
Preface by the Editors

In 2014 the German-Turkish year of science, education and innovation, entitled as “Science Bridging Nations”, was initiated by the German Federal Ministry of Education and Research and the Turkish Ministry of Science, Industry and Research. In the course of the scientific year, around 100 projects were submitted for an idea contest. The FOM University of Applied Sciences was able to assert successfully in this contest with the project “E2E – Building a Bridge on Sciences”, an initiative to strengthen the innovative potential of the cooperation between the FOM University of Applied Sciences and the Ataturk University Erzurum.

The starting point of the project was the already existing teaching cooperation between the FOM and the Ataturk University. The aim of “E2E” was to extend the cooperation to the research sector of both universities and to establish a fundament for common researching projects. In addition to a delegation trip of German scientists to Erzurum in April 2015, the common conference of the Ataturk University Erzurum and the FOM “2. Economic forum: German-Turkish perspectives on IT and Innovation Management” took place from 4th to 6th November 2015 at the FOM Munich. For this purpose, the following topics were scientifically discussed:

- IT in the education system and as a macroeconomic factor
- IT in the health care sector
- IT in Human Resource Management
- Management of technical innovations
- Innovation management in SME
- Success factors (measurement) of innovations

The results of the conference contributions are now available in this essay collection. In addition to the exchange of research results, German and Turkish perspectives for the economic discourse were discussed in order to develop theoretical insights and practical success potentials. Although the E2E project is officially completed with this essay collection, the cooperation between the FOM and the Ataturk University is not finished but will be continued at various levels. Both this book and the cooperation make a valuable contribution to the maintenance of the cooperation between Germany and Turkey, which

is not limited to politics, economics and culture but has to be further deepened, especially in education and research.

First of all we would like to thank the Federal Ministry of Education and Research for the financial support of the entire project what makes the success of this project possible. Also the FOM and the Ataturk University have provided additional financial resources to complete this project. We would also like to take this opportunity to express our gratitude to all the people who have supported the project. We would like to start by thanking the Rector of the FOM, Prof. Dr. Burghard Hermeier, and the previous Rector of the Ataturk University, Prof. Dr. Hikmet Koçak, for the cooperation between the two universities. We would also like to thank Christoph Hohoff and Gerrit Landherr from the FOM's support research department who have planned the project. Additionally we would like to take the chance to thank the directors of the FOM Munich, Prof. Dr. Gerald Mann and Oliver Dorn, who have contributed to the organization of the aforementioned conference in Munich. For the publishing of this book, Kai Stumpp from the FOM's publishing department has rendered valuable services that we would like to acknowledge. Furthermore, we would like to thank the Springer Publishing house for the excellent cooperation.

May this book not only be interesting and profitable for students and scientists, but also be noticed by the public by keeping in mind the German-Turkish cooperation.

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German-Turkish Perspectives on IT and Innovation
Management

Challenges and Approaches

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2018, XVII, 515 p. 76 illus., Hardcover

ISBN: 978-3-658-16961-9