T.C.

İSTANBUL BEYKENT ÜNİVERSİTESİ

LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ

……… ANABİLİM DALI

………………………… BİLİM DALI

**TITLE OF THE THESIS FOR MASTER'S DEGREE, PHD OR PROFICIENCY IN ART**

Yüksek Lisans Projesi, Yüksek Lisans Tezi veya Doktora Tezi

Tezi Hazırlayan

**Öğrencinin Adı SOYADI**

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..../..../......



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Degree and Date : Master’s (Thesis), 2023

Major : .......................

Keywords : Innovation, Innovation Capabilities, Ambidexterity, Firm Performance

**ABSTRACT**

**THESIS NAME**

The main purpose of this study is to research how and to what degree a company’s performance is affected by the new generation management methods through strategic human resources applications. Within this framework, of the new generation management methods, organizational ambidexterity, learning organization and innovation capability have been included as independent variables, and of the strategic human resources applications, with the mediation of talent management and the recruitment and selection process, the effects on firm performance have been tested empirically.

The study was conducted in 2018 by evaluating 387 of the questionnaires collected from the firm owners, middle and upper management of randomly selected large and mid-sized businesses in Istanbul, Ankara, Bursa and Izmir. The collected data was tested using SPSS and, within the scope of Structural Equation Modelling, using SmartPLS. At the conclusion of the research, of the new generation management methods, it became evident that innovation capabilities have positive effects on the firm performance, and that the learning organization also has positive effects on the firm performance by the effect of the mediating variables. Further, a striking weakness was found in the relationship between the performance of a firm and innovation ambidexterity. It was also found that talent management plays no mediating role in the effects of new generation management methods on firm performance.

Adı ve Soyadı : .......................

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Derecesi ve Tarihi : Yüksek Lisans (Tezli), 2023

Alanı : .......................

Anahtar Kelimeler : İnovasyon, İnovasyon Yeteneği, Çiftyeteneklilik, İşletme Performansı

**ÖZ**

**TEZ ADI**

Çalışmanın temel amacı yeni nesil yönetim yaklaşımlarının stratejik insan kaynakları uygulamaları aracılığıyla, firma performansını ne derecede ve ne yönde etkilediğini araştırmaktır. Bu çerçevede, yeni nesil yönetim yaklaşımlarından örgütsel çift yeteneklilik, öğrenen örgüt ve inovasyon yeteneği çalışmaya bağımsız değişken olarak dahil edilmiş ve stratejik insan kaynakları yönetimi uygulamalarından, yetenek yönetimi ve işe alım sürecinin aracılık etkisiyle, firma performansı üzerindeki etkileri ampirik olarak test edilmiştir.

Araştırma 2018 yılında İstanbul, Ankara, Bursa ve İzmir’de faaliyet gösteren ve rastlantısal olarak seçilen, Büyük ve Orta Ölçekli firmalarda görev alan, firma sahipleri, orta ve üst düzey yöneticilerden toplanan anketlerden, cevaplanan 387 anket değerlendirmeye alınmıştır. Toplanan veriler, SPSS programı kullanarak ve Yapısal Eşitlik Modellemesi kapsamında SmartPLS kullanılarak test edilmiştir. Araştırma sonucunda yeni nesil yönetim yaklaşımlarından; inovasyon yeteneğinin firma performansı üzerinde olumlu etkisi olduğu ortaya çıkmıştır. İnovasyon çiftyetenekliliği ve firma performansı arasında ilişki ise oldukça zayıf olarak göze çarpmaktadır. Yeni nesil yönetim yaklaşımlarının firma performansı üzerindeki etkilerinde yetenek yönetiminin aracı bir rolü olmadığı da ortaya konmuştur.

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# 

# ABBREVIATIONS

**CEO :** Chief Executive Officer

**CIPD :** Chartered Institue of Personnel and Development

**DLOQ :** Dimensions of Learning Organization Questionnaire

**EFA :** Explanatory Factor Analysis

**OECD :** Organisation Economic of Co-operation and Development

**PDMA :** Product Development and Management Association

# GLOSSARY

**Archetype**: A primitive mental image inherited from the earliest human ancestors and supposed to be present in the collective unconscious. Archetype has specific uses in the fields of philosophy and psychology. The ancient Greek philosopher Plato, for example, believed that all things have ideal forms (aka archetypes) of which real things are merely shadows or copies. And in the psychology of C. G. Jung, archetype refers to an inherited idea or mode of thought that is present in the unconscious of the individual.

**Coniunctionis:** Latin meaning of unification or joining together. This term is taken from Carl Gustav Jung's theoretical work, Mysterium Coniunctionis.

**Epiphany**: A moment of sudden and great revelation or realization.

**Manifest:** To become apparent through the appearance of symbol/image.

## **INTRODUCTION**

The importance of using time efficiently is increasing day by day for all. This being the case, customers want to reduce the time they spend on banking transactions and carry out their transactions via the internet without going to branches. Therefore, the importance of technology in the banking sector is extremely great.

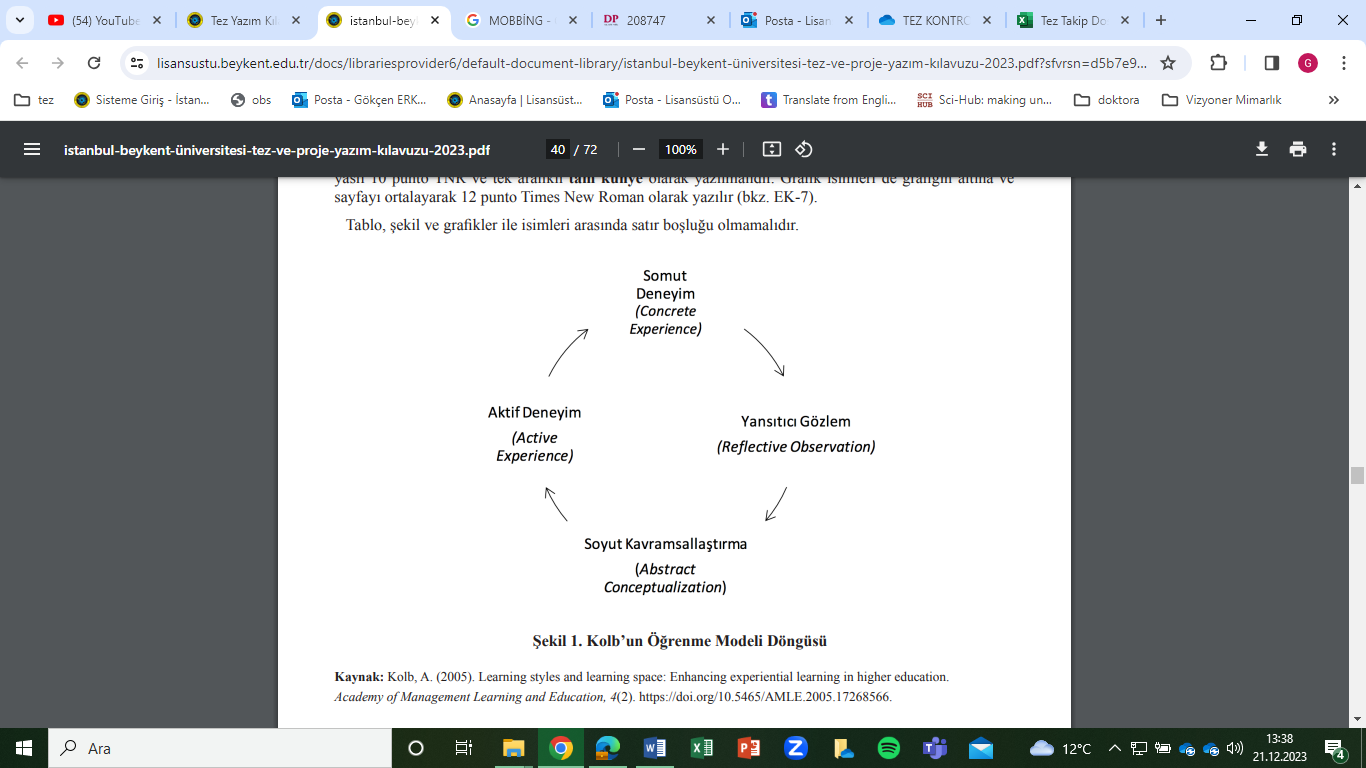
Banks should closely follow technological developments in order to both reduce transaction costs and provide faster and higher quality service to their customers. Internet technologies have great potential to revolutionize banks and the banking industry

## **3. DECISION MAKING IN BANKING**

In this part of the study, the relationship between technology and the banking sector, the concept of digital banking, the concept of FINTEK in the banking system, and the place of technological infrastructure in banks in decision-making processes are touched upon.

### **3.1.** **Relationship Between Technology and Banking Sector**

The importance of using time efficiently is increasing day by day for all. This being the case, customers want to reduce the time they spend on banking transactions and carry out their transactions via the internet without going to branches. Therefore, the importance of technology in the banking sector is extremely great.

 Banks should closely follow technological developments in order to both reduce transaction costs and provide faster and higher quality service to their customers. Internet technologies have great potential to revolutionize banks and the banking industry (Angelakopoulos and Mihiatis, 2011, p. 23).

**Figure 1. Kolb's Learning Model Cycle**

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**BIOGRAPHY**

He was born on April 20, 1977 in Fatih district of Istanbul. After completing his primary, secondary and high school education in the same district, he enrolled in Istanbul Beykent University, Faculty of Economics and Administrative Sciences, Department of Business Administration. Since 2003, he has been working as a financial consultant in a private company. In 2004, he started his master's degree at Istanbul Beykent University, Department of Business Administration.

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