



Kadir Has University Business Excellence Working Group [KHASBE]

Kadir Has University Business Excellence Working Group [KHASBE] is an innovative, interdisciplinary research team of scholars, students, and faculty who study managerial and organizational issues. Our interdisciplinary team contributed to knowledge generation in strategy formulation and international growth strategy execution, strategic control and risk management, high performance work systems and reorganization, pricing strategies in B2B and B2C markets, branding, digital marketing, communication in multicultural and ethnic populations.

SMEs play a crucial role for determining the momentum of economic and social development. They are important engines towards creation of jobs, economic growth, technological innovation and development of new products particularly in developing countries. Therefore, SMEs are essential in reaching the objectives of the Europe 2020 growth and development strategy.

KHASBE's vision is to become a significant agent in guiding SMEs in realizing their innovation potential in the best way to gain competitive advantage in national and international markets. The seven-person team of KHASBE is passionate about **our mission** to improve SMEs' innovation capability in different value chain processes, including organizational and marketing processes.

KHASBE's expertise lies in several qualitative and quantitative engagements. We successfully addressed acute problems of companies' such as employee selection and development, strategic alignment of the workforce, creating and measuring brand awareness, brand revitalization, new product development and pricing, adaptation to global markets. We have ongoing collaborations with industry leaders, SMEs, NGOs and research centers in Turkey and Europe.

KHASBE members published over 50 academic papers and has extensive experience in project development and implementation including numerous national and international projects: "Financial restrictions on consumers" (Bocconi Center for Research on Marketing and Services (CERMES)), "Human resource climates across cultures"(Canada Social Sciences and Humanities Research Council (SSHRC)), "Organizational restructuring"(HEAŞ (Airport Management and Aviation Industries Inc.)), "Strategic planning and internal control system development"(KOSGEB (Small and Medium Enterprises Development Organization)), "Effectiveness of advertising, time series analysis with high frequency data"(The National Fund for Scientific Research (FWO) of Belgium), "Econometric analysis of the impact of marketing communication spots"(The National Fund for Scientific Research (FWO) of Belgium), "Actualization of the forecast formulas for the number of newspaper sold per POS and per newspaper edition of the newspapers Het Belang van Limburg and Gazet van Antwerpen", "Corporate Social Innovation: A scale development project"(The Scientific and Technological Research Council of Turkey (TUBITAK 3501 CAREER Program)), "Exploring the antecedents and consequences of proactive employee behaviors in Turkish small and medium enterprises" (Istanbul Kemerburgaz University Research and Publications Commission), "Behavioral studies in operations management" (Kadir Has University Research Fund).

Role as partner in H2020 projects: empirical and applied research, data gathering and intelligence; dissemination of knowledge to relevant stakeholders, providing training and consultancy, and managing stakeholder network. We would be delighted to discuss specific project opportunities with interested partners.

We are looking for partners interested in H2020 Calls: 1) European SME Innovation Associate – pilot (INNOSUP-02-2019-2020), 2) Workplace innovation uptake by SMEs (INNOSUP-04-2019), 3) Stimulate the innovation potential of SMEs (INFRAINNOV-01-2019), 4) European Open Innovation network in advanced technologies (INNOSUP-07-2019), 5) Cluster facilitated projects for new industrial value chains (INNOSUP-01-2018-2020).

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