



# ARAŐTIRMA GÜNDEMİ

Muhittin Oral  
Yönetim Bilimleri Fakültesi  
Sabancı Üniversitesi

II. REKABET ÇALIŐTAYI  
6-7 EKİM 2006



## ARAŐTIRMA GÜNDEMİ

- FELSEFİ KONULAR VE YÖNETİM ARAŐTIRMASI
- REKABET GÜCÜ VE ANALİZİ – FİRMA VE ORTAMI
- ARAŐTIRMA ÇERÇEVESİ – ANLAM YÖNTEMİ



# FELSEFİ KONULAR VE YÖNETİM ARAŞTIRMASI

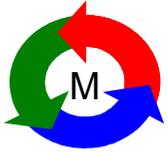
## YÖNETİM ARAŞTIRMASI

- ONTOLOJİK KONULAR – REKABET DÜNYASI
- EPİSTEMOLOJİK KONULAR – REKABET BİLMESİ
- AKSİOLOJİK KONULAR – YANLI (BIASED) VEYA YANSIZ OLMA
- RETORİK KONULAR – FORMEL VEYA İNFORMEL DİL
- METODOLOJİK KONULAR – “INDUCTION” VEYA “DEDUCTION”

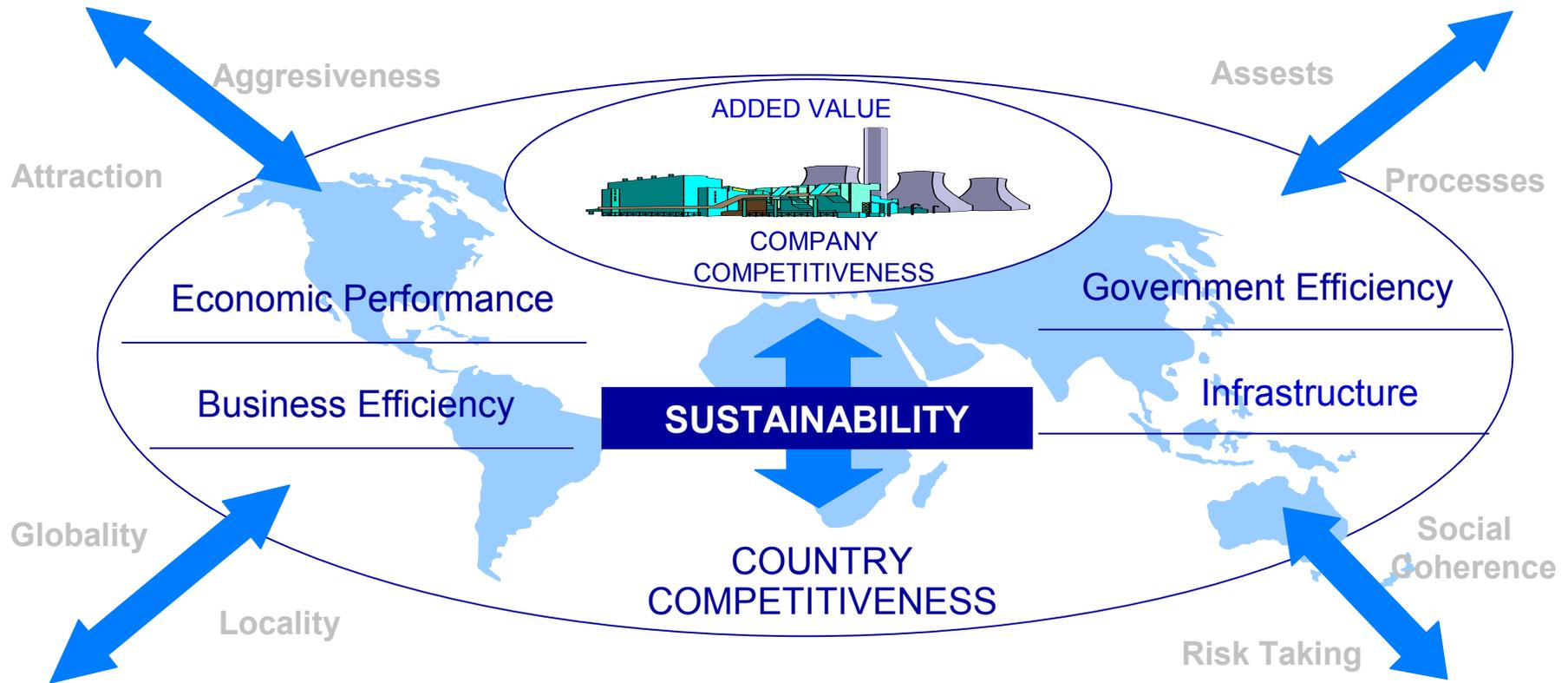
KALİTATİF YAKLAŞIM

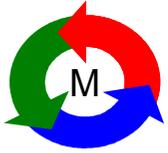
KANTİTATİF YAKLAŞIM

KARIŞIM

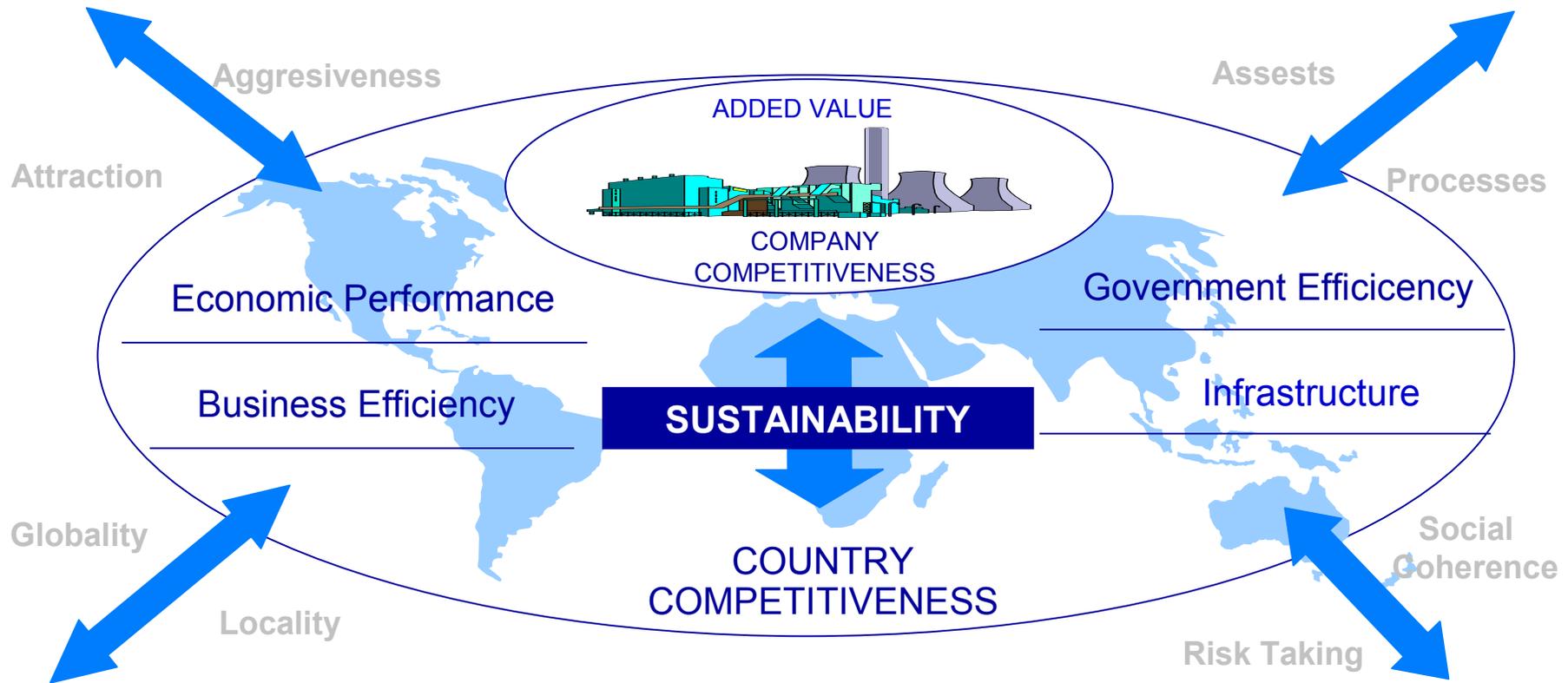


# THE WORLD OF COMPETITION (IMD)





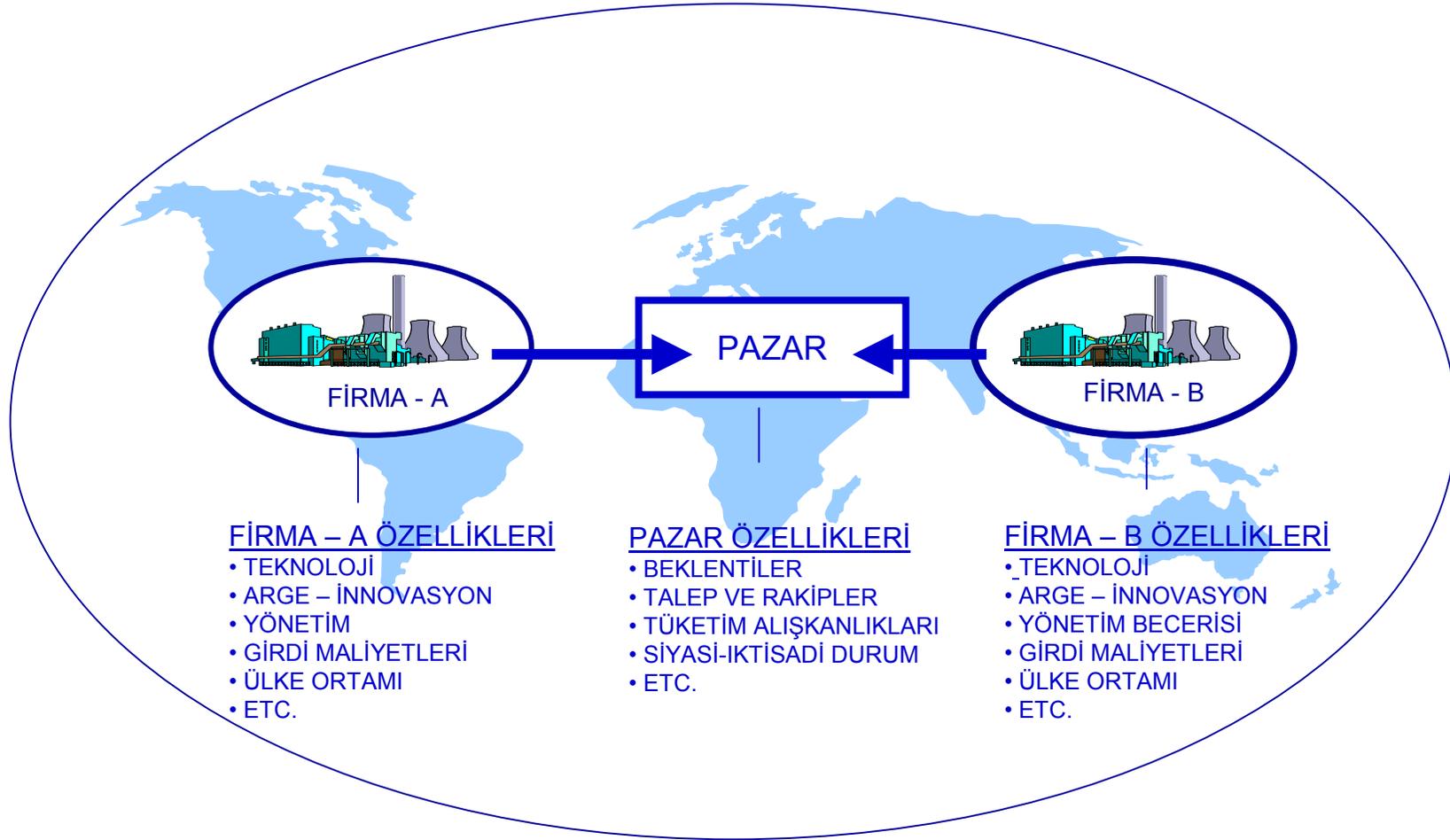
# THE WORLD OF COMPETITION (IMD)



- COMPETITION IS GLOBAL – ONE MUST CONQUER TIME AND DISTANCE
- VALUE CREATION AND FAVOURABLE OFFERINGS ARE THE BASICS
  - SUSTAINABILITY IS ISSENTIAL FOR SURVIVAL
  - SUSTAINABILITY THROUGH CREATIVE DESTRUCTION!

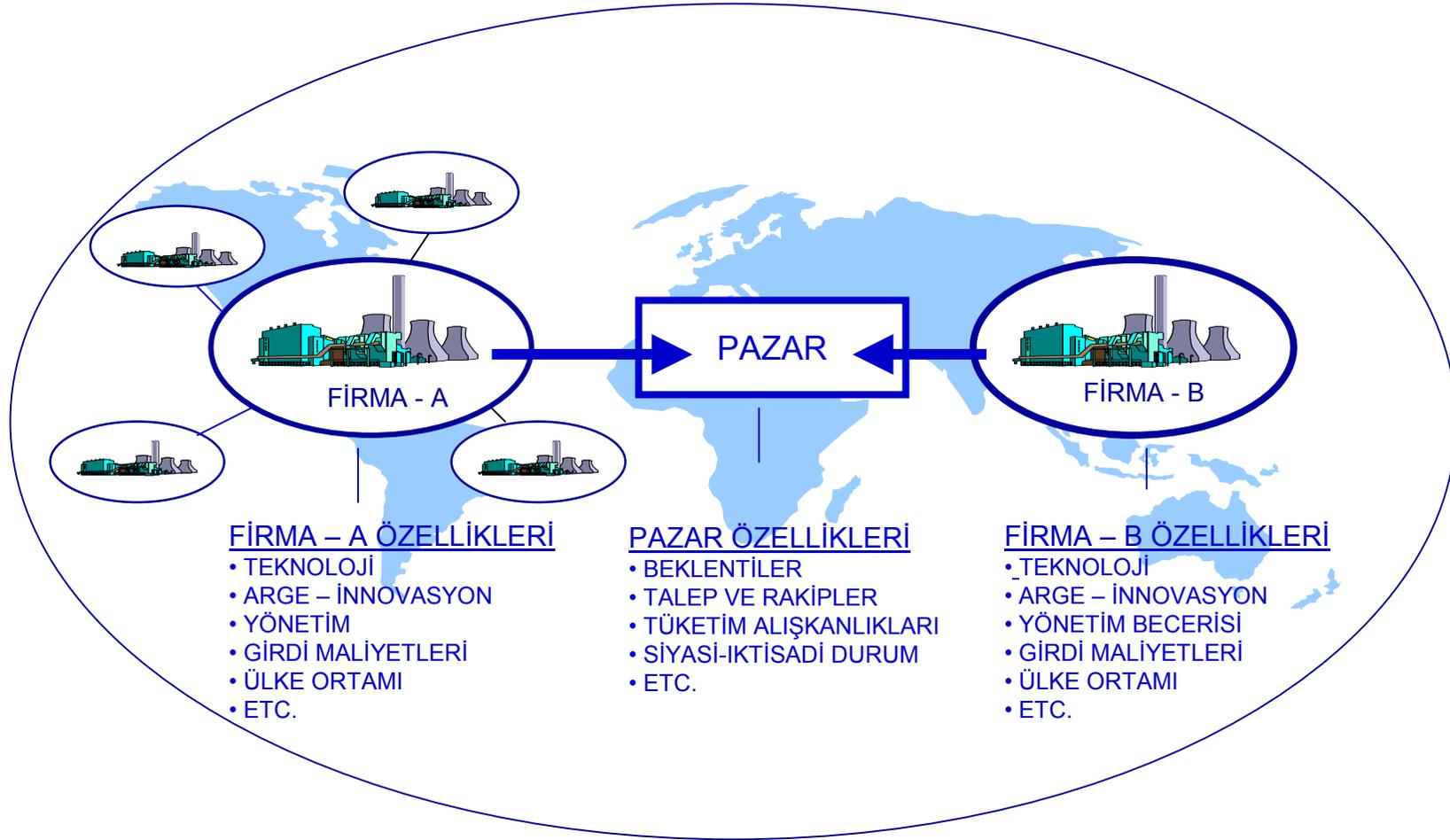


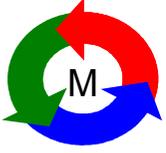
# REKABET DÜNYASI



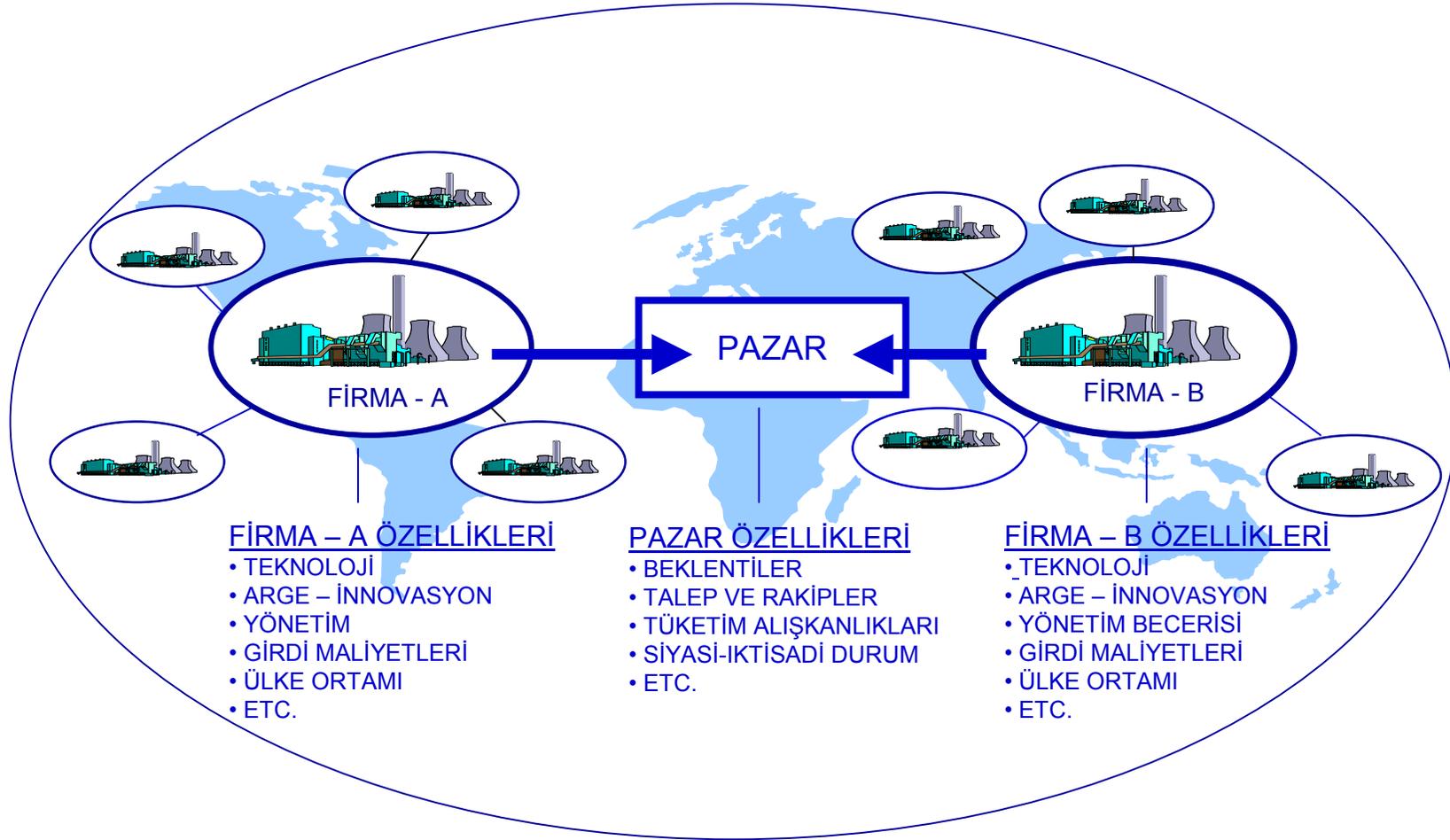


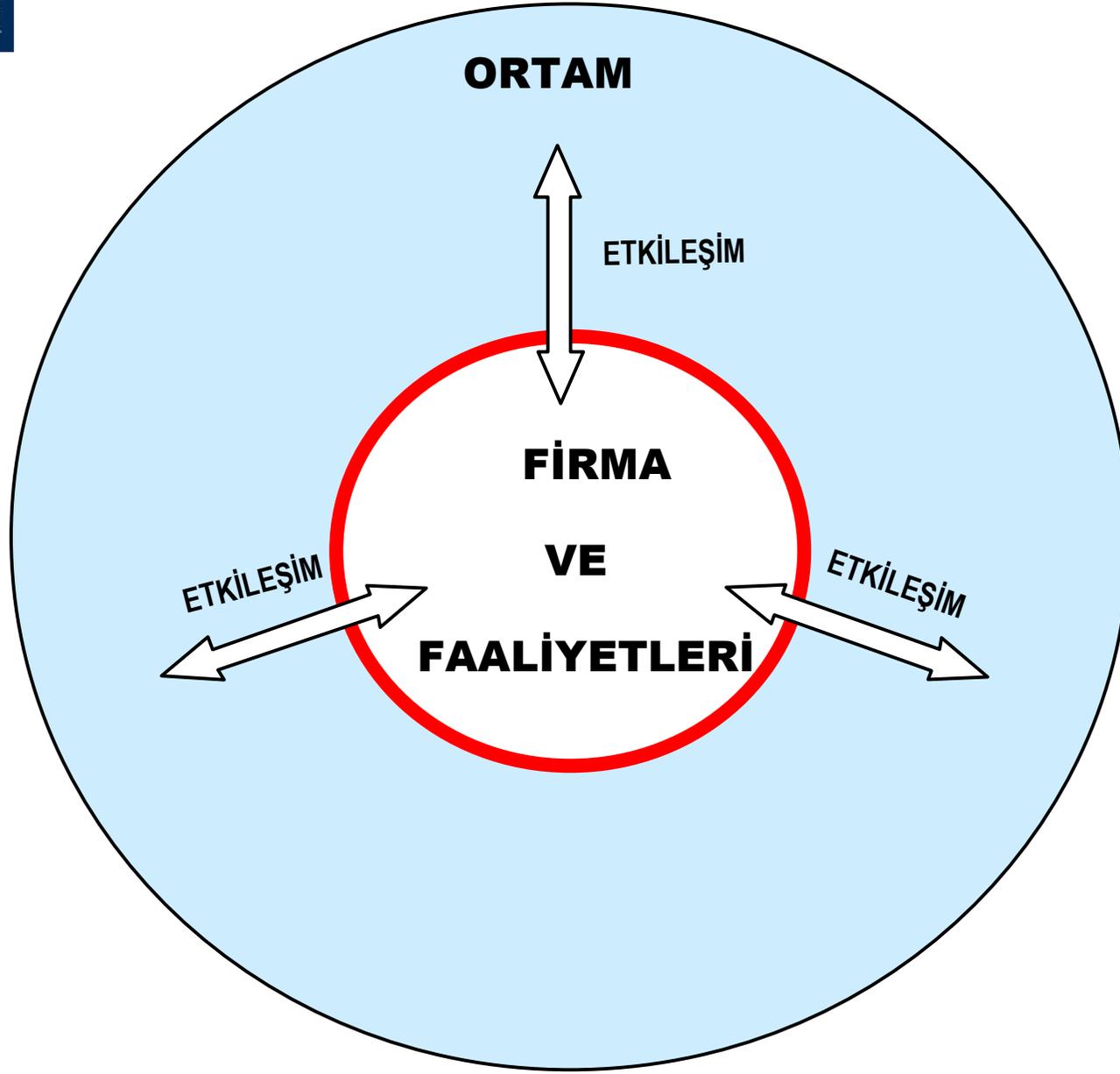
# REKABET DÜNYASI

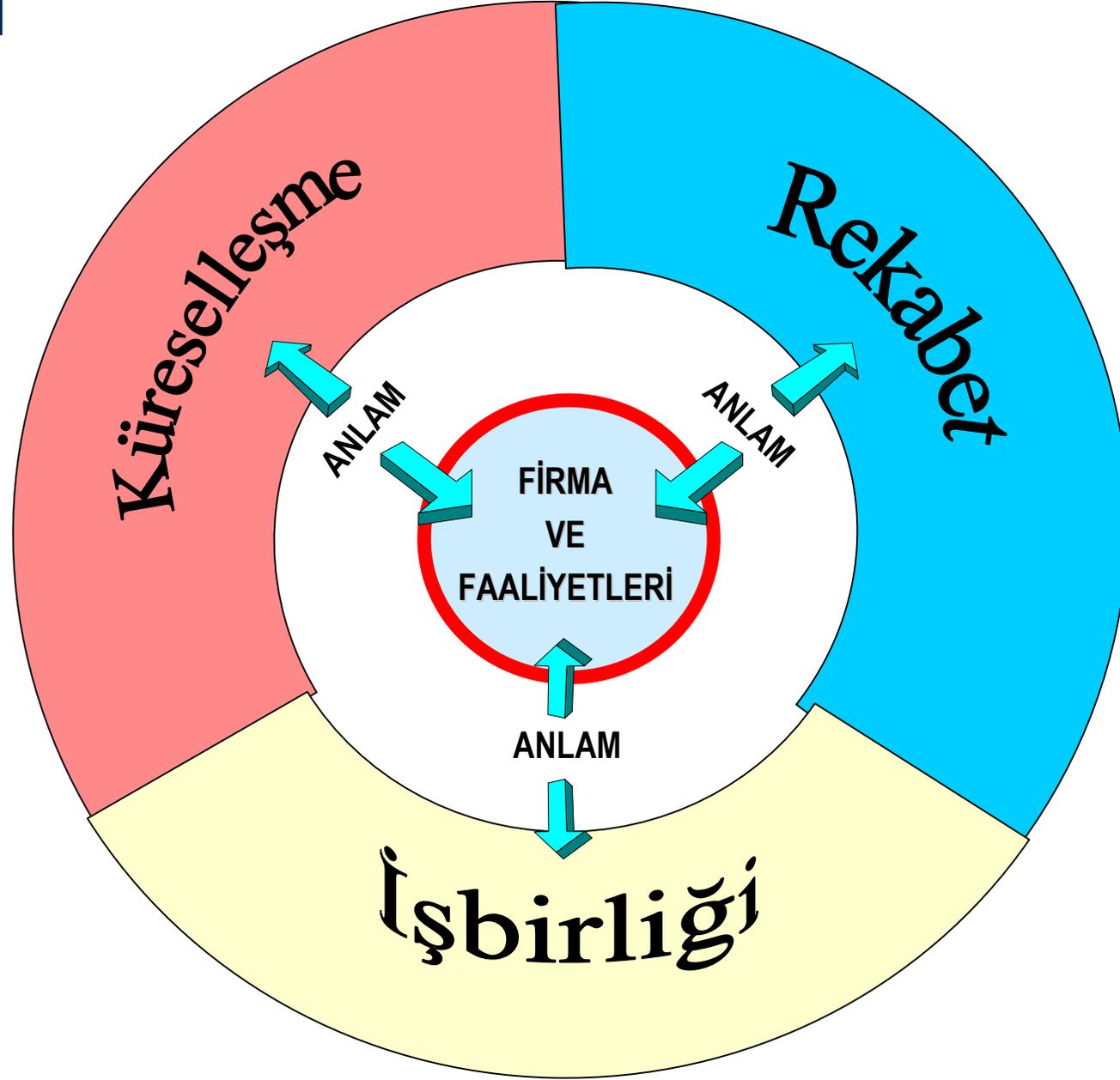


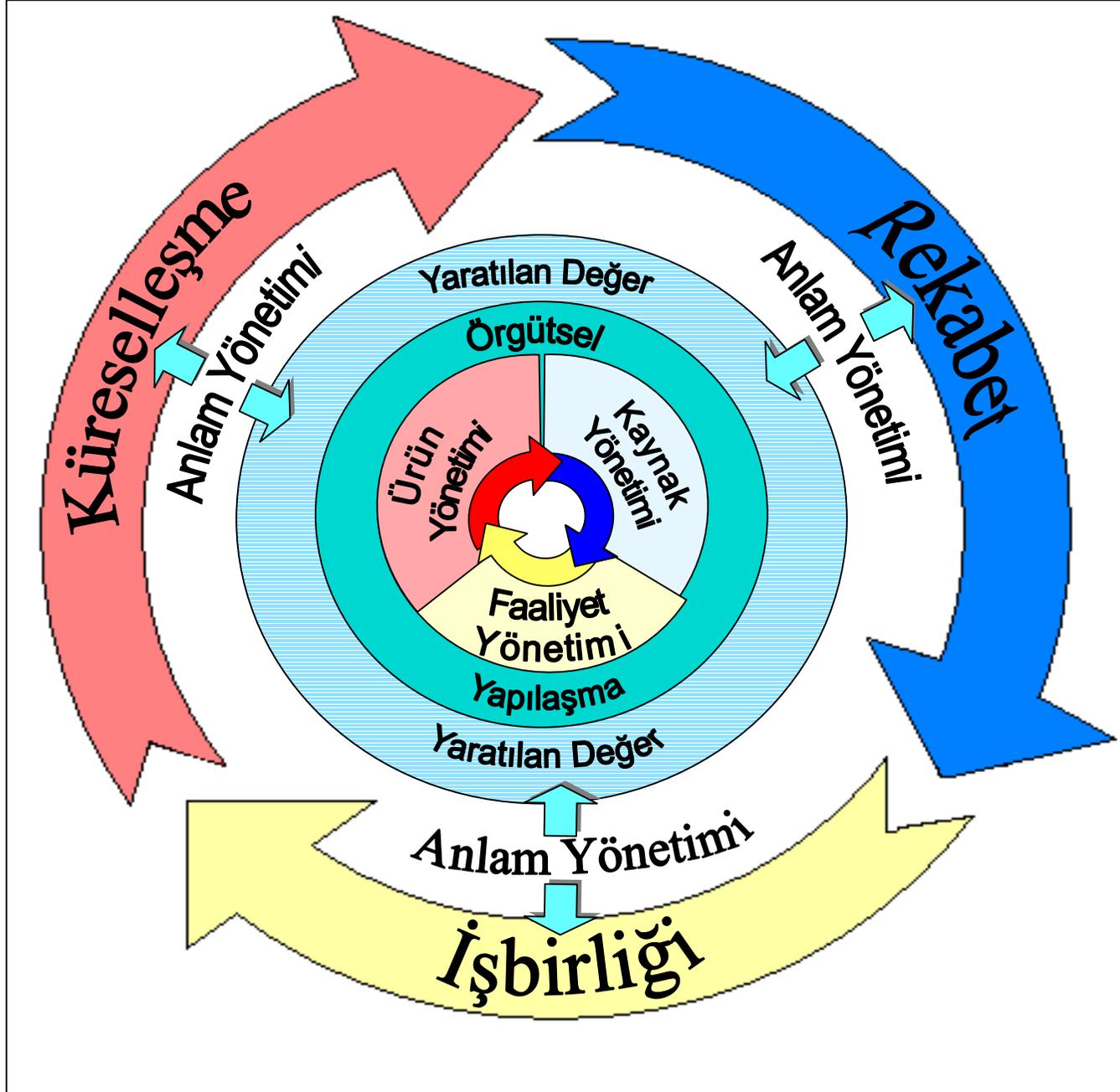


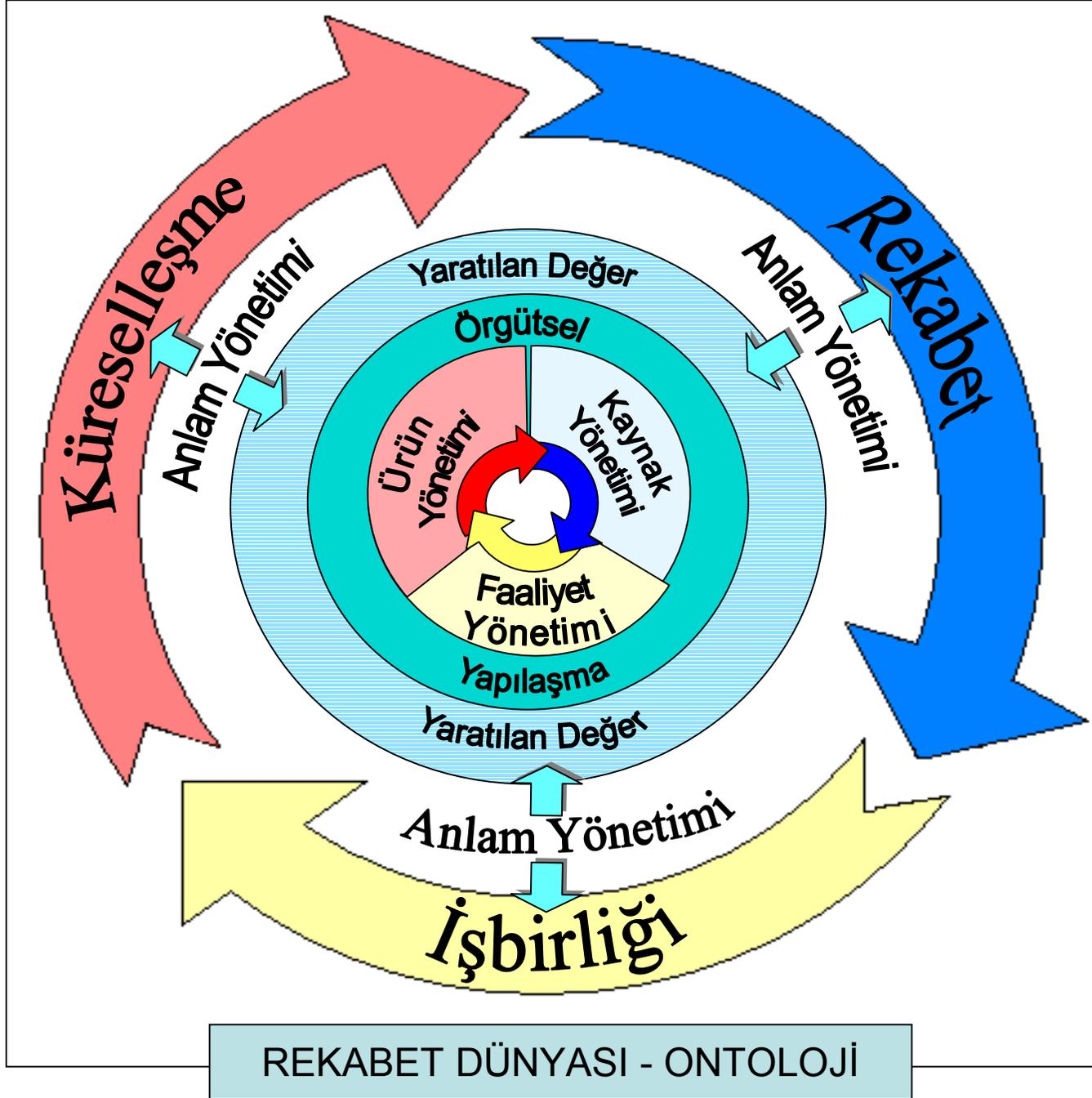
# REKABET DÜNYASI











REKABET DÜNYASI - ONTOLOJİ

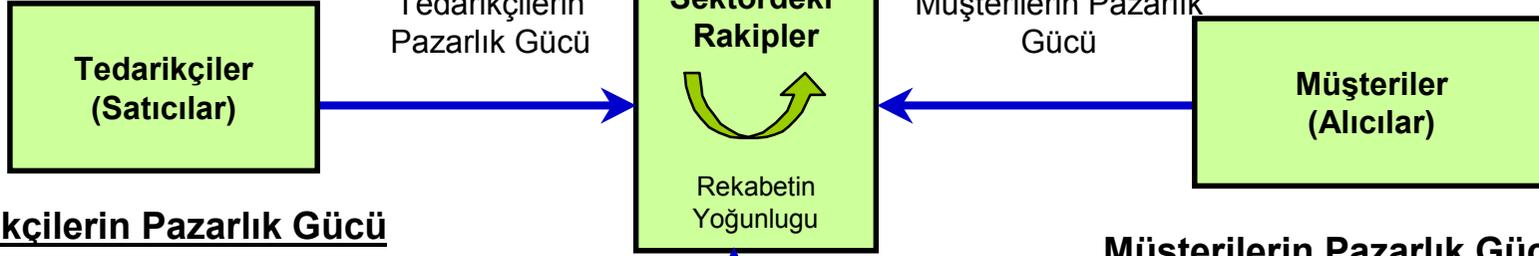
# PORTER

## Giriş Engelleri

Ölçekten sağlanan tasarruf  
Ürün farklılıkları  
Marka bağımlılığı  
Değiştirme masrafları  
Sermaye gereksinimleri  
Dağıtım kanallarına erişim  
Mutlak maliyet avantajları  
Öğrenim eğrisi  
Devlet sübvansiyonları  
Gerekli girdilere erişim  
Düşük maliyet ürün tasarımı  
Hükümet politikası  
Misilleme beklentisi

## Rekabetin Belirleyicileri

Sektör büyümesi  
Sabit maliyet ve katkı payı  
Ürün farklılıkları  
Marka bağımlılığı  
Değiştirme masrafları  
Firma konsantrasyonu ve firma dengesi  
Atıl kapasite  
Rakiplerin farklılıkları  
Şirketin bahse koydukları  
Çıkış engelleri



## Tedarikçilerin Pazarlık Gücü

Girdilerin farklılığı  
Satıcıların ve sektördeki firmaların değiştirme masrafları  
İkame girdilerin varlığı  
Satıcı yoğunluğuna karşı firma yoğunluğu  
Hacmin satıcı için önemi  
Girdilerin maliyet veya farklılık üzerindeki etkisi  
Sektördeki firmaların geriye/ileriye doğru bütünleşme tehdidi

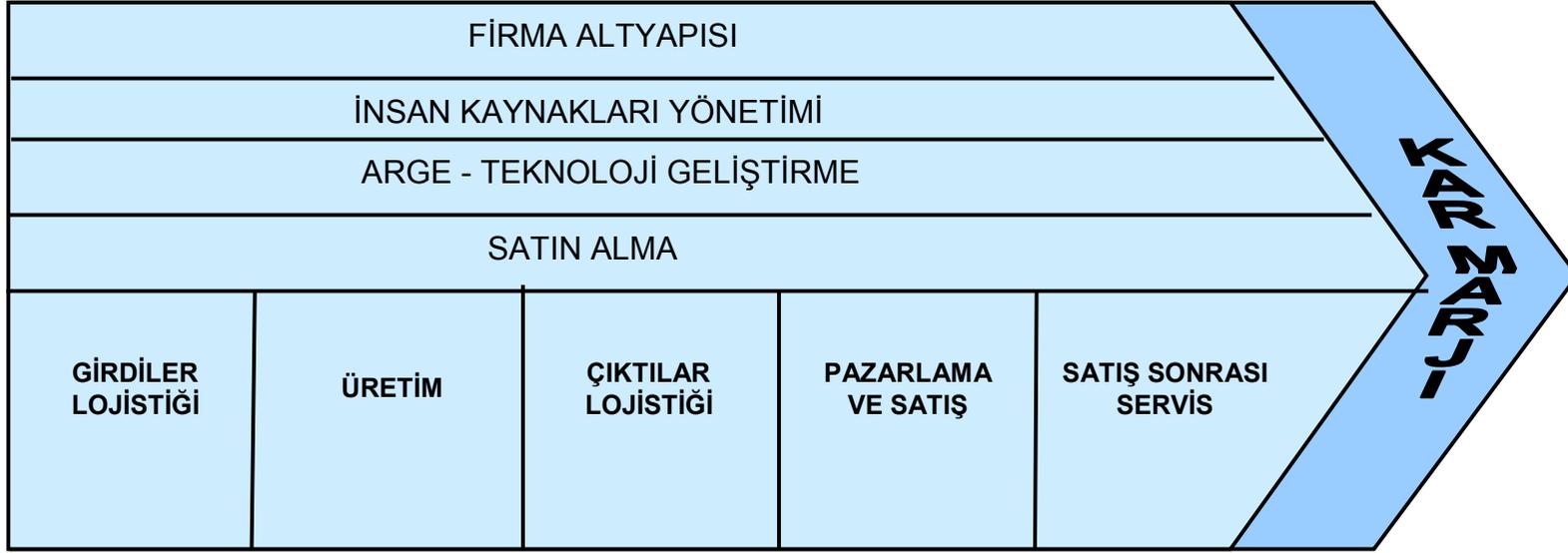
## Müşterilerin Pazarlık Gücü

Alıcı yoğunluğuna karşı firma yoğunluğu  
Alıcının hacmi  
Firmanın değiştirme masraflarına karşı alıcının değiştirme masrafları  
Alıcının bilgisi  
Geriye doğru bütünleşme yeteneği  
İkame ürünler  
Ürün farklılıkları  
Marka bağımlılığı  
Kalite/performans üzerindeki etki  
Alıcı kararlar  
Alım kararları

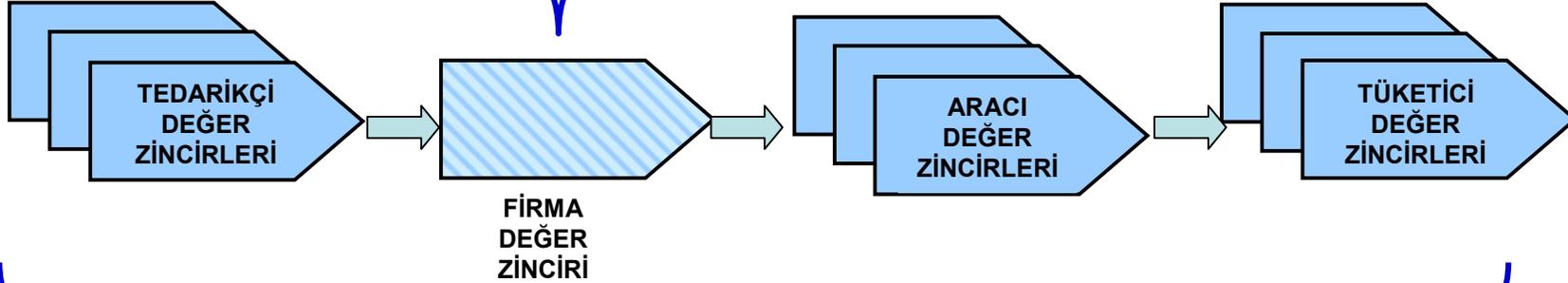
## İkame Tehdidinin Belirleyicileri

İkamelerin göreceli fiyat performansı  
Değiştirme masrafları  
Alıcının ikameye olan eğilimi

# PORTER

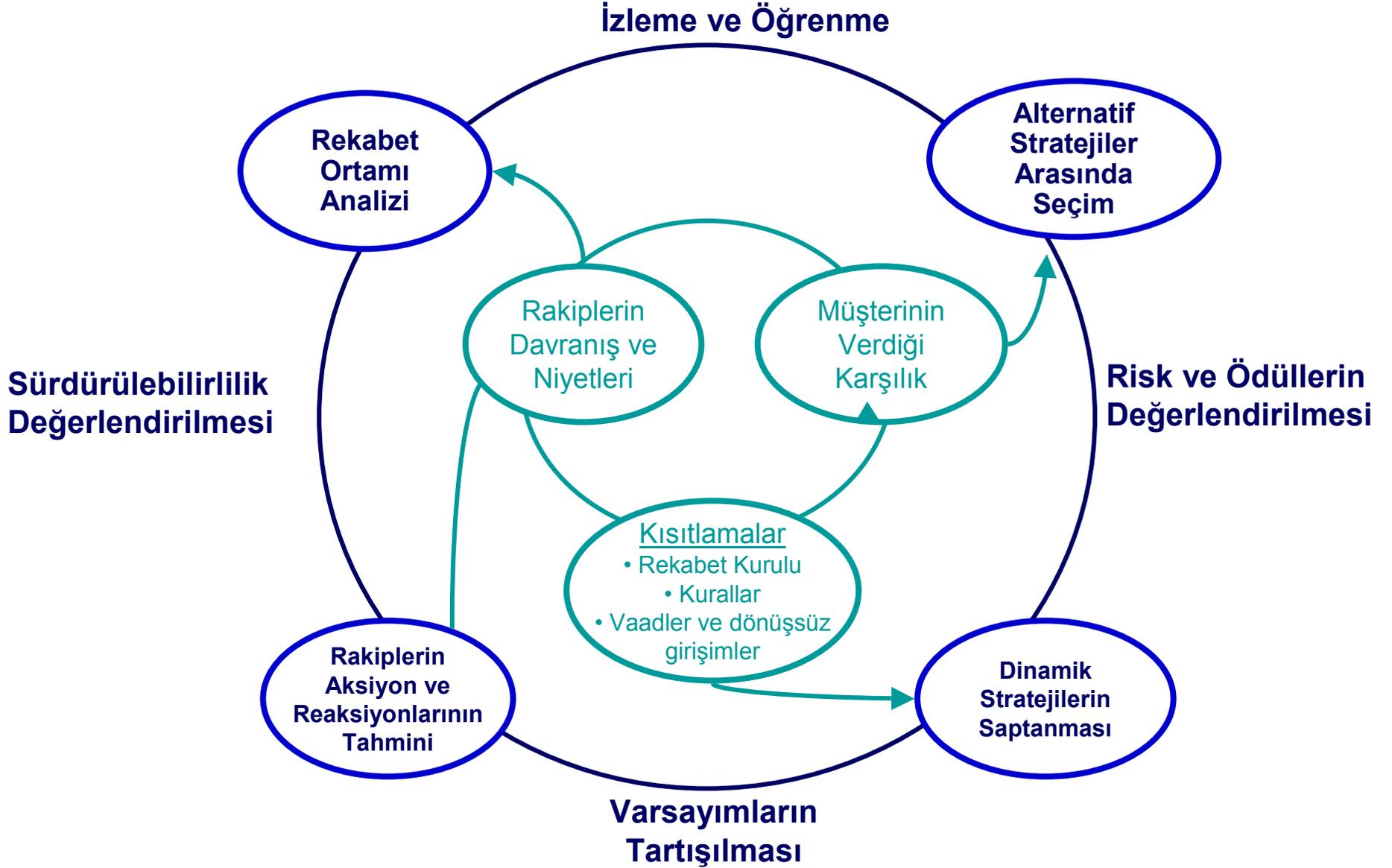


## DEĞER ZİNCİRİ

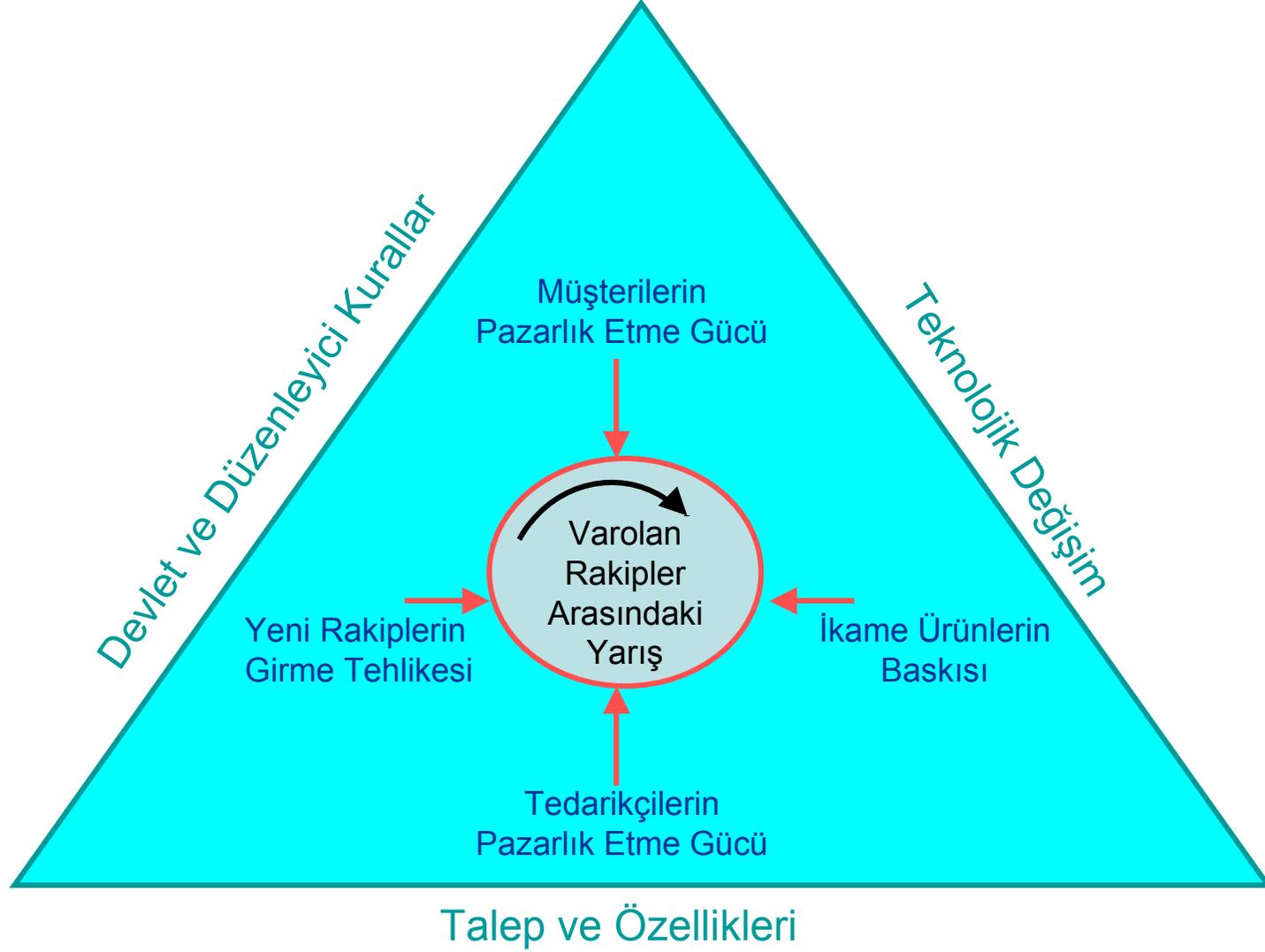


## DEĞER SİSTEMİ

WHARTON SCHOOL  
DİNAMİK REKABET STRATEJİSİ ÇİZİMİ

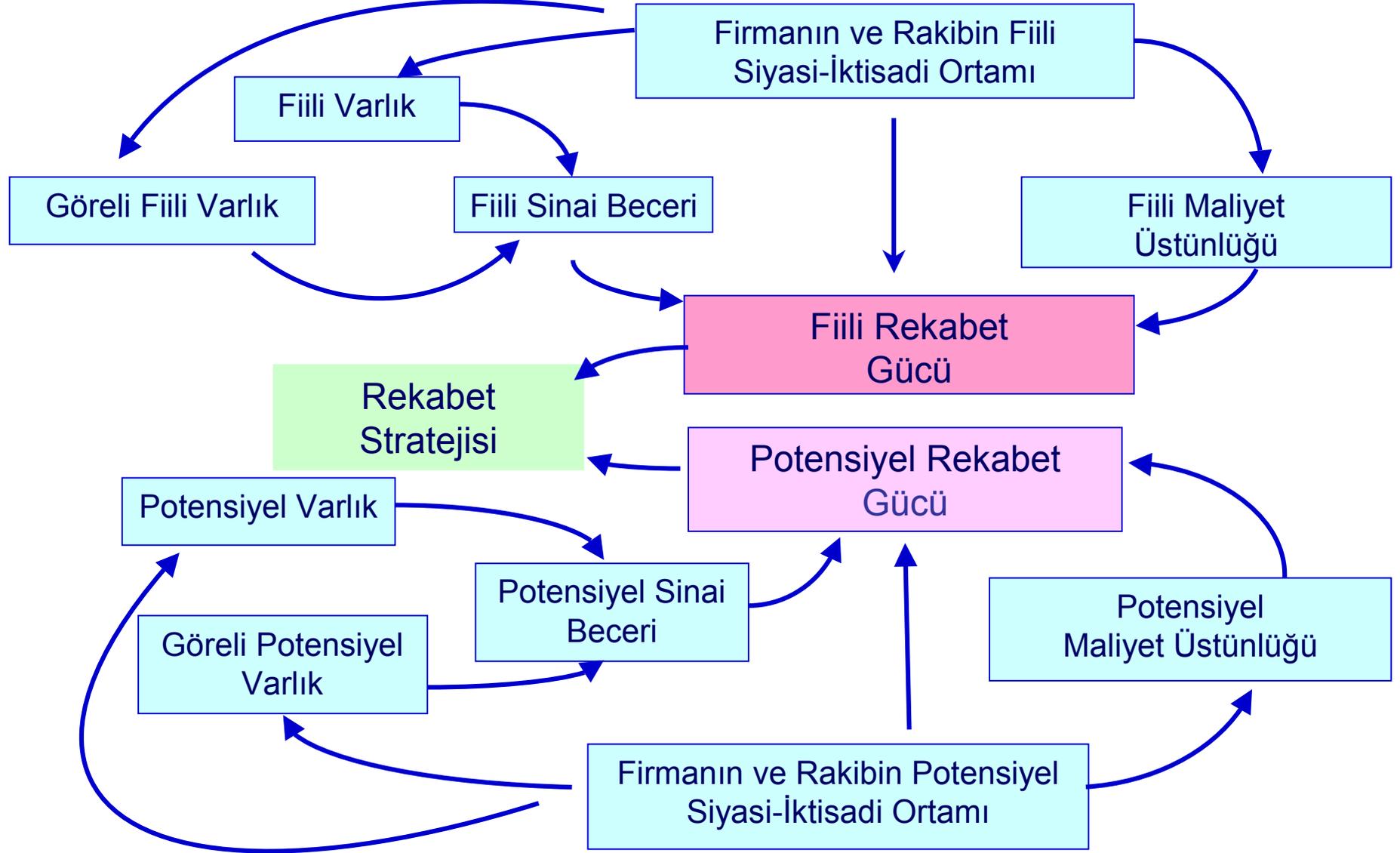


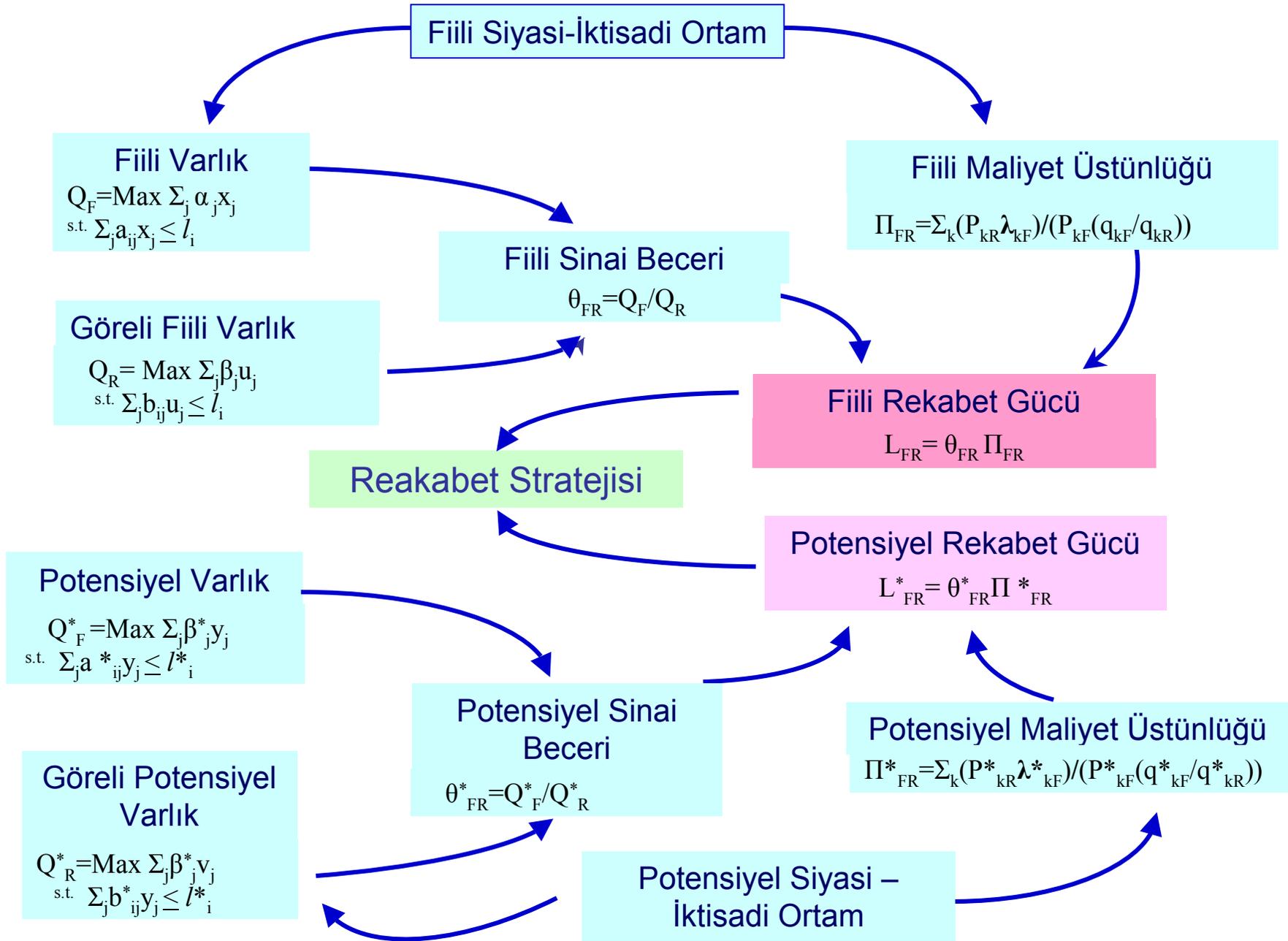
## REKABET ORTAMINI BELİRLİYEN GÜÇLER

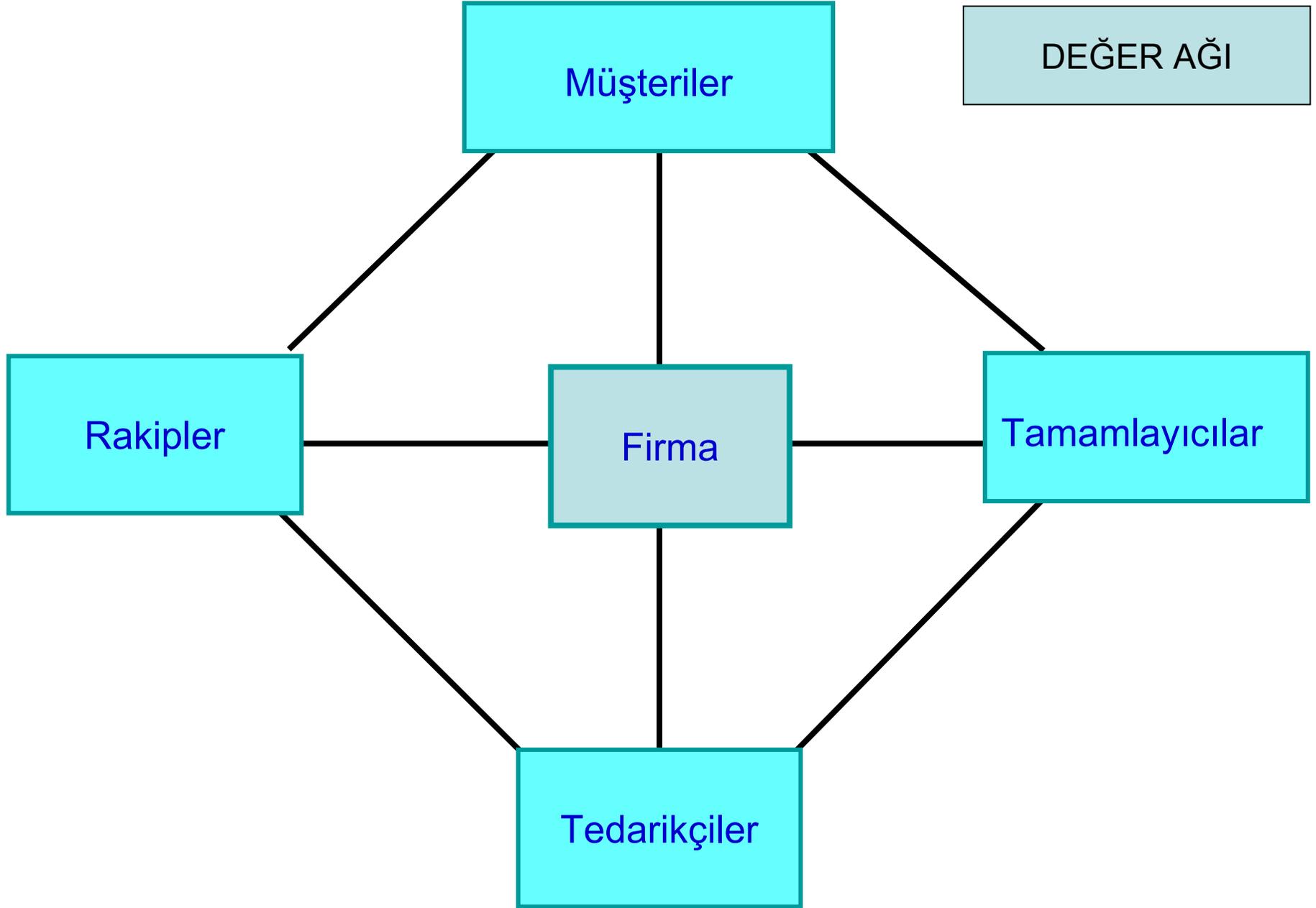


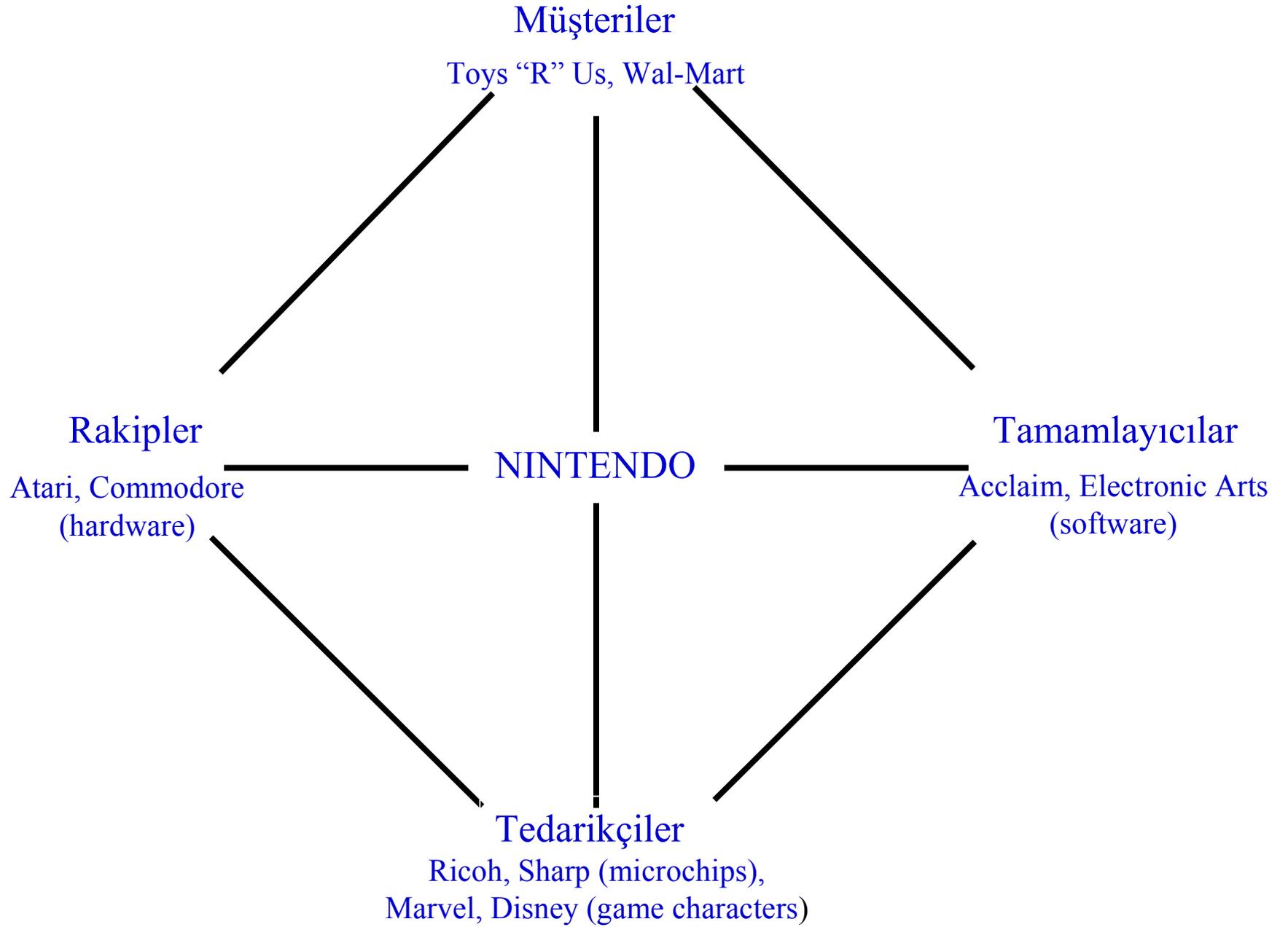


# FİRMA REKABET GÜCÜ KAVRAMSAL MODEL









# ONTOLOJİ - EPİSTEMOLOJİ MATRİKSİ

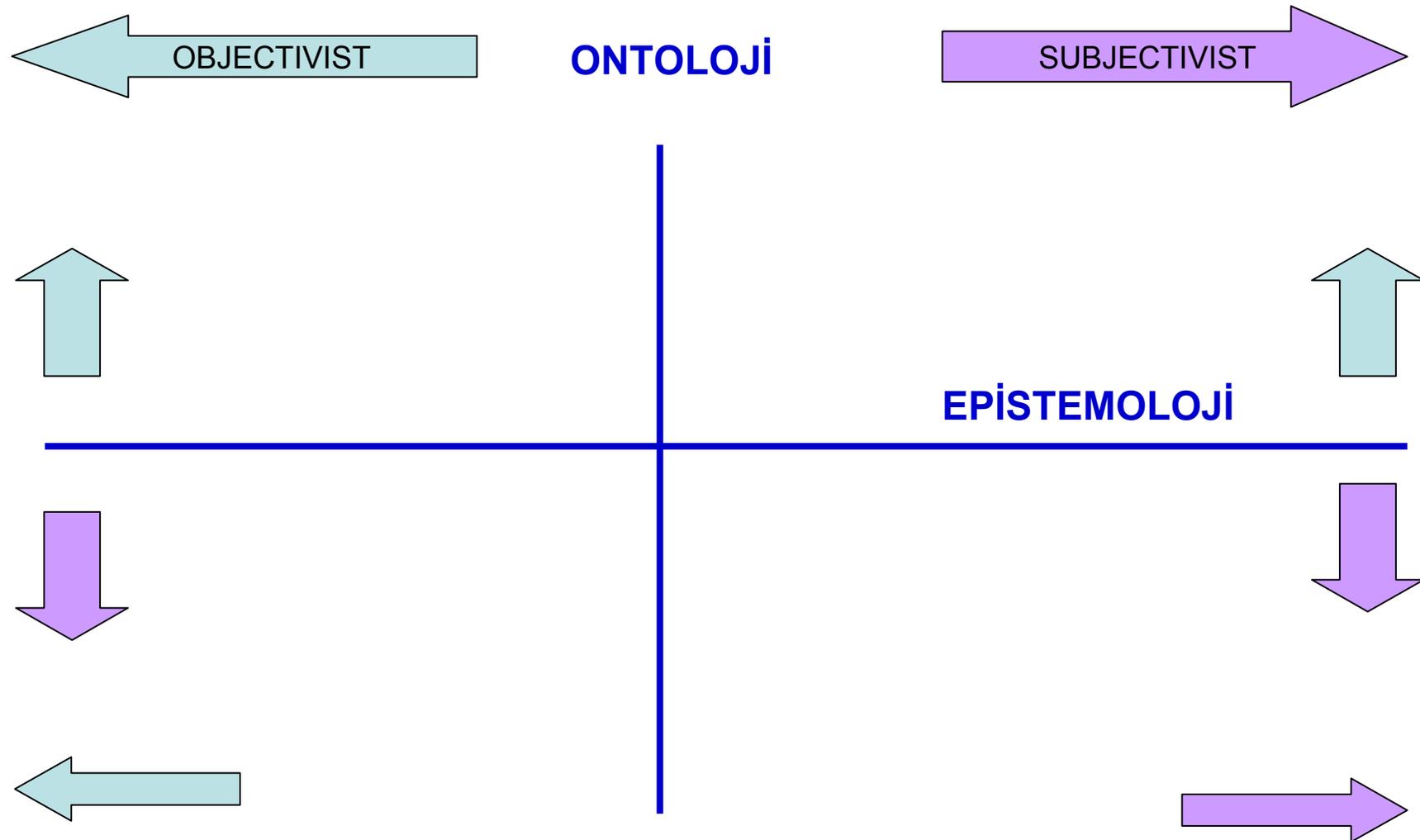
## ONTOLOJİ

FENOMAN VE VAROLUŞ DOĞASI İLE UĞRAŞAN METAFİZİK DALI  
A BRANCH OF METAPHYSICS DEALING WITH THE ESSENCE OF PHENOMENA  
AND THE NATURE OF THEIR EXISTENCE

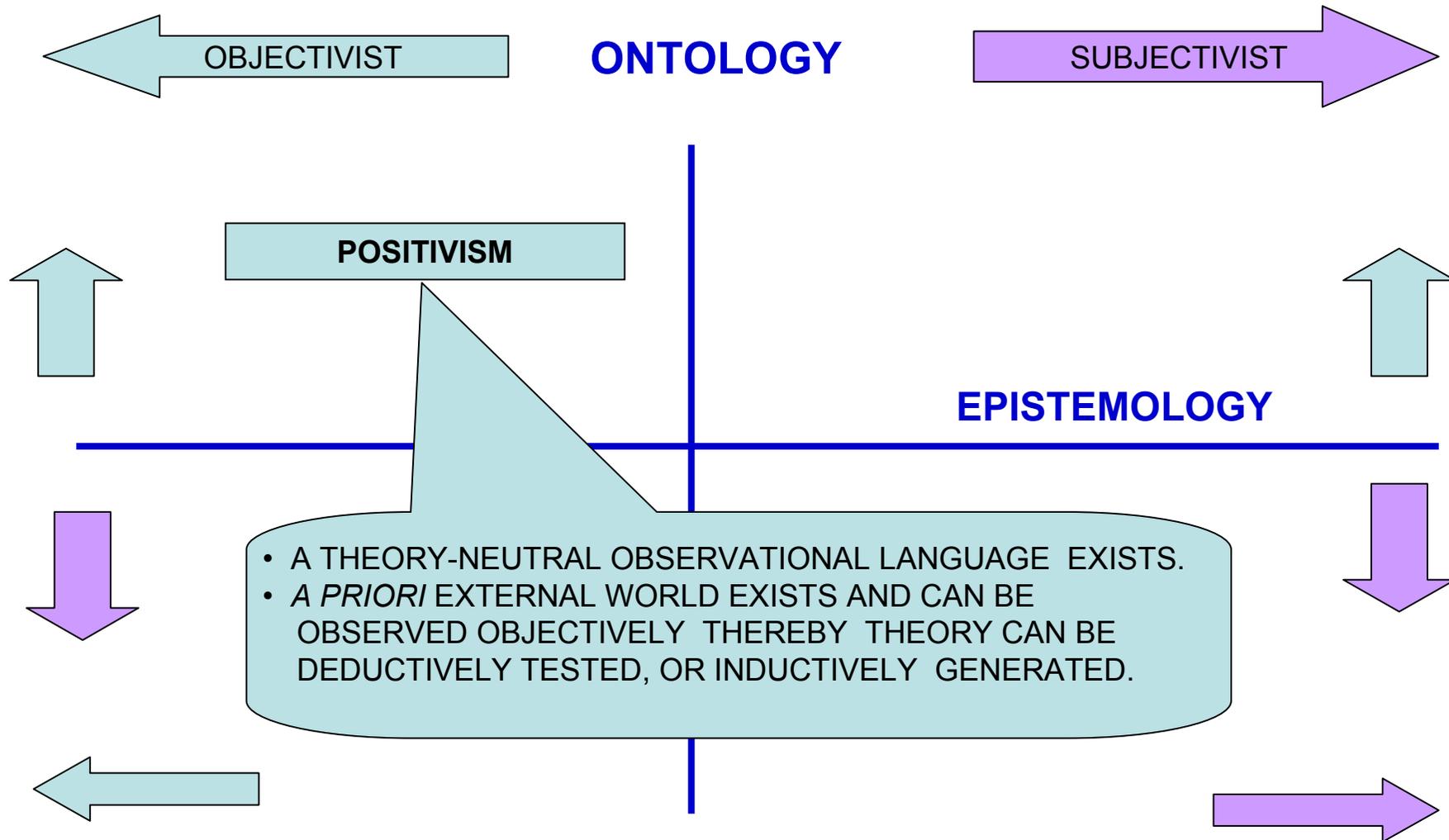
## EPİSTEMOLOJİ

BİLME VE GEREKÇELENİRME  
TEORİSİ  
THEORY OF KNOWLEDGE AND  
JUSTIFICATION

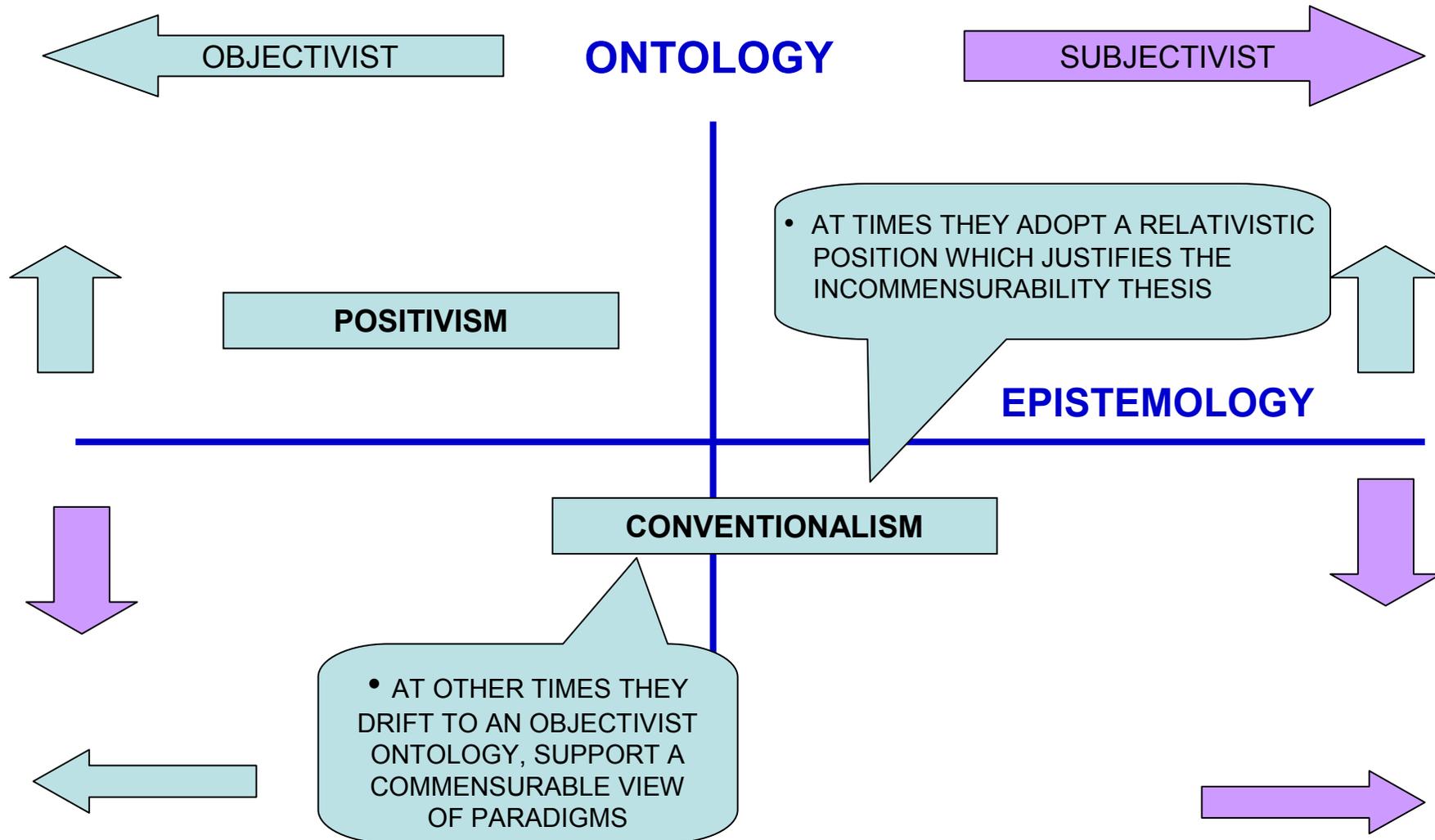
# ONTOLOGY-EPISTEMOLOGY MATRIX



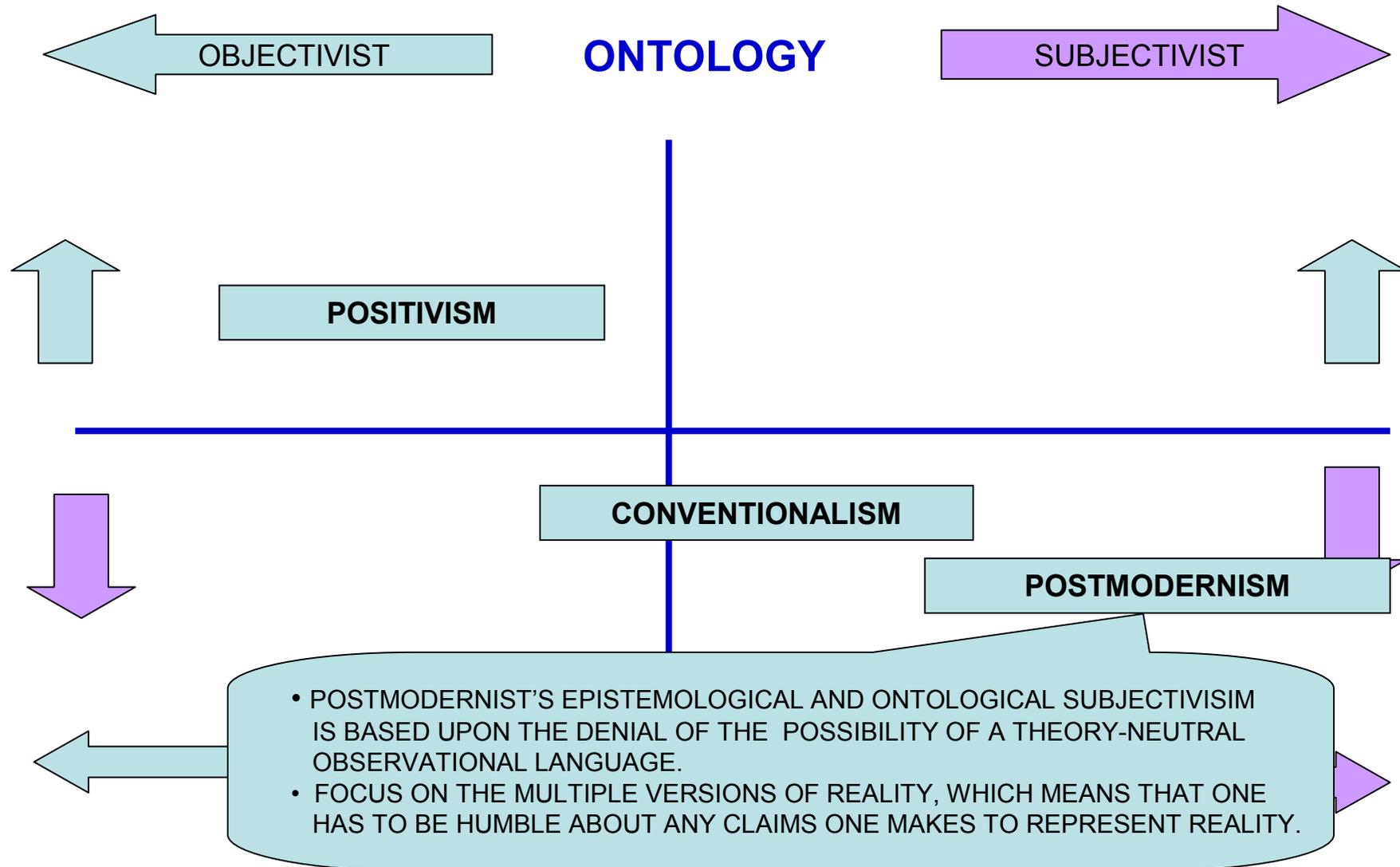
# ONTOLOGY-EPISTEMOLOGY MATRIX



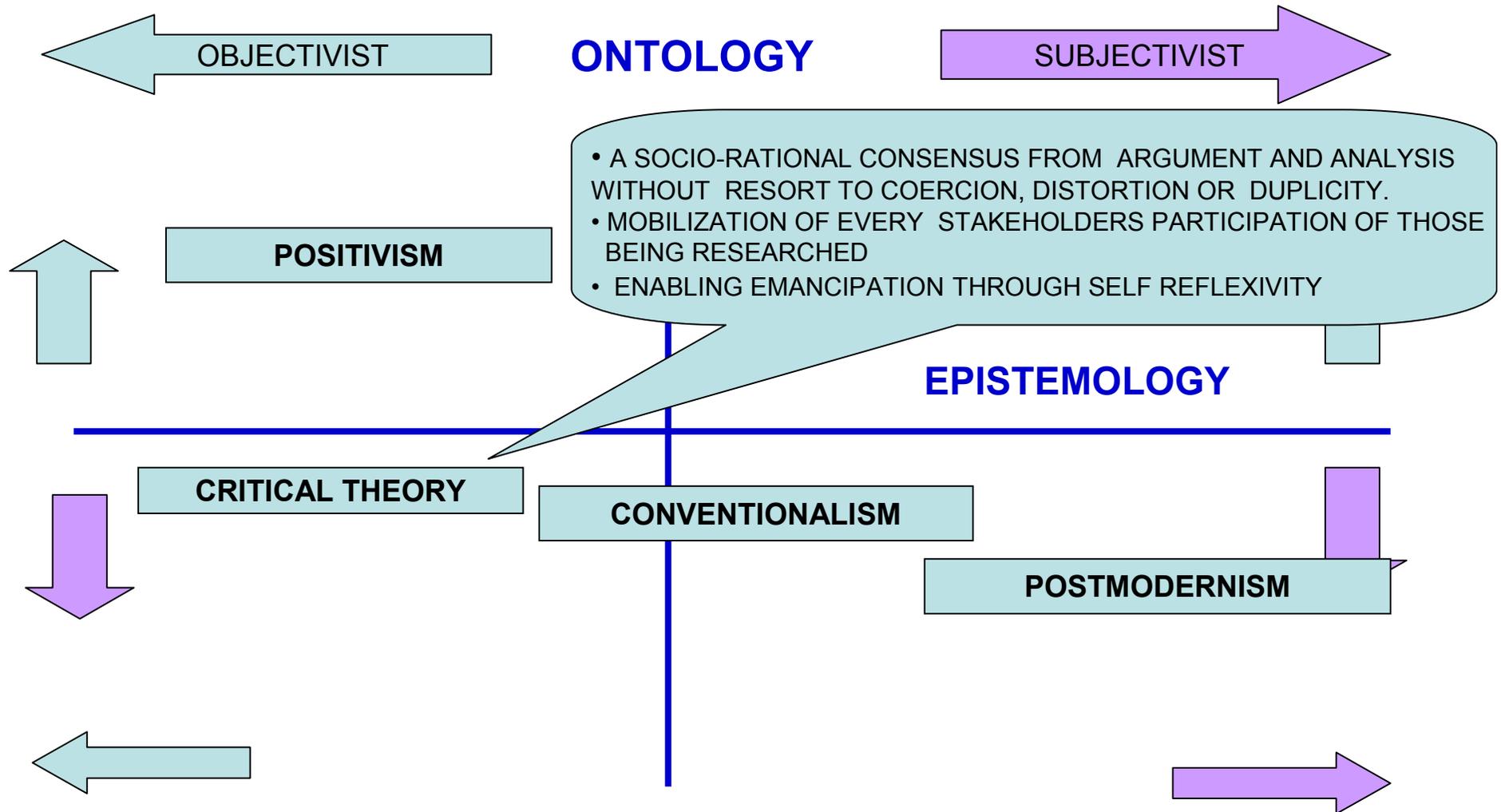
# ONTOLOGY-EPISTEMOLOGY MATRIX



# ONTOLOGY-EPISTEMOLOGY MATRIX



# ONTOLOGY-EPISTEMOLOGY MATRIX



# REFLEXIVITY

SCIENTISTS, IN ORDER TO UNDERSTAND THEMSELVES AS SCIENTISTS, FIRST HAVE TO BECOME ANTHROPOLOGISTS, SOCIOLOGISTS, PSYCHOLOGISTS, AND HISTORIANS OF THEMSELVES  
(ZOLO, 1990:162)

- THE *BELIEFS* AND THE *BEHAVIOURS* OF THE RESEARCHER ARE PART OF THE EMPIRICAL EVIDENCE FOR (OR AGAINST) THE CLAIMS ADVANCED IN THE RESULTS OF THE RESEARCH. THIS KIND OF RELATIONSHIP BETWEEN THE RESEARCHER AND THE RESEARCHED IS DISCUSSED UNDER THE HEADING OF “**REFLEXIVITY**”
- “**METHODOLOGICAL REFLEXIVITY**” THE AIM IS TO IMPROVE RESEARCH PRACTICE THROUGH THE FACILITATION OF A MORE ACCURATE REPRESENTATION OF REALITY VIA THE ERADICATION OF METHODOLOGICAL LAPSES.
- “**EPISTEMIC REFLEXIVITY**” ENTAILS THE RESEARCHER ATTEMPTING TO THINK ABOUT THEIR OWN THINKING BY EXCAVATING, ARTICULATING, EVALUATING AND IN SOME CASES TRANSFORMING THE META - THEORETICAL ASSUMPTIONS THEY DEPLOY IN STRUCTURING RESEARCH ACTIVITIES AS WELL AS IN APPREHENDING AND INTERPRETING WHAT IS OBSERVED.

# ONTOLOGY-EPISTEMOLOGY MATRIX AND REFLEXIVITY

METHODOLOGICAL  
REFLEXIVITY  
Improving Methods and  
Their Application

ONTOLOGY

POSITIVISM

INCOHERENCE

EPISTEMOLOGY

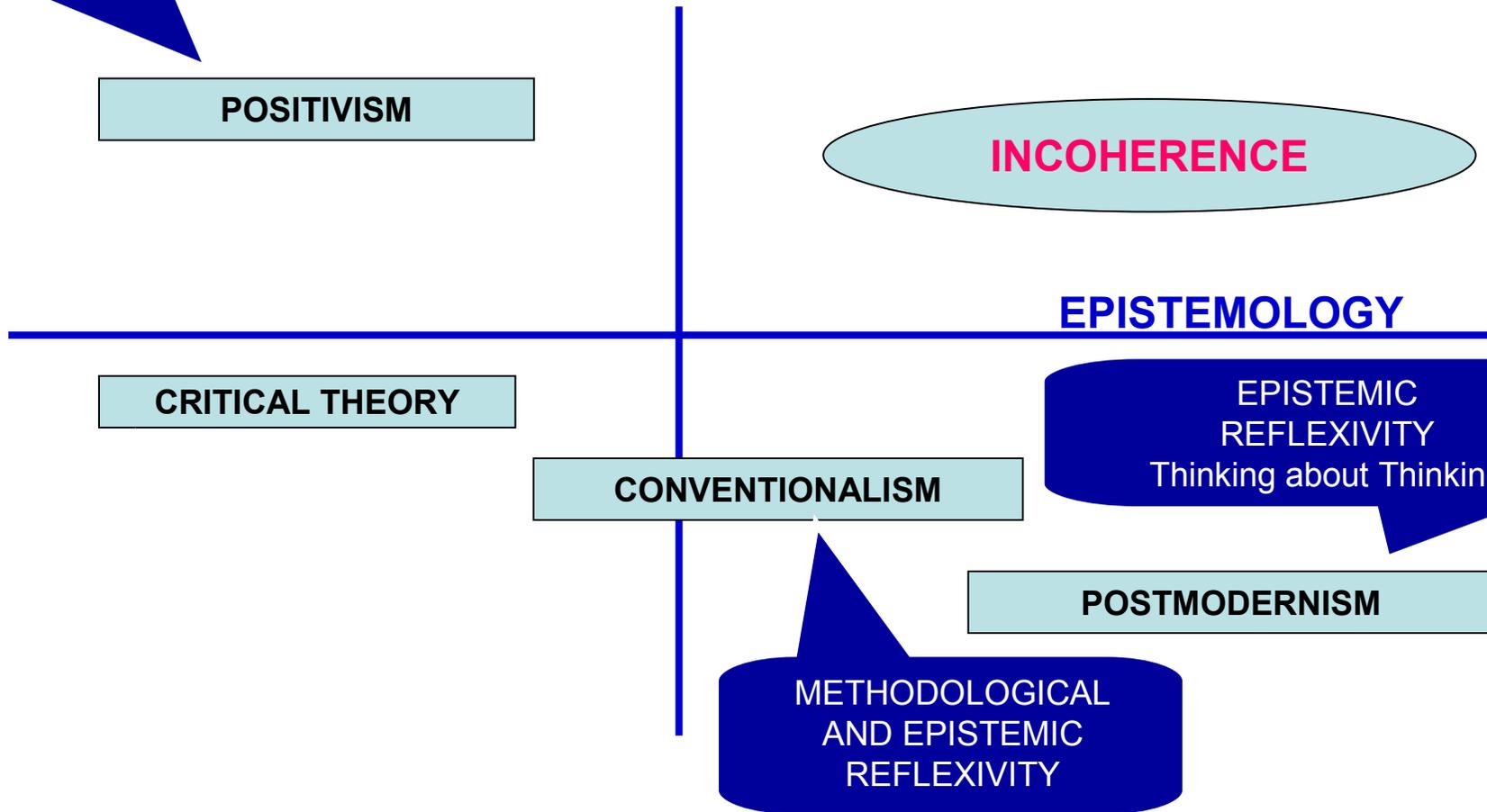
CRITICAL THEORY

CONVENTIONALISM

EPISTEMIC  
REFLEXIVITY  
Thinking about Thinking

POSTMODERNISM

METHODOLOGICAL  
AND EPISTEMIC  
REFLEXIVITY



# RESEARCH IDEAS