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

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Dedicated to my precious family and lovely mermaid…
The life we live in can be described as the experiences, inspiration and dreams of us. Every work we continue with the aim of creating new works can be shaped by the effects of people, lives and even emotions in our environment. This work was carried out as a result of harmonization of academic education and professional experiences in different disciplines in my career path as an industrial engineer. In particular, there are important people I would like to thank for their dedication, understanding and efforts in this continuous development and learning-oriented life cycle. First of all, I would like to thank my mother, grandmother and father, who provided a healthy life, with my deepest respect. I would like to thank all TEMSA executives, who have inspired me with their valuable knowledge, advice and working principles shaping my professional life. Additionally, I would like to thank Assoc. Prof. İ. Efe EFEOĞLU, who has been working in academic life with high enthusiasm and has effective learning-oriented communication with his students. This book has reflected inspiration and perspective for scholars who have a passion for maintaining academic research within the VUCA framework since 2020 in Turkey. Hopefully, students mainly in engineering and management classes can possess skills that pave the way for confronting VUCA factors and realizing innovation broadly through observing the book.
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ABBREVIATIONS

AI : Artificial Intelligence
CFS : Cognitive Flexibility Scale
CFT : Cross Functional 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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