

New Trends and Focal Points in Strategic Decision Research and Theory

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ABSTRACT

Each strategy making and implementation processes that cover all activity planning including the determination of the general objectives of the organization, and market research to achieve these objectives, market and product selection, production, service is, indeed, built on the strategic decision-making process. From this point of view, strategic decision making is the focal point of the transformation and development of the organization, the formation and management of organizational dynamics in a proper way. At the end of these processes, organizations can achieve their goals, obtain a competitive advantage, and achieve to be effective and efficient. Therefore, in contrast to the daily routine decisions taken by the managers, strategic decisions affect the general course of the organization since it is related to the long-term existence and activities of the organization.

Strategic decision-making perspectives are the approaches that arise when the environmental conditions and the specific characteristics of the decision, and subjective and objective conditions that decision-makers and/or organizations have taken into consideration. In this context, strategic decision making is tried to be examined and explained in four different perspectives in the literature: 1- Strategic Choice or Upper Echelon Perspective, 2- Perspectives of Environmental Determinism, 3- Resource Based or Firm Characteristics Perspective and 4- Strategic Decision-Specific Characteristics perspective. Although these four perspectives explain more or less all the strategic decision-making processes, developing artificial intelligence applications and the introduction of big data into business life and the tendency to make data-driven strategic decisions indicate that a new perspective is needed.

Keywords: Strategic Decision, Data-Driven Strategic Decision

Category No: 1 (MANAGEMENT FROM ASPECT OF CONCEPT-THEORY)

Category Theme: OTHER

Investigation of the Impact of the Decisions on International Strategic Collaborations on Strategic Growth in the Context of Strategic Leadership and an Application in SMEs

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ABSTRACT

In a rapidly changing world, the problems become more complicated and the solution of these problems becomes even more difficult. The change and transformation of the social, economic and technological developments that have occurred in this process of the business world caused the competition to harden in all areas. Therefore, organizations that want to have a strategic advantage also need leaders who can make effective and strategic decisions. In the meantime, because of the penetration of international players into all markets, developing international cooperation strategies such as Joint Venture, Franchising, License Agreements became crucial especially for SMEs. Only the companies have developed international strategic collaborations, especially SMEs, can tolerate the pressure created by contracting domestic market shares. And this can be achieved through effective strategic leadership.

Keywords: SME, International Collaboration, Competition, Strategy,

Category No: 2 (MANAGEMENT FROM ASPECT OF THEME)

Category Theme: MANAGEMENT FROM ASPECT OF LEADERSHIP

Developments in Organizational Structures of NGOs and Political Parties and CHP and AK Party Examples

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ABSTRACT

Because Turkey's democracy experience still at early stage and under development, the NGOs and political parties could not develop enough and therefore failed to properly fulfill their functions. Almost all of the political parties and all of the NGOs, except for a few of them, have a solid and central hierarchical structure.

When considered that the social and political strife is the reason for most of the problems of Turkey, the organizational structure of NGOs and political parties that expected to solve these conflicts & develop social understanding should be put forward as what was in the past, the development in time and what it should be. This is also important to create a basis for the long-term solutions without political and social conflicts and free from hesitations.

This change in organizational structure will be discussed by comparison of two political parties: CHP, the political party that established the Turkish Republic, and Ak Party, the party that won all parliamentary elections since the date established, and the current governing party of Turkish Republic.

Keywords: Turkey, NGO, CHP, AKP, Democracy, Political Parties

Category No: 1 (MANAGEMENT FROM ASPECT OF CONCEPT-THEORY)

Category Theme: OTHER

The Applicability of the Rationalization Principles of Enterprises to NGOs and a research on Associations

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ABSTRACT

In this study, rationalization principles of enterprises such as profitability, efficiency and efficiency concepts and their dimensions will be framed and defined. In the light of the scale to be developed, the applicability of these principles to non-profit organizations will be investigated.

Nowadays, increasing competitiveness is a concept and phenomenon for all organizations. Therefore, it is important to discuss the principles of rationalization in non-profit organizations.

Keywords: NGO, Rationalization Principles, Competition, Association

Category No: 4 (MANAGEMENT FROM ASPECT OF INTER-ORGANIZATIONAL INTERACTION-TRANSITION)

Category Theme: APPLICABILITY OF MANAGEMENT PRINCIPLES AND PRACTICES OF FOR-PROFIT ORGANIZATIONS IN NGOS