

## AN EXAMINATION OF EXPORT COMPANY MANAGERS' MANAGEMENT STRATEGIES

<sup>1</sup>Hasan TAMAM

<sup>2</sup>Liliya KIYANOVA

### ABSTRACT

Management strategies of export company managers were examined by certain variables in this research. The data were collected by applying the “Personal Information Sheet”, and “Strategic Management Scale” to the managers who participated in the research. For the analysis of the data, t-test, F test and multiple comparison (Tukey) tests were used. According to the research results, textile managers' scores of learning from failure increased as their educational levels increased. It is seen that scores of following and adapting to technological changes quickly were high in favor of managers with less seniority. Environmental hostility scores were found to be higher for managers with 6-10 years of seniority than managers with 11 years of seniority and above. These results were discussed with the help of the related literature to make recommendations for researchers.

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<sup>1</sup> Institute of Management, Business and Law, doctoral student

<sup>2</sup> Institute of Management, Business and Law, doctor