

*RESEARCH ON DETERMINING THE FINANCIAL
TECHNIQUES USED BY FIRMS OPERATING IN ANTALYA
ORGANIZED INDUSTRIAL ZONE FOR INVESTMENT
DECISIONS*

Cigdem Akbas- Akdeniz University Gerontology Department-Research Assistant,
cigdemakbas@akdeniz.edu.tr; cigdem.akbas@gmail.com

Hakan Er- Akdeniz University Management Department- Associate Proffessor, hakaner70@gmail.com

ABSTRACT

Today, when one takes a look at the international relations pyramid, it could be seen that economy relies at the bottom of it. As long as the global economic competence and effectiveness determine the status and position of a nation, its' social, political, cultural and psychological building blocks are shaped by economic productivity and distribution of resources. The fact is that; in the economic relations which has been moved across the international borders not only domestic actors but also international ones play significant roles. With the transition across competition levels, increase in the number of competitors in the market, re-changed marketing and production approaches according to consumer behaviors, and international and national economical and political conditions, decision giving processes of investors started to be changed. Therefore, it would be said that; investment processes are the time beings which are needed to be thought according to multi factors. At the same time investments emerged as a result of this processes are the major factories of the economies and they should be planned according to firm and country level contingencies. This study was prepared after a literature review on investment decisions in Turkey. In the review which was done up to the year 2010, a research on the determination of financial techniques regarded by firms for investment decisions in Turkey could not be found. Consequently, the question of the study constituted as; "What are the financial techniques regarded by firms operated in Antalya Organized Industrial Zone for their investment decisions?". A questionnaire with 24 questions was prepared to answer the main problem of the research and 58 firms out of 153 firms in the zone were selected by randomly. Face to face interview technique was used and collected data were analyzed in SPSS 15 program. According to the report of this analysis it was reached that the most regarded techniques of firms in Antalya Organized Industrial Zone were profit index method and internal rate of return. When the results were compared with other studies in different countries, it was seen that they were not parallel to the results of developed ones but similar to developing ones. The research has importance because it was the first one in Turkey under its topic and nonfinancial techniques as well as financial ones were included in it for the first time. It's thought that it'll be useful ground for future projects on this area.