journey towards building a sustainable future, we will achieve success. Your participation and support are crucial to achieving these valuable goals. Our course programs, course contents, social contributions, and research are predominantly integrated with sustainable development goals.

Our university has been making significant progress in the green campus rankings indexed by UI Greenmetrics over the past two years. In our first SIP report, we were ranked 830th among the top 1000 universities based on initial data for 2022. With improvements and developments made at the university, our second report and assessment for 2023 placed us at the 747th position. Our target for 2024 is to be within the top 500 universities. Additionally, on October 14, 2023, we conducted a campaign and informational meetings on e-waste awareness as part of International E-Waste Day, and we were among the 57 world universities participating in this initiative. Eight universities from Turkey participated in this inaugural e-waste campaign conducted by UI Greenmetrics.

We were featured as "The Reporter" by Times Higher Education (THE), and as part of our primary goals for 2024, we are determined to enter our data into THE Impact this year. In our internal evaluation reports, sustainability efforts under social contributions are increasingly focused and aware, particularly through our PRME membership. We are committed to and diligently work on this responsibility through interdepartmental integrations.

Prof. Dr. Eda YAŞA ÖZELTÜRKAY

Coordinator of Sustainability Office

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SOCIAL RESPONSIBILITY APPLICATION AND RESEARCH CENTER

In the 21st century, it is necessary for university students to acquire a diverse range of generic competencies in order to effectively navigate a world that is becoming increasingly intricate and interconnected. These competencies are crucial for both personal and professional achievements, as they provide students with the important tools to adjust to rapid technological progress and diverse cultural landscapes. Critical thinking, communication, collaboration, digital literacy, adaptability, ethical reasoning, global awareness, and self-management are some of the essential competencies that promote a comprehensive approach to learning. By cultivating these competencies, students will be better equipped to face the demands of contemporary society, engage in continuous learning, and make positive contributions to their communities.

Over the past few decades, corporate social responsibility (CSR) has transformed from a secondary concern to a key element of business strategy. With the rise of environmental and social issues, companies are now being more closely scrutinized for their global impact. This change signifies a more comprehensive view of sustainability, which includes environmental, social, and economic aspects. It is now anticipated that businesses will make a positive contribution to society while also remaining profitable. Moreover, CSR is becoming more and more important for university students. It helps to develop ethical consciousness and provides students with crucial abilities like leadership and teamwork. By participating in CSR, students interact with their communities, which enhances their understanding of civic responsibility and sustainability. This engagement not only prepares them for responsible citizenship but also corresponds with the principles desired by contemporary employers, making them more appealing candidates in the job market. Consequently, comprehending CSR helps in shaping individuals who are well-rounded and capable of creating positive impacts on society.

Indeed, sustainability and CSR are becoming more intertwined in the current business and educational environments. As society confronts urgent environmental and social issues, the importance of organizations in advocating for sustainable practices has grown significantly. CSR initiatives prompt businesses to operate with integrity, taking into account the broader impacts on society and the environment. This comprehensive approach not only improves corporate reputation but also promotes long-term economic development by addressing the needs of stakeholders. By integrating sustainability into CSR strategies, organizations can minimize risks, foster innovation, and contribute to a fairer and more sustainable future. Through these endeavors, both organizations and students can play a vital role in propelling positive change.

Cag University is deeply committed to sustainability and CSR, embedding these principles into its educational framework and community initiatives. The institution highlights the significance of sustainable principles throughout its courses, equipping students to tackle contemporary environmental and social issues. Through a robust combination of academic rigor and practical applications, Cag University works closely with corporate partners to create meaningful CSR initiatives. This partnership ensure that students acquire practical skills and make tangible contributions to addressing global challenges. Furthermore, Cag University supports a dynamic student organization focused on CSR projects. This clubs offers students an opportunity to participate in volunteer work, enhance their leadership abilities, and advocate for sustainable behaviors within the campus and beyond. Through nurturing a culture that prioritizes ethical conduct and sustainability, Cag University prepares students not only for their professional endeavors but also cultivates a deep commitment to social and environmental stewardship. Moreover, being a member of UI GreenMatric, Cag University is committed to enhance a sense of accountability and environmental consciousness within its student and staff. This affiliation helps the university in promoting eco-friendly practices on campus, such as energy-efficient infrastructure and waste management programs. Additionally, it offers students and faculty the chance to participate in global sustainability research and projects.

As the Social Responsibility Application and Research Center, we aim to increase the number of CSR projects in collaboration with both academia and industry to contribute to building a more sustainable world. During the 2022-2023 academic period, our university staff and students carried out 10 social responsibility projects, this number increased to 25 projects in the 2023-2024 academic period.

Dr. Emre Kadir ÖZEKENCİ
Director of Research Center

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B.E.V. 1997
ÇAĞ UNIVERSITY

"Barrier-Free University Policy"

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DISABLED STUDENTS UNIT

One of the most important institutional policies included in our University's Strategic Plans is the "Barrier-Free University Policy". Accordingly, as Cag University, improving the education and living space of each of our students is one of the primary goals of our institution.

Cag University Disabled Students Unit works to ensure the full and effective participation of our disabled students in academic and social life on equal terms with all individuals. Students' academic, social, physical and psychological processes are supported in accordance with the legal regulations determined by the Council of Higher Education. Students and unit staff are informed about the student's classroom layout, lessons, assignments, exams, materials and equipment, etc. determines their needs during the meeting and ensures that the necessary adaptations are implemented. Students with a Disability Report can benefit from their rights by applying to the Disabled Student Unit. Disabled Student Unit works under the Rectorate.

Our university, which carries out studies to contribute to the university life of our students with special needs, won the Spatial Accessibility (Orange Flag) and Sociocultural Activities as Cag University Yaşar Baybogan Campus in the competition where 1079 applications were made in different categories from 112 universities within the scope of the "Barrier Free Flag Awards" given to universities by the YÖK Disabled Student Commission in 2024. It is entitled to receive Accessibility (Blue Flag) awards.

In our university, academic arrangements are made to make the campus life of our disabled students easier with the "Disabled Student Unit Directive" and "Disabled Student Education and Examination Directive". During the year, the Disabled Student Unit held meetings with disabled students and their personal needs and demands were determined. In line with these results reported to the Rectorate, mentor academicians were identified and an after-class support network was created for disabled students on academic issues that they had difficulty with.

The faculty members who are responsible for the Disabled Student Unit of each faculty and directorate solve the students' problems regarding courses and exams by informing the necessary course instructors about student requests (providing additional resources in courses, granting additional time in exams, and different exam evaluations depending on disability status, etc.). Thus, barrier-free education support is provided. Within the scope of campus orientation, they support our disabled students with all kinds of access to the campus and provide the necessary convenience. In this way, disabled students have barrier-free access to our university.

In line with our university's "Disabled Student Directive" during both face-to-face and distance education processes, the Disabled Student Unit Coordinatorship monitors the problems and requests of disabled students regarding courses and exams in the fall and spring semesters. Requests for technological materials (devices, etc.) are evaluated and provided by the Rectorate. In addition, the faculty members who are responsible for the Disabled Student Unit of each faculty and directorate constantly communicate with the students with disabilities in their units regarding their other requests regarding courses and exams. These unit managers solve students' problems regarding courses and exams by informing the necessary course instructors about student requests (providing additional resources in courses, giving additional time in exams, and different exam evaluations depending on disability, etc.). Thus, barrier-free education support is provided. Within the scope of campus orientation, our university's security officers support all kinds of access to the campus for our disabled students when needed and provide the necessary convenience. In this way, disabled students have barrier-free access to our university.

Lecturer Elif GÜRHAN
Disabled Students Unit

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VALUES

CORE VALUES OF ÇAĞ UNIVERSITY

Our university prioritizes student-centered learning. We respect rights and freedoms, and embrace an innovative teaching approach. We contribute to the development of collective and individual intellect and support entrepreneurship. We uphold universal and national values, implement policies that prioritize research and knowledge, and emphasize the importance of scientific thinking. We closely follow technological developments, value social responsibility, and adhere to ethical standards. We approach societal issues with a solution-oriented mindset and focus on achieving international standards. We support continuous improvement and sustainability, prioritize decision-making processes that involve internal and external stakeholders, and embrace continuous improvement processes in education and teaching. We value institutional culture and effective communication, maintain strong connections with alumni, and encourage the use of modern teaching models. We are dedicated to promoting sustainability in all our practices, ensuring that our growth and development are environmentally responsible and beneficial for future generations.

Our university is dedicated to upholding values of fairness, ethical behavior, transparency, scientific rigor, entrepreneurship, and a strong focus on quality. We integrate these principles into our academic activities, curricula, and organizational practices, aligning with global social responsibility standards set forth by initiatives like the United Nations Sustainable Development Goals. Our commitment extends to fostering stakeholder engagement, promoting environmental consciousness, and advancing sustainability, ensuring that our institution contributes positively to both local communities and the global landscape.

Sustainability Commitment: We are dedicated to integrating sustainability into all aspects of our university's operations and academic endeavors. This commitment includes promoting environmental conservation, promoting social responsibility, and ensuring economic viability in our practices. Through education, research, and community engagement, we strive to address global challenges and contribute to a sustainable future for all.

Our institution has effectively incorporated sustainability into various aspects of education, research studies and business. Our university has energy efficient buildings and focuses on waste reduction initiatives. Furthermore, our business programs have received accreditation from the International Accreditation Council for Business Education (IACBE), guaranteeing compliance with worldwide sustainability and quality benchmarks.
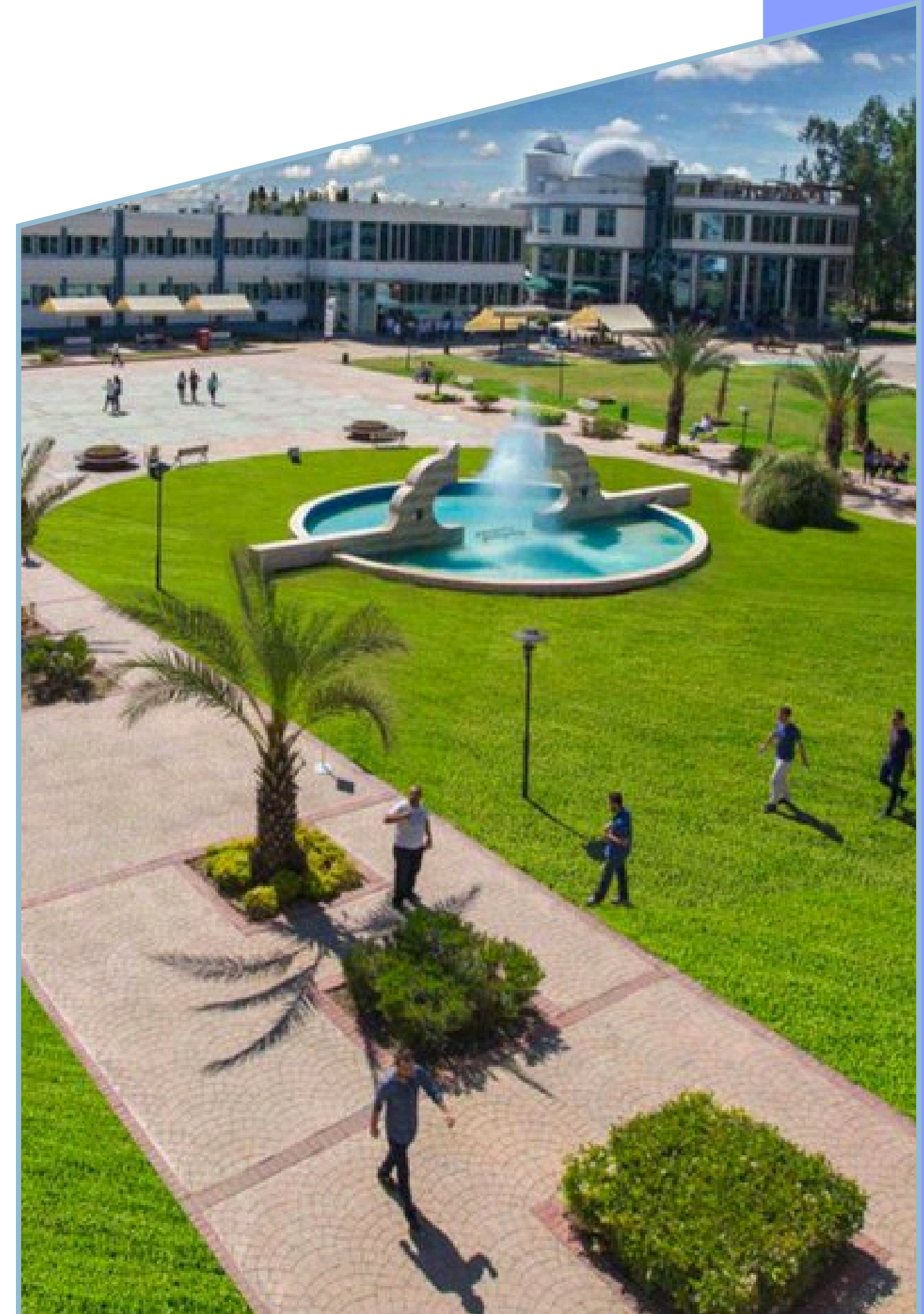
In addition, we have implemented extensive support services for students with impairments, guaranteeing inclusion and equitable access to educational resources. We incorporated priority research and education areas based on Sustainable Development Goals. The academic research on these priority areas are supported, awarded and funded.

Çağ University Advances in Greenmetrics Rankings

In 2022, Çağ University was ranked 830 in the Greenmetrics rankings. By 2023, significant progress was made, and the university's ranking improved to 747. The goal is to be among the top 500 by 2025. In this context, the Sustainability Office was established in 2024 to increase contributions to the Sustainable Development Goals (SDGs). The office has begun various activities focusing on key global objectives such as quality education, good health and well-being, no poverty, decent work and economic growth, gender equality, peace, justice and strong institutions, and partnerships for the goals.

Future Goals

We aim to expand our sustainability initiatives by implementing innovative green technologies across campus and expanding our community outreach programs to address local environmental and social challenges effectively. We also plan to increase our research impact aligned with the United Nations Sustainable Development Goals, addressing critical global challenges and promoting innovation. Additionally, we will strengthen community engagement initiatives to address local challenges and enhance our curriculum with more sustainability-focused courses and projects, preparing our students for leadership roles in sustainable development.

CORE COMPETENCIES OF ÇAĞ UNIVERSITY

Quality Education: Providing quality education through 3 faculties, 1 institute, and 2 vocational schools. This ensures a diverse range of programs and specialized training across various disciplines. Sustainability Initiatives

Environmental Responsibility: Çağ University emphasizes environmental responsibility by implementing sustainable practices across its campus and integrating environmental education into its curriculum. Initiatives include energy-efficient buildings, waste reduction programs, and promoting awareness of environmental issues among students and staff.

Social Responsibility: The university prioritizes social responsibility by actively engaging with local communities and addressing societal challenges through academic research and community service initiatives. This commitment fosters a sense of civic duty among students and encourages them to contribute positively to society.

Economic Responsibility: Çağ University demonstrates economic responsibility by ensuring efficient use of resources, maintaining financial transparency, and promoting entrepreneurship among students. The university also supports economic development through partnerships with industry and initiatives that foster innovation and job creation.

These responsibilities underscore Çağ University's commitment to holistic education that prepares students to make meaningful contributions to environmental sustainability, social equity, and economic prosperity.

Our university's commitment to responsible management education and research emphasizes the faculty's dedication to integrating ethical and sustainable values into academic activities, fostering diversity and gender equality, promoting wellbeing within the faculty community, and advancing social sustainability. This includes initiatives taken to integrate PRME principles into our core values and strategies.

Sustainability Initiatives

Integration of Sustainability in Strategic Planning: Çağ University's 2021-2025 Strategic Plan and Quality Handbook are designed and implemented to ensure sustainability through continuous improvements in all educational activities.

Accreditation for Sustainability: Our business programs are accredited through an international accreditation institution named under the International Accreditation Council for Business Education (IACBE), ensuring we meet global standards in sustainability and quality.

Support for Students with Disabilities: Our university develops sustainable solutions to facilitate the academic, administrative, physical, psychological, and social needs of students with disabilities. Services include counseling, resource support, academic tutoring, campus accessibility enhancements, and orientation programs.

Research Aligned with Sustainable Development Goals (SDGs): Our academic research and activities align with the United Nations Sustainable Development Goals (SDGs), focusing on universal action to achieve the goals by 2030. Priority research areas are determined through stakeholder contributions and aim to address global challenges such as quality education(goal #4), good health and well-being (goal #3), no poverty (goal #1), decent work and economic growth (goal #8), gender equality(goal #5), peace, justice, and strong institutions (goal #16), and partnerships for the goals(goal #17).

Promotion of Sustainable Practices in Education: Çağ University supports participation in national and international scientific events related to the SDGs, providing funding for faculty members' research and educational activities. Participation in domestic and foreign scientific events under the United Nations Sustainable Development Goals is evaluated and supported as a priority.

Sustainable Research and Development & Collaboration with Stakeholders: Çağ University collaborates with various stakeholders and organizations, including governmental bodies, municipalities, associations, chambers of commerce, and international consortiums like the European University of Technology (EUT+), to foster sustainable development through joint programs and research units.

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CORE COMPETENCIES OF ÇAĞ UNIVERSITY

Sustainability Initiatives

Our international project titled "Research Life Laboratory to Support Transformative Pedagogies for Sustainable Development and Preventative Learning (ANEM) - A New Educational Model" was accepted in 2023. In collaboration with Technical University of Cluj Napoca, Universitat Oberta de Catalunya, Technological University of Dublin, and United Nations Institute for Training and Research (UNITAR), this project aims to establish the foundations of a Research Life Laboratory to support transformative pedagogies for sustainable development and preventative learning. In order to create a more inclusive society with education and economic development, it aims to bring together academics and students. As part of this project, the universities that we have partnered with, the European University of Technology (EUT+), as a new university model, have a network of 7,000 academics and more than 100,000 students gathered under one roof of 8 universities. During 2023, our university has applied for projects from various funds in collaboration with EU+ universities to undertake scientific research. Project completions will take place in 2024.

As part of an international partnership, our university, Technical University of Cluj-Napoca (Romanya), VWEC (Virtual Worlds Education Consortium), Sofia Technical University, TU Dublin Technological University ve UNITAR (United Nations Institute for Training and Research) has begun preparations for a conference aimed at bringing together academics and researchers from different fields to share methods and ideas on sustainable development. A website has been created for SFAIS 2024, which will be organized under the theme 'Beyond Vision: Sustainable Future at Work – Innovation for Sustaining'. The Sustainability Summit will be held from 26 to 27 September 2024.

Incorporation of Social Responsibility in Curriculum: Courses such as Business Ethics and Social Responsibility, Disaster Management, Volunteering Activities, Green Social Services, Health Literacy, and Social Responsibility Projects are integrated into the curriculum to enhance student awareness and contribute to societal well-being.

Establishment of Sustainability Office: In 2024, Çağ University established a Sustainability Office to enhance contributions to the Sustainable Development Goals (SDGs) and monitor progress towards sustainability targets.

METHOD

CURRICULUM

Teaching and Training: Our education curriculum includes a wide range of sustainability and responsible management topics. By providing our students with a comprehensive education in these areas, we aim to sensitise them to these issues and enable them to apply these values in their professional lives. Our teaching and training methods include:

Practical Courses and Projects: We offer practical courses and projects to enable our students to gain practical experience in sustainability and social responsibility. These projects give students the opportunity to generate solutions to real-world problems. In the course plan, *Artificial Intelligence* and *Marketing & Sustainability* courses are given.

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Marketing and Sustainability Course:

1.The Meaning and Definitions of Sustainability:

Triple Bottom Line Framework: Students learn about the economic, environmental, and social aspects of sustainability, understanding how these three components work together and can be applied in the business world.
Sustainable Marketing: They grasp the definition and importance of sustainability-focused marketing approaches, moving beyond traditional marketing strategies.

2.The Relationship Between Sustainability and Marketing:
Students understand how sustainability principles can be integrated into marketing strategies and how this integration impacts business outcomes.
They evaluate the effects of eco-friendly products and sustainable practices on customer perception and brand value.

3.Preparing a Marketing Plan:
Students learn how to prepare a marketing plan that aligns with sustainability principles, gaining knowledge of strategic steps and implementation processes.
They develop skills in creating and managing sustainable marketing plans through real-world examples and case studies.

4.Using a Unique 3D Digital Platform to Understand Sustainability Practices:
Students experience sustainability practices of organizations through a unique 3D digital platform.
They combine theoretical knowledge with practical observation by seeing how sustainability practices work in practice via this digital tool.

5.Working as a Virtual Team on an International Project:
Students work on sustainability projects from a global perspective, learning about sustainability practices in different cultural and geographical contexts.
They develop virtual teamwork skills and gain experience in collaborating on sustainability issues internationally.

Artificial Intelligence Course:

1.The Meaning and Definitions of Sustainability:

Triple Bottom Line Framework: Students evaluate economic, environmental, and social sustainability concepts in the context of artificial intelligence.
Sustainable Marketing and AI: They learn how AI technologies can be integrated into sustainable marketing strategies.

2. The Relationship Between Sustainability and Artificial Intelligence:
Students explore how AI can play a role in achieving sustainability goals and the contributions of these technologies to environmental and social sustainability.
They understand how AI techniques such as data analytics and machine learning can be used in sustainability projects.

3. Preparing an AI-Supported Marketing Plan:
Students learn how to prepare marketing plans supported by AI technologies.
They grasp the role of AI in analyzing customer data, predicting market trends, and creating personalized marketing strategies.

4. Using a Unique 3D Digital Platform to Understand Sustainability and AI Practices:
Students experience the intersection of sustainability and AI applications through digital platforms.
They reinforce their theoretical knowledge by observing how sustainability and AI practices come together in practice through these digital tools.

5.Working as a Virtual Team on an International Project:
Students collaborate on international projects focusing on AI and sustainability, learning how these technologies are applied in different cultural and geographical contexts.

They develop skills in virtual teamwork and gain experience in collaborating on global sustainability projects.

Overall Gains:

Sustainability Awareness: Both courses' initial focus on the definitions and triple bottom line framework of sustainability helps students deeply understand the concept of sustainability.

Environmental Awareness: By learning the relationship between sustainability and marketing and how these topics are applied in the business world, students gain the ability to develop environmentally conscious strategies.

Artificial Intelligence Knowledge: Students discover the potential of AI technologies to offer solutions to environmental and social issues by learning how AI can be used in sustainability projects.
Practical Experience: Through 3D digital platforms and virtual team projects, students gain practical experience with both sustainability and AI applications.

Global Perspective: By working on international projects, students gain a global perspective on sustainability and AI topics and develop skills in collaborating across different cultures.

Business Simulation Course:

This course aims to provide students with a form of experiential learning through computer-based business simulation. Each student takes on the responsibility of managing a simulated company for a specific period of time, covering Strategy, Finance, Marketing, Operations, Human Resources/Organization, Research and Development, etc. makes decisions in various fields. In this process, it is aimed to strengthen students' ability to understand the interaction of business functions by enabling them to integrate their theoretical knowledge with practical situations. Thus, students gain a more in-depth look at the complexity of the business world while also improving their teamwork and strategic thinking skills. At the end of the course, students are asked to prepare an academic report based on their experiences throughout this process.

Metaverse Course:

Metaverse course is organized as a joint course in cooperation with Technology University of Dublin and Cag University. The course will be delivered in Second Life, an online virtual environment, through avatars. Participants from Ireland and Turkey will engage in the same virtual environment for this course. Students will see how the environment functions and evaluate the way in which a virtual content is created.

This course also aims to teach students how to manage an effective team work in a virtual and intercultural environment while dealing with many barriers such as cultural difference, language barriers, time difference, technological problems etc. This course will also give the opportunity for interaction, collaboration and networking between participants and lecturers from different disciplines, institutions and cultures. Technological components of Virtual Worlds, ethical and social issues related to Virtual Worlds will be covered during this course. So, after one semester of study, students will be able to understand the role of Virtual Worlds in today's society.

Example Event: Sustainability Programme For Global Changemakers

The *"Sustainability Programme for Global Changemakers"* was held on June 13, 2024, focusing on sustainability topics in line with the United Nations 2030 Agenda. This program, organized in collaboration with Çağ University and TU Dublin, aimed to equip participants with knowledge and skills in areas such as virtual reality, the metaverse, sustainable marketing, corporate social responsibility, climate change, and global security.

Experts such as Prof. Dr. John O'Connor, Mr. Juan Piacquadio, and Dr. Murat Gülmez led various workshops and project-focused sessions.

Participants had the opportunity to develop their teamwork and project management skills while working on their projects. Among the educators were academic leaders like Prof. Dr. John O'Connor from TU Dublin and Dr. Lucía Morales from Çağ University, who taught courses on innovation, sustainability, and digital citizenship. Throughout the program, participants interacted with experts from various fields, gaining a rich learning experience that supported both their academic and professional development.

ÇAĞ UNIVERSITY

13 JUNE
THURSDAY

09 - 04
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2024
SUSTAINABILITY
PROGRAMME FOR
GLOBAL CHANGEMAKERS

"Sustainability Programme for Global Changemakers" will bring together experts to explore a range of critical topics, including strategies for achieving the UN 2030 Agenda, approaches to economic sustainability, and the latest advancements in educational technologies. The event will take place both online and in-person at Çağ University in Mersin, Türkiye.

Example Event: Social Responsibility Projects:

We encourage our students to actively participate in social responsibility projects. These projects increase our students' sensitivity to social problems and give them experience in producing solutions

With the cooperation and support of Çağ University Sustainability Office and the Quality and Sustainability Club, within the framework of the project titled TUBITAK 2209-A "Waste Problem in the Context of Climate Change and Carbon Footprint: The Example of Adana Province", Prof. Dr. Eda YAŞA ÖZELTURKAY, Res. Asst. İlke TAŞDEMİR and Nazlıcan YAVUZ, a 3rd year student of the Department of International Relations, visited Adana Metropolitan Municipality Climate Change and Zero Waste Department Head Mr. Hasan Deda BÜYÜKÖZTÜRK and exchanged views on possible collaborations and activities.

RESEARCH

RESEARCH STRATEGY AND POLICIES

Çağ University has adopted a comprehensive research strategy and policies to support research activities and make them internationally competitive.

The University carries out various studies to improve the quality of research activities and encourage scientific innovations. Çağ University conducts and supports research on sustainability and responsible management.
University research centers carry out important studies on environmental sustainability, social responsibility and ethics.

Research Excellence

Research Centers: Conducting activities in 12 research centers within the university. These centers focus on advancing knowledge and addressing complex issues through dedicated research efforts.

Social Sciences Engagement Global, National, and Regional Issues
Addressing global, national, and regional issues in the field of social sciences. This highlights the university's commitment to understanding and solving societal problems through social science research and initiatives.

Accessibility and Inclusivity

Accessible University Concept: Embracing the concept of an accessible university to ensure spatial accessibility. This involves creating an inclusive environment where all students can access facilities and resources without barriers.

Stakeholder Focus Stakeholder Activities
Carefully conducting stakeholder-focused activities. The university places importance on engaging with and addressing the needs and interests of its stakeholders, including students, staff, and the community.

RESEARCH STRATEGY AND POLICIES

Language Learning Opportunities

Second Foreign Language: Offering the opportunity to learn a second foreign language. This enhances students' global competencies and prepares them for international opportunities.

Modern Educational Technologies

Educational Technology: Closely following modern educational technologies. The university integrates the latest technological advancements to enhance teaching and learning experiences, ensuring students are well-prepared for the future. These core competencies reflect Çağ University's dedication to providing a comprehensive and inclusive educational experience while maintaining a strong emphasis on research and innovation.

Social Responsibility Research

Our university conducts various researches on social responsibility and ethics. These researches address issues such as ethical practices in the business world, gender equality and social justice. For example, **ÇAĞKAM** (Çağ University Gender and Women's Studies Application and Research Centre), one of the research centers of the university, fulfills the task of enlightening the society with its dynamic structure and agenda.

The main objectives of ÇAĞKAM can be listed as follows:

- *To carry out research and educational activities in all areas related to gender and women in our country and in the world,*
- *To encourage scientific research in the field of Gender and Women's Studies,*
- *To carry out studies for the development of joint projects by researchers from different disciplines and research areas as well as the research carried out individually by faculty members,*
- *To pioneer national and international studies on gender and women's studies, to develop research collaborations with other institutions and individuals,*
- *To carry out studies to determine in which areas research in the field of gender and women's studies is concentrated and in which areas there is a lack of research. In line with these objectives,* **ÇAĞKAM** *carries out activities that appeal to a wider audience, capture current issues and try to find answers to specific questions thanks to the participation of expert scientists, professionals and young entrepreneurs with remarkable topics.*

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PUBLICATIONS

PUBLICATIONS

Cag university demonstrates a strong dedication to sustainability through its active involvement in international conferences and the publication of scholarly articles on the subject. The university consistently interacts with the global academic community to address and advocate for sustainability issues. Through participation in prominent international conferences, Cag university presents its research and innovative approaches to sustainability, fostering collaboration and knowledge exchange with other institutions and industry leaders. Moreover, the university's faculty and researchers contribute to the broader discussion on sustainability by publishing articles in reputable academic journals. These publications emphasize the university's commitment to exploring and implementing sustainable practices, ensuring that its academic and practical contributions are in line with global sustainability objectives. This commitment not only enhances the university's academic standing but also highlights its proactive role in the global initiative to build a more sustainable future. Tables 1 and 2 present a selection of scientific activities and research related to sustainable development goals (SDGs) that have been undertaken by our university's members.

Table 1. Examples of Sustainability-Related Conferences

Participants	Scope	Title	Organizer	Type	SDGs
Assoc. Prof. Sevgi BALKAN ŞAHİN	International	From G20 to COP28: Energy, Climate and Growth	Think20 India and Emirates Policy Center	Face-to-face	4 & 13
Assoc. Prof. Sevgi BALKAN ŞAHİN Res. Assist. Özge ÇETİNER	International	"The 1st International UNITAR Research Conference - Climate Security: Peace & Security Consequences of Climate Change	UNITAR	Online	4 & 13
Assoc. Prof. Sevgi BALKAN ŞAHİN	National	Climate Crisis and Human Security	REWA Anatolia	Face-to-face	4 & 13
Res. Assit. İlke Taşdemir	International	The EU Environmental Policies and Law	UC Lovain Saint Louis University	Face-to-face	4 & 13
Prof. Dr. Mahir FİSUNOĞLU	National	Compatibility of Sustainable Development Goals and Their Obligations with Accounting.	Cukurova University	Face-to-face	17
Assist. Prof. Duygu Gür, Assoc. Prof. Murat Gülmez, Assoc. Prof. Sevgi Balkan Şahin	International	Sustainability Programme for Global Changemakers	Cag University, public and private sector	Hybrid	4, 8, 9, 12, 17
Assist. Prof. Suzan OĞUZ	International	4th International Symposium on Sustainable Logistics "Belt and Road Initiative"	Toros University	Online	4, 12, 17

PUBLICATIONS

Table 2. Examples of Publications on Sustainability

Researchers	Title	Type	Publisher	SDGs
Assist. Prof. Emre Kadir ÖZEKENCİ	BIBLIOMETRIC ANALYSIS OF ARTICLES PUBLISHED ON THE WEB OF SCIENCE (WoS) DATABASE ON SUSTAINABLE TRADE AND GREEN LOGISTICS	Article	Journal of Academic Approaches	8 & 9
Assist. Prof. Emre Kadir ÖZEKENCİ	THE RELATIONSHIP BETWEEN CARBON DIOXIDE EMISSIONS (CO2) AND EXPORTS, ENERGY, FOREIGN DIRECT INVESTMENTS AND ECONOMIC GROWTH: THE CASE OF TURKEY	Article	International Journal of Economic and Administrative Studies	8 & 9
Assoc. Prof. Sevgi BALKAN ŞAHİN	"Transformation of Turkey's Environmental Policy: A Case of Selective Europeanization	Book Chapter	London: Palgrave Macmillan.	13 & 17
Prof. Dr. Eda Y. ÖZELTÜRKAY Assoc. Prof. Murat GÜLMEZ Res. Assist. Suzan OĞUZ	Bibliometric Analysis of Studies on Sustainable Waste Management.	Article	Sustainability	6
Res. Assist. Özge ÇETİNER	Bibliometric Analysis of Academic Studies on the European Green Deal Using Visual Mapping Technique	Article	Anadolu University Faculty of Economics and Administrative Sciences	13 & 17
Assist. Prof. Emre Kadir ÖZEKENCİ	THE ECOLOGICAL FOOTPRINT AND TRADE OPENNESS NEXUS: A CASE OF G-7 COUNTRIES	Article	Electronic Journal of Social Sciences	8 & 9
Res. Assist. Kübra T. ONAT	Sustainable Consumption Behavior of Young Consumers: Gender-Based Approach from an Emerging Market	Book Chapter	IGI Global	8 & 12
Res. Assist. Hazal Ezgi Özbek, Assist. Prof. Suzan Oğuz	Environmentally Friendly Supplier Selection for Reusable Masks: An Application with the Entropy-Based TOPSIS Method	Article	Alanya Academic Review	12
Prof. Dr. Eda Y. ÖZELTÜRKAY Lect. Şeyda ÇAVMAK	Prioritization of Factors Determining the Level of Sustainability in Healthcare Services	Article	Journal of Productivity	3 & 12
Prof. Dr. Eda Y. ÖZELTÜRKAY	EXAMINING COLLECTIVE PSYCHOLOGICAL OWNERSHIP AND ENVIRONMENTAL VALUES ON THE AXIS OF SUSTAINABLE CONSUMPTION	Article	Journal of Çukurova University Social Sciences Institute	12
Assoc. Prof. Sevgi BALKAN ŞAHİN Res. Assist. Özge ÇETİNER	NATO's Securitization of Climate Change in the Arctic	Article	Journal of Security Strategies	13 & 17
Res. Assist. İlke TAŞDEMİR	The Problem of Diffusion of Climate Norms in the European Union	Article	Journal of Diplomatic Research	13
Assist. Prof. Suzan OĞUZ	The Link Between Trade Openness, Economic Growth, Energy Use and Carbon Emissions: Analysis with a Conceptual Model Proposal	Article	Sosyoekonomi	9 & 12

PUBLICATIONS

Additionally, the Cag university provides a range of courses that incorporate sustainability principles, guaranteeing that students acquire a thorough comprehension of the environmental, social, and economic aspects of sustainable development. The courses are tailored to encompass subjects like sustainable business strategies, environmental administration, social responsibility, and green marketing. Table 3 demonstrates some courses on SDGs.

Table 3. Examples of Course on SDGs

Lecturer	Course	Department	SDGs
Prof. Dr. Eda Y. ÖZELTÜRKAY	Sustainability Literacy	Common Elective Course	4,17
Assoc. Prof. Esma IRMAK	Social Responsibility Project	Common Elective Course	4,17
Assoc. Prof. Sevgi B. ŞAHİN	Climate Change	Compulsory	13,14,15
Lect. Elif GÜRHAN DURAN	Disadvantages Groups	Common Elective Course	3,4,5,17
Assoc. Prof. Saadet SAĞTAŞ TUTKUNCA	Business Ethics & Social Responsibility	Compulsory	4, 17
Assist. Prof. Duygu GÜR	Marketing & Sustainability	Elective	4, 12, 17

PUBLICATIONS

Besides, Cag university increasingly understands the importance of social responsibility and sustainability research. Offering monetary rewards plays a crucial role in encouraging and advancing this vital work. By providing financial rewards for research that addresses social and environmental challenges, institutions motivate faculty and researchers to focus on projects that have a meaningful impact on society and the planet. Such incentives are intended to align academic studies with the university's commitment to promoting ethical practices and sustainable development. This fosters a research culture that prioritizes long-term benefits for communities and the environment. Consequently, monetary rewards for research in these areas can encourage innovation, enhance the institution's reputation, and contribute to a more sustainable and equitable future. In parallel, the research funding regarding responsibility has increased significantly.

PARTNERSHIP

PARTNERSHIP

Çağ University collaborates with institutions, universities, and commercial entities to address the challenges of social and environmental responsibilities. Together, we explore effective approaches to tackle these challenges, fostering knowledge exchange and promoting innovative solutions across diverse sectors. These partnerships not only enrich the experiences of our students and academic community but also play a crucial role in advancing our mission towards a sustainable future.

PARTNERSHIP

Progress and Achievements in Current Projects: Virtual Worlds

Since 2020, in collaboration with Technology University of Dublin, Çağ University has been offering the course "Metaverse Virtual Worlds," achieving remarkable success in consecutive years. In both 2023 and 2024, students participated in the Student Challenge organized by the Virtual Worlds Education Consortium and secured the first prize. Prof. Dr. Ünal AY, our esteemed Rector, honored the students with certificates of achievement in recognition of their outstanding performance. This ongoing success underscores our dedication to advancing virtual education and empowering students to excel globally in the field of virtual worlds.

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PARTNERSHIP

New Partnership: Technical University of Sofia and Association Educative La Salle St Louis Ste Barbe

Continuing with all its efforts to provide and expand education abroad opportunities, the Erasmus+ Program Coordination Office within the scope of 2023-2024, Çağ University has signed a total of 2 KA131 Student Mobility Agreements with Technical University of Sofia and Association Educative La Salle St Louis Ste Barbe. These agreements aim to enhance international collaborations through student exchanges, fostering cultural and academic exchanges.

Driving Sustainable Development Through Research and Education: UNITAR's Collaborative Approach

In July 2024, Alexandra Severino, UNITAR's Online Learning and Education Program Coordinator, visited Çağ University to share UNITAR's expertise and global perspectives on sustainable development, making significant contributions towards future initiatives. Meetings were held with teams working on sustainability-based and actionable projects at the university.

PARTNERSHIP

Sustainable Scientific Steps Towards the Future: SFAIS 2024

Çağ University will collaborate with TEMSA, Technological University Dublin, Virtual World Education Consortium, Technical University of Sofia, Technical University of Cluj-Napoca, and UNITAR for the "Beyond Vision: Sustainable Futures in Action – Innovate to Sustain | SFAIS 2024" conference on September 26-27, 2024.

This event will bring together experts and institutions to explore and develop innovative strategies for sustainable futures. Çağ University aims to encourage collaborative efforts for a sustainable future by inviting academicians, researchers, practitioners, NGOs, students, and members of the business and international community to participate.

DIALOGUE

DIALOGUE

 The Business Departments at Çağ University support dialogue between interested groups and stakeholders on sustainability and social responsibility issues. In this regard, they aim to facilitate dialogue among educators, students, civil society organizations, and the business world. Çağ University aims to create not only regional but also national and global impact on this issue. For this purpose, Sustainability Programme For Global Changemakers was organised in 2024 and events continue to be organized within this framework. The multidisciplinary congress on sustainability, to be held by Çağ University in September 2024, serves the purpose of bringing together students, academics and companies on a common platform.

Sustainability Programme For Global Changemakers

 The Sustainability Summit hosted by Çağ University was held with the valuable participation of Dr. Lucia Morales from Technological University Dublin and Alexandra Severino, Program Coordinator of UNITAR. This program delves into critical themes of sustainability and innovation, focusing on the UN 2030 Agenda and the UN 2.0 Agenda. It explores economic sustainability through data analytics, and the integration of enhanced learning technologies in sustainable education. The discussions address climate change, human security, and sustainable development, as well as the application of immersive technologies and AI in higher education. The program also highlights strategic innovations essential for achieving sustainable success in the corporate world.

Social Responsibility Projects

 Çağ University has not only adapted important and critical topics related to sustainability to its curriculum, but also aims to ensure their dissemination by including them in social responsibility projects. The social responsibility projects titled "Financial Literacy, Financial Technologies and Digital Banking" and "Industry 4 Technologies Awareness Project" organized for high school students based on the SDGs under the International Finance and Banking Department were successfully implemented. Under the leadership of the Department of International Business Management, Virtual Reality training was provided to secondary school students in order to raise awareness about sustainability. In the session carried out within the scope of the social responsibility project, students were shown the damages and consequences that may occur in our seas and oceans as a result of unsustainable activities through virtual reality headsets.

DIALOGUE

Collaborations with Companies and Organizations

In addition to all these activities, Çağ University, which cares about developing University-Industry cooperation, hosted TruKKer Logistics and Önder Customs Clearance companies within the scope of ITL-102 International Logistics course. In MAN 440-Marketing and Sustainability course, students developed sustainability projects with the participation of Beta Tea, Beta Energy companies and LÖSEV (Foundation for Children with Leukemia). They engaged with company employees to brainstorm strategies for adapting their businesses to the Metaverse in a sustainable manner. They then presented these innovative projects to the respective companies for implementation. Within the scope of ITL-314 Metaverse (Virtual Worlds) course, students participated in the *Student Challenge* organised by VWEC (Virtual Worlds Education Consortium) and developed projects that will serve all three pillars of sustainability in Second Life, one of the Metaverse platforms.

TUBITAK Projects and Scientific Articles

We care about raising awareness on SDGs and adapting it to all parts of the system. The projects titled "The role of local governments in the context of climate change and energy transition: The case of Adana province" and "Evaluation of University Students' Awareness of Sustainable Development" are among the projects accepted and implemented by TUBITAK. In addition to all these developments, there are many articles and projects related to sustainability that are still in the application stage. The studies have primarily focused on the 7 SDGs that Çağ University has identified within itself; these are quality education (SDG-4), healthy and quality life (SDG-3), end poverty (SDG-1), decent work and economic growth (SDG-8), gender equality (SDG-5), peace, justice and strong institutions (SDG-16), and partnerships for goals (SDG-17). As a result of all these actions, Çağ University was ranked the 747th most sustainable university in the world by GreenMetric in 2023.

ORGANIZATINAL PRACTICES

ORGANIZATIONAL PRACTICES

Çağ University is not only limited to academic and research activities on sustainability and social responsibility issues, but also applies these principles throughout the campus. These organisational practices fulfil our university's commitments to sustainability and social responsibility and promote these values throughout the campus.

The University carries out various projects within the scope of sustainability and environmentally friendly activities. Environmentally friendly practices such as energy efficiency projects, waste management and recycling programmes are implemented throughout the campus and it is aimed to raise awareness among students.

Waste Management: Comprehensive recycling programs are implemented across the campus, and training is provided to students and staff on waste segregation. Accordingly, our university has placed separate bins for different types of waste and special boxes for blue bottle caps in both indoor and outdoor areas.

Social Contribution and Social Responsibility: Our university attaches importance to social contribution and social responsibility activities. In this context, students are encouraged to social responsibility projects and volunteer work. It also carries out various social responsibility projects in co-operation with local communities.

Diversity and Inclusion: Our university develops various policies and practices to increase diversity and inclusion. Various support programmes are offered and inclusive training programmes are organised to ensure that all students and staff have access to equal opportunities.

ORGANIZATIONAL PRACTICES

Çağ University actively implements the sustainable practices across the campus. The university demonstrates its commitment to these values through various initiatives, including:

Sustainability Workshops and Seminars: Regularly organized events that educate students and staff about sustainable living practices, promoting environmental awareness and responsible resource use.

Support for Student-led Social Responsibility Projects: The university provides resources and platforms for students to develop and lead their own social responsibility projects, empowering them to make a positive impact.

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