ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Graduate Seminars – Spring 2014

Green Index as a New Approach for Defining and Assessing Green Performance of the Firm

The integration of sustainability performance of companies is becoming increasingly important. Recent global requirements (i.e. the Kyoto Protocol (2008 – 2012), the Doha Amendment to Kyoto Protocol (December, 2012)) for significant reduction of the negative impact of companies on the environment over the next 6 years, have been putting increasing pressure on the companies, requiring them to lower the negative environmental impact of their market activities. This requirement challenges the profitable growth of the industries, business functions of the companies, given the change needed toward improvement of the environmental impact of business operations.

In this presentation, Ilknur will walk us through a summary of her PhD Dissertation: Green Index which is developed as a new corporate sustainability performance measure that drives on the “green performance” of the firm defined anew within the research. The dissertation has a holistic approach in defining, measuring and assessing the “green performance” for the firm, as integrated into its market performance.

The results of the study reveal that when environmental performance is holistically integrated into green performance by taking the corporate market performance into consideration, managerial decisions have to be based on the composite interactions between current performance status of the companies and the preference levels of successful green performance.

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PSU ’14

Ilknur is a recent PSU Alum with her PhD in Technology Management from ETM. She specializes in corporate strategy, green technologies, and sustainability road mapping. Her extended research areas include clean-tech strategy, green transformation for companies, and venture capital strategic alignment.

Currently, ilknur works for Nike Inc. Sustainable Business & Innovation Group, as a manager post-doc fellow. She has been teaching graduate level courses in Technology Management at ETM since 2008.

Prior to her academic pursuits toward her PhD, she has worked as top level manager in the industry and as researcher in academia. She has 11 papers published at international and national conferences in her academic interest areas.

Ilknur has been a nominee for the National K. Patricia Cross Future Leaders award and is the recipient of 2007 Maseeh Fellowship award of MCECS at PSU, and various other prestigious scholarly awards & recognitions for her scholarly endeavors over 22 years.

Day: June 13, 2014
Time: 3:15 pm – 4:15 pm
Room: EB 102