

## YIRCobS '08

Yeditepe International Research Conference on Business Strategies  
June 13 - 15, 2008



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Conference attendees discussed research papers submitted in the following tracks: **Conference Venue**

**Track A: Management**

Innovation, Technology and Manufacturing  
Foresight and Long Range Planning

HEIDRICK & STRUGG

Corporate Governance and Social Responsibility

**Track B: Marketing**

Marketing Theories and Culture  
Branding Strategies  
Innovation and Marketing

**Track C: Finance**

New Products and Trends in Financial Markets  
Globalization Effects and Risk Structure of Financial Institutions  
Internationalization of Accounting Standards and Reports

**Papers presented at the conference were published in Conference Proceedings.**

Conference participants had free access to  
[Emerald Management Xtra](#)  
for one month (July 1 - 31, 2008)



Yeditepe University 26 August Campus



Yeditepe University Doğa Club