StratejiCo.

StratejiCo. Wins Golden Baykush Research Award

StratejiCo. received the Golden Baykush award for its Employee Engagement Research in the category of Expert Baykush on September 1, 2016. The research was conducted in an automotive company operating in Turkey. StratejiCo. started to work with the company after it had experienced work stopage as a result of presence of two different unions inside the company. StratejiCo. proceeded with the aim of conducting a research about underlying reasons of this crisis and determining workers' engagement level.

Turkish Researchers' Association (TUAD) holds the event of "Baykush Awards" in the field of "Market Research" every year. TUAD designed this annual award to underline the effect of research on business procedures and decisions as well as its added value and significance.

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