

OPERATING PERFORMANCE IN BUSINESS IN THE FREE ZONE

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ABSTRACT

Free zones are pulling accelerate the introduction of advanced technology and foreign investors to the country, as well as the ease of exporting countries by providing cheap raw materials and taxes to be competitive in the world market. This study is a comprehensive field study conducted on free zones, it aims to demonstrate the performance of the company. business performance in the study of financial, non-financial, market and innovation is considered as performance dimensions. Based account of a certain probability that easy sampling method and data used in this study were collected through a questionnaire. The resulting data by using SPSS 23.0 software "Correlation Analysis" is made and evaluated. Analysis results of the implementation of the findings; Of business performance shows that due to strategic orientation.

Keywords: Free Zones, Strategic Orientation, Firm Performance

1. INTRODUCTION

The aim of this study is to determine the performance of companies operating in the free zones. The free zones are made on individual work, although many are very few studies on the business performance of the companies in the free zones. This free zones and work together as well as their relative impact on performance variables considered in particular to releasing results will provide decision-makers can use the administrative mechanism.

2. BUSINESS PERFORMANCE

Business performance in the purest definition of the company strategy towards these goals at the end of a certain period in applications and represents the output level of success in other words. The effectiveness of the company strategy can be configured with a natural way of performance evaluation and strategies are also updated according to the results (Bulut, 2007: 2).

3. MATERIALS AND METHODS

3.1. Purpose of the Study

The relationships between concepts by explaining the basis of the literature business performance concepts through effective strategic orientation and size of the acquisition and sustainable competitive advantage The aim of the company growth is to expose an area of research will be conducted on companies operating in free zones. In addition, the study aims to analyze the strategic orientation and its impact on business performance, the size of the companies operating in free zones as well as the relationship between them. In this study, the strategic orientation of the company's market, technology, entrepreneurship and learning orientations were examined.

3.2. Measures used

Nine-item measure of operating performance Günday et al (2011) has been prepared by the study. eight-item scale of innovation performance, Kaya and Patton (2011), by making use of the work.

3.3. Sample and Data Collection of Research

The sample of the survey included in the free zones operating in Turkey was determined to be firm. Sampling method was tried to reach the firm around 3000 but as a result of all the efforts that were approved for 92 questionnaire analysis.

6. RESULTS

Correlation and regression analysis of the structural model showing the relationship arises between the results of the variables in the model in the direction shown by the way in terms of operational performance aspects.

Table 4: Financial Performance Dependent variable regression model

No	Independent	P	B(std)	T	R ²	AR ²	F	AF
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	Variables							
	(invariable) PAZORY	1,506 ,483	,303	2,679***	,092	,163	7 177***	7 177***
	(invariable) PAZORY GİRORY	,992 ,217 ,447	,136 ,367	1,130 3,049***	,198	,107	8,658***	9 299***
	(invariable) PAZORY GİRORY ÖĞRORY	1,034 ,332 ,529 ,211	,208 ,434 ,163	1,496 3 171*** -1,030	210	,107	6,131***	1,061
	(invariable) PAZORY GİRORY ÖĞRORY TEKORY	1,049 ,294 ,410 ,227 ,167	,184 ,336 ,175 ,172	1,313 2,094** -1,110 1,155	,226	,015	4,954***	1,333

PAZORY: Market Orientation; **GİRORY:** Entrepreneurial Orientation; **ÖĞRORY:** Learning Orientation; **TEKORY:** Orientation Technology *p<0,10 **p<0,05 ***p<0,01

The model was statistically significant (F = 4.954; p <0.01) but TEKORY variable (P = 0.167) seems to be statistically significant on FINANSPERF.

7. CONCLUSIONS AND RECOMMENDATIONS

As a result, the market performance of the market orientation of enterprises, non-financial, technology and innovation performance orientation of the market, financial and entrepreneurial orientation of the innovation performance can be said to have an effect on learning orientation of the innovation performance. According to the results of this study, the market for improving the performance of business enterprises involved in research, technology, entrepreneurship, and create a learning-oriented organizational culture advised.

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