Part I: Introduction

1. R&D in Germany and Turkey – a Comparison
   Andreas Kladroba

2. Knowledge and Innovation Economy: an Evaluation of Turkey
   Fehim Bakırçi

3. Research and Development and High Technology Exports in Selected Countries at Different Development Stages: a Panel Co-integration and Causality Analysis
   Yusuf Bayraktutan, Hanife Bıdırdı, and Aziz Kutlar

Part II: Innovation

4. Business and Innovation
   Kürşat Timuroğlu, Ersin Karaman, and Mustafa Keskinkılıç

5. Strategic Reorientation Due to Competitors’ Disruptive Innovation
   Alexander Schmidt

6. Public Innovation Management Support in Rural Areas: the ARTIE Case in Germany
   Hartmut-Heinrich Meyer and Bastian Paulsen

7. The Innovative Role of Social Media in Healthcare
   İmran Aslan

8. The Analysis of Factors that Affect Innovation Performance of Logistics Enterprises in Turkey
   Osman Demirdögen, Hamit Erdal, and Ahmet İlker Akbaba
9 Corporate Evaluation as an Instrument of Innovation Management in Turkey ............................................ 165
Sven Lauterjung and Alessandra Bugla

10 An Assessment on Innovative Activity and Performance of Turkish Logistics Sector .......................................... 181
Osman Demirdögen and Hamit Erdal

11 Determining Performances of Innovation and Exports in Turkey and Selected Countries via Malmquist Index for the Period of 1996–2012 ..... 199
Aziz Kutlar, Yusuf Bayraktutan, and Hanife Bıdırdı

12 Structure Genesis as a Factor of Success of Interorganisational Innovation Networks ........................................... 215
Axel Müller and Silvia Pick Vidal

13 Knowledge Transfer as Driver for Innovation Culture in Heterogeneous Economic Zones ...................................... 229
Winand Dittrich and Matthias Biniok

Part III IT

14 Driver’s Choice and System Outcomes in Congested Traffic Networks . . . 249
Siegfried Weinmann, Kay W. Axhausen, and Christoph Dobler

15 Development of an Efficient Europe-wide e-Recruiting System (European Recruiting 2020) ...................................... 267
Ricardo Büttner

16 Cloud-computing in the Insurance Industry ........................ 275
Thomas Christiaans and Stefan Steden

17 Dynamic Store Procedures in Database ................................. 291
Muhammet Dursun Kaya and Hasan Asil

18 The Impact of High-Tech Expenditures on Exports in Turkey: 1996–2012 303
Aziz Kutlar and Ali Kabasakal

19 A Fresh Look at an Old Classification Algorithm ................ 323
Bernd-Jürgen Falkowski
Part IV  Finance

20 Islamic Banking 101: Turkish Banks in Germany .......................... 333
Andree Elsner, Tobias Kleinert, and Helena Strebel-Nelson

21 Social Impact Bonds as a Financial Innovation – an Evolutionary Economic Approach .......................................... 351
Thomas Holtfort

22 Success Factors of Crowdfunding Projects on the Kickstarter Platform .. 361
Jörg Gutsche and Sabrina Sylla

Part V  Education

23 Measuring the Effectiveness and Innovative Capability of Bingöl University and Atatürk University ................................. 377
İmran Aslan and Orhan Çınar

24 An E-conversion Project in Turkey’s Education System: the FATİH Project 403
Daha Orhan, Embiya Çelik, and Arif Daş

25 Turkish Academics and Students in the Context of Skill Shortages in Germany ............................................. 411
Winand Dittrich and Natalina Reuffurth

Part VI  SME

26 Risk Controlling in SMEs – a German-Turkish Perspective .............. 429
Stephan Schöning and Çağla Erser Cömert

27 Study of the Obstacles and Motivational Factors of Innovation in SMEs . 447
Osman Demirdögen and Farid Haddadzadeh Hendou

Part VII  Miscellaneous

28 Emotional Ethnic Marketing ............................................................... 463
Julia Hermann

29 Use of Information Communication Technologies in Political Communication and Participation – with Special Reference to Turkey ................. 485
Hasan Emir Aktaş
Trust Management as an Innovative Factor of Customer Retention: the Negotiation Behavior in Comparison to German and Turkish Business Partners

Volker Eickenberg
German-Turkish Perspectives on IT and Innovation Management
Challenges and Approaches
Bakirci, F.; Heupel, Th.; Kocagöz, O.; Özen, Ü. (Eds.)
2018, XVII, 515 p. 76 illus., Hardcover
ISBN: 978-3-658-16961-9