

Nomination: 8138

Thought Leadership- From Idea to Publication

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

SOCAR Türkiye

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Thought Leadership- From Idea to Publication

Category

L01 - L05 Thought Leadership > L04 - Achievements in Internal Thought Leadership

Thought Leadership Submission Format

Written Answers

a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required

Thought leader is someone who, based on their expertise, industry perspective, and experience, offers unique, innovative insight and guidance, inspires, and influences others.

The Thought Leadership project, launched in December 2023 at SOCAR Türkiye, is not just a platform for sharing ideas. It's a unique opportunity for our employees to grow both personally and professionally. It aims to inspire and influence others by providing a system of guidance and expert (SME) support for employees to share their ideas and reflections on their industry and respective areas of expertise.

SOCAR Türkiye employees submit ideas in different formats, such as articles, podcasts, or videos, to the SOCAR Türkiye internal online platform. The Committee members review the materials and decide whether to publish them on the internal online platform. In addition, the committee members decide which materials to publish externally.

b. Outline the organization's or individual's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

-Ninety-one articles, five videos, and one podcast were submitted and published to the Thought Leadership online platform.

-One article was published in Harvard Business Review Türkiye this month.

<https://hbrturkiye.com/blog/donum-caginda-yesil-beceriler-rafineri-ve-petrokimya-perspektifi>

-The following original articles from the Thought Leadership platform were published:

The 33rd European Symposium on Computer-Aided Process Engineering (ESCAPE-33): Unsupervised Anomaly Detection Model for Diesel Off-spec Color Change Triggered by Flooding (Alp Eren Vedin)

•Data-driven Fouling Modeling in Crude Oil Heat Exchanger (Pelın Dölođlu)

The 34th European Symposium on Computer-Aided Process Engineering (ESCAPE-34): Integration of real-time optimization and model predictive control (Application to refinery diesel pool) and real-time optimization of sour gas processing unit via sulfur dioxide emissions predictive model.

-The second article will be published on Bloomberg Business Week next month.

-Two articles were published in SOCAR quarterly magazine (One technical, One related to organizational behavior)

-Major universities such as Bosphorus University acknowledged and congratulated SOCAR Türkiye on this great initiative.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's or individual's past performance (up to 250 words). Required

SOCAR Employees strengthen their existing knowledge and learn something new via our new platform. Our employees develop a personal brand and become the best experts in their field. In addition, our employees build a network across the company and interact with external stakeholders.

SOCAR Turkiye allows employees to build a learning culture and openness to new ideas. It gives opportunities for employees to enchant corporate brands and increase employee satisfaction. It is essential to see cumulative knowledge and experience flow, leading to developed capabilities and improved performance. SOCAR Turkiye leadership pays attention to employees' new ideas and options for innovative initiatives.

This project also contributes to innovation and knowledge.

Employees contributing to the project receive additional points on their performance reviews, and active employees receive quarterly educational gift coupons

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Please see attachments

Webpage Link

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/20370/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDM3MCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNmThought%20Leadership%20-.pptx>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/20371/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyMDM3MSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImNmPresentation1.pdf>)

Would you like to add an additional supporting document?

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Terms and Conditions

I Agree