



# DORAPULSE



**“TWO HEADS ARE BETTER THAN ONE?”**

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With the sixth issue of DoraPulse “Two heads are better than one?”, Dora Research tries to find the answer to the question of “How do the professionals in Turkey regard cooperation/collaboration and competition?”

Which one is better for the business, competition or collaboration/cooperation? Which one is preferred over the other by the working people? What do working people think about competition vs collaboration for business life in the next 10 years, which one will have the upper hand?

The fieldwork of the study was conducted through online surveys with 147 respondents who have an average of 10 years of job experience. The study was conducted between 27th of April and 6th of May 2011.

44% of the respondents were female and 56% of respondents were male. 55% of them were working in Turkish-based firms, 20% of them were working for foreign-based firms and 25% of them were working for a multi-national (both Turkish and foreign based) firms. Each of the respondents were working in a firm with an average of 138 workers.

## Competition vs Trust/Cooperation

Majority of respondents stated that two heads were better than one (86%). 63% of them believe that running away from competition is a cowardly act. As an interesting finding, Turkish workers stated that they found foreigners easier to cooperate/collaborate with (46%) while stating that the culture that we are living is not suitable for cooperation/collaboration (31%). Turkish workers also believe that women are easier to collaborate with in comparison to men (30%). More than quarter of the respondents underline that they wouldn't even trust a member of their family (27%).

## What is required for a successful collaboration/cooperation?

When it was asked about what is needed for a successful cooperation and collaboration in work life, respondents stated that mutual trust came as the first thing to their minds (5.8 average out of a scale from 1 to 7). Complete honesty and transparency followed closely with a 5.2 average. Different proficiencies/competencies were another aspect that was expected for a successful collaboration with 4.9 average. Respondents also believed that different characteristics of the two sides of the agreement would also increase the likeliness of success in collaborations (3.9 average).



### **Collaboration/Cooperation with a rival?**

The highly debated issue of collaboration with a rival revealed unexpected results. Majority of Turkish workers stated that they would consider cooperating with a rival when the situation requires it to be so/when it is needed (58%). One third of the respondents underline that they are always willing to cooperate with rivals (33%). When these findings are summed up, a staggering 91% of Turkish workers are willing to collaborate with rivals. The main reason for collaboration is to overcome mutual crisis (74%). In order to develop new projects to increase the market size followed by closely with 68%. Cooperation is also chosen when market research for the same target audience is being made by both of the sides (44%). Other reasons for collaborating with a rival include developing new products/services together (39%) and creating new events/promotions (32%).



### **Competition or Collaboration/Cooperation?**

Turkish workers definitely prefer collaboration over competition in their private lives (6.2 average out of a scale from 1 to 7). When it comes to their professional lives they still prefer collaboration over competition, though with a lesser average in comparison to their private life (5.1 average). When asked about the obstacles about collaboration in work life three statements were ahead of other explanations. The difficulty of finding the right person/firm to collaborate with and the delay

in negotiations once coming together as both sides of the collaboration were the leading causes (each 27%). The lack of collaboration/cooperation in the agenda and culture of the firm/company followed the previously mentioned causes with 22%. The stagnation of collaboration only after one cooperation was stated as another obstacle about collaborations in work life (11%).



### **Starting a new collaboration/cooperation?**

Majority of the respondents underline that they start a new collaboration/cooperation with caution. They trust to the other side within certain extent and remain cautious about possible threats (67%). More than quarter of the Turkish workers that collaborated in this research state that they start a new collaboration with complete trust to the other side. They mark down the other individual's trustworthiness as he/she makes mistakes (28%). 5% of the respondents start a new relationship with complete lack of faith to the other side. As the other side makes the right moves, their credibility and trustworthiness increases in the eyes of the respondent.

## Next 10 Years?

The findings about the next 10 years concerning the outcome of the clash between collaboration/cooperation and competition indicate a stalemate. 50% of the respondents state that in their sector competition will increase more than collaboration, while the remaining 50% claim otherwise and state that collaboration will increase more than competition.



Regarding Turkey, 52% of the respondents state that in Turkey competition will increase more than collaboration in the next 10 years and the remaining 48% believe that collaboration will increase more than competition. In global predictions, the respondents of this study predict that collaboration will increase more than competition in the next 10 years (54%). The remaining respondents predict the opposite to become true, as they are saying that competition will increase more than collaboration in the next 10 years (46%).

### ABOUT DORAPULSE AND DORA RESEARCH

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