# THE “VUCA” EFFECTS & PRODUCT INNOVATION PERFORMANCE AT TURKISH GLOBAL BUS & COACH INDUSTRY

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This book has been generated from the master thesis "Investigating the effects of the VUCA Factor on Product Innovation Performance at Turkish Bus & Coach Industry.", authored by Erkan DONER.

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*Dedicated to my precious family*
*and lovely mermaid…*

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# CONTENTS

# ABBREVIATIONS

| | |
|---|---|
| AI | : Artificial Intelligence |
| CFS | : Cognitive Flexibility Scale |
| CFT | : Cross Funtional Teams |
| HR | : Human Resources |
| IUS | : Intolerance of Uncertainty |
| MNC | : Multi-National Corporations |
| TA | : Tolerance of Ambiguity |
| PIP | : Product Innovation Performance |
| VUCA | : Volatility, Uncertainty, Complexity, Ambiguity |
| USAWC | : United States Army War College |

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