



ICMUSS
ANKARA

6TH INTERNATIONAL CONGRESS ON MULTIDISCIPLINARY SOCIAL SCIENCES



CONGRESS PROGRAM

21-22 May 2024
ANKARA/TURKEY

OPENING CEREMONY:

08:30 - Call for a Moment of Silence and Turkish National Anthem

08:40 – Scientific Committee President

Prof. Dr. Meryem BULUT
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1. Salon zoom giriş şifresi 123456

8.Oturum - 2.Sunum - 13:24 - MERAL ÇALIŞ DUMAN : **Rekabet Avantajı Olarak Fütüristik Yönetiö**

8.Oturum - 3.Sunum - 13:36 - FİDAN ALHAS : **Örgütsel Erdemlilik ve Örgütsel Destek Arasındaki İlişkinin İncelenmesi**

<https://us06web.zoom.us/j/84952843248?pwd=WCVCoEJZtarP6BU9GPLm8rXUma1mBL.1>

9.Oturum - 1.Sunum - 13:48 - SEYMA SAHİN EDLBİ : **Türk İmalat Şirketlerinde Etkili Örtük Bilgi Yönetimi ile Frugal İnovasyona Organizasyonel Faktörlerin Etkisi**

9.Oturum - 2.Sunum - 14:00 - HAMİDE SELÇUK , MELAHAT KARADAĞ : **Sürdürülebilir İş Uygulamalarının ve Uzun Vadeli Değer Yaratmanın Temel Belirleyicileri: Çevresel, Sosyal Ve Yönetişim (çsy) Performansı**

9.Oturum - 3.Sunum - 14:12 - AYŞE NİHAN ARIBAŞ , YAVUZ SEZER OĞUZHAN : **Yaratıcılık Yeteneğinin Girişimcilik Eğilimine Etkisi: Sağlık Hizmetleri Meslek Yüksekokulu Öğrencileri Örneği**

<https://us06web.zoom.us/j/84952843248?pwd=WCVCoEJZtarP6BU9GPLm8rXUma1mBL.1>

10.Oturum - 1.Sunum - 14:24 - TUĞBA ÖZEL : **Yenilikçi İş Davranışı ile Artımlı ve Radikal Yenilik Arasındaki İlişkilerin İncelenmesi**

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The impact of organizational factors on frugal innovation through effective tacit knowledge management in Turkish companies

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ABSTRACT

Introduction/Background:

Over the last two decades, the notion of frugal innovation has gained widespread acceptance to address global issues on sustainable development and promote inclusive growth. Having the right skills and knowledge is important to take new actions in creating innovative solutions in companies. Hiding information within a firm may have detrimental consequences, and failing to manage tacit knowledge can be costly and may prevent a company from achieving its goals through innovation. On this respect, transformational leadership is critical, and it enables to provide an environment that encourages the exchange of tacit knowledge to improve corporate performance. It may also have a significant impact on innovation process, the development and implementation of frugal innovation.

Research Questions:

The study aims to answer the following research questions: Does effective tacit knowledge management have a direct positive impact on frugal innovation? Does effective tacit knowledge management enhance a company's ability to frugally innovate through effective financial investment decision making? Does transformational leadership have a positive moderating effect on the relationship between tacit knowledge management and financial investment decision making? Does effective tacit knowledge management enhance a company's ability to frugally innovate through the bricolage capability of a firm? Does transformational leadership have a positive moderating effect on the relationship between tacit knowledge management and bricolage capability?

Research Methodology:

This study will use knowledge-based view (KBV) theory to explore the direct relationship between tacit knowledge management and frugal innovation, the indirect relationship of financial investment decisions and bricolage capabilities of a firm and whether transformational leadership plays

moderating role in this relationship. It will use a moderated parallel mediation model by employing Structured Equation Modelling (SEM). The data is derived from upper-level managers and CEOs of Turkish manufacturing companies through surveys and interviewing.

Results: The results are expected to yield positive causal relationship between the variables.

Recommendations: Recommendation for further research may include exploring the same relationships for other sectors and other emerging countries.

Key Words: Bricolage capabilities, Frugal innovation, Tacit knowledge, Transformational leadership