

PREFACE



Dear Guests, Honorable Colleagues, Valued Researchers, Ladies and Gentlemen,

Welcome to the **4th International Conference on Leadership, Technology, Innovation and Business Management**, which has been organized jointly by the Gebze Institute of Technology, Kocaeli, Yildiz Technical University, Istanbul, and International Strategic Management and Managers Association Turkey. I hope this conference, which is being held in Istanbul, Turkey, will be fruitful for all the participants. Proceedings of the **4th International Conference on Leadership, Technology, Innovation and Business Management** will be published online by Elsevier in its “Procedia Social and Behavioural Sciences” publication.

More than 101 valuable papers are received for our fourth conference from the wider regions of the world. Through the detailed work of the Conference Advisory Board, Organizing Committee and Peer Review Committee, 74 papers are selected to be published in the conference proceedings. The number of represented countries is twenty three including Albania, Algeria, Czech Republic, India, Indonesia, Iran, Italy, Jordan, Kuwait, Latvia, Lithuania, Malaysia, Morocco, Pakistan, Poland, Romaina, Russia, Saudi Arabia, Slovak Republic, United Kingdom, Sweden, USA and Turkey.

We are proud to host the conference and receive you in our own institution, which is located in a quite historical campus composed of royal buildings. On behalf of Yildiz Technical University, it is a great pleasure for us to welcome you all to Yildiz Technical University and we will also be honoured to see you in Istanbul, which is the cradle of civilizations.

Today innovation is not a fantasy; it is a must. Innovation means problem recognition, problem solving through invention, and solution exploitation. As Thomas Edison said, “Anything that won’t sell, I do not want to invent. Its sale is proof of utility, and utility is success.”

With just a few words, one of the greatest innovators of all time clearly tells us that innovation requires a balance between creativity and commercialization. It should bring imagination and concept into reality by re-aligning creativity processes with value creation processes. In order to accomplish this; choosing, building and preparing the right organization and the right people for executing and scaling the innovation are critical factors.

Innovation drives corporate value. If skillfully implemented and tightly integrated into an organization’s culture, innovation not only powers growth, but reduces costs as well. Today, with ever-increasing competition, the importance of continuous innovation and creating new value propositions for customers are the keys for sustainable business success.

One of the essential foundations for creating a successful company over the long term is to identify technological trends from an early stage and to exploit the opportunities that new technologies offer for product innovations. However, extremely dynamic nature of technological progress makes it increasingly challenging for companies to comprehensively identify technology-related opportunities and to harness them in a goal-oriented manner.

A key pre-requisite for successful technology development therefore lies in the ability of an organization to rapidly align the requirements of the market with the potential offered by new technologies, and to integrate the results efficiently in its own products and processes.

By the way, I would like to bring to your kind notice that The 11th International Strategic Management Conference will be held in **Vienna, Austria**, between the dates of **July 23-25, 2015** , Thursday through Saturday. The conference is organized jointly by the International Strategic Management and Managers' Association, Gebze Technical University, Istanbul Technical University, and Yildiz Technical University. Proceedings of this conference will also be published online by Elsevier in "Procedia Social and Behavioural Sciences" publication, which is indexed in the Science Direct Database.

Before finalizing my speech, I would like to commemorate our Founding Chairman Professor Erol Eren, who passed away on January 28, 2014 and who was a beacon of light, a model teacher, an exemplary guide. He was my dear professor who contributed a lot to my academic career and was an inspiration to us all, as well. He devoted his life to the advancement of higher education and the science of business management. His contributions to higher education in Turkey and to business management are too many to enumerate here. Let it suffice, however, to say that the International Strategic Management Conference and **International Conference on Leadership, Technology, Innovation and Business Management**, which he instituted, receives annually hundreds of submissions from 35 countries around the world. Our deceased Professor Eren will always live in our memory, and we will do our best to continue his inspired work. May his soul rest in peace.

I would like to sum up my speech so that participants will have more time for their valuable presentations and that the subsequent discussions will be encouraged. I strongly believe that both the presentations and the following discussions will pave the way for broader horizons in the related fields.

With that, I would like to welcome all of you to this exciting venue, and I hope that you will find the upcoming sessions and discussions full of eye opening moments with invaluable business insights over the next couple of days. Thank you.

Sincerely yours,

Prof. Dr. Cemal ZEHİR

Chairman