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Akademii Przedsiębiorczości AGH



"Academic entrepreneurship - the Turkish perspective"



Time: 25/05/2022, 2 PM



Place: The Main Library
of AGH, room 5

TOPICS

- Definition and Trends of Technology Entrepreneurship/Startups (advanced idea generation process)
- Definition and Trends in Turkish Startup Ecosystem (seedfunding, acceleration programs, technoparks and VC's)
- Ecosystem in technical university based on Centre of Entrepreneurship and Leadership Tools, Programs, Applications and Research
- Marketing Activities, Commercialization and Market Orientation in Startups – Turkish Case

SPEAKER

- **Begüm Şahin** is Assistant Professor of Marketing at Ostim Technical University-Ankara, in Turkey. She is the Head of International Trade and Finance Department, Vice Dean of the Faculty of Economic and Administrative Sciences and the Director of Entrepreneurship and Leadership Center of the University. Her teaching and research interests are in the field of market orientation, entrepreneurial marketing, inbound marketing, e-commerce, digital marketing, social entrepreneurship and technology startups.