

ICBME

SEVENTH INTERNATIONAL CONFERENCE ON
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- Finance & Accounting
- Marketing
- Entrepreneurship & Management Information Systems
- Extended Abstracts

Edited by
Orhan İçöz & Cengiz Pınar

Selected Proceedings of the
Seventh International Conference on Business, Management and Economics,
Organized by Yasar University 06 - 08 October 2011, Çeşme - İzmir, Turkey



YASAR
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VOLUME II

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Cataloging-in- Publication Data

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ISBN: 978-975-6339-31-2 (tk.)
978-975-6339-30-5 (2.c)

First Edition:

April 2012

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Cover Design:

Neslihan Takmaz

Printed in Turkey:

Meta Basım Matbaacılık Hizmetleri
Tel: 0. 232. 343 64 54 Bornova-İzmir

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MANAGEMENT AND ECONOMICS**

"ICBME'11"

YAŞAR UNIVERSITY 06 – 08 OCTOBER 2011

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FOREWORD

This proceedings book contains the refereed papers presented at the 7th ICBME - International Conference on Business, Management and Economics organized by Yaşar University Faculty of Economics and Administrative Sciences in Çeşme between the dates 06 – 08 October 2011 that served as a platform for academicians, professionals, practitioners and other stakeholders to explore and debate contemporary and future issues.

The first day of the Conference was held in Selçuk Yaşar Campus in İzmir and there were three keynote speakers on the plenary session; one of whom is from the USA, the second from Turkey and the third is from Austria. The first speaker Professor Mark A. Heckler was from the USA. He is the President of Valparaiso University which is the collaborative partner of ICBME Conferences. Professor Heckler is in his fourth year of service as the 18th president of Valparaiso University. Previously, the president served the University of Colorado Denver for more than a decade, most recently as provost and vice chancellor for academic and student affairs for the three-campus university, including its health sciences center. His keynote speech was about the "Future of Higher Education" which has become one of the most important global issues in recent years.

The second Keynote Speaker, Mr. Ersin Özince from Turkey, who is the Chairman of the Board of Directors, and formerly the CEO - of Türkiye İş Bankası. Mr. Özince began his banking career at İşBank in 1976 and after working in various managerial positions. His responsibilities encompassed the Treasury, Financial Management, Capital Markets, Commercial Loans and Credit Information, and Financial Analysis Divisions of the Bank. Mr. Özince was appointed as Chairman of İşbank's Board of Directors on March 31, 2011. Ersin Özince delivered his speech entitled "Financial Crisis and Banking" at the Conference Opening Session.

PREFACE

The Volume II contain a collection of papers on:

- Finance and Accounting
- Marketing
- Entrepreneurship & Management Information Systems
- Extended Abstracts

Presented at the Seventh International Conference on Business, Management and Economics, held in İzmir, Çeşme, 06-08 October 2011.

We would like to thank all of the author(s) papers whose papers presented in the Volume I, and thank all those who contributed to this proceedings.

We also appreciate those who have contributed for their efforts as editorial assistance.

Orhan İÇÖZ & Cengiz PINAR
Proceedings Editors

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SOCIAL ENTREPRENEURSHIP IN TERMS OF WOMAN BEING TOP-LEVEL MANAGER IN PUBLIC INSTITUTIONS: ANKARA STATE OPERA AND BALLET (ASOB) CASE

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ABSTRACT

Today, it is said that women's labour force participation has increased. According to announced last statistics of Turkish Statistical Institute (TSI), participation of labourforce in higher graduates (university) rate is %83,9 in men, %70,7 in women. Although, numbers indicate a brilliant picture, the problems of woman labourforce is continuing enduringly. Working life of women is interrupted by discrimination and segregation making an impression in whole society and pushing them back. This case, especially, is found its counter in top level management in the public intitutions. While doing this study, we will try to put forward a picture of ASOB, if those concepts mentioned (discrimination&segregation) have been occured or not in this institution's top-level management.

Key Words: Woman, Discriminitation, Segregation, Entrepreneurship, Art

JEL Classificiation: J01, J45, J71

1. 1. INTRODUCTION

Today, the problems faced by women in the working life have been countinuing. The theories in the labourforce market are based upon their analyses debating on education, age, marital status etc.

Basically, there are two obstacles to prevent participation of woman labourforce: 1) Discrimination: It is raised by 'gender' concept and constituted by men hindering women professionally. 2) Segregation: Works are segregated as 'manly works' and 'womanly works'.

The type of discrimination, which is our main concern, is 'gender' originated. Gender discrimination is to treat two equal people basically for their sexualities (Anker, 1985: 74).

Discrimination "can be seen as either different payment for the same job or the individuals who have same productivity will be having different jobs which would be paid different." (Lordoğlu, Özkaplan, 2003: 224).

Man-dominant ideology is a barrier in front of women because of many reasons. Either being hired for a job or continuing a career, men are treated preferential. For example, it can be identified as discrimination in an occupation where people who have in the same education-level between woman and men on just they have different sex. The main opinion is home-domesticated works and taking care of child roles for women whereas earning money for men (Ecevit, 2001: 157).

The second is segregation which occupations are divided as a man job and a woman job. It is called occupational stratification developed by Bergmann (Lordoğlu, Özkaplan, 2003: 224). It is divided two sections per se:

- Horizontal Segregation: Segregation in one occupation group or segregation in one obvious sector. It means jobs are divided as a men work and as a women work.
- Vertical Segregation: Hierarchical segregation in an institution (Ecevit, 2001: 158).

Pointing as feminist economics, in horizontal segregation works are divided as women work and men work; in vertical segregation for example, women work as chief on the contrary of men work as executive director, manager like etc.

2. A GENERAL VIEW OF A TOP-LEVEL MANAGER

In this study we are setting 'discrimination' concept out, we will analyze why woman employees wouldn't be brought to the top-level management in public institutes. In here, especially, 'vertical segregation' concept will enlighten us. Our case is Ankara State Opera and Ballet (ASOB). In our opinion, although, this institute is called as 'art sector' appears as a marginal one, it is not different than any other institutes because of being a public institution.

Regarding all of these, entrepreneurship is a very important concept which covers the working life. Especially, on looking in terms of women entrepreneurship it will be enlightened much more clearly by discrimination and segregation. We are much more interested in the status which undertakes as a choreographer. In this study, we are interested largely instead of women working in the top-level management with respect of women entrepreneurship.

Because art, which is a creation of its own, highly feels itself with the respect of women entrepreneurship. Firstly, it is seen that ASOB is a production of the revolution which has a claim to make difference in all fields by the magnificent genius of Mustafa Kemal Atatürk. This claim is arisen by modernization.

Historically founded as a part of modernization ASOB for an interpretational institution of opera, ballet and theatre has the status of 'General Directorate' in the middle of 2000's. In mentioned years, it was removed by 'General Directorate' to the 'Directorate.'

As it has been known as history of the institution, women has been worked as 'general choreograph' which is a medium level managerial position. It is the first time a woman had been appointed to the 'General Directorate' which is the top-level management status of the institution in the mid 2000's years.

At this point, it is not said definitely looking only one position but, the institution has been partly collapsed the presence by the way of horizontal and vertical segregation. The discrimination in woman-job and man-job has been partly demolished by appointing a woman. Because, as it is mostly seen a job which can be done by men, 'General Directorate' job.

Likewise the regulation of vertical segregation has been destroyed by appointing a woman in a top-level management. However, it is not recalled that an appointment, which was applied once in the institution, doesn't sign that there are no discrimination and segregation in the institution.

Apparently, if we put up the executive part, our main concern 'woman entrepreneurship in the art sector' will be raised clearly. We mean in women entrepreneur to be a 'choreograph.'

3. ENTREPRENEURSHIP/ SOCIAL ENTREPRENEURSHIP

3.1. Social Entrepreneurship in Terms of Women in ASOB

Ballet art may be defined as music and dance steps display in harmonically. The choreograph is the one who make it real. It is observed that women choreograph are much more than men choreographs qualitatively. Especially, the new performances which were created in the last years have a woman signature. For example, Harem, Calikusu and the performances by Modern Dance Company.

However, in these performances we can see traces of Ottoman Era effect commonly. Because, all those performances basically against to classical ballet spirit. In our opinion, the politics of the institution can not be differentiated by the political eras. All of these are related with Antonio Gramsci's 'hegemony' concept.

According to Gramsci's hegemony, "a society does not only be administrated by force but also be administrated by convenience. Thus, a society learns how their administrators look the circumstances and they will look the circumstances from their administrators. The advantage of a group will obviously see by 'domination' and 'intellectual leadership.' Hereby, dominant group can control the against-group which is probably a volunteer for destroy themselves." (Gramsci, 1971; Arrighi, 2000: 54, 55).

With respect to our topic, which is not exactly related in this study, those kind of performances are being affected by the right-hand side politics. Now, we must look at the concept of entrepreneurship about our topic. Firstly, we must understand the entrepreneurship concept.

Coming from French '*entreprendre*', entrepreneur concept is translated to Turkish by '*entrepreneur*'. As a concept '*entrepreneur*' is not only a complicated one, it is complicated in developed countries as well. In economic field it was first used by French Richard Cantillon in 1730's and in the 19th century by John Stuart Mill. Entrepreneur concept has been continuing to use in many fields like sociology, psychology and economics in the 20th century. "According to the entrepreneurship theory which was appeared in the 20th century, *the entrepreneur is the one who makes innovation*. In other words, entrepreneur is the person who observes the opportunities and finding makes them real to bear every risk." (Schumpeter, 1961, Schumpeter, 2000; Westhead & Wright, 2000; Çetindamar, 2002: 33). Adam Smith, establisher of the liberal economics, identifies entrepreneur with capitalist. In this term, it has been accepted that the entrepreneur is the person who directs the workplace and is salaried from there. (Çetindamar, 2002: 33, 35).

As seen, entrepreneurship is largely related about developing of the economics. But, the thoughts about who the entrepreneur is or what the theory of entrepreneurship is exactly would change with the theory of Joseph Schumpeter.

However, Australian scientist named Joseph Schumpeter "found the theory of entrepreneurship early in the 20th century." (Çetindamar, 2002: 35).

"According to the point of view of Schumpeter; economics is a system but changings come from internal, do not come from external as neo-classics said.

The entrepreneur is the one who make all these changings real. According to Schumpeter's view there are five different entrepreneur attitudes:

- producing a new goods or service
- improving a new method
- forming a new market
- finding a new raw material source
- re-constituting the industry

As in Schumpeter's definition, entrepreneurship title covers making innovation is not a permanent status. Entrepreneur is entrepreneur if only he/she makes innovation. In other words, entrepreneurship is an apprehension and behaviour way. (Çetindamar, 2002: 35).

So, we can describe the entrepreneurship by the way of our topic, choreographs are very exactly to concur the theory of Schumpeter's. Because, a choreograph is a person not only to produce a new service, but also to form a new market for his/her new choreography as well.

Known as ASOB's services in the art sector and its products are art ones. So, the institution must both display the classical performances and create new performances too. Making a different for its products, the institation has been creating the performances which based on the topic 'Ottoman.' Considering the politic area of the last years of Turkey, it is not puzzled for one who knows the events in the politics.

In the 21th century, "developments in production, know-how and communication technologies are perceived to simplify of founding firms and spreading new markets.

Governments, financial organizations and capital owners present resources for people who have entrepreneur soul and new ideas to found new jobs and to provide employment." (Karabulut, 2009: 11, 12).

The primary problem here is whether political area supports the institution or not. Or if political area support the institution what the degree of it so how this supporting is affected the woman entrepreneurship are the question of make an interest of our mind.

If we want to understand why a government supply or not supply an art institution we can understand firstly Louis Althusser's ideology. According to Althusser's theory practice of society and ideology are nested within each other. "If one can remember that ideology dispatches the thoughts which are related about irregular facts on the contrary, the real thoughts related about real facts." (Kazancı, 2006: 10).

The fact is how the ideology of the politicians affects the entrepreneurship of woman. This debate actually has a simple answer: Art would have been founded by a part of modernization. In the early years of the Turkish Republic it could achieve its mission partly. However, after 1950's against-modernization thought would be surrounded by largely everywhere. So, we are not able to say that the art sector wouldn't be affected by this fact. Besides, maybe the art sector the most affected one.

In terms of women entrepreneurship in the art sector it is raised by the choreography based upon the Ottoman life performances. Also, in the early years of the institution it had been wanted that people's mind would change by the mediation of the art. Through the years the audiences of the institution have been the people who are well-educated, have middle-high income.

The ways of creating a job idea is to observe the goods' and services of people whose consumption are high-level. (Titiz, 1994: 28). So, the entrepreneur women of the institution try to create the performances for those people. After all, we have said we can describe the choreograph women in the institution as a 'social entrepreneur'

Social entrepreneurship concept is searched by two different opinion ecote. The first is 'non-profit organizations' theory.

Its main argument is the activity area of social entrepreneurs' is called 'third sector', 'volunteer sector'. According to Young, "non-profit entrepreneurs are the people who found new organizations, applying new programmes and methods, bringing new services, re-orienting the activity area of the organizations which are in a bad situation." (Yong, 1990: 162; Güler Kümbül, 2010: 45). "The other opinion ecote, accepting social entrepreneurship under the entrepreneurship, states not limiting sector that private sector which seeks profit also can be make social activities." (Prabhu, 1999: 45; Güler Kümbül, 2010: 45).

Social entrepreneurs resemble traditional entrepreneurs in many ways. "For example, founding a new organization, attributing for socio-economic developments, determining the chances, to be innovator and decided are the mutual characteristics of two types of entrepreneurs. But, the main different of social entrepreneurs' than private sector entrepreneurs' is social entrepreneurship one are ambitiousness in solving problems and creating social worth (Dees, 1998a: 1; Bhawe and the others, 2006) and this is the

mission of their organizations. Shortly, gaining profit and cashing in for social entrepreneurs occurs as product of at the end of their job. Aimered actually is making a social value and difference." (Güler Kümbül, 2010: 46).

The social entrepreneur which is related about our topic is the one of the types written in the below:

- Artist
- Professional
- Spiritual
- Researcher
- Independence
- Right-wing
- Hegemonies
- The one who wants to earn revenue

Artists are the people who obtain satisfaction directly from the creative work. These types are divided as architect and poet. One of each wants to see creating new things, producing and developing the things which they have found. The architect is a member of a private sector; poet is a member of non-profit organizations (Güler Kümbül, 2010: 115).

The social entrepreneur women in the institution can be described as 'artist' type.

Entrepreneur people are the ones who develop their own business and make it larger. They spend physical energy; they can be patient for working long working hours. The biggest factor of this working is internal motivation (Arıkan, 2004: 49).

The choreographer woman in the institution, both an entrepreneur and a social entrepreneur. Because, creating a production they only want to reach more people and enriched the audiences of ballet art. So, they are an entrepreneur. The choreographer doesn't earn any extra-payment excepting her salary. They try to get reach more people for the institution, so they are a social entrepreneur.

We can not say any discrimination or segregation in choreographer women. Because, actually to be a choreographer is seen much more woman work. And it is not a top-level management position. According as, our mind women are more successful rather than men in the management 'choreographer' which means to manage and organize a performance at the beginning from the last. The reason of its is:

"The reasons of why women are successful on entrepreneurship has been investigated many researchers. According to the one of those is Hatlen's research women entrepreneur are successful because of these reasons:

- they are proportionally democratic and humanistic in the management strategies,
- they are more participator in human relationships,
- Against to have contentious characteristic necessity as an entrepreneur they are vigilant on take risk, sensible, creative and confidential on their sense." (Arıkan, 2004: 287).

4. CONCLUSION

Patriarchal system works in everywhere and in everything of our lifes. It is seen especially in working life of women. Every sector has a special problem of its own. However, women are affected by these problems largely. One of these problems is 'discrimination' which is equal educated, equal profession only sex-based women and men are treated different. The other is 'segregation' which jobs are divided as man job and as a woman job. Both of these source of the patriarchal ideology.

Of course our sample as if it looks a marginal sector, ASOB can't divide the general aspect. The main reason of this approximately in sixty years its history, women would not have been appointed to the top-level management as a 'General Directorate.' It shows that patriarchal idology came into surface and people minds women couldn't manage the top-level management for long years.

On the contrary, a medium-low manager whose creates performances the choreograph shows both horizontal segregation and vertical segregation. It is a vertical segregation because, more women work as a choreograph in the institution. It is a vertical segregation because; the best performances are being created by women. In our opinion, it is directly related about social entrepreneurship of woman.

The reason is that women are much more capable to create attractive performances. But, it is seen that a problem in creating those kind of attractive performances. In the last years there has been creating much more of an appealing of Imperial Ottoman Era projects. We think it is caused by the hegemony's ideology. So, we can say hegemony is everywhere and inside of every work. The art sector can't be segregating itself from him.

We can say that because of ASOB couldn't segregate itself from hegemony, although it is better than the other institutions, women working in the institution are affected by both 'discrimination' and 'segregation.' Both problems show themselves especially in the top-level management.

In spite of this, middle-low directionate a choreograph couldn't have been affected by this problem. It has two reasons. The first is a choreograph is seen as a woman job. The second is a choreograph can be seen as a social entrepreneur. Generally, women make new products such as Ottoman era profiles. So, on the one hand these kind of productions are counter-of classical balet art spiritual on the other hand they have been risen the audiences of the art sector.

As a conclusion, in terms of women social entrepreneurship in the institution is very effective. And it wouldn't be impressed by discrimination and segregation in the middle-top management. But, the-top management of the institution couldn't be seen appropriate for women social entrepreneurship and women are not being assigned for this position.

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