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Corporate web site analysis of 'The most admired companies in
Turkey': their corporate responsibility projects and how they are
communicated via websites**

Agenda

An overview of 'The Most Admired Companies in Turkey' Study

Functions of Corporate Web Sites

Corporate Responsibility and CSR Studies in Turkey

Research

Findings

Discussion and further research ideas

Capital Magazine's Research

Survey Form

- Profile of the respondent/Sector (company info, age, gender, position/title, years spent in position, sector)
- Sector/s of the company the participant works at (More than one choice can be made)
- Ranking of the 18 attributes (on a scale of 10)
- The most admired company in Turkey and reasons for their choice (*including all companies, but not including their company and group*)
- Evaluation of the most admired company on the 18 attributes (on a scale of 10). The fourth question gives a ranking of 20 of the most admired companies
- The information sources on the most admired company of their choice
- The top 3 most admired companies in *their* sector and with reasons. Evaluation of the most admired company in the sector he/she operates (*not including their company and group*)
- The most admired company in *their* sector and rating of 18 attributes on a scale of 10)

(*Capital* 2008, December issue)

***Capital* Magazine's Research attributes**

1. Information and technology investments
2. Quality of service or product
3. Financial reliability
4. New product development, innovation
5. Quality of management
6. Social benefits and rights of employees
7. Payment policy and wage ranges
8. Improvement of employee qualifications
9. Marketing and sales strategies
10. Communications and public relations
11. Employee qualifications
12. Ethics in competitive behavior
13. Employee satisfaction
14. Customer satisfaction
15. Management and company transparency
16. Creating value for the investor
17. Social responsibility
18. Integration into international markets (*Capital* 2008, December issue)

How 'The Most Admired Companies of Turkey' - TOP 20- (2001-2008) has changed in 8 years?

Study started in 1999. Modifications occurred later.

More information on the Research

- How 'TOP 10' ranking has changed between 2002 and 2008? (*Interpretation*)
- How each year's TOP 5 winners scored on the attribute 'social responsibility' in the annual research 2002-2008? (*Interpretation*)

HOW 'THE MOST ADMIRABLE COMPANIES OF TURKEY' - TOP 10 RANKING- HAS CHANGED (2002-2008)

No	Name	2002	2003	2004	2005	2006	2007	2008
1	Arcelik	1	1	1	2	3	3	3
2	Koc	3	3	4	3	1	2	2
3	Turkcell	4	5	3	1	2	1	1
4	Vestel	5	2	2	5	5	4	11
5	Sabancı	2	6	4	4	4	6	5
6	Coca Cola	6	8	6	8	7	8	5
7	Garanti Bank	8	9	5	6	6	5	4
8	<i>Eczacibasi</i>	7	7	8	9	9	7	6
9	Ulker	10	4	7	7	11	8	8
10	<i>Unilever</i>	<i>11</i>	<i>11</i>	9	8	8	<i>10</i>	7

HOW EACH YEAR'S TOP 5 WINNERS DID ON SR ATTRIBUTE?

Firm	2002	2003	2004	2005	2006	2007	2008
Arcelik	6	+	8	9	6	7	8
Koc	8	6	5	4	3	6	9
Turkcell	+	+	6	3	4	8	6
Vestel	9	9	7	5	10	-	-
Sabancı	1	-	2	2	-	3	4
Coca Cola	-	-	-	-	-	-	10
Garanti Bank	-	-	4	-	7	10	9
Eczacibasi	-	-	-	-	-	-	-
Ulker	-	+	-	-	-	-	-
Unilever	-	-	-	-	-	-	-

Firm	2002	2003	2004	2005	2006	2007	2008
P & G							
Microsoft							
Zorlu H.							
Dogus H.							
T. Is Bank Akbank							
Efes Pilsen Ford Otosan							
IBM Turk							
Beko Alarko							
Boyner							
Migros							

Functions and Evaluation of Web Sites

Web Site → two-way-symmetrical
communication

→ disseminating information

→ image building

Principles of web sites

Evaluation of web sites

Corporate Responsibility and CSR Study 2005- Public Opinion, GfK Research

First study. 20 cities, Over 15 years old, total of 1,320 respondents

Ideal place to work: Sabancı, Koc, Arcelik

Successful CSR practices: Sabancı, Koc, Turkcell, Arcelik, Eczacibasi

(e-mail correspondance with GfK Turkiye, October, 5 2006)

4th Corporate Responsibility and CSR Study 2008

Priorities: Education. Followed by health, environment and charity.
Domestic violence, women's rights projects.

1) Sabanci Foundation, education vs Turkcell

Ulker: sports and environment

Arcelik: sustainability. Part of their business

Eczacibasi: education, arts, science and sports.

(http://www.capital.com.tr/haber.aspx?HBR_KOD=4700)

LOBESCAN Turkey CSR Monitor 2008

Sample 1, 000 people. 32 countries

Some findings:

The role of big corporations in the society

CSR needs its own rules

(http://www.yontemresearch.com/download/csr2008_brosur_TR.pdf)

SR-CSR-CR

- Universal agreement on specific definition of SR?
- Benefits?

Method

Main Research Questions

R1: What are the corporate responsibility projects of 'The Most Admired Companies of Turkey'-TOP 20- (2001-2008)?

R2: What are the common corporate responsibility areas (education, health, culture, etc..?) of 'The Most Admired Companies of Turkey'?

R3: Which sectors are most likely to engage in corporate responsibility and what are their areas of corporate responsibility?

Coding Sheet

Coding Sheet

Two types of Analysis: Functional Analysis and Delivery Analysis
Information Providing/Provision (functional)

- Where is it on the corporate web site
- Title of CR on the web
- Policy, Values accompanied it
- Sector
- Other info about the company
- Campaigns/Projects mention
- Detailed information
- Areas: Health, Sports, Environment, Education, Arts and culture
 - Other
- Reporting
- Partipation
- Volunteerism (employee)

Findings and Discussion

- A total of 23 corporations.
- Holdings: 4/1/1/1 Koc, Zorlu, Dogus, Sabanci
- Areas: education (16) arts and culture (15) and sports, environment and health
- 9 companies emphasize it on the main page

...Findings and Discussion

- 17/23 Policy
- 13/23 Reporting (Global Compact)
- 6/23 Volunteerism
- Terminology of SR: Common SR, CSR, Sustainability, Education and Social.
- Sponsorship and CR together: 3

...Findings and Discussion

- CR on the web: 3 non-existent
- Comments on Sabanci and Dogus
- Sector and CR area analysis

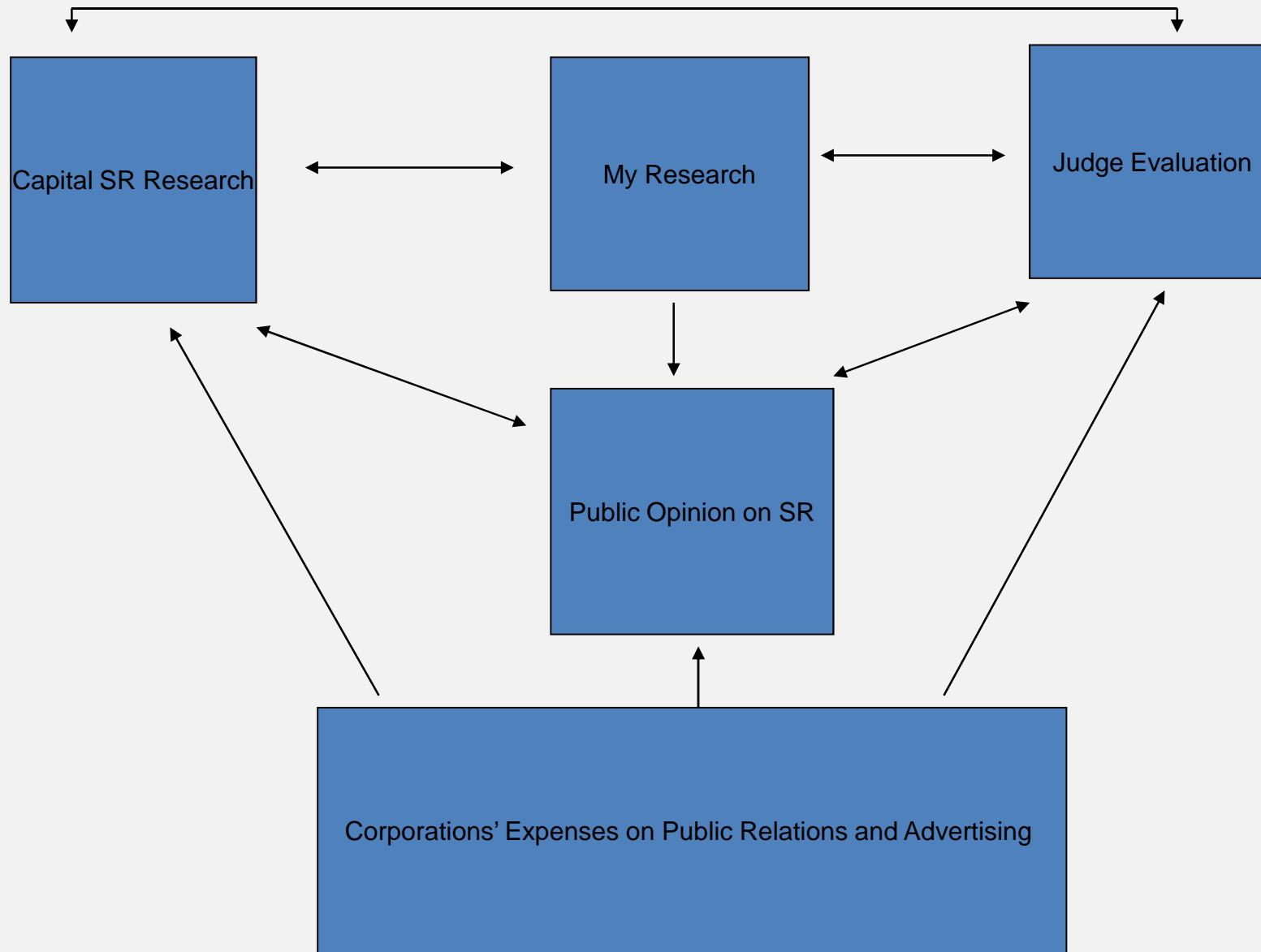
...Findings and Discussion

- Descriptive Study
- Bad or good representation of CR? Not possible to say. Need criteria
- Criteria: List of my parameters (coding sheet) and Scale development by forming a judging group of 20 people. Likert Scale.

...Findings and Discussion

- Initial study
- Limitations. Delivery Function ignored. Other parameters?
- Holdings and brands together in the research
- SR different names

CORRELATION PATTERN



Thank you for your attention

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Questions?

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