

Abstract

The aim of the thesis is to explain how and why Turkey influences the development of the Balkan region in contemporary geopolitics. In order to determine the areas of influence I used Saul Cohen's book about the Geopolitics of the World System. I chose the geopolitical approaches and features, which are related to Turkey's activeness in the Balkan region. Moreover, Saul Cohen's equilibrium is taken into consideration in order to show how Turkey shifts, and will shift, the equilibrium to a new level. In the thesis I talk about sustainable development and corporate social responsibility to show that Turkish companies, as well as the government, are creating mutual needs in order to develop the region for further cooperation on an economic and political level. Additionally, I argue that energy cooperation can lead to greater benefits for Turkey, as an energy hub, and also for the Balkans, as a gateway to the European Union. In that sense, I argue that it is not a competition but rather cooperation between the European Union and Turkey in the Balkan region. By analyzing the economic and political activities of Turkey in the Balkan region, I came to the conclusion that Turkey is influencing the Balkan region for five reasons; these are shared history, human aspects, geography, economy and regional power.

Key Words: Geopolitics, CSR, Sustainability, Economy, Society, Turkish Companies, Turkish Soft Power, Regional Power, Common History, Culture, Energy, and Regional Development