

Guest List of MAN-372/378 Human Resource Management

Assoc. Prof. Suat Begeç

Presentation Day: 04/04/2024

Name of the Participant: Aleyna Nur Sercan

Participant's Title: Project Manager at AEROVISER Aviation & Recruitment Agency

Organization Name: AEROVISER

On April 4th, 2024, Associate Professor Suat Begeç focused on the crucial aspect of Human Resources Management, "Training and Development of Employees." In his presentation, he emphasized the strategic importance of this area for the success of businesses, explaining to students how companies can enhance the skills of their employees to sustain their competitive advantage. He highlighted that businesses can motivate their employees and increase their productivity by providing training and development opportunities. Additionally, he elaborated on how training and development programs can be integrated into the organizational culture and serve the objectives of the company.

Following the presentation, Aleyna Nur Sercan, Project Manager at AEROVISER, shared her experiences and examples of HR practices in her company, supporting theoretical knowledge with practical illustrations. She detailed AEROVISER's recruitment process, starting from job posting and initial screening, through to technical interviews, technical assessments, and reference checks. Additionally, she elaborated on the offer and negotiation phase, shedding light on how AEROVISER approaches this crucial aspect of talent acquisition. Furthermore, she discussed the company's onboarding procedures, highlighting the importance of smoothly integrating new hires into the organization. Alongside recruitment, Aleyna Nur Sercan also delved into AEROVISER's talent management processes, explaining how they support the training and development of employees. She elaborated on various methods employed by the company to enhance employee skills and capabilities, fostering a culture of continuous learning and growth. Moreover, she provided insights into AEROVISER's performance management strategies, emphasizing the importance of regular feedback and goal-setting in driving employee performance and engagement. At the end of the presentation, she addressed students' questions and actively engaged in discussions to help them gain a deeper understanding of HR management.

