



**BAŞKENT  
UNIVERSITY**

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# Seminar on Creative Cultural Industries and Higher Education

Yaratıcı Kültür Endüstrileri ve  
Yükseköğretim Semineri

12 - 13  
OCTOBER  
EKİM  
2017



**Avni Akyol Conference Hall** | Konferans Salonu



## Program

1. Gün / 1<sup>st</sup> Day (12.10.2017)

Süre / Duration	Konu / Subject	İçerik / Content	Konuşmacı / Speaker
09:30-10:00	Kayıt / Registration		
10:00-10:30	Açılış Opening	<p>Açılış konuşmaları</p> <p>Organizasyonu üstlenen, Başkent Üniversitesi, Yaratıcı Kültür Endüstrileri Merkezi (YAKEM)'in tanıtımı, seminer programının sunulması, konuşmacıların tanıtılması.</p> <p><b>Information about the organising institution, Başkent University Creative Cultural Industries Research Center (BU-CCIRC), presentation of the seminar program, introduction of the speakers.</b></p>	<p>Prof. Dr. Ali Haberal, Başkent Üni., Rektör <b>Baskent Uni., President</b></p> <p>Prof. Dr. Özcan Yağcı, Başkent. Üni. İletişim Fakültesi / <b>Baskent Uni., Communication Faculty</b></p> <p>Prof. Dr. Ahmet Tolungüç, YAKEM / <b>CCIRC</b></p>
10:30-11:00	Yaratıcı Sektör Creative Sector	<p>Yaratıcı Endüstrilerin Yayılım Etkilerini Ölçme. <b>Measuring The Spill Over Effects of Creative Industries.</b></p>	<p>Prof. Dr. Khalid Hafeez, <b>The University of Abertay Dundee, Business School</b></p>
11:00-11:15	Kahve Arası Coffee Break		
11:15-11:45	Yaratıcı Sektör Creative Sector	<p>Yaratıcı Büyüme- Küresel Tedarik Zincirleri Bölgesel Oluşumların Büyümesine Nasıl Katkı Sağlayabilir? <b>Creative Scale ups - How Globalized Supply Chains Contribute To The Growth of Regional Clusters?</b></p>	<p>Dr. Nuno Arroitea, <b>The University of Abertay Dundee, Business School</b></p>
11:45-12:00	Soru ve Cevap Q&A	<p>Sabah oturumlarıyla ilgili soru ve yorumlarının alınması. <b>Questions and comments related to the morning sessions.</b></p>	<p>Moderatör / <b>Moderator</b> Prof. Dr. Ahmet Tolungüç</p>
12:00-13:30	Öğle Yemeği Lunch		

## Program

1. Gün / 1<sup>st</sup> Day (12.10.2017)

13:30-14:00	Yaratıcı Ekosistem <b>Creative Ecosystem</b>	Yaratıcı Endüstriler İçin Yükseköğretim Sektör Etkileşimi: Ne Yapıldı, Ne Yapılıyor ve Ne Yapılmalı? <b>Higher Education-Sector Interaction for Creative Industries: What Has Been Done, Is Done and Should Be Done?</b>	Assoc. Prof. Okan Yeloğlu, Başkent Üni. İktisadi ve İdari Bilimler Fakültesi. <b>Baskent Uni., Economics and Administrative Sciences Faculty</b>
14:00-14:30	Yaratıcı Girişimcilik <b>Creative Entrepreneurship</b>	Yaratıcı Kültür Endüstrilerinin Kolaylaştırıcısı Olarak Girişimcilik: Slovenya'dan Tasarımcıların Eğitiminde En İyi Uygulamalar <b>Entrepreneurship as Facilitator of Creative Culture Industries: Best Practices in Training of Designers from Slovenia</b>	Assoc. Prof. Jordan Berginc, <b>Faculty of Design, University of Primorska, Slovenia and Studio of Entrepreneurship, Slovenia</b>
14:30-15:00	Yaratıcı Ekosistem <b>Creative Ecosystem</b>	Başkent Üniversitesi Yaratıcılık Ekosistemi <b>Creative Ecosystem of Başkent University</b>	Prof. Dr. Ahmet Tolunguç, Assoc. Prof. Senem G. Hızal, Asst. Prof. Nihan G. Işıkman, Dr. Erman Demir, YAKEM / <b>CCIRC</b>
15:00-15:15	Kahve Arası <b>Coffee Break</b>		
15:15-15:45	Yaratıcı Ekosistem <b>Creative Ecosystem</b>	Yükseköğretimin İkilemi: Sanat ve Yaratıcılık Yönetilmeli mi? <b>Higher Education Dilemmas: Should Art and Creativity Be Managed?</b>	Dr. Aleksandar Brkić, <b>Institute for Creative and Cultural Entrepreneurship, Goldsmiths, University of London</b>
15:45-16:15	Yaratıcı Ekosistem <b>Creative Ecosystem</b>	Yaratıcı ve Girişimci Yükseköğretim <b>Creative and Entrepreneurial Higher Education</b>	Prof. Dr. Füsün Eyidoğan, Başkent Üni. Eğitim Fakültesi <b>Baskent Uni., Education Faculty</b>
16:15-16:45	Soru ve Cevap <b>Q&amp;A</b>	Öğleden sonra oturumlarıyla ilgili soru ve yorumlarının alınması. <b>Questions and comments related to the afternoon sessions.</b>	Moderatör / <b>Moderator</b> Prof. Dr. Ahmet Tolunguç

## Program

2. Gün / 2<sup>nd</sup> Day (13.10.2017)

Süre / Duration	İçerik / Content	Konuşmacı / Speaker
10:00-12:00	<p>Yuvarlak Masa Toplantısı - Uluslararası yaratıcı kültür endüstrilerinin değerlendirilmesi, Türkiye'nin gelişme potansiyeli, Türkiye ile İngiltere arasında bireysel ve kurumsal işbirlikleri olanaklarının geliştirilmesi için yuvarlak masa toplantısı gerçekleştirilecektir.</p> <p><b>Round Table Meeting - Roundtable meetings will be held to evaluate the international creative cultural industries, to develop the opportunities for individual and institutional cooperation between Turkey and UK with Turkey's development potential.</b></p>	<p>Prof. Dr. Adnan Tepecik, Prof. Dr. Ahmet Tolungüç, Prof. Dr. Berna Simten Malhan, Prof. Dr. Füsün Eyidoğan, Prof. Dr. Khalid Hafeez, Prof. Melik Ertuğrul Bayraktarkatal, Assoc. Prof. Jordan Berginc, Assoc. Prof. Okan Yeloğlu, Assoc. Prof. Senem G. Hızal, Asst. Prof. Nihan G. Işıkman, Dr. Aleksandar Brkić, Dr. Erman Demir, Dr. Nuno Arrotea</p>
12:00-13:00	Öğle Yemeği / Lunch	
13:00-16:00	<p>Saha ziyareti - Katılımcılar Ankara özelinde yaratıcı kültür endüstrileri alanında faaliyet gösteren kurumlara ziyaret gerçekleştireceklerdir. Gökyay Vakfı Satranç Müzesi.</p> <p><b>Site visit - The participants will visit institutions operating in the field of creative culture industries in Ankara. Gokyay Foundation Chess Museum.</b></p>	<p>Prof. Dr. Adnan Tepecik, Prof. Dr. Ahmet Tolungüç, Prof. Dr. Berna Simten Malhan, Prof. Dr. Füsün Eyidoğan, Prof. Dr. Khalid Hafeez, Prof. Melik Ertuğrul Bayraktarkatal, Assoc. Prof. Jordan Berginc, Assoc. Prof. Okan Yeloğlu, Assoc. Prof. Senem G. Hızal, Asst. Prof. Nihan G. Işıkman, Dr. Aleksandar Brkić, Dr. Erman Demir, Dr. Nuno Arrotea</p>

## Speakers

### **Prof. Dr. Füsun Eyidođan**

Füsun Eyidođan was born in İskenderun, in 1971. She received the B.Sc. Degree in Biology from Middle East Technical University, Ankara, in 1992, and the M.Sc. and Ph.D. Degrees in Biotechnology from Middle East Technical University in 1995 and 2001, respectively. In 2001, she joined Baskent University Faculty of Education as a lecturer. She became an associate professor in 2009 and professor in 2014. Currently she is the director of Institute of Educational Sciences in Baskent University.

### **Prof. Dr. Khalid Hafeez**

Professor in Business and Management and Head of Division at Abertay University (UK). Previous academic roles include Professor and Founding Head of the Claude Littner Business School, University of West London (UK), Professor and Departmental Head at the York Management School, University of York (UK). Founding Director for the Centre for Entrepreneurship and Innovation at the University of Bradford (UK). Fellow of National Council for Graduate Entrepreneurs (UK) and a member of the European Foundation for Entrepreneurship Research (UK). Extensive experience with entrepreneurs in the creative sector having established an incubation centre at the Bradford University and at the Sheffield Hallam Universities supporting the creative industries. Researcher and published author in recognized journals such as International Journal of Production Economics, Qualitative Market Research, Journal of Brand Management, Journal of Quality and Service Sciences, and Journal of Manufacturing Technology Management.

## **Assoc. Prof. Jordan Berginc**

Jordan Berginc PhD is an international recognized trainer and consultant in the field of creativity, entrepreneurship and innovation and design management. He has been cooperating and managing many national and international projects in SMEs area. Recently, he has been engaged as associate professor with various study courses at the Faculty of design in Slovenia where he supports young designers with entrepreneurial skills and knowledge for Start-ups. Currently he is working on international EU project to develop entrepreneurship ecosystem in Ankara (Turkey) where he is training young tech Start-ups from different Universities. He is the author of many study books, research papers and articles in mentioned area. Finally, he is (co)founder of many companies and NGOs which purpose is to facilitate innovative products among young entrepreneurs.

## **Assoc. Prof. Okan Yelođlu**

Hakki Okan Yelođlu is the head of the department of Technology and Knowledge Management at Faculty of Economics and Administrative Sciences at Baskent University. He was graduated from Baskent University, with Doctor of Philosophy degree in Management and Organization with a focus on Organization Theory and Leadership. His current research areas are Technology Management, Strategic Management and Quantitative Research Methods. He is also a member of CCIRC at Baskent University, developing strategies and innovative projects with the current members of CCIRC.

## **Asst. Prof. Nihan G. Işıkman**

Nihan G. Işıkman is currently a lecturer at BU, Fac. of Communication, Dept. of Radio Tv Cinema, giving the lessons such as Documentary Cinema, Documentary Film Making, Directing in Cinema, Production in Cinema. Her work focuses on different forms of narrative in documentary cinema, cinema, re-presentation of reality. She has won awards for documentary films she has produced and directed and has participated in international festival programs. Since 2014 she has been the Documentary Program Coordinator at the AIFF and a member of the executive board of World Mass Media Research Foundation.

## **Dr. Aleksandar Brkić**

Dr. Aleksandar Brkić, is a scholar and lecturer in the fields of cultural/arts management and cultural policy working at the Institute for Creative and Cultural Entrepreneurship (ICCE), Goldsmiths, University of London. He is a guest lecturer at the University of Arts in Belgrade (Serbia), LASALLE College of the Arts (Singapore) and Hassan II University in Casablanca (Morocco). He was a coordinator of Asia Pacific Network for Cultural Education and Research (ANCER). His last book “Cultural Policy Frameworks (Re)constructing National and Supranational Identities: European Union and The Balkans” was published by European Cultural Foundation.



## **Dr. Nuno Arroiteia**

Lecturer in Business and Management at Abertay University (UK) Research interests in international entrepreneurship, international business, and the creative economy. PhD in International Business and Trade at the University of Extremadura (Spain). MSc in Operations Management at the University of Aveiro (Portugal). BA (Hons) in Business and Management at the Portuguese Catholic University (Portugal) and the University of Hohenheim (Germany). Prior industry experience in managerial roles at multinational companies such as Arthur Andersen, Deloitte, UEFA, and Carglass. Consulting and investing experience in new venture financing and growth in the creative sector. Extensive experience training and mentoring entrepreneurs in the creative sector, having had participated in European Capital of Culture initiatives. Know-how related to entrepreneurial finance, operations management, international business development, and growth.



**YAKEM**

**BAŞKENT UNIVERSITY**  
CREATIVE CULTURAL INDUSTRIES  
RESEARCH CENTER (CCIRC)

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