

**İŞLETMELERDE  
ÖZÜMSEME  
KAPASİTESİ - İŞLETME  
PERFORMANSI İLİŞKİSİ**

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## ÖNSÖZ

Bilgi, günümüz yoğun rekabet ortamında işletmelerin yaşamlarını sürdürbilmeleri için vazgeçilmez bir faktör haline gelmiştir. Bu yüzden, bilginin işletmeler tarafından edinilmesi, benimsenmesi ve dönüştürülerek kullanılması sürecinin, yani özümseme kapasitesinin, etkin bir şekilde geliştirilmesi büyük önem kazanmıştır. Bu çalışma, işletmelerin özümseme kapasitesinin, işletme performansıyla olan ilişkisini ortaya koymayı amaçlamaktadır. Araştırmada anket tekniği kullanılmıştır. Eskişehir Sanayi Odası'na (ESO) kayıtlı Otomotiv, Metal Eşya İmalat, Gıda ve Tekstil sektörlerinden toplam 598 adet kullanılabilir soru formu elde edilmiştir. Özümseme kapasitesi ve işletme performansına ilişkin literatürde ileri sürülen ilişkileri test etmek için Yapısal Eşitlik Analizi (YEM) kullanılmıştır. Bulgular, özümseme kapasitesinin kendi alt boyutları arasındaki ilişkiye ilişkin literatürü doğrulamıştır. Özümseme kapasitesi en çok işletme performansının finansal boyutunu etkilerken, bu etkiyi ticari ve operasyonel performans boyutları izlemiştir. Özümseme kapasitesi düzeyleri işletmelerin ve yöneticilerin demografik profillerine, faaliyet gösterdikleri sektöre ve büyüklüklerine göre farklılıklar göstermektedir. Araştırma sonuçları doğrultusunda işletmelerin özümseme kapasitelerini arttırmalarına yönelik öneriler sunulmuştur.

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