

DOUBLE MASTER
INTERCULTURAL MANAGEMENT
**RESEARCH
PROJECTS 2026**

29.07.2026 | 10:00 - 16:00
CONFERENCE ROOM OF THE LANGUAGE
CENTER - TAU CAMPUS (BEYKOZ)

WORKSHOP
Presentation of the research results and
discussion

AI Adaptation Across Borders and Intercultural Differences



IN COOPERATION WITH
Mercedes-Benz



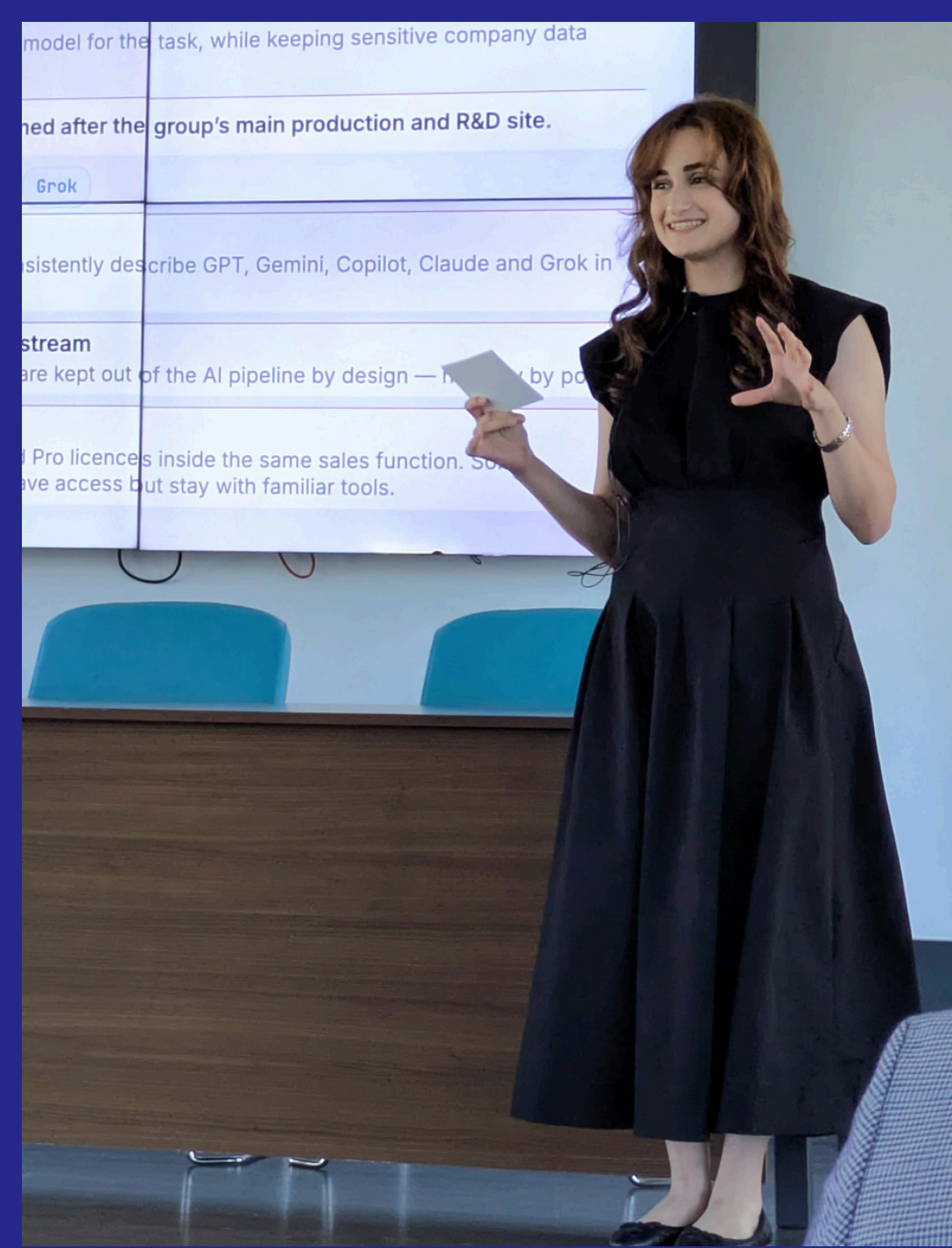


Back row: Dr. Fritz Audebert (University of Passau, ICUnet.Group), Paul Audebert, Engin Arslantaş (Mercedes/Daimler)

Middle row: İlayda Şatır, Zeynep Merve Tepe (students), Iffet Türken (Tirsan/Kässbohrer), Nuray Çağlayan, Esmâ Tuzcu (students), Aslı Has (Mercedes/Daimler), Prof. Dr. Ernst Struck (University of Passau), Can Mutluer (Rational)

Front row: Hüseyin Gelis (Siemens), Paula Jung, Ayça Rahat, Begüm Uygun (students), Kira Braun (University of Passau), İrem Dölen (TAU), Erdem Alptekin (Siemens)

Students from the University of Passau and Turk-Alman University's double master's program in "Intercultural Management" gathered at the TAU campus on July 29, 2026 to present the findings of their two-month research projects, which were conducted in close collaboration with Siemens Türkiye, Mercedes/Daimler, Rational, and Tirsan/Kässbohrer. “AI Adaptation Across Boundaries and Intercultural Differences” was this year’s the theme. The students examined this current issue from the perspectives of trust, leadership, and organizational learning. They discovered that, in addition to cultural inclinations, deeper socioeconomic variables also affect how businesses adjust to artificial intelligence. As a practical result, several groups distributed a customized sheet with



suggestions. Following each presentation, the business leaders, academic supervisors, and students engaged in lively discussions. The exchange highlighted how both parties gain from the collaboration: companies gain from new ideas and scholarly contributions, while students gain practical knowledge and cross-cultural experience.

We sincerely appreciate the participation of the companies and would like to thank for their engagement and openness.

Left: Mrs. Tepe during her presentation (Tirsan/Kässbohrer).

Top right: Discussing findings and conclusions among all participants.

Bottom right: Mrs. Rahat and Paula Jung did research at Siemens Türkiye. Beside the Head of Foundational Technologies; Erdem Alptekin, the CEO Hüseyin Gelis came to the presentation of the research results.

