

Abstract Book

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KEYNOTE SPEAKER

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Pattaragit NETINIYOM – Kasetsart University, Thailand

Business Learning and Practice: KBS Yunus@Prakret

Kasetsart Business School (KBS), Kasetsart University, Bangkok Thailand has reached the agreement with Yunus Center. The MOU between Yunus center and KBS encourage the student learning with social responsibility. The Finance department, KBS has joined the program through the project of KBS Yunus@Prakret. The project has introduced the students to learn the activities of financial community institution. The Pracharat financial community institution is one of the best community financial community institution in this region. The roles of the institution has encouraged the community business, especially for the group of people that live from hand to mouth. The student activities involve with 8 steps. Firstly, they survey the surrounding area to learn on the career of the community and their lifestyle. Secondly, the students collect the information of the people to draft the connectivity among the people. Thirdly, the students learn on the management structure of the community both formal and informal ordering. Fourthly, they need to focus on the health of senior people of the community and make the suggestion for their retirement spending. On the step number 5, the students would learn on the community calendar and their local culture that would expand the viewpoints of themselves. The last step, the student would observe the Pracharat financial community institution for her service transactions. The analysis report of their activities submit for the evaluation as one part of grading. The feedbacks of KBS Yunus@Prakret from stakeholders have replied overwhelm. The students are benefit from their future careers.

Business Learning, Community

Gökhan SÜMER – Halk Bankası A.Ş., Turkey

Future Delivery and Futures Markets in The World and in Turkey

Financial markets are divided into two as spot and future delivery markets depending on the demand for the assets that are traded. Spot markets are markets where certain assets and their costs are exchanged at the time of the transaction or after a short time. In the derivative markets, the delivery of the goods which are subject to the contract is carried out at a later date under the agreed conditions. The risk of price fluctuations in spot markets has improved the development of future delivery contracts and they generally include forward, futures, options and swap contracts, which are also called as derivative transactions. The number of contracts executed in VOIP in 2015 is 90.3 million. This number was 107 million in 2016 and 146.1 million in 2017. The total transaction volume is TL 1,135.2 billion in 2015. While the trading volume of 2016 is TL 1,161.2 billion, the total transaction amount of 2017 is TL 1,659.8 billion. As of 30.04.2018, total transaction volume made by 61 member companies in the VOIP is TL 809,688 million. As future delivery markets evolve, options such as options and future delivery contracts will facilitate the management of financial risks and increase the efficiency at spot markets and reduce the volatility. Future delivery exchanges will increase market depth and reduce financial risks and provide a good course of economic stability in the world. However, it should not be ignored that international banks, large-scale funds, and large capital owners will create irregular fluctuations at a global level through speculation and manipulation by establishing open and hidden links between them, further increasing the existing risks and uncertainty in the market. Due to the legal regulations and supervision, such risks should be eliminated. Future delivery markets trading financial futures contracts in Turkey has exhibited great development in recent years. The increase in the number of speculators who want to take the advantage of the price changes has increased the interaction between spot and future delivery markets, which has made speculation, prevention and arbitrage operations more prevalent. As a result, future delivery transactions will continue to evolve with the growth in the business volume in Turkey and increase both in the world and Turkey and will further enhance its importance in the financial markets.

Future Delivery, Futures Contracts, Spot Markets, Future Delivery Markets, Futures and Option Stocks

Emre ALDEMİR – Kırıkkale University, Turkey

Leadership and Emotional Intelligence

Today, the leaders that will direct the employees to the goals of the organization and motivate them are essential. Leaders must understand, empathize and motivate the feelings of the person facing them. The importance of leaders with emotional intelligence skills has increased steadily. This study is aimed to investigate the relationship between emotional intelligence competencies and leadership styles. Leadership is the ability to find people in order to reach any goal, and then to refer them together in a single force. Basically, there are a total of 5 leadership styles in the literature. These are democratic leadership, autocratic leadership, laissez-faire leadership, transactional leadership and transformational leadership. The authoritarian leader prefers to solve problems by giving orders. Democratic leader puts employees in decision making process. Laissez-faire, employees need to motivate themselves. Transactional leader uses his or her authority to reward those who make more efforts. Finally, transformational leader, convince their employees of the importance of achieving their organizational goals. Emotional intelligence is the ability of people to understand emotions, behave emotionally and empathize. Leaders with high emotional intelligence capacity should have the ability to recognize themselves, manage themselves, understand others, and influence others. Emotional self-awareness, self-evaluation and self-confidence are among the factors of self-recognition. Emotional self-control within self-management competence includes factors such as openness and honesty, compliance, motivation to succeed, initiative and optimism. In the competence to understand others; empathy, organizational awareness and service impulse. In the competence to influence others, inspiring leadership, influencing, improving others, conflict management, teamwork and cooperation factors. The authoritarian leader must have the ability to influence, thrive, and initiate. The democratic leader must have competencies in teamwork, conflict management and influence. The laissez-faire must have the ability to achieve success and initiative. The transactional leader must have self-consciousness and empathy competence. Finally, the transformational leader must have the ability to inspire, self-confidence and empathy. According to the above conclusions; five types of leaders must have emotional intelligence competencies in order to be successful. Leaders succeed only when they have these abilities.

Leadership, Emotional Intelligence

Mustafa KARA – Abant İzzet Baysal University, Turkey
Cihat KARTAL – Kırıkkale University, Turkey
Recep YÜCEL – Kırıkkale University, Turkey
M. Serdar ATAY – Kırıkkale University, Turkey

Organizational Cynicism Levels from The People of The Psychological Harassment (Mobbing) Exposed: An Application in Retail Sector

With this research; it is aimed to determine organizational cynicism levels of employees who are exposed to psychological abuse in the retail sector. In addition to negative beliefs and emotions and their associated behaviors developed by Özgener and Friends (2008) for the concept of organizational cynicism, while referring to a group of people cooperating with mobbing in the research to harass, intimidate, bully or bother a person a general or specific tendency to say that the organization that has finally worked out the experience is devoid of honesty ". Two scales were used in the study. The "Negative Behavior Questionnaire (NAQ-R)" scale was developed to measure psychological abuse at work. 22 This scale of sorrow; it is a measure that measures intensity at work and is reported to be appropriate for organizational use. In the translation of NAQ-R to Turkish, Karaahmetli et al. (2013) used the study of transcultural adaptation principles (translation consistency, delphi technique for different words and Turkic comprehensibility and applicability factors). Brandes, Dharwadkar and Dean (1999) used the scale they used in their work in the preparation of organizational cynicism scale. As a data collection tool; The five questionnaires were chosen on a Likert scale. Following the pre-test study, it was applied to the pharmaceutical and food retail sector employees in 2018. The main mass is derived from TURKSTAT data and it is estimated that the number of persons employed in the retail sector has reached approximately 1 million 925 thousand at the end of September 2017. Random access has received favorable responses to 432 of the 500 online surveys that were sent the focus group. The obtained data were analyzed by using SPSS statistical programs. As a result of statistical analysis; it has been observed that the levels of organizational cynicism of workers exposed to psychological abuse at work increased in the positive direction and this situation varied according to the demographic factors.

Mobbing, Psychological Harassment, Organizational Cynicism

Mehmet BAŞ – Ankara Hacı Bayram Veli University, Turkey
Alican YILDIRIM – Ankara Hacı Bayram Veli University, Turkey
Berk DİKER – Bilkent University, Turkey
Doğukan Hazar GÖNÜLAL – Turkey

The Effect of Design of The Food and Beverages Selling Places Establishments on Consumer Preferences

Nutrition, which is one of the most basic features of human beings, started with the birth of human beings and gained great momentum after the Industrial Revolution. With the increase in the world population and the increase in the participation rates of people in the workforce, people have begun to spend more time outdoors than they are living in. After changing the conditions of the World and living standards, rise the numbers and kinds food and beverages business. After the increase in the number of food and beverage business at sector, competition has increased and reaching the customers has become difficult. In these days customers prefer impressive and reputable places for the eating. In the increasingly competitive environment among businesses selling food and beverages, businesses have also given places to where they have made sales in order to make consumers choose their products. Businesses want to achieve low cost, also they want to preferable than the other food and beverages businesses. At developing countries, food and beverages businesses pay attention to design their place impressive and change customers purchase intention. Today's Brands should know their costumers well these days because they are social creatures like humans with personalities, values and images. Nowadays, the companies that can follow the innovations are aware of the importance of being customer-oriented. At this stage, the brands and the companies should follow some strategies to be able to respond to demands quickly, to communicate well and collect decent information about the customers. Developing communication technologies contributes to execute these strategies to make the contact between the brands and the consumers easy. Brands use social media which has no time or location limit to communicate with customers. Nowadays, food and beverages businesses have to be careful about the well-design places for customers need and wants. Because customers have so much options about the food and beverages businesses. It is important the customers prefer what kind of food and beverages, if you know that you can design your place easily and effective. The food and beverages selling places reach more customer with well-design places. Starting from this point of view, the relationship between design of food and beverages selling places and customer buying preferences. We will choose survey for the evaluate between design and customer buying preferences and obtained results will be analyzed with SPSS program and results suggestions will pass on to the readers.

Food and Beverages Selling Places, Design, Architecture, Marketing, Customer Buying Preferences

Cemalettin AKTEPE – Ankara Hacı Bayram Veli University, Turkey
Hilal Sadet ÇİFTÇİ – Kırıkkale University, Turkey
İsmail GÖKDENİZ – Kırıkkale University, Turkey

Export Performance of SMEs And Existing Issues in International Competitiveness

This study was undertaken to emphasize the importance of SMEs' increasing role in the country's economy and in regional development, which is one of the key actors of regional development, especially in emerging countries, where it is emphasized in many academic studies. In this context, it is another aim of the study to reveal some difficulties that SMEs in the exporting process, which are considered as the first stage of the internationalization process, experienced during the exporting process. Depending on SMEs in Turkey's export structure in place and importance, the problems they encounter in the process of export, the export performance of the impact of these problems is trying to uncover the problem of competition in the international market. For this purpose, a qualitative study will be carried out by negotiating with exporting enterprises which are continuing their activities as SMEs. The study reveals the implications of what are the obstacles to increasing SMEs' exports, an important leverage especially for regional development. Given the importance of SMEs in the development and development of regional and country economies, it is important to increase export performance in international competition areas. Therefore, this research will examine the internationalization processes of SMEs, the problems in these processes, the difficulties in finding the target markets, the competitive problems that are encountered when entering the target markets, the export methods and the "export performance" headings in this method. Although export performance variables are realized through different variables in different studies, Strategies for export marketing of SMEs will be dealt with as characteristics of enterprises, characteristics of the sector they are in, characteristics of export products, characteristics of export markets and competition structures. The concept of competitiveness is mostly handled in a macro sense. It will be based on assessment of the general conditions of the region or country, not on an enterprise basis. Accordingly, government support for institutional structure, infrastructure, macroeconomic stability, market efficiency, technological infrastructure, market size, innovation and foreign exchange earning activities will be considered as sub-variables of competitiveness within this study. The mentioned variables are carried out qualitative research by using in-depth interview method with KOBIs operating in Kırıkkale and exporting.

SME, Export Performance, International Competitiveness

Mert ERDENER – Kırıkkale University, Turkey

Safety Culture in Aviation

In Aviation, the concept of "Safety" is one of the most important and basic concepts. National and international authorities, especially the International Civil Aviation Organization, have been obliged to use this system in order to develop this concept especially in the aviation sector by establishing the Safety Management System (SMS) since approximately 2005. This system has also issued instructions in Turkey since 2011 and this year to spend the civil aviation system applications open to all aviation business has been requested. In short, the concept of "Safety", which plays an important role in the existence of commercial enterprises operating in the aviation sector, needs to be effectively managed. This will be ensured by the establishment of a positive safety culture that is robust, fair, productive, reporting and informed with this system from the very beginning together with the transition to the SMS. By determining the link between SMS and Safety Culture; the concept of this concept is to be understood and determined. It is to emphasize the importance of establishing the SMS to be established in the aviation sector and the Positive Safety Culture to be realized accordingly. Especially in Turkey in Aviation SMS and provide a resource that is able to remove the question marks on the concept of Safety Culture comes with this system. Through the literature study, key words in the research were searched in books, theses, databases, reference sources and related publications were reached. It has been understood that a system for the management of the safety concept in aviation is required. With this system, the concept of "Safety Culture", which is a new concept, has been formed. However, it has been determined that the Turkish written sources to be used in establishing a positive safety culture in this system is too limited. It is therefore understood that there is a need for work that will lead to this issue. The aviation sector, which operates at high costs, cannot accommodate the likelihood of compromising safety. The necessity of this has been understood by all aviation authorities and they have made the SMS as a solution. In aviation activities in Turkey, SMS, and we consider that it is in the process of transition to the creation of a positive safety culture should be had with this system is not the issue guidance and a sufficient number of resources providing information and understanding more than where it's needed to these resources.

Aviation, Safety, Safety Culture, Safety Management System (SMS)

Metehan TOLON – Ankara Hacı Bayram University, Turkey
Esat SAYGIN – Yüksek İhtisas University, Turkey

Servqual Applications in Health Sector

In Aviation, the concept of "Safety" is one of the most important and basic concepts. National and international authorities, especially the International Civil Aviation Organization, have been obliged to use this system in order to develop this concept especially in the aviation sector by establishing the Safety Management System (SMS) since approximately 2005. This system has also issued instructions in Turkey since 2011 and this year to spend the civil aviation system applications open to all aviation business has been requested. In short, the concept of "Safety", which plays an important role in the existence of commercial enterprises operating in the aviation sector, needs to be effectively managed. This will be ensured by the establishment of a positive safety culture that is robust, fair, productive, reporting and informed with this system from the very beginning together with the transition to the SMS. By determining the link between SMS and Safety Culture; the concept of this concept is to be understood and determined. It is to emphasize the importance of establishing the SMS to be established in the aviation sector and the Positive Safety Culture to be realized accordingly. Especially in Turkey in Aviation SMS and provide a resource that is able to remove the question marks on the concept of Safety Culture comes with this system. Through the literature study, key words in the research were searched in books, theses, databases, reference sources and related publications were reached. It has been understood that a system for the management of the safety concept in aviation is required. With this system, the concept of "Safety Culture", which is a new concept, has been formed. However, it has been determined that the Turkish written sources to be used in establishing a positive safety culture in this system is too limited. It is therefore understood that there is a need for work that will lead to this issue. The aviation sector, which operates at high costs, cannot accommodate the likelihood of compromising safety. The necessity of this has been understood by all aviation authorities and they have made the SMS as a solution. In aviation activities in Turkey, SMS, and we consider that it is in the process of transition to the creation of a positive safety culture should be had with this system is not the issue guidance and a sufficient number of resources providing information and understanding more than where it's needed to these resources.

Aviation, Safety, Safety Culture, Safety Management System (SMS)

Gülşen YURDAKUL – Kırıkkale University, Turkey
Melahat ÖNEREN – Kırıkkale University, Turkey

Reflection of Greek Financial Crisis over Businesses

Reflection of Greek Financial Crisis over Businesses In 21st century, we have been experiencing effects of globalism. Financial crises both at macro and micro levels can be counted among the financial results of globalism. 2008 Global Crisis caused economic deadlocks in several countries over the world in a negative way. Greece which is both a member of European Union and Turkey's neighboring country is among these countries. There occurred a fiscal crisis in Greece and Greek economy was nearly bankrupted. In the following years, the Greek Government that aimed to escape from downswing period, tried to apply austerity measures on Greek economy under the control and supervision of TROIKA regime which was composed of European Commission, IMF and European Central Bank. However, these austerity measures led to an economic recession in the national market. Some businesses were closed while some of them could achieve surviving during this process. In the light of these circumstances, this paper aims to analyze the strategies of the businesses carrying out activity in Greece during the time of crisis and thereafter. By doing literature review about the Greek Financial Crisis, it is aimed to research reflection of crisis on businesses, the measures that were taken by businesses and the strategies followed by businesses. Within this framework, face-to-face interviews were made with the managers of the business by using semi-structured interview form. After the interview, the answers were evaluated with descriptive analysis methods. As a result of evaluation, it was made several deductions about the strategies followed by businesses under crisis circumstances and thereafter on organizational and administrative basis.

Greek Debt Crisis, Crisis Strategy, Crisis Management

Emre ALDEMİR – Kırıkkale University, Turkey

Role Model Leader of the Future and Elon Musk

Human is a social entity. They need to live in a community. Man has the instinct to manage or to be governed. The process of governance begins with the emergence of individuals who have adequate equipment among themselves and the passing of other people into action. The art of moving people is called leadership. Leadership is a topic that is on the agenda where people live together for ages and where management action is needed. Every society has to raise leaders to ensure their continuity. In order for an individual to become a leader, he must have the ability to reach his audience with specific goals and objectives. The way of achieving this can be achieved through effective operation. In order for you to have effective leadership you need to have a business alliance between the leader and the audience. Once a co-operation is achieved, it becomes a good role model for leaders who can achieve their goals and objectives. Sample leaders are powerful models for their followers. The communication that the leaders perform with their followers creates a culture within the organization. It inspires leaders to follow their ideas, attitudes and experiences. They guide them and allow them to take firm steps in the future. Effective leaders determine the speed of their organization with their working tempo. Their working hours determine how the organization will organize its activities. The followers convey this culture to future generations by taking their leaders and experiences as an example. A society cannot catch the future and the future that it has lived without having model role model leaders. These communities are always condemned to live in exploitation. One of the most important problems for our country in the future is that the sample role model leaders are not in sufficient numbers. The lack of leadership has left us behind in many areas. One of these fields is technology. Without a doubt we can follow the existing technological steps in the world and if we can trace the technological innovations in other sectors, we can catch the success. According to the inferences we have made above, we must raise role model leaders who can be effective in achieving success in the technology sector where our country is having trouble. Success will be inevitable when we train leaders.

Leadership, Success

Nur ÇAĞLAR ÇETİNKAYA – Çankırı Karatekin University, Turkey
Tülin DURUKAN –Kırıkkale University, Turkey

The Effect of Product Positioning to Generations' Consumption Behaviors: Conceptual Framework

Positioning is one of the most important elements for the products to be successful in the target market. Positioning, defined as a perceptual awareness with a different perception in the consumer's mind, is an activity that should be given weight by the businesses in sectors where competition is intense, so as to supersede competitors of products or brands. Positioning at the beginning of the 1970s means to emphasize the technology of the products or any particular feature that the consumer can draw attention to during the process. Businesses need to understand their demands and demands properly so that they can deliver value to their customers and achieve their goals. Accurate understanding of customers and sharing of this information within the enterprise gives rise to wide-ranging appraisal of customers' expectations. In order for businesses to be successful in meeting customer expectations, they need to draw attention to customers by prioritizing one or more distinctive physical or perceptual attributes of the goods / services they produce. With the positioning activities being undertaken, the businesses are differentiated from their competitors. The smart phone sector, which has been developing in recent years, has become indispensable in the daily life of generations with the addition of many new features to the devices. With the acceptance of the use of technology, making choices by paying attention to many features, especially the technical and design features of the younger generations, led the businesses to differentiate this area. The technology acceptance model based on perceived usefulness and ease of use is a suitable model for examining the smartphone industry for generations. A study was conducted on the positioning of variables affecting smartphone choices of brands for brands in study, and the effects of positioning strategies on consumer behavior were examined. The variables derived from the participants and the variables that are effective in the preferences of the generations were grouped under factors and modeled on the basis of the technology adoption model. The variables obtained from the participants and the variables that are effective in the preferences of the generations are collected under various factors and modeled by the structural equation model in the model light based on the related model. Lastly, perception maps of smartphone brands have been removed and brand perceptions of x, y, z generations have been examined.

Smart Phone, Technology Acceptance Model, Generations

Pervin DEMİRÇİ – Çankırı Karatekin University, Turkey

The impact of Organizational Citizenship Behavior on job Motivation

Today, the human factor has become more important for organizations by developing technology rapidly. For constant achievements the organizations should tend to organizational citizenship behavior which based on willingness. The most important requirement to do this is provide job motivation. The growing organizations, increased competition, technological developments, increasing number of complex chain of relationships within the organization have increased the importance of effective communication in the organizations. The establishment to fan effective communication system is administrator's job. An administrator uses to make business communication style with subordinates, because this communication style is important for the subordinates. The communication mistakes affected employees' motivation, job satisfaction, decreased of their commitment to the organization, and led to deterioration of morale. After the study had presented on the theoretical account, a questionnaire research was done in order to support the practical side of the study. In the first side of the questionnaire study, the questions- that can put forward demographic specialties of the attendants- were asked. In this study, the effect of organizational citizenship behavior on job motivation is investigated. In conclusion, we can say that professional profit and service time is connected to the organizational behavior citizenship and motivation so, the effect of organizational behavior citizenship on job motivation is appeared.

Organizational Citizenship, Motivation, Working

Hilal Sadet ÇİFTÇİ – Kırıkkale University, Turkey
Mert ÖĞRETMENOĞLU – Gazi University, Turkey

Niche Marketing Activities in The Context of Tourism Destination of Cities

There are various ways to change the activities of tourism marketing towards alternative tourism types, cultural areas and city centers of traditional tourism activities. In this context, niche market activities are important in the process of becoming a tourism center for cities that are not known as tourism destinations. Although advanced marketing activities have been actively used in developed countries for many years, little emphasis is placed on the fact that the expectations for many developing countries are still not fully understood. In this study primarily, tourism marketing activities will be mentioned. Niche tourism features, benefits and niche marketing activities in some cities from the perspective of local economy influences are mentioned. Niche marketing is defined as the identification of certain characteristics of consumers and the conduct of marketing activities directed towards these characteristics. Activities, niches, marketing activities that can be realized in practice in cities that are considered to be rural and calm in our country. These activities are sometimes adventure tourism, sometimes belief tourism, sometimes leisure and recreation marketing. At this point, the potentials of the cities and the identification of the masses to be defined as customers are gaining importance. Small groups with similar needs or interests may, at times, have a significant tourism income with a narrow scope / situation, with the activities they do. The evaluation of these opportunities presents a significant opportunity for marketing activities from one side to the other with less cost and less resources in terms of regional development. In addition, "flexibility" is one of the most important features of niche marketing and will increase the likelihood of success in marketing activities by adapting and adapting to rapidly changing consumer trends, "being dynamic".

Tourism Marketing, Niche Tourism, Destination Marketing

Ozan CAN – Kırıkkale University, Turkey
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A Conceptual Study on Common Recommendations on The Protection of Human Rights in The Companies Based on The United Nations Global Communities Contract

Traditional human rights teaching; it is based on the state's sanctions system in a preventive manner in violation of the human rights between the state and the individual. However, it can be stated that in the field studies, there is no universal, advanced and standard human rights protection of every country. At present, in many parts of the world; states violate these rights of their citizens and are unable or unwilling to do so. In fact, it may be possible for companies, especially global companies, to play an active role in the protection of these rights worldwide as well. In this respect, the commitment of international companies to harmonize these rights will be an important step. In addition, global companies; Because of violations of these rights in countries outside the center, it will play an active role in the protection of these rights if the company is enforced in the country in which it is settled. These companies will both be subject to sanctions and provide effective protection of the rights of these countries, and will be a model for such countries. Within the framework of this purpose; The consideration of the United Nations Global Compact by this aspect is considered to be very important in terms of contribution to the area. In this study; in the context of the said contract, companies will try to give some concrete suggestions that should be taken in the field of law and human rights relations.

United Nations Global Compact, Global Corporations, National Corporations, Human Rights Violations

Gönül Gül EKŞİ – Çankırı Karatekin University, Turkey

A Study on The Effect of Organizational Support on The Motivation of Organization Employees: The Case of Health Organizations in Çankırı

Organizations are communities that come together to realize their goals in the direction of one or more goals. Employees are the most important elements of organizations in order to achieve their goals. Therefore, the motivation of the employees of the organization is important in terms of meeting the goals. The employees of the organization need to be supported and motivated by the managers. At this point, the concept of organizational support emerges. Organizational support; it increases the productivity and performance of the organization's employees. In addition, organizational support increases the commitment of the employer to his or her job, and therefore the absenteeism is reduced. The person who receives the support he expects from his organization will be more willing and depend on his work. Thus, the performance of his work will increase, will work happier and more peaceful. Organizational support is the value of the contributions of the employees of the organization and the reward of the employees in return for their labor. Employees who feel the support of their organization are more connected to their work and do not think about working elsewhere. They want to be more useful to the organization they work with, to contribute more. Organizations that think about the happiness and peace of their employees and support them are supportive organizations. Such organizations are the organizational structures that are actually desired and expected to be. Communication within the organization should have a high level of superior-subordinate relationship. Employees in organizations with a high level of communication and superior-subordinate relationship will work more happily and enthusiastically, and will therefore increase their productivity. In this study, the effects of organizational support on employee motivation are discussed. First, the concepts were emphasized; organizational support and perceived organizational support concepts are defined. In the next section, in order to be able to explain more concretely; The survey conducted in the study was evaluated. In order to reveal the effects of organizational support on the motivation of the employees of the organization, a questionnaire was made to two health institutions in the province of Çankırı. A questionnaire was applied to the employees of these two health institutions on individual days, with one-on-one interviews. After all; the employees of the two institutions involved in the survey were assessed in response to their responses.

Organizational Support, Communication, Motivation of The Employees

İsmail KIRMIZI – Çankırı Karatekin University, Turkey

The Effects of The Chess on The Problem Solving and Decision Making in The Organization

The aim of this study; India was thought to have originated as the first in the game of chess is to determine the effects of problem solving and decision making. Study first; the literature study and the concepts emphasized. Chess game need conceptual and historically have been addressed. After that, concepts of problem solving and decision making process are examined in the organization and in the last part, the relationship between chess game and these two processes is examined and the effects of chess problem solving and decision making process are discussed. As the title implies, the chess game study; serious and tricky to play and hard to learn a brain teaser game. It is thought that originally emerged in India. So far they all work this game of individuals creativity, intelligence, discernment and affects their ability to think in a positive way. Even common championed chess game as the course curriculum in schools inclusion in childhood and is taught to individuals of this game at an early age. Considering these abilities that chess game gives to the individuals, the positive effects that this game can make in the problem solving and decision making processes within the organizational structure is another discussion topic. It is an important necessity for individuals to solve the problems they face in private or business life and to make the most effective decisions. Problem; are the difficulties they face in the way that one follows in reaching the target. It is desirable to overcome these difficulties in the shortest time, easiest way. Decision-making process is; is to reach a definite judgment by thinking about the problems that one is facing. As can be understood from their definitions, these two processes are interrelated processes and must be overcome in the most effective way. It is important to use time well and make effective decisions in problem solving. In this study, the effects of chess game on organizational structure of problem solving and decision making process were discussed and tried to reach the result.

Chess, Problem Solving, Decision Making

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Potential Improvements Analysis for Sugar Production in EU Countries and Turkey

The agricultural sector, as a whole, is among the strategic sectors, especially for developing countries. Sugar production and the sub-products provide very important contribution to the economy. Both in Turkey and in EU, sugar production has a strategic importance. This is not only in the view of staple foods, but also, contribution to the other service sectors is very crucial such as employment and transportation. Since sugar beet is an industrial plant, it is a one of the primary products in both our country and in many countries in terms of agricultural policies. Bagasse, molasses and ethanol are the by-products which the result of processing sugar beet. While bagasse and molasses are used as animal feed (fodder), sugar is raw material of many important products such as ferment, antibiotic and bioethanol. This study originally composed of two parts. At first stage we estimated the efficiency scores of Turkey and EU countries' sugar production by using data envelopment analysis (DEA) and Malmquist Index and the scores have been compared with each other. At second stage, we performed potential improvement analysis for these countries between the years 2010 and 2016. In the Congress, the second stage will be presented after briefly referring to the first stage. Four inputs and two outputs were used to estimate and evaluate efficiency scores. While the inputs are arable beet area, farmers, factory workers and amount of processed beet, outputs are crystal sugar and molasses.

Production, Improvement Analysis

Nazik Erdal AKYÜZ – Gazi University, Turkey

The Relationship Between Organizational Intelligence and Organizational Memory

Today, rapidly increasing social, economic, technological changes are observed. Organizations are looking for a formula that allows them to survive to recognize changes in their environment and adapt to changes. Those who can change themselves from these organizations faster will be able to continue their lives as organizations of tomorrow. We can define organizations as living, learning, adapting, developing, growing, living organisms. Organizations are living organisms that are living, learning, adapting, developing and growing. From here, the organization's ability to make decisions about both ordinary and unexpected situations and the ability to use these skills is called organizational intelligence. Organizations that can use this potential are confronted as intelligent organizations (Erçetin, 2004: 42). William Stern, one of the most researched talents on the subject, described it as "a general ability to intelligently adapt an individual's thinking to new situations" (Yörük, 2006: 11), Halal (1997: 10) describes organizational intelligence as the problem-solving capacity that is integrated with information technology and formed by sub-systems such as knowledge level, organizational culture and environmental relations. In the literature, the concept of organizational intelligence, which is described as the ability to create and use information to strategically adapt to the environment around the organization, has a vital prospect in terms of businesses. On the other hand, another concept that plays an important role on organizational effectiveness is organizational memory. The concept of organizational memory has been tried to be explained from the individual memory. Organizational memory is defined in the simplest form as the use of information stored in the organization to make decisions (Walsh and Ungson 1991, 61). In other words, it is possible to define organizational memory as a means to restore past knowledge when needed, and thus to increase organizational effectiveness, to be used in business activities such as decision making (Shen, 2014: 4). Both the organizational intelligence and organizational memory concepts are very diverse in their definition and classification. One of the most important difficulties encountered in the definitions is anthropomorphism, that is, the analogy of biological organisms to social and organizational structures (Walsh and Ungson 1991: 59). In this context, the concept of organizational intelligence and organizational memory of this study is explained at the theoretical level and the relation between them is examined by literature review. As a result, it has been revealed that these two concepts examined in relation to each other are based on conceptual logic together with the scanning of literature.

Intelligence, Organizational Intelligence, Memory, Organizational Memory

Mehmet BAŞ – Ankara Hacı Bayram Veli University, Turkey
Beste KIR – Ankara Hacı Bayram Veli University, Turkey
Alican YILDIRIM – Ankara Hacı Bayram Veli University, Turkey

The Effect of Scent Marketing (Smellizing) on Consumer Purchasing Decisions

In today's increasingly competitive marketing environment, it has become a necessity to develop new strategies in order to dissociate from its competitors and reach its customers more easily. Today's most of brands reach customers sense of sights but also some brands adds the sense of hearing except sense of sights. The brands that want to break apart from their competitors are intended to appeal to new senses. One of the best strategies that can help businesses in this situation, which is developing and growing, and important strategy is scent marketing or smellizing. The scent marketing is giving artificially smells to the service provided place for influencing consumer purchasing decisions. The most important reason why the scent marketing stands out; the sense of smell is more effective and more permanent than other senses. And also smell relations with emotions and memories. The aim of the scent marketing is; using the most pleasant and known smells in and out of the store to appeal to the customer's mind and to make the product attractive. Most of companies know this situation about scent marketing's benefit and try to find their own smells. A pleasant smell in the store will stimulate the consumer's positive memories in the mind and lead to a positive connection with the business. At the same time, the smell found in the environment during the shopping will be more pleasant to the customers and will cause more time to spend in the store and increase the sales. There are two important factors to be aware of in the scent marketing. The first point is; that smell has a relationship with product and that the customer can establish connection between the product and the smell. The second important point is smell's intensity. The smells should spread the atmosphere and not to disturb the customers. Every smell hasn't got same effect in every person. At this point the companies know their customers and find the best smells for their own company and customers. The companies use the data that they have at their database and also the companies should use customer feedbacks about smells. We will use focus group interview for our research and examine the effect of scent marketing on consumer purchases decisions.

Smell, Scent Marketing, Smellizing, Consumer Purchase Decision, Focus Group Interview

Mehmet HEYBET – Türksat A.Ş., Turkey
Tülin DURUKAN –Kırıkkale University, Turkey
Harun ÜNÜVAR – Türksat A.Ş., Turkey

Development of the Satellite Sector and Examination of Classes

This study includes the development of Satellite Industry, the variety of usages, which Satellite Technologies will be used eloquently in the future and reference information related to studies in this field in our country. In the globalizing world, developments in the field of industry, education and technology has resulted in the further increasing number of organizations that invest in information and communication technologies with each passing day, giving more support studies in this field on the part of public authorities and private sector organizations particularly in terms of organizational image becoming significant of the factors of organizational flexibility and accountability, becoming more popular of internet usage, the development in the software world and the increasing number of technology-based enterprise consulting services, the competitive advantages of large companies through integration with information technology, communication desire to increase and diversify faster and safer communication. Increasing population, wars, terrorism, economic and cyclical changes, new technological developments and so on, and many developments in the environment have increased dramatically the importance of satellite technology and the need for this technology. In the first part of the study, the historical development of Satellite Broadcasting is examined and details are given about the development Satellite technology from gestation to the launch period. In this study, some information is given about communication Satellites and communication satellites are classified. Finally, general information is provided about the studies conducted in our countries and global Satellite market.

Satellite Technologies, Satellite Industry

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Şafak BİLGİÇ – Eskişehir Osmangazi University, Turkey

An Estimation Model for Hospital Trips: Eskişehir Case Study

One of the biggest investments made in the health sector is hospital investments. However, the transportation characteristics to the hospitals are efficient elements in urban areas. Land use and transportation planning must be done effectively while hospital investments are made. In this study, the data obtained from household surveys for the report of Eskişehir Transportation Master Plan 2017 are used. Approximately 12,400 survey data obtained from 19 local surveys are used for analyzes. Population, average income and vehicle ownership values of neighborhoods are calculated with the help of data obtained from household surveys. The effect of these variables on hospital travels are estimated by multiple linear regression model. Firstly, a correlation analysis was performed with the population, average income and vehicle ownership data, which are determined as independent variables, and relations between the data are examined. Q-Q graph and Shapiro-Wilk test were used to investigate the fitness of normal distribution and the results of multiple linear regression analysis were evaluated.

Hospital Transportation, Transportation Planning, Regression Analysis

Havva TARAKCI – Hitit University, Turkey
Melahat ÖNEREN – Kırıkkale University, Turkey

The Impact of Spiritual Leadership on Organizational Commitment

Organizations also pay attention to leadership and leadership styles as they are an important contributor to organizational productivity. For this reason, it is possible to find different leadership models in the literature. Although all of them have different purposes and styles, the main purpose is to increase the productivity of the organization. The concept of spiritual leadership is also one of the varieties of leadership that has been betting recently. For organizations that are a social entity, spiritual leadership has recently become a sought-after and expected new breath. The aim of spiritual leadership is to create value harmony at an individual level with a strategic and empowered team and to promote productivity by increasing organizational commitment (Fry, 2003; 693). Spiritual leaders are those people who attach importance to the inner world of people, who are trying to help in the search for meaning, and who have adopted the human-focused, transformative and servant leadership styles (Kurtar, 2009;23). The purpose of this study is to examine the influence of the Hittite University administrative staff on the organizational commitment of perceptions of spiritual leadership. Psychological leadership was considered as an independent variable and organizational commitment as a dependent variable in the study. The universe of the research consists of 340 administrative staff working in the university. The sample of the study consists of 114 randomly selected administrative staff members. The data were collected by means of spiritual leadership and organizational commitment. As a result of the findings, it has been revealed that spiritual leadership has a positive effect on organizational commitment. The relationship between demographic characteristics and organizational commitment levels of administrative staff in the study was examined. According to the results of the study, the level of organizational commitment of female employees is higher than that of men. At the same time, married employees have more organizational commitment than single employees. According to the study results, as the perception of spiritual leadership increased, organizational commitment increased. In the light of this result, introducing the concept of spiritual leadership which is not found much in the literature and practice is of great importance in terms of increasing productivity and organizational commitment. Increasing the work done in this area is thought to provide great contributions to both academic and sectoral areas.

Spiritual Leadership, Organizational Commitment, Leadership

Özlem GENÇ – Ankara University, Turkey

Can Prescriptions of Horizontal Industrial Policy Approach of the EU Be Remedy for Turkey? Evaluation of Turkey's Industrial Policy Within the Framework of the EU-Turkey Relations

Industrial policy can be defined as the actions of government to stimulate industrial activities. The two main approaches to industrial policy are vertical and horizontal approaches. Vertical approach uses direct mechanisms to support industry through intervention of government to favoured industries. On the contrary, horizontal industrial policy approach is an outcome of neo liberal economic thought which prescribes economies to ensure rule of law and macroeconomic stability to level the playing field for all. Along with reliance on free market, competition policy emerges as a supplementary for the industrial policy. The essence of the industrial policy of the EU is based on horizontal measures and virtue of competition. In the negotiation process, Turkey has to adopt policies in line with the EU acquis including taking horizontal policy approach. Not only harmonization with the EU but also commitments to international organizations like World Trade Organization stipulates such measures. In this study, the role of industrial policy in economic recovery will be discussed and Turkey's industrial policy will be evaluated in terms of the comparison of vertical and horizontal industrial policy approaches.

Industrial Policy, Vertical Approach, Horizontal Approach, State Aid, Business Environment

Uğur YILDIRIM – Kırıkkale University, Turkey

The Evaluation of London and Istanbul in the Context of Global Cities

The Evaluation of London and Istanbul in the Context of Global Cities Objective: Globalization is one of the concepts that came to the forefront in the post-Cold War era. This concept mostly involves the relations of cross-border institutions and individuals. It is also used for many different sciences. The economic point of view, globalization does not only involve cross-border trade but also includes the mobility of factors of production such as capital. Increasing the impact of globalization has led to the discussion of the micro-effects as well as the macro-effects of the concept. In this context, globalization seems to have led to sectoral and regional effects. With globalization, many cities are undergoing a structural transformation process, and some cities are much more influenced globalization movements. This study aims to reveal the different dimensions of the globalization process which accelerated after 1990 and to examine the concept of global city in comparison with Istanbul and London. Methodology: This study analyzes the changes in the population, economic structure, transportation, environment and tourism in the cities of London and Istanbul over time with an analytical method. The data were obtained from the TÜİK database and from ‘www.cityoflondon.gov.uk’. Results: When London and Istanbul are assessed within the framework of the structural features of the global city, it is seen that London is a more global city. London is also a city in the top rankings of the global city order. This is primarily due to the economic structure of London. Today, in London, the service sector is much more developed than any other sector. Besides, London is a hub of many multinational companies. It is one of the important haunt points of tourists. In addition, environmental statistics and quality of life are quite good despite the large population of the city. The transportation system, especially when considering the metro network, is quite advanced level compared to the transportation system in Istanbul. On the other hand, when the data on these cities are examined, it is seen that Istanbul is influenced by the globalization process and is a great world city. Conclusion: As a result of this study, Istanbul and London are global cities affected by the globalization process. But as a global city, London is emerging as a more globalized city with many aspects such as income, environment, size of sectors in economic activities and infrastructure.

Global City, World City, Globalization, Istanbul

Asude Yasemin ZENGİN – Aksaray University, Turkey
Elif Hasret KUMCU – Muğla Sıtkı Koçman University, Turkey

Green Consciousness and Intention to Purchase Green Product: A Comparison Between Generation Y and Z

Over the past few decades green marketing efforts of businesses has gained more importance due to increasing consumer consciousness on environmental issues. Consumers now not only satisfied by the quality or the benefits that a product provides, but also seek to purchase a green product that is environmentally friendly. Therefore, businesses present green products to attract green consumers and build up strong relationships with them. Global developments have spread through all around the world and Turkey has a great potential of consumer for green products. Various studies indicate that young Turkish consumers are eager to consume green products. Thus, today green marketing plays a vital role in ensuring customer satisfaction to have sustainable competitive advantage. According to the definition of Türk Dil Kurumu generation reflects the individual mass that consists the age group of almost 25-30 years. Although there is no common ground on when a particular generation starts and ends Silent Generation, Baby Boom Generation, Generation X, Generation Y, and Generation Z are the main generations that literature addresses. Since different generations face with different situations in terms of technological, economical, political, environmental, and social, etc. they differ in consumer behavior. Despite there is growing body of literature on green marketing yet little is known about whether there is a difference between generation Y and Z with regards to green consciousness and intention to purchase green products. The majority of the studies focused on the consumer attitudes and motivations in terms of green purchasing. Also generation focused studies in the field mainly discussed generation X and Y. Thus, it is of importance to determine the difference between generation Y and Z in terms of environmental knowledge, and environmental concern. We adopt a survey based research approach and conduct 288 questionnaires on generation Y and generation Z consumers in Ankara and Aksaray. In the first part of the survey respondents were asked to answer to demographics, green product and green marketing knowledge and the source of the knowledge related questions. These are followed by natural environmental orientation, perceived environmental knowledge, environmental concern, and green purchase intention scales that were adopted from Mostafa (2007). These green consciousness questions were directed to consumers in five-point Likert scale. Data is going to be analyzed through SPSS 20. We expect a significant difference between generation Y and generation Z in terms of green consciousness and green purchase intention.

Green Marketing, Green Product Purchase, Green Consciousness, Generation Y, Generation Z

Saeed SHOBEIRI – University of Sherbrooke, Canada

A Categorization of Transformational Marketing Formats & Transformational Values

Providing customers with opportunities for personal transformation is starting to become a new battleground for leading brands in their differentiation approaches. While the concept of transformation has been long present in certain industries (e.g. extreme adventures), its application in everyday products and services has been widely ignored. This research is inspired by the four classes of commercial experiences - i.e. “Enhanced”, “Tradition Breaker”, “Variety Adder” and “New Horizons” [Shobeiri, Saeed. (2016), “Positioning of commercial experiences in the experience economy,” *The Marketing Review*, 16 (1), 78-91] - and aims to identify potential sub-categories of transformational experiences that correspond to each of the four aforementioned classes. Through a comprehensive analysis of many transformational products and services available on the North-American market, the current study identifies 10 major types of transformational offers corresponding to “Enhanced” (3), “Tradition Breaker” (2), “Variety Adder” (2), and “New Horizons” (3) classes. Findings are summarized in a theoretical model that may help brand managers in their positioning endeavors.

Transformational Marketing, Customer Transformation, Brand Positioning

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Exploring The Development Path of Croatia

As a member of the European Union, Republic of Croatia is a small open market economy with the developed service sector, particularly in tourism, and a recovering industry sector. However, its economy appears to be less competitive than most other EU countries, which is reflected in its macroeconomic performance, economic growth and development path. The reasons, largely determined by its development, are discussed in this paper. To that end, three periods are analyzed: before, during and after the economic crisis.

Before the Declaration of Independence adopted in 1991, Croatia was part of the Socialist Federal Republic of Yugoslavia, which developed so-called self-managing socialism. After the collapse of the socialist system, Croatia entered a period of transition towards general pluralism and democratization. However, this period was prolonged by numerous reasons, such as the Homeland War (1990-1995) or the tycoon privatization, which generated many negative social and economic effects. Chaotic deindustrialization with the loss of numerous jobs and impoverishment of citizens with growing social differences are their examples. Consequently, in the 1990s, Croatia experienced extremely hard times. Though, in the first half of the 2000s, the Croatian economy started to recover. However, the period of growth did not last for a decade; the recession started in 2009, lasted six years, and during that time, Croatia lost about 13% of its gross domestic product. Since 2015, Croatia has been once again in the expansionary phase. However, the predicted slower growth of its economy in the coming years faces downside risks because of several macroeconomic challenges such as macroeconomic imbalances or those related to the labor market. To accelerate economic growth and make the transition to a new sustainable development path, a redesign of the existing economic growth model is needed.

Croatia, transition, reforms, controversies, growth

Veli Ahmet ÇEVİK – Hitit University, Turkey
Tülin DURUKAN – Kırıkkale University, Turkey
Cihat KARTAL – Kırıkkale University, Turkey

Turkey's Position in the Belt and Road Projects

The oldest and longest trade route in the history of mankind and the Silk Road, which has not lost its value until the second century to 1800s, has played the most important role in establishing relations from east to west and north to south. The first "Silk Road" in history was founded 2100 years ago in the Han Dynasty (BC 206 - MS 24) to promote trade between China and Europe. The Silk Road, which exceeds 7000 km over Asia, Europe and Africa, has proved to be a catalyst for the development of societies and has facilitated the exchange of goods, culture, art, history and religion between China and the West for centuries. In today's commercial world, it is aimed to revive this ancient way and contribute to world trade. For this purpose, the vision of the Economic Belt of the Silk Road was announced by the President of China in 2013. 'Silk Road Economic Belt' and '21. Century Silk Road '; the first is related to the transportation of road transport along the generation and the second is to be transported along the road by sea. The "Belt and Road Initiative" covers an area of 50 million square kilometers, covering 60 countries and 65% of the world population, covering approximately 50% of the world's total GDP and 29% of global trade. Belt and Road Initiative aims to unite Asia, Europe and Africa through six corridors. The China-Central Asia-West Asia Economic Corridor, which is the third of these six corridors, crosses the Sincan region of China and leaves the country through Alashankou, joining the Persian Gulf, the Mediterranean coasts and the Central Asian and West Asian railway networks before the Arabian Peninsula. Corridor, as well as Turkey and Iran in West Asia in the five Central Asian countries (Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and Turkmenistan) covers. This project of up to a huge trade, a route passing through the effects of Turkey will also be quite large. Turkey's participation in the said trade network in this study and is intended to demonstrate the current state of the preparatory work.

Silk Road, Trade, Belt and Road Project

Reha Zaim YAŞAR – Kırıkkale University, Turkey
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The Effect of Interest Rates on The Exchange Rate in The Floating Exchange Rate Regime: A Bound Test Approach

Interest rate, exchange rate and inflation rate are the most important indicators of an economy. Theoretically, the Purchasing Power Parity explains the relationship between the increases in the exchange rate and the difference in domestic and foreign inflation. In the Generalized Fisher Effect, this relationship also includes the interest rate. According to this, in a country where the inflation rate is high, interest rates are high and the exchange rate is expected to rise. CBRT suggests that the relationship between short-term interest rates and the exchange rate is multidimensional and complex. The exchange rate tends to increase when the foreign exchange inflow is reduced for any reason to an economy that provides the current account deficit and finances this deficit through external borrowing. At the same time, the central bank has to raise the interest rate in order to attract foreign currency. In this study, the effects on the exchange rate of the increase occurred in interest rates in Turkey are investigated by employing ARDL bound test and ARDL error correction model. The study covers over the period range 2001: M3-2018M8 in which the floating exchange rate system is applied. The variables included in the model are real effective exchange rate, CBRT interbank overnight interest rate and domestic and foreign inflation differential. Findings from the ARDL (4,2,0) bound test show that there is a statistically significant and weak relationship between the exchange rate and the interest rate in the short and long term. This finding is a significant finding for Turkish economy where the current account deficit is mainly financed through external borrowing. Accordingly, when the CBRT raises the interest rate in order to attract foreign capital, it may affect the exchange rate, albeit at a very low level. In addition, according to the findings of the ARDL (4,2,0) error correction estimation, any deviation in the short run in the interest rate and in the domestic and foreign inflation differential, may approach the long-term equilibrium value. According to the model findings, the error correction coefficient of -0.15 indicates that the exchange rate will approach to the long-term equilibrium level with a 15% adaptation rate in the case of any shock has occurred in the interest rate in the short term.

Floating Rate Regime, Bound Testing, Central Bank

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Nonmarketing as A Modern Marketing Approach and A Research on Sample Applications

In the light of technological and economic developments in our age, as well as all over the world, emphasis on marketing in Turkey is increasing every day. As a result of this situation, the necessity of creating new consumer categories, the inevitable increase of competition, the ever-changing consumer tendencies and the falling profit rates under the effect of them have revealed the concept of nonmarketing. Nonmarketing is defined as non-marketing marketing. Nonmarketing aims to raise the awareness of consumers through various educational activities and competitions of different qualities, while spreading its impact on the masses through consultancy services, entrepreneurial support practices and civil society activities. Creating a consumer samples nonmarketing position is increasing with each passing day in Turkey as well as all over the world. It aims to establish long-term bonds with consumers by targeting hot money flow in the short term. Nonmarketing aims to create a loyal customer base in the long term. In this research, the concept of nonmarketing, which is one of the modern marketing approaches, is examined and sample applications such as education applications, entrepreneurial support applications, consultancy services, consumer awareness applications, idea development centers and civil society activities are examined. In this research, theoretical research method is used. The most important limitation of the research is that it is discussed in the theoretical dimension. Despite this limitation, it is thought that the research will contribute significantly to the conceptual structure of future researches.

Nonmarketing, Marketing, Modern Marketing

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The Impact of Marketing and Operational Capabilities on Financial Performance: A Research on The Retail Enterprises in The Province of Antalya

This study aims to provide an empirical evaluation of the relationships between marketing capability, operational capabilities and financial performance in the context of resource-based views. In this study, 180 retail enterprise managers in Antalya province were interviewed using questionnaires and data were collected. In this study, the structural validity of the model was tested using partial least squares technique. According to the findings, it was seen that marketing capabilities and operational capabilities have positive and direct effects on the financial performance. There was also a positive and direct relationship between marketing capabilities and operational capabilities. Therefore, three research hypotheses were accepted and the research model was fully validated. The findings of this study provide practical insights that managers can consider in the development of functional capabilities to achieve superior performance. The results obtained have two dimensions. First of all, according to the resource-based view, enterprises need to invest in and benefit from functional capabilities in order to achieve competitive advantage and superior operational performance. Second, this study is important for managers to understand the relationship between operational capabilities and marketing capabilities. It should be noted that this study is carried out under certain limitations. First of all, the fact that the study was conducted only in retail enterprises in Antalya prevented the generalization of the results for the retail enterprises operating in other provinces. Different results can be obtained and compared with these results in the future studies on retail businesses in different provinces, and thus, a roadmap for retail enterprises can be created. Therefore, it is doubtless that in the future studies, different results will be obtained in different sample sizes and different sectors.

Marketing Capabilities, Operational Capabilities, Financial Performance, Retail Enterprises

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Identification of Safety and Security Concepts in Aviation, Understanding the Scope of These Concepts and Understanding the Impacts on Aviation Management

English for the basic language of aviation will not be wrong. Within the English language, safety and security words are confronted as two different concepts, and the limits are clearly drawn for this difference. However, in Turkish and in some languages safety and security concepts can be used interchangeably. This situation brings with it a sense of confusion. The definitions and the research done by the basic authorities of aviation show that the concepts of safety and security correspond to different definitions. In Turkey, in general, it is used to translate from other languages, mainly English, but also in the competent authorities in the aviation sector broadcasting (regulations, instructions etc.) and aviation organizations in these terms are used interchangeably. This situation causes a mistake in the management of aviation. In short, it is important to define the concepts of safety and security in the management of aviation, and to determine the scope and to understand the distinctions. The definition of the safety and security concepts that are directly influential in the operation of aeronautics is to determine the effect of using these concepts and the distinction between them. It also enables to understand the scope of the separate with this contribution is to provide the right direction for the management of aviation in Turkey. Through the literature study, key words in the research were searched in books, journals, theses, databases, reference sources and related publications were reached. Safety and security concepts are used interchangeably in Turkey. This situation brings with it some problems in the management of the aviation sector. management of aviation in Turkey for the solution of the difference between the concept and scope of the problems caused by this issue must be clearly set out. This will ensure the correct use of resources (human resources, other resources, etc.) in safety and security management in aviation. Turkey, especially in the aviation sector, to understand that different safety and security concepts, correction of errors made in this regard and with the aviation sector in the separate management system, safety and security management system used in the right way of resources will contribute in a positive direction in the matter.

Aviation, Aviation Management, Aviation Safety, Aviation Security

Harun Taha DEMİR – Social Security Corporation, Turkey

Social Security System and Social Security Awareness in Turkey

Social security, in essence, is the public spending programs designed to provide income by taking the necessary measures in advance against the possible economic and social risks that people will face in their lives. Social security includes measures to alleviate or eliminate the negative effects of social hazards such as poverty, unemployment, economic uncertainty about the future, old age and illness. In 1948, under the social security of the minimum Framework drawn by the International Labour Organization (ILO) Convention, which was declared as fundamental human rights, short and long term economic and social risks insurance is created and payments are made to the rights holders who provide the conditions set out in the framework of short and long term economic and social risks. The foundations of social security system in our country have been transformed into a social state policy with the 1960 Constitution and the premiums collected with the Social Insurance institution established in those years have constituted the financing of the social protection system. With the establishment of the system, a structure that affects human life in every field starting from birth to death has been developed over time and with a budget which is now considered among the number of social security systems in the world, it has become a very large service. Within the social security system; imminent risks created against sickness, maternity, work accidents, occupational disease, unemployment funds collected short-term disability insurance the long term, such as with the arm that take place in old age and the risks, and the state contribution is funded with premiums collected; moreover, no assurance non-citizens, asylum seekers and refugees, students who study Turkish and foreign tourists to our country as visitors for the prison inmates with the health benefits in taking a great assurance system within the general health system are protected.

Social Security System, Social Security Awareness in Turkey

Ramazan SARSU – Social Security Corporation, Turkey

Historical Run of the Social Security in Europe from Welfare to Apprehension

Human beings face a number of professional, physiological and socio-economic risks from birth. They can get sick, crash in the workplace and get crippled, and even they can lead to his death. He may not be able to find a job, or he may be able to get a job while he is working. Old age is a risk on its own. When a person ages, he becomes unable to deduct from power and gain income, and maybe he needs someone else's care. The spouse may lose his / her child, in which case his / her spouse or child will be cut off if he / she is not working on his / her own. For women, giving birth and motherhood are a separate risk. All of these are present in the person or in the future cause anxiety. Therefore, when faced with risks, it takes care of trying to deal with them or tries to take measures without encountering them. But most of the time, his efforts on his own are not enough. That is why the device we call the state comes into play and makes arrangements to secure this day and future of its citizens against these risks. Thus, the welfare state/social state and Social Security concepts arise. Social Security is a system that guarantees this day and the future of the spouse, child, mother and father, who are obliged to take care of the above –mentioned social risks, in a very general definition - and in a narrow sense.¹ In many countries, the concepts of Social Policy, Social Security, social insurance, social assistance are integrated, and not only employees, for example, homeless, poor migrants are also included in the recognition of other segments of society, but also some of the guarantees provided, such as education assistance, municipal services are included. In fact, it is very difficult to make certain distinctions about this subject. However, in this article, in general, more or less in return, voluntary or compulsory premium will be taken in the employee employer relationship in the center of the employees and the state in which the insurance system is taken into consideration will be focused on social security.

Social Security, Welfare Theory

Burcu Çağrı ÇAKIR – Social Security Corporation, Turkey

Solution Method in Social Security System: The Personalization of Premiums

After the Second World War, social security services became an important issue and institutionalized through the social security systems suggested by Bismark and Beveridge together with the acceleration of social welfare state understanding. Especially in 1980s and 1990s, as a result of the financial crisis and concerns about the future, most countries started to overview their systems. Lots of matters such as rising the age of retirement, redesigning and increasing the premium rates, decreasing the retirement payments by means of various methods and finding new financial sources for the system started to be discussed. Similar problems also emerged in Turkey, and necessary importance couldn't be given to system due to instabilities experienced in political and economic matters. The deficits resulting from social security payments became a burden on budget. In the study, the place of national social security expenditures in budget sizes in the post-2000 period has been tried to be explained comparatively. While the share of social security expenditures in GDP was the highest in Turkey with 11,7%, the OECD average was 21,7%. It is a fact that our social security system has pending problems.

Social Security, Social Security Expenditures

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Halal Food Market Development of Turkey

When looking around in the World, Halal food certificate is widely used in Muslim countries and also non-Muslims countries. In the days, halal food standard, which has generated a serious market in USA, UK, Canada, Australia, Belgium, China, Japan, Vietnam, Singapore, Thailand, Russia, South Africa, was first applied in Malaysia. In these countries, the products certified by the institutions which give the halal food certificate in terms of Islamic reliability have been included in the markets as well as the products exported. On the other hand, there is still no association between halal food standards in terms of implementation in the worldwide (Batu, 2012: 60-75). According to research conducted in recent years has been observed to occur in Turkey and an awareness of halal food in the World. Parallel to this, the growth in the halal food market attracts the attention of many foreign or domestic companies. In Turkey, in order to increase its share in this market and to be persistent in recent years he has made many regulations related with the halal industry. The establishment of the halal certificate of the TSE and the establishment of the Halal Accreditation Agency are some of them. In addition to the establishment of legal infrastructure, it is observed that the number of firms that receive halal certificates are increasing day by day due to the demand of the firms exporting to the Islamic countries and the demand from the domestic market. However, many problems in this area still continue. In this paper, after talking about the general appearance of the Turkey halal food market, provide have a say in about problems in the market and their offers resolution halal food worldwide, Halal Accreditation Agency, issuer and firms need to follow strategy, will be briefly discussed.

Halal food Market of Turkey, halal food, halal food certificate, the Halal Accreditation Agency, TSI

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Optimal Portfolio Selection with Fuzzy Linear Programming

Financial markets represent an indispensable element of economics. Financial decisions are taken under uncertainty and risk. Known financial decision-making techniques predicate on the principle of estimating the future based on the data from previous terms. The statistical and econometric models are developed by softening the data from previous terms via statistical techniques, such as moving averages, exponential smoothing etc. However, the fact that the data on the previous term of the financial assets are inconsistent, as well as the fact that such financial assets are influenced by numerous socio-economic variables, which cannot be reflected to the models, emerges as a major problem. In the present study, we will endeavor to fulfill the objective of creating a portfolio intended for the share certificates of the banks listed in BİST 100 index. The Fuzzy Linear Programming method has been employed for modeling the problem due to existence of uncertainty. It is aimed to minimize the risk through the objective function employed at the models. In order to achieve such objective, the absolute value of the difference between the monthly proceeds of any share certificate at a given period and the mean proceeds of said share certificate has been calculated, and the process is repeated for 12 terms and 10 share certificates in order to compute the coefficients of the decision variables expressed as risk. In the objective function formed with the fuzzy logic, on the other hand, the same process is also repeated; however, the non-use ratio of the anticipated proceeds rate that could be abandoned is added to the objective function. In the solution, an optimal portfolio is achieved with fuzzy logic based on the assumption that an optimal portfolio obtained below 2.975% anticipated proceeds ratio can abandon at least some of its anticipated proceeds. When performing such optimal solution, a fuzzification at the rate of 1.475%, 1.675%, 1.975%, and 2.000% has been performed on the anticipated proceeds ratio, and the solution is obtained under each fuzzing. Upon fuzzification of the anticipated proceeds at the rate of 1.475%, the optimal portfolio contained a single share certificate; wherein the minimized risk ratio is realized as 0.637%. The objective function value obtained by fuzzification of the anticipated proceeds ratio by 1.675% has been 0.448%. Although no variation occurred at the portfolio after fuzzification of such rates by 1.975% and by 2.000%, variations have been observed at the minimized risk ratios, and said variation greatly converged after 2.500% and then became constant after a certain phase. In conclusion, the investors who'd like to take risks aim high proceeds from their investments but are also obliged to bear the risks that might arise therefrom. The investors sensitive to the risks, however, further reduces the risk ratio they need to endure by reducing the anticipated proceeds from investments by one unit. In this respect, it would be more beneficial for the investors sensitive to the risk to act pursuant to the fuzzy logic.

Fuzzy Linear Programming, Portfolio Optimization, BIST100 Index

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Internet Marketing in the Context of Integrated Marketing Communication: A Research on Süleyman Demirel University Students

In today's commercial activities, where competition is gradually increasing, marketing activities are becoming harder. Therefore, companies are turning to new ways to achieve their marketing objectives. Currently, one or more of the different types of communication methods such as advertising, public relations, sales development and direct marketing are employed because of their strategic values. However, businesses that aim to make the competition in the market profitable through new methods increase their chances of success by integrating all of these elements in a coordinated and effective manner within the scope of integrated marketing communication concept.

Rapid technological development and globalization, which have become a necessity in our age, are the main factors that trigger competition in the market. Some of the ordinary marketing strategies and tactics that have been used from the past to the present have been unable to provide the companies with profitability from competition. This situation brought about the necessity for businesses to develop new methods. Nowadays, rather than mass marketing activities, methods such as breaking up the customers in the target market into small groups, and in some circumstances, creating a marketing mix specific to each customer and establishing long-term relationships with these customers have gained importance. With the reflection of these developments on marketing communication, customer-oriented marketing has found a place at the center of marketing communication activities. Integrated marketing communication born as a response to this need integrates the functions of independent units such as advertising, sales development, public relations, and allows all communication activities in an organization to be carried out simultaneously.

The development level reached by the Internet in the context of technological developments in terms of communication activities has made the Internet a medium for advertising that is one of the elements of integrated marketing communication, bringing a new dimension to marketing. This study aims to identify approaches to Internet advertising in the context of integrated marketing communication. In this context, the data were obtained through survey method applied to the students of Süleyman Demirel University in Isparta. Since the research is still ongoing, the findings will be shared with the participants at the congress.

Integrated Marketing Communication, Internet Advertising

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Effect of Word-Of-Mouth Marketing on Conspicuous Consumption: A Research on Süleyman Demirel University Students

The goods and services that human beings buy for their certain needs by paying a certain price can be defined as consumption. Consumption is also the use and expenditure of anything produced. Usage of goods and services in line with consumer needs and demands is called consumption. The concept of consumption has undergone different stages from past to present and has gained its contemporary meaning. The meaning attached to consumption today differs greatly from the past. Consumption does not refer to the elimination of only the basic needs of an individual. Today, consumption serves other purposes beyond the vital needs. The new concept of consumption also includes the purposes to consolidate one's own image and to belong to a certain group. Nowadays, people can turn to consumption for many reasons. Consumption types include consumption to meet needs, consumption to be happy, consumption for production purposes, and consumption for personality satisfaction.

As Veblen argued, the conspicuous dimension of consumption now constitutes a large part of consumption. Consumers who prioritize ostentation in consumption communicate with people around them through the goods they possess or service they get and try to obtain social value or prestige by talking about these goods or services. Conspicuous consumption can be defined as exaggerated consumption in an attempt to ensure psychological satisfaction and to enhance one's prestige. In addition, conspicuous consumption is defined in the dictionary as the acquiring of luxury goods and services to publicly display one's position in the society and his/her economic power and that perhaps make other people jealous.

Word of mouth marketing basically refers to the fact that individuals share experiences with each other about a product or service, and that producers gain new customers through this. Word of mouth marketing is almost as old as the existence of humanity; however, its conscious use is much more recent.

This study aims to examine the effect of word of mouth marketing on conspicuous consumption. In this context, the data were obtained through survey method applied to the students of Süleyman Demirel University in Isparta. Since the research is still ongoing, the findings will be shared with the participants at the congress.

Conspicuous consumption, Word of mouth marketing, Consumer Behaviors
