

YIRC oBS '08

Yeditepe International Research Conference on Business Strategies
June 13 - 15, 2008



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Conference attendees discussed research papers submitted in the following tracks: **Conference Venue**

Track A: Management

Innovation, Technology and Manufacturing
Foresight and Long Range Planning

HEIDRICK & STRUGG

Corporate Governance and Social Responsibility

Track B: Marketing

Marketing Theories and Culture
Branding Strategies
Innovation and Marketing

Track C: Finance

New Products and Trends in Financial Markets
Globalization Effects and Risk Structure of Financial Institutions
Internationalization of Accounting Standards and Reports

Papers presented at the conference were published in Conference Proceedings.

Conference participants had free access to
[Emerald Management Xtra](#)
for one month (July 1 - 31, 2008)



Yeditepe University 26 August Campus



Yeditepe University Doğa Club