



IMRD 2022

INTERNATIONAL MARKET
RESEARCH DAY

Date and time: 27 April, 16.00-17.00 (Gmt+3)

Sustainable Development Goals for Turkey

Speakers:

[Dr. Yener Girişken](#), Associate Professor- TUAD President, ThinkNeuro CEO, Bilgi University Lecturer

[Elvan Oktar](#)- ESOMAR Turkey Representative, Co-Founder Era Research& Consultancy

[Bilge Terzioğlu](#) (PhD), Twentify

[Prof Dr. Çiğdem Arıcıgil Çılan](#)- Istanbul University & Latent Research

Event Description: This panel contains 6 different researches on UN's Sustainable Development Goals

1- Gender Equality

Neuro Research for understanding gender stereotypes

Gender equality research was conducted with CEIS (Cement Industry Employers' Association) to understand gender prejudice towards the woman in Turkey. Since this is a delicate issue affected by social norms, it was important to reach beyond the socially accepted claims. Statements related to gender inequality were presented to men and woman and their unconscious emotions were measured with fNIRS. Statements were presented in two different forms referring to agents such as woman/men in one form and my daughter/my son in the other. Differences in brain responses to such wording are analyzed. After the analysis, neuro score-based in-depth interviews were conducted to understand the reasons behind neuro results. Findings indicated that, although participants' claims are in favor of gender equality; their unconscious, which is the trigger of their behavior, reveals an opposite stance. Research sheds a light on the unconscious reasons leading to increasing murder and violence rates toward the woman in Turkey. The ways to overcome this perception are suggested as an output of the study..

[Dr. Yener Girişken](#), Associate Professor- TUAD President, ThinkNeuro CEO, Bilgi University Lecturer



2- Industry, Innovation, and Infrastructure

The Importance of Corporate Sustainability and Its Impact on Corporate Reputation

Companies need to have a resilient infrastructure to sustain their activities. Corporate reputation is one of the important factors for companies to be resilient. In this panel, we will discuss the effect of corporate sustainability on corporate reputation, and we will share the calculated corporate sustainability index values. Besides, the effects of environmental, social, and governance dimensions of corporate sustainability on corporate reputation are analyzed.

[Elvan Oktar](#)- ESOMAR Turkey Rep, Co-Founder Era Research& Consultancy



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3- Clean Water and Sanitation

Water Consumption Habits and Waste Reduction Practices

Water Consumption Habits and Waste Reduction Practices: We examined how the people perceive the threat of water shortages, what do they do to prevent excessive water usage in the household

4- Responsible Consumption and Production

Sustainability Perception in Turkey

Sustainability Perception in Turkey: In the research, we conducted with 1,250 people representatives of Turkey, we asked the participants about the concerns created by climate change and its reflections on their lives, their thoughts on who are responsible, and the measures that can be taken. In addition, we examined the expectations of the participants from brands within the framework of the theme of environmental and social sensitivity.

5- Gender Equality

Place of Women in Society

Place of Women in Society: We aimed to deep dive into people's understanding of the role of women in different parts of life; at home, at the workplace, etc. In addition, we had an experimental design to distinguish between what people "declare" and what they actually "think".

Bilge Terzioğlu (PhD), Twentify



6- Sustainable Cities and Communities

Sustainable Istanbul: A New Sustainability Index Approach

In this research, the sustainability of Istanbul one of the world's largest metropolises, and its districts were measured by developing a new index that can be adapted to all cities and regions.

Prof. Dr. Çiğdem Arıcıgil Çılan- Istanbul University & Latent Research

