

YIRCobS '10

Yeditepe International Research Conference on Business Strategies

June 9 - 11, 2010, Istanbul

"STRATEGY, RISK AND CRISIS"



Individuals from academic and business worlds came together to discuss and communicate on challenging issues related to **strategy, risk and crisis** in finance&accounting, general management, marketing, organizational behavior and production&operations within the historic and mystic environment of [Istanbul, 2010 European Capital of Culture](#)

Individuals participating in the conference did

- learn about political aspects of energy generation projects in Europe and the future of new projects.
- learn possible risk factors on exploration and production projects in petroleum industry.
- learn how to avoid crisis by using chaos theory.
- learn how to increase the quality or dependability to improve customer satisfaction with strategic choices for information service companies.
- be able to clarify the factors impacting contribution of independent non-executive directors to corporate strategy creation.
- learn the effects of organizational culture on employee productivity.
- be able to investigate the power of corporate strategy on the asset structure and the real estate portfolio.
- be able to analyze the ethical value changes of business students in an era of financial crisis.
- learn the relationships between cultural value, religiosity, personal value and sales promotion techniques.
- be able to analyze the importance of competitive advantage, competition styles and strategies in competition.
- see economic crisis change on consumer behaviour and how to get advantage from this change by segmentation.
- see the design of marketing in turbulent times.
- learn the best practices of Strategic Planning.
- be informed about Turkish and CEE Banks and their actions during Global Financial Crisis.
- learn how to implement a new strategic model to your assets and risk management operations.
- learn the country risks, its factors and Foreign Direct Investment.
- learn the generation gap between employees and organization commitment.
- learn risk diversification in the procurement stage.
- learn how to make your organization much more closer to be learning organization.
- be able to see how to think strategically and how to apply the strategies to your organization's planning system.
- learn the basics of intentional financial reporting standards like return on sales and return on asset tests.
- analyze the work places in terms of safety or risk approaches.
- see the innovation in service sectors to increase market share and profits.
- see the passive investment strategy type on the Turkish Equity Market.
- analyze problems in the banking sector and scientific solutions to these problems.
- analyze the relationship between market orientation and business performance.
- learn how to use supplier – customer relationship to enter a foreign market.
- understand the relationship between the strategic performance measurement and managerial performance in automotive industry.
- see the role of government on entrepreneurship in establishing SMEs.
- analyze the leader's behaviors in crisis times.
- understand the methods of optional strategies in fiscal administration during economic crisis. see the internal audit added value between balanced scorecard and cost efficiency analysis.
- learn the market crash forecasting.
- learn designing a suitable model for stock price predictions by using stock market indicators.
- learn the impact of television advertisements on children.
- discuss how to respond to economic crisis with communication.
- see the managing product development in risky and crisis times with new solutions.

Conference Venue



Yeditepe University 26 August Campus



[Yeditepe University Doğa Club](#)

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