

# YIRCoF '19

Yeditepe International Research Conference on Foresight

*In Memory of Prof. Dr. Eng.- M. Atilla Öner*

## **“Anticipation: Conceptual, Theoretical and Empirical Issues”**

*Istanbul, 29 - 30 November, 2019*

*Foresight & Futures Studies* include all efforts to study the future by numerous methods and techniques to explain and predict how organizations and people will behave. These efforts in the field yielded the development and use of numerous scenario planning and foresight tools for social and life sciences with specific applications in public and business management areas. Practical applications involved strategic studies covering long range planning, policy development and technology assessment in several public and industrial sectors.

With recent developments in Artificial Intelligence and advances in Brain & Mind Research, the field has become a major interdisciplinary research topic and triggered a worldwide effort to understand, mathematically formulate and simulate the decision-making process of living organisms, humans, institutions and social-cultural entities. The field is also being referred as *the Science of Decision-Making*.

### **Call for Papers and Participation**

We invite academic researchers, company managers and public policy makers to participate in and contribute to this conference to discuss the following questions:

1. What is the role of anticipation in strategic planning?
2. What is the role of anticipation in entrepreneurship?
3. How can companies understand and manage complexity, chaos, and change by using futures studies?
4. How does the quality of anticipation increase? Does the quality of anticipations increase when the accuracy of knowledge we gather and methods we use increase? That is, does knowledge affect imagination? How can knowledge management be better integrated with futures research?
5. What is the role of anticipation and insights on critical issues and trends, drivers of change, wild cards, discontinuities, and weak signals in decision making activity such as investment decisions of the companies?
6. How can we determine the anticipations of companies from geo-political, energy,

- health, technological, economical, and social perspectives to build futures scenarios?
7. How does anticipation in communication issues affect new product development, marketing strategies, decisions regarding change of organizational form, strategy and vision, organizational success or failure, different thinking styles and proactive behavior? How is it possible to improve our ability of anticipation? How can we anticipate successfully (from anticipation to invention)? How can we provide a better link between futures studies and R&D efforts of organizations?
  8. Do we anticipate others' actions? What factors affect our anticipations of events and others' actions?
  9. What is the effect of learning on anticipation?
  10. What kind of new research techniques might be used for studying anticipation?

<b>Important Deadlines</b>	
Abstract Submission	2 August 2019
Notification of Manuscript Acceptance	9 August 2019
Full Paper Submission	27 September 2019

**Send your abstract (250 words) to: [yuvam@yeditepe.edu.tr](mailto:yuvam@yeditepe.edu.tr)**

Registration Fees: (VAT Included)		EARLY (23 AUGUST)	LATE (27 SEPTEMBER)
GALA DINNER INCLUDED	PHD students with presentation	250 TL	300 TL
	Participants with presentation	350 TL	400 TL
	International participants	150 €	170 €
	Listener	100 TL	150 TL

After review process, all full papers will be printed in the conference proceedings

Contact us : [yuvam@yeditepe.edu.tr](mailto:yuvam@yeditepe.edu.tr)



### Invited Speaker

Roberto Poli

*UNESCO Chair in Anticipatory Systems  
University of Trento, Italy*



**Conference Venue:** Yeditepe University, Istanbul - Turkey



**Gala Dinner:** Titanic Business Kartal (Compass)

### ***Executive Committee***

---

Assoc. Prof. Ozlem KUNDAY  
Assoc. Prof. Gonul DEMİREL  
Inst. M. Nuri ONORTAC  
Assoc. Prof. Yusuf Can ERDEM

### ***Scientific Committee***

---

Prof. Roberto POLI (University of Trento)  
Dr. Fabienne GOUX-BAUDIMENT (The French Society for Foresight)  
Dr. Huseyin DOLUCA (University of Augsburg)  
Prof. Ozgur TURETKEN (Ryerson University)  
Dr. Sercan DEMIRALAY (University of Sheffield)  
Prof. Emine Esra KARADENİZ (Yeditepe University)  
Dr. Ebru Tomris AYDOĞAN (Yeditepe University)  
Dr. Ufuk OZGUL GUR (Duzce University)  
Assoc. Prof. Pınar BUYUKBALCI (Yildiz Technical University)

### ***Communication Coordinators***

---

Dila SEYHAN  
Esin YUCEL KARAMUSTAFA (Ph.D.c)  
Burcu ARSAN  
Başak KURU

### ***Support Team***

---

Ender Baris IMAMOGLU  
Nihan GUNES CAGIN (Ph.D.c)