

## Guest List of MAN-474 Current Business Management Practices Assoc. Prof. Suat Begeç

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Assoc. Prof. Suat Begeç

Presentation Day: 23/05/2024

Name of the Participant: Kerim Doğan

Participant's Title: Co-founder at Fitnut

Organization Name: FITNUT

Associate Professor Suat Begeç focused on Current Business Management Practices on May 23rd, 2024. He discussed modern approaches like Lean and Agile Management for efficiency and flexibility, and the impact of AI, automation, and big data on productivity. Begeç emphasized Corporate Social Responsibility (CSR), including sustainability and ethics, for long-term success. He highlighted the importance of modern leadership, diversity, and inclusion in fostering innovation. Additionally, he covered strategies for improving customer experience and loyalty through CRM. Strategic management and innovation were noted as key for competitive advantage, and he underscored the importance of crisis management and resilience.

At the end of the presentation, Suat Begeç and the presenting students visited Kerim Doğan, the co-founder of Fitnut, to experience a real-life example. Kerim Doğan gave a talk emphasizing the importance of modern business management practices. He explained how Fitnut implements Lean and Agile Management strategies to enhance operational efficiency. Specifically, he highlighted how they minimize waste with lean management and adapt to rapid changes with agile management. Doğan also emphasized how Fitnut adheres to sustainability and ethical management principles to build brand value and achieve long-term success. He discussed the importance of flexibility and effective risk management during crises and shared strategies for coping with unexpected situations. During the visit, the students had the opportunity to observe how theoretical knowledge is applied in practice and gained valuable insights into real-world business challenges. This experience helped the students reinforce the concepts learned in class and provided them with a deep understanding of the dynamics of the business world.









