

Model Of Kayseri In Entrepreneurship

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Akhism: an organized brotherhood in Anatolia related to trade guilds.

Abstract

Kayseri, is a historical Anatolian city, has been attracting the attention with its rapid economic growth in recent years. In the past, the region of Kayseri was known as the centre of Akhism.³ Today, the ancient values and philanthropy as well as entrepreneurial spirit and commercial intelligence have an important role on its rapid development. Nowadays, because of the request of commercial activities that come from the past, and the high entrepreneurial spirit; Kayseri with its basic model, is seen as an exemplary city to other provinces in Turkey. Emphasizing the increasing ratio of entrepreneurial activities in Turkey, this article describes the entrepreneurial characteristics of Kayseri, and also describes the presence of an exemplary model of Kayseri as a factor of entrepreneurship. The model features, and its acquisitions will be expressed. A sustainable model of Kayseri in the culture of entrepreneurship and the reflections of this model will be discussed. Making use of the surveys conducted on entrepreneurship, the features and the differences of entrepreneurs of Kayseri will be emphasized. Finally the results of the survey made by us about Kayseri and entrepreneurship will be interpreted by comparing the range of indicators with other provinces.

Keywords: the model of Kayseri in industry, commerce and entrepreneurship, entrepreneurs of Kayseri, culture of entrepreneurship

1. INTRODUCTION

Entrepreneurship is the core mechanism of economic growth and sustainable development. Entrepreneurship introduces the society with new resources, and new technologies and thus earned to previously unused or less used resources to the economy and the increase in production occurs. Restructured company or a brand-new company in a country increase the volume of employment and as a result of all these records, it makes a positive impetus

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to economic development. By examined levels of international development, resource allocation in the backward countries are not as good as the developed countries, as an efficient resource allocation requires successful entrepreneurs who may develop it, and may transfer information from other countries. So countries have successful entrepreneurs are more advantageous than other countries. (Ulusoy et al., 2007)

Total early-stage Entrepreneurial Activity rate (TEA), can be defined as Entrepreneurship performance, is continuously increasing in Turkey. Also this ratio reached to 11% in 2011, is the Europe's highest level of entrepreneurship. With 7% of the EU average level of entrepreneurship; entrepreneurship in European Union countries could not yet the desired size, and lags far behind of Turkey and the United States. (GEM, 2012)

Turkey, with the increase of conscious entrepreneurs and the increasing economic growth ratio due to the biggest increase of loans and supports that given to entrepreneurs since 2005 indicates that entrepreneurial performance of Turkey has also increased a very large proportion since 2000. Nowadays, Turkey begins to represent the entrepreneurial spirit of Europe. While entrepreneurial activities were very few amounts in the early 2000s, behind this great leap in 10 years, it is said to spread the effect of the spirit of entrepreneurship in some Anatolian cities to other cities and it leads to increase in the number of entrepreneurial, conscious individuals. In short, we must emphasize that the number of entrepreneurs has increased and established enterprises in the market and the economy gained continuity in Turkey.

Among the most important reasons for Turkey to acquire a break through in entrepreneurship, the widespread entrepreneurial culture is shown. Having this culture since time immemorial, some Anatolian cities such as Kayseri set an example to other cities. Kayseri, pulling head to the nation with this kind of expansion of entrepreneurial activities, leads Turkey to quickly become the European leader in entrepreneurship. Urban development model and this entrepreneurial culture of Kayseri form the basis of our research.

Entrepreneurs can be described as a person who invests his capital in order to produce goods and services by taking the risk into profit or loss. In general, we can easily say that Kayseri citizens have the spirit of entrepreneurship because of working perseverance that coming from family traditions and aiming to invest money into various sectors by getting the risks instead of saving money up. In addition, when the entrepreneurial spirit scores are calculated by provinces, Kayseri with 7.9 score is over on the average of Turkey's 6.2.

Kayseri plays the role of a pioneer with some factors such as; planned development, the expectation of future economic, industrial potential, the trade potential, entrepreneurial spirit, and competitiveness of firms in Turkey. One can easily interpret from the table that the reasons such as, lacking of agricultural potential, low labor costs and seeming to be a very attractive city for investors, cause Kayseri citizens give the more importance to commerce and industry sector developments and make investments to produce new lines of business.

Due to lack of suitable land for agriculture and livestock, Kayseri keeps back in plant and livestock production value of the order of values than Turkey indicators. This leads Kayseri citizens' to turn out another line of business and commerce. In export rankings, Kayseri is one of the foreground cities in Anatolia, which indicates the importance of industry and production for the city. Moreover, being in the background in consumption shows the widespread saving culture.

Having much more opened/closed companies, SME investment incentive certificates, cash loan usage, patent and trademark applications, and industrial design registration and taking the front place of the rankings of ISO first 500 companies shows how Kayseri has the high level of entrepreneurship. Kayseri is a city that prides itself with entrepreneurs. In the 2011 rankings of Forbes 100, there were 17 rich people from Kayseri. Anyone living in Turkey and even strangers has always expressed entrepreneurial culture in Kayseri. (Tercan, 2011: 22)

2. MODEL OF KAYSERİ IN ENTREPRENEURSHIP: CONSTITUTION AND ITS FEATURES

Latterly, Kayseri has been one of the most spoken cities in Turkey with its huge entrepreneurial investments and city planning developments. City has a great influence on Turkish economy and politics. Representing the conservative but also accommodating face of Anatolia and with fast growing economy and using equity capital for investments without any subsidy from the government, the city also attract attention of the foreign investors. In Kayseri Report, that has been prepared by Open Society Foundation, world's one of the leading non-governmental organization (ngo), and European Stability Institute (ESI) which based in Austria, the researchers named the city as "Islamic Calvinists" by comparing the economic performance of the city with the work ethics of the Protestants. (Özcan, 2005)

Although the economic growth in Kayseri made climax in last 20 years, we have to indicate that it has a 50 years background. We can say that "Mercantile intelligence, diligence and high power of production" are some of the reasons that helped this development but maybe the most important ones are the individual specialities of the society with old traditions and ancient values. Today, the economical growth which is based on "entrepreneurship, saving and charity" shows us the absolute development of Anatolia. We can search out that using a model from the past experiences helped out the development of the city. (Özcan, 2005)

There is a historical background of the city's trade tendency. Kayseri's geography had been the center of commerce and urbanization last 1500 years. "Yabanlu Bazaar" which is the first known commercial purpose fair in the world, is one of the indicators of this tendency. Entrepreneurial spirit of Kayseri, has known to hold the remaining commercial heritage of the Greeks and Armenians, and moved it even further. "The most well-thought-of human is that producing" philosophy has been adopted here. (Özcan, 2005)

One of the important features that should be underlined in the economic success of Kayseri is the tradition of Akhism. Akhism is the name of an economic Anatolian struggle between

Turkish trade guilds against the Byzantines which for many years lived on this land and hold the commercial life in their hands, at the first years when Turks began to settle in Anatolia. A strong economic life is required in order to become permanent on the lands obtained from the wars. Ahi Evran who first established this business called Akhism, assumed leadership of this business. Stated, that people brought the first quality standard on production, after centuries we can say this development here, has carried the traces of this culture. (Özcan, 2005). Today's entrepreneurs in Kayseri can be described as “modern Akhis”. Kayseri’s this modern Akhis offer a powerful proposal model for the future of Turkey with respect to their forces of production, business morality, remaining from the public, charity, strong ties with each other, and the dominant cultural and religious values.

2.1. SUSTAINABILITY OF THE MODEL

It is possible to mention about sustainability of this basic sample development model in the long term. Prepared according to the answers given by 100 businessmen from Kayseri, a sustainability model for Kayseri with subjective criteria was transferred to the findings below: (Yerlikhan, 2011: 134)

Sustainability Index score; 6.87, taking 2nd place in cities ranking.

Economic Performance score; 6.54, taking 4th place in cities ranking.

Social Performance score; 7.40, taking 1st place in cities ranking.

Kayseri is an extremely well developing city in the eyes of the business world. It is obvious that Kayseri is a business-oriented city. Kayseri’s business people indicate that the reaching point of the sustainability of Kayseri is not fully reflected to the quality of Kayseri life. Kayseri business expects a jump in the economy and increase in the number of young entrepreneurs in future.

3. BASIC ASSUMPTIONS AND APPLICATION OF MODEL

In the light of all the data and explanations mentioned above, we get the following hypothesizes that their accuracy can be demonstrated with some applications:

1. Business intelligence, diligence, and the high level of production are specific characters of Kayseri citizens, and this is usually acquired from family.
2. Kayseri’s entrepreneurial potentials are higher than other provinces.
3. Susceptibility to trade is an important factor on entrepreneurial potentials in Kayseri and predisposition to this trade for entrepreneurs comes from usually family (especially in the profession of the father being a merchant and industrialist).
4. Investment is seemed to be a civic duty in Kayseri, by the awareness of that, for-profit investments are located.

3.1. RESEARCH RESULTS OF KAYSERİ MODEL

To compare Kayseri citizens and non-Kayseri citizens and in order to identify some of the distinct features Kayseri's entrepreneurs; a basic multiple-choice survey especially in the southern provinces, is made and SPSS statistical package program was used for the analysis and assessment of results. Using SPSS software on the survey data, the frequency distribution, mean, percentages and t tests were used. Some demographic information about the entrepreneurs participating in the survey is summarized in Table 1.

Table 1. Some Demographic Characteristics of Participants

Homeland	f	%	Distribution of Father Profession	f	%
Kayseri	42	70	Farmer	6	6
Out of Kayseri (others)	18	30	Worker	13	36
Total	60	100	Officer	15	35
Education	f	%	Merchant	12	16
Primary	4	6	Industrialist	8	7
Secondary	19	32	Other	6	10
University	37	62	Total	60	100
Total	60	100			

According to Table 1, 70% of research participants are from Kayseri, and 30% from out of Kayseri. Looking at the education, as high as 62% portion of entrepreneurial participants graduated university. Also, the vast majority of participants' father professions are workers (36%) and employees (35%).

Table 2. Reasons for entrepreneurial investment

Reasons for entrepreneurial investment	Birthplace	
	<i>Kayseri</i>	<i>Out of Kayseri</i>
	%	%
Family support	60	40
Predisposition to trade (Experience)	67	33
Perseverance to work	77	23
Other	57	43

As can be seen from Table 2, Kayseri's perseverance to work, comparing to those outside of Kayseri is very high. This data supports the 1st hypothesis.

Table 3. Forms of Setting up entrepreneurs' business

How did you set up your business?	Birthplace	
	<i>Kayseri</i>	<i>Out of Kayseri</i>
	%	%
By working as a apprentice, monitorial or master	75	25
Father job	67	33
By education	67	33
Doing partnership	77	23

According to Table 3, the majority of entrepreneurs in Kayseri, starting their business by working as apprentice, monitorial, or master, they trained in this way, and formed a partnership while setting up their own business. A previous study (Esen, 1999: 104) also showed the similar results, that Kayseri had the maximum number of trade entrepreneurs by grown in the bottom. From this perspective, the apprentice-master concept is seemed to be an indicator of work ethic in Kayseri also effective on sustainability of the model.

Table 4. Distribution of Investment Ideas for Entrepreneurs between Kayseri citizens and non Kayseri citizens

Thoughts on Investment and Employment	Birthplace	
	<i>Kayseri</i>	<i>Out of Kayseri</i>
	%	%
Investment is a virtue	62	38
Investment is a civic duty of every citizen	80	20
Investment is profitable	72	28
Other	50	50

As shown in Table 4, the majority of participants in Kayseri (80%) are aware that investment is a civic duty. Difference is significant from those observed in non Kayseri citizens. This confirms our 4th hypothesis.

T-test

T-test was used to determine whether or not there exist differences between two independent groups (with Kayseri's citizens, and those out of Kayseri) in terms of entrepreneurship expressions (variables). T-test (distribution) which is useful especially when the observation size is below 30, its symmetric structure forms a bell curve (Altunışık et al., 2002: 158). On the assessing of t-test primarily variances are checked whether they are different or not, for that 'Levene' test results were examined. T-test results are in the following table (Table 5).

Table 5: t Test Results for Entrepreneurial Variables Regarding the Differences between the Groups

Entrepreneurial Expressions	Birthplace	N	Mean ^a	St. Dev. ^a	t test	p*
1. In my city, many people know how to set up and manage to a business that may grow faster.	Kayseri	42	3,71	1,01	Supported t= 3,157	0,003
	Out of Kays.	18	2,72	1,31		
2. In my city, to establish a new business is perceived as an appropriate method to become rich.	Kayseri	42	3,73	1,30	Not Supported t= -0,112	0,911
	Out of Kays.	18	3,77	1,11		
3. In my city, the physical infrastructure (roads, communication tools, waste expenses) are properly organized for new and emerging companies.	Kayseri	42	4,02	1,09	Supported t= 3,502	0,001
	Out of Kays.	18	2,88	1,27		
4. In my city, many people can evaluate new business opportunities without losing any time.	Kayseri	42	3,90	1,14	Supported t= 2,106	0,04
	Out of Kays.	18	3,22	1,16		
5. For young people, the possibility of making their own affairs in my city is higher than the possibility of working for someone else.	Kayseri	42	3,33	1,18	Supported t= 3,341	0,001
	Out of Kays.	18	2,27	0,95		

a: Scale range (Likert Scale) - 5: Strongly Agree,- 1: Strongly Disagree *p<0,05

According to t-test in Table 5, those can be said briefly: about entrepreneurship; with respect to 1st, 3rd, 4th and 5th expressions, the significant difference are observed between Kayseri's entrepreneurs and out of Kayseri entrepreneurs. Only 2nd statement no difference was observed. The 1st, 3rd, 4th and 5th statements are basically about entrepreneurship, and their mean for Kayseri is higher than other provinces. This is a clear indication that Kayseri's entrepreneurship potential is higher than other provinces. This confirms our 2nd hypothesis. Moreover, as can be seen from the 3rd expression related especially infrastructure, Kayseri has a very good infrastructure for entrepreneurs thus supports the creation of a sample entrepreneurial culture structure in our model with the high level of infrastructure services.

4.CONCLUSION

The majority of entrepreneurs in Kayseri make commercial investments, detecting the awareness of the investment as a civic duty. The present study result that we have also supports the earlier research findings on this issue. (Esen 1999:148). Adem Esen et al's study, reported that 67.5% of Kayseri's entrepreneurs, take the awareness of that as a civic duty. Today, we can observe an increase in our study that, this ratio has reached a value as high as 80%. This shows the model of entrepreneurship in Kayseri is adopting by more and more people every day and shows the continuity of this culture.

Kayseri's entrepreneurs catch up with the kernel. They started their business as an apprenticeship then by working hard, they improve themselves and up in their job, and then they started to become a partner in that business, so that companies today have formed multi-member liability partnerships. Whose father's profession is trader or industrialist is considerable amount. Today, Kayseri is a city that prides with its diligence, and entrepreneurial activities. Kayseri also is a model city with continuous improvements.

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