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Index	Page
– Systemic Risk Drivers of Banks, Financial Services, and Insurance Firms <i>Shumaila ZEB, Atif BİLAL, Syed Shahwar HUSSAIN</i>	1
– Ostracism at Workplace Reduces Affective Commitment to Increase Emotional Exhaustion in the Employees <i>Fizza RIZVI</i>	2
– Are They Really Relevant? An Evaluation On The Relationship Between Investment Environment And Institutional Setting <i>Özlem GENÇ</i>	3
– Corporate Image: Ankara Metropolitan Municipality Municipal Police Department Case Study <i>Nurten MERDIVENCI</i>	4
– Neuromarketing: Improved Understanding Of Consumer Behavior Through Brain-Based Neuro Activity <i>Sami ALSMADI</i>	5
– Emerging Transformational Products: A Strategic Conceptualization <i>Saeed SHOBEIRI</i>	6
– A Study For Measuring The Effects Of Word Of Mouth Marketing Activities In The Preference Of High-Speed Train Passengers <i>Murat KORKMAZ, Fatma KORKMAZ</i>	7
– A Research On Social Media Use As A Marketing Tool For Women Entrepreneurs <i>Ash ÖZTÜRK</i>	8
– An Evaluation On Economic Crisis Perception Of Consumers Buying Durable Consumption Goods <i>Gizem Ş. BEYDOĞAN</i>	9
– Consumption Habitudes Changed From Traditional Markets to Supermarkets <i>Nur Çağlar ÇETİNKAYA, Tülin DURUKAN</i>	10
– A Model Making a Difference in Retail Sector: A Conceptual Study on OMNI-Channel Marketing and Historical Development <i>Özlem ŞENLİK</i>	11
– Evaluation Of Turkey Health System Performance With Strong Principal Components Analysis (2010 – 2016) <i>Murat ATAN, Mehmet ÖKSÜZKAYA, Erdoğan YILMAZ</i>	12
– Role of Internet In E-logistic To Enhance International Trade <i>Saikat GOCHHAIT, Hilal Sadet ÇİFTÇİ</i>	13
– Determination of Financial Performance In The Retail Trade Sector With Multiple Criteria Decision Making Method <i>Nur Çağlar ÇETİNKAYA, Onur KÖKTÜRK</i>	14
– The Factors of Affecting Impulsive Purchasing in Female Consumers; An Application in Cosmetic Industry <i>Burcu AKSOY, Mehmet BAŞ</i>	15
– The Effect of Industry 4.0 on Marketing Strategies <i>Nazik Erdal AKYÜZ, Cihat KARTAL</i>	16
– Learning Organization Concept: Determination of Levels of Learning Organization Becoming A Study of Private Banks in Turkey <i>Gönül Gür EKŞİ, Fatma Zehra TAN</i>	17
– Personality and Leadership <i>Ahmet DOĞAN</i>	18

– #Hashtag Effect in Digital Marketing: Measurement of Intention to Purchase and Instagram Shopping Example	19
<i>Merve ŞEN, Cihat KARTAL</i>	
– The Future Customer Of The Virtual Market “Alpha Generation”	20
<i>Havva TARAKÇI, Ebru ŞENTÜRK</i>	
– Stress Resources Of The Employees In Banking Services: The Determination Of The Stress Resources Of The Employees Of In Ankara PTT	21
<i>Hilal Sadet ÇİFTÇİ, Cihat KARTAL, Tülin DURUKAN</i>	
– Effective Online Marketing Techniques	22
<i>Aybike Tuğba ÖZDEN</i>	
– The Review of Financial Literacy: Yıldız Technical University as an Example	23
<i>Tuğba DEMİR, Tolga AKSOY</i>	
– An Assessment On The Relationship Among Consumption, Product Disposal And Happiness	24
<i>İbrahim BOZACI</i>	
– Green Marketing Perception Of Generations And Green Purchasing Behavior: Research In The Western Mediterranean Region	25
<i>Leyla AKBAŞ</i>	
– Vehicle Rotation Problem In Personnel Transport Services	26
<i>Murat ATAN, Z. Reha YAŞAR, Mehmet ÖKSÜZKAYA</i>	
– Gamification Concept: Theoretical Framework And Case Study From Turkey	27
<i>Nurcan ÇETİNER, Cihat KARTAL</i>	
– Pension Scheme Management and The Perception Of Civil Servants In Ogun State	28
<i>Salako Mudashuru ABIODUN, Ayelotan IYABODE, Otegbade TAIWO, Ogunbayo Taofeek OLAWALE</i>	
– Classification Of Foreign Exchange Rates With Macro-Economic Indicators Of Selected Countries	29
<i>Yasemin YURTOĞLU</i>	
– Do Your Decisions Belong To You? One Of The Important Techniques Of Guerrilla Marketing: Dark Marketing	30
<i>Zeynep Hümeysra DOKANAK, Mehmet BAŞ</i>	
– Investment And Financing Problem in Turkish Shipbuilding Industry	31
<i>Oytun ÜNAL</i>	
– The Effects Of Knowledge-Based Assets And Business Capabilities On Organizational Performance: A Research	32
<i>Ece İçim YILDIRAN & Tülin DURUKAN</i>	
– Visual Publishing Business Investments Established in Turkey in The Context Of Public Diplomacy	33
<i>Biröl UZUNAY</i>	
– The Effect of Organizational Climate on Entrepreneurial Orientation in the Context of Extraversion Personality Characteristics	34
<i>Burkan YILMAZ</i>	
– CRM Applications In E-Logistics Activities And Determinants Of Customer Satisfaction	35
<i>Cemalettin AKTEPE, Hilal Sadet ÇİFTÇİ</i>	
– The Effects Of Health Consciousness, Environmental Concern, Product Safety, Social And Personal Norms On Consumers Organic Product Purchase Intentions	36
<i>İbrahim AVCI, Salih YILDIZ</i>	

– Effects Of Visual And Verbal Sharings Of Instagram Influencers On Brand Switching, Brand Attitude And Electronic Word-Of-Mouth	37
<i>Emel YILDIZ, İbrahim AVCI</i>	
– Examination Of Customer Satisfaction Elements On Social Media Reviews About Hotel Enterprises	38
<i>Fatih ERCAN</i>	
– Exploring Spiritual Tourism Indicators for Sustainable Tourism	39
<i>Mutia Sobihah Abd Halim</i>	
– The Impact Of Hotel Green Practice On Consumer Attitudes: A Perspective Based On Consumer Skepticism	40
<i>Cheng-Yue YIN, Nan BI, Fan DU</i>	
– The Effect Of Information And Communication Technologies (ICT) On Unemployment: An Application On Turkey	41
<i>Kerem KARABULUT, Ali SHAHINPOUR</i>	
– A Conceptual Study on the Perception Organizational Effectiveness of Leader	42
<i>Recep YÜCEL, Nevin AYDIN</i>	
– The Role Of Firm Market Orientation On The Relation Between Customer And Selling Orientations Of B2B Salespeople And Their Creativity in Sales	43
<i>Samet AYDIN</i>	
– The Factors Affecting Demand For Housing Loans In Turkey	44
<i>Zaim Reha YAŞAR, Erdem BULUT</i>	
– Sector Size and Consumer Trends of Turkish Wedding Sector	45
<i>Serhat KARAOĞLAN, Cemalettin AKTEPE</i>	
– Today's Two Popular Mixable Concepts: Societal Marketing And Social Marketing Criticism	46
<i>Tuğçe ÜNER, Mehmet BAŞ</i>	
– The Investigation On The Implementation Of Administrative Tutelage From Legal And Economic Perspective	47
<i>Özden Timurlenk ÇELİK</i>	
– The Effect of Online Brand Communities on Brand Loyalty	48
<i>Asude Yasemin ZENGİN, Burak ÇETİN, Berksu ALADAĞ</i>	
– Investigating Corporate Sustainability with Innovation and Financial Performance: Evidence from Borsa Istanbul	49
<i>Özlem Kutlu FURTUNA, Talha MENEKŞE</i>	
– Evaluation of Turkish Cement Firms by Fuzzy AHP and TOPSIS	50
<i>Serhat KARAOĞLAN – Ali GÜZEL</i>	
– On Recent Advances in New Political Economy	51
<i>Orhan TORUL</i>	
– A Conceptual View On Market Rationality In Terms Of Behavioral Finance	52
<i>Ömer ÖZKAN</i>	
– Seeking in Marketing Education: An Example of Developing a Course Material	53
<i>Gonca Telli YAMAMOTO, Mürşide ÖZGELDİ, Radife Akyıldız ONGAR, Yusuf AVCI, Erdem ORHAN</i>	
– Usage Of Digital Maturity Model And Digital Government Projects In Audit Function	54
<i>Cemil SAĞIROĞLU, Ömer ÖZKAN, Nuriye ÜNLÜ</i>	
– Role Model Leader Of E-Commerce: Jeff Bezos	55
<i>Melahat ÖNEREN, Emre ALDEMİR</i>	

– The Effects of Sharing Economy on Non-Aviation Revenues at Airports and Analysis of Non-Aviation Revenues of Turkish Airports	56
<i>Veli Ahmet ÇELİK</i>	
– The Need For A New Audit Approach In Human Resources Management	57
<i>Arzuhan CENGİZ</i>	
– Integrated Marketing Cube: A Descriptive Study	58
<i>Ahmet Selim KARAKÖSE, Gonca Telli YAMAMATO</i>	
– Qualitative Analysis of Agricultural Sector Empowerment Strategies to Cope with Climate Change from the Viewpoint of Agricultural Experts	59
<i>Ali SHAMS, Zahra HoshmandanMOGHADDAM FARD, Jafar YAGHOUBI</i>	
– A Research to Identify Consumers Shopping Preferences on The Web Site, With Omnichannel Marketing Approach	60
<i>Yelda ERDOĞAN</i>	
– A Mobile Navigation Application: Electronic Service Quality, Psychological Engagement – Perceived Benefits and Customer Engagement Behaviour Intentions	61
<i>Coskun ERMEHAN, Alev KOÇAK ALAN, Ebru TÜMER KABADAYI</i>	
– The Effect of Using Famous People on the Intention of Buying: A Conceptual Study	62
<i>Sefa ÇETİN, Merve ŞEN</i>	
– From Industry 4.0 to Society 5.0	63
<i>Tuğba GÜNAY, Mahir NAKİP</i>	
– An Overview to The Changes of The Decisions About Strike Ban and Strike Postponement During The State of Emergency Period in Turkey	64
<i>Birgül ÇELİK</i>	
– Taxation and Accounting of Financial Leasing Transactions	65
<i>Aslıhan MEHMETOĞLU, Gökçen GENCER</i>	
– Development of Banking and Bank Accounting	66
<i>Gökçen GENCER, Aslıhan MEHMETOĞLU</i>	
– Planned Obsolescence: Capitalism and Environmental Crisis	67
<i>Fezanur ÖZDEMİR, Yeşim KOL</i>	
– Evaluation of Nylon Bag Purchasing Behaviors of Consumers Following Transition To Paid Nylon Bag Period In Shopping For Sustainable Development	68
<i>Tuğçe ÜNER, İnci Erdoğan TARAKÇI</i>	
– The Effects and the Results of the Brand Story on Narrative Engagement: A Focus Group Reseach on Is Bank Customers	69
<i>Ezgi YILDIRIM, Selma KALYONCUOĞLU</i>	
– Conceptualization And Measurement Of Customer Relationship Management	70
<i>Mohamed Hassirou FOUZENI, Oya ERDİL</i>	
– Concept of Key Person in Enterprises And Analysis of Key Person Risks With Examples In The World	71
<i>Veli Ahmet ÇEVİK, Havva TARAKÇI</i>	
– Customer Relationship Management in Logistics	72
<i>Ash Emine ERTUĞRUL</i>	
– Scale Development and Construct Validation of the Chinese Consumer Insecurity	73
<i>Nan BI, Cheng-Yue YIN, Shi-Li DAI</i>	
– Customer Satisfaction In Social Media Marketing: An Application On The Instagram	74
<i>Özge ÖZKAN, İnci Erdoğan TARAKÇI</i>	

– Factor Analysis Of Entrepreneurship Obstacles Of The Women İn The Rural Area (North West Of Iran)	75
<i>Zahra Hooshmandan MOGHADDAM, Ali SHAMS</i>	
– A Managerial Metaphor: Qualification Prioritization By Ahp Method For Swiss Army Knife Employees	76
<i>Tayfun ARAR, Eda Sultan ARAR, Melahat ÖNEREN</i>	
– New Generation Free Trade Areas of European Union within the Concept of Economic Integration Models	77
<i>Ceran ARSLAN OLCAY</i>	
– Does Digital Banking Improve Saving Level of Countries? Evidence From Turkey...	78
<i>Ebru GÜL YILMAZ</i>	
– The Effect Of Retro Marketing On The Purchasing Behavior Of University Students	79
<i>Merve Cansu ÖZTÜRK, İnci Erdoğan TARAKÇI, Mehmet BAŞ</i>	
– Foreign Bank Participation and Banking Concentration in Transition Countries	80
<i>Ekin Ayşe ÖZŞUCA</i>	
– The Role And Importance Of Logistics Management In Increasing The Competitiveness Of Enterprises	81
<i>Naime YAPRAK</i>	
– Global Crisis: The Instance of Turkey and Mexico Purpose	82
<i>Yasemin TOKSOY</i>	
– Recruitment Process And The Use of Technology In The Recruitment Process	83
<i>Kadim BUDAK, Bilal GÜL</i>	
– Security Control Areas for Information Technology Audit	84
<i>Önder ŞAHİNASLAN</i>	
– Value of Information Systems Audits for Business and Information Technologies	85
<i>Ender ŞAHİNASLAN</i>	

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Systemic Risk Drivers of Banks, Financial Services, and Insurance Firms

The main purpose of the study is twofold. First, it empirically examines the systemic risk injected by the banks, financial services, and insurance firms into the financial system of BRICS and Pakistan. Second, this study contributes to the literature of drivers of systemic risk in the financial system of BRICS and Pakistan. A total of 334 financial institutions (banks, financial services, and insurance firms) of BRICS and Pakistan constitute the sample of this study. The data is obtained from Thomson Reuters Financial DataStream for the period 2000-2017. Delta Conditional Value at Risk (ΔCoVaR) methodology is used to estimate the systemic risk produced by banks, financial services, and insurance firms. The panel regression is used to investigate the drivers of systemic risk for all financial institutions, banks, financial services, and insurance firms. The findings proved that banks are more systemically important than the financial services, and insurance firms. Furthermore, size of the financial institution, the leverage ratio, the liquidity ratio, and the market to book value ratio appears positively and significantly related to the systemic risk of financial institutions. However, the tier1 ratio is negatively and significantly related to the systemic risk of financial institutions. The identification of empirical determinants for each segment of the financial system may help the policymakers and regulators to devise the financial regulations with an aim to minimize systemic risk within the financial system. The literature regarding systemically important financial sectors and determinants is still young in BRICS and Pakistan. The study has opened new avenues for the systemic risk especially in Pakistan, BRICS, and other developed countries of the same nature.

Systemic Risk, Value at Risk, Conditional Value at Risk, Quantile Regression

Fizza RIZVI - University of the Punjab

Ostracism at Workplace Reduces Affective Commitment to Increase Emotional Exhaustion in the Employees

Workplace ostracism is generally found to produce negative behavioral and organizational outcomes. It does not only effect the social affiliation of the employees within the organization but also results in such psychological reactions which hamper overall performance of the employees. Past researches have sufficiently enlightened the antecedents and outcomes of the phenomenon. The objective of the present research is, however, to investigate the factors which lead to the ultimately lower employee outcomes or emotional distress. Therefore, the current research investigates the mediating effect of organizational commitment which leads to emotional exhaustion when the employees face ostracism. Quantitative approach was used to conduct the research. Therefore, questionnaire was developed for data collection. The data was collected from 171 employees of different sectors of Pakistani industry in two waves to reduce the common method bias. Initially, the model tests the relationship between ostracism and affective commitment. Furthermore, the study tests the relationship of affective commitment and emotional exhaustion. Moreover, the mediating role of affective commitment of the employees on the above relationship was tested using Process Macro. The results drawn, using Hayes (2013) method of mediation, confirms the negative relation between ostracism and affective commitment of the employees. Moreover, the mediating role of affective commitment is also established, such that, ostracized individuals in the organizations show reduced affective commitment towards the organization due to which emotional exhaustion is increased in the employees.

Ostracism, Emotional Exhaustion

Özlem GENÇ

Are They Really Relevant? An Evaluation On The Relationship Between Investment Environment And Institutional Setting

Business environment encompasses all internal and external factors which affect the achievements of businesses. In this respect, economic, technical, political, legal and social aspects of doing business make up the business environment. A business environment where starting and operating a business is easy offers a favourable climate for businesses. According to the latest debate on the subject, the concept of business environment can be enlarged to include macroeconomic stability, rule of law, protection of rights and removal of bureaucratic barriers. This approach on the topic highlights the importance of institutional setting as a whole. It is likely to say that there has been a consensus among scholars on the topic.

Policy recommendations concerning industry and businesses have found a common ground on favouring business environment by providing democracy, protection of rights and rule of law. Good governance, transparency, prevention of corruption, privatisation of economic institutions which are also called second generation reforms have been at the centre of this policy approach. Indicators developed by international organisations are in line with this point of view. Global Competitiveness Index developed by World Economic Forum and Doing Business by World Bank attach great importance at business environment and environmental conditions.

Those policy recommendations considered as a part of growth have 2 sided causation. It can be said that countries who have established such an environment are developed countries and conversely those who have not yet achieved it are developing countries. Providing this institutional setting is more likely to be the result than the cause. Can it be possible for developing countries to achieve growth by providing institutional setting? Or is it that easy to provide the elements of institutional setting? When taken into account recent body of research, there are both opponents and supporters of this view. Following a detailed literature review, relationship between business environment and institutional setting will be discussed and findings of the indicators developed by international organisations and empirical evidences will be elaborated therein.

Business Environment

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Corporate Image: Ankara Metropolitan Municipality Municipal Police Department Case Study

Image is an effective tool in establishing, keeping and changing relationships. The survival and development of the organizations which may express themselves properly and leave a positive impression against the organizations and people that they are in communication with, becomes easier. The organizations that seek profit, thus in competition with each other, are carrying out corporate image studies with purposes such as introducing and expressing themselves, differentiating from others, becoming preferable etc. Whereas public institutions are non-profit organizations but they pursue their studies in order to form a reliable and reputable impression by pursuing their responsibilities against the community to which they appeal. As an institution lasting from Ottoman Empire until today which is rich in value with its historical meaning and background, Municipal Police Organization may be specified as one of the institutions that requires self-expression and corporate image study the most, on the contrary of being a reputable and respectable institution in the community. Within this scope, it performs European Union funded project and tries to contact with different sections of the society with its projects specific to disabled citizens, consumers and children. At the same time, it carries out studies in different channels of social media which is one of the most effective communication tools these days. Coordination Board, which was organized with the participation of the municipal police organizations that perform duty in the different cities and counties of Turkey, is supported by studies such as Municipal Police Workshop. In this way, various fields that are effective in the formation of the corporate image are simultaneously used and a positive impression is tried to be formed on behalf of all organizations. In the case study; the specified projects and other activities are tried to be explained in detail.

Corporate Image, City Police, Municipal Police Organization

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Neuromarketing: Improved Understanding Of Consumer Behavior Through Brain-Based Neuro Activity

Neuromarketing: Improved Understanding of Consumer Behavior Through Brain-Based Neuro activity Sami Alsmadi (BA, MBA, Ph.D.) Professor of Marketing Faculty of Economics & Admin. Sciences Yarmouk University Irbid – Jordan 2019 Neuromarketing: Improved Understanding of Consumer Behavior Through Brain-Based Neuro activity Abstract Recently, there has been a growing interest in exploring consumer behavior directly through examining nontraditional, brain-based, approach, which draws heavily on the basic knowledge of human neuroscience. This multidisciplinary approach has developed over the past 30 years into a new marketing topic, known afterwards as Neuromarketing. This paper examines the relevant literature to provide insights into the potential for improving our understanding of consumer's underlying thoughts and responses directly through observing brain-based neuro activities rather than relying merely on traditional methods of examining perceived consumer behavior. This approach, known as "Neuromarketing", involves tracing neural circuit activities inside the consumer's brain using Magnetic Resonance Imaging (MRI) technology. The paper also provides a guidance to marketers and consumer specialists for better understanding of consumer responses to various marketing activities. Neuromarketing seems to offer an opportunity to test the effectiveness of advertisements before spending huge money on promotion. It makes business more intelligent. Given the scope and nature of the scientific literature on this topic, however, this paper does not go in details into the neuroscience field but rather focuses on the functionality of the consumers' brain regarding feelings, intentions and the consequent responses. Practically, both traditional and nontraditional methods of measuring consumer behavior are viewed as complementary rather than substitutes. Keywords: Neuromarketing; consumer behavior; Brain activity; Neuroscience.

Neuromarketing, Consumer Behavior

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Emerging Transformational Products: A Strategic Conceptualization

The emerging domain of transformational marketing suggests that individuals and societies appreciate consumption practices that help them grow and improve. This research explores some of the potential contributions of the discipline of design in developing transformational goods and services. Following an analysis of several successful examples of transformational marketing worldwide, a series of product design principals for facilitating customer transformation are identified. A conceptual model presents and classifies those principles based on their potential roles in creating and enhancing a) individual and b) collective transformations. Theoretical and managerial contributions are discussed.

Transformational Marketing, Product Design, Customer Transformation

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A Study For Measuring The Effects Of “Word Of Mouth Marketing” Activities In The Preference Of High-Speed Train Passengers

Due to the rapid developments in recent information technologies, the distance between people is shortened and communication becomes easier. At this stage, the fact that there is no commercial gain concerns in all kinds of information and advice coming from the source of personal communication of family, friends and other persons who are in contact with, makes “Word of Mouth Communication” a strong communication form. This situation reveals the strategy called WOMM (Word of Mouth Marketing). WOMM is used to provide a reason for people to be able to talk other people about products or services and it is used to make them easy to create. There is greater confidence in messages that do not have commercial concerns in decision-making process of products or services to be purchased. Therefore, information and opinions shared by consumers through oral communication are quite effective. Firms change their preferences in this direction because they observe the effect of consumers on buying behavior from word of mouth marketing which is less costly and effective than traditional marketing.

According to marketing experts, the easiest way to sell a product is to address the basic needs that consumers identify as sensitive points and the existence of the hidden weaknesses of human psychology. The companies, which set out from the concept of marketing, have tried to make the goods they produce and the services they offer into a brand, from the past to the present. And consumers have begun to share when they are satisfied or encounter a problems with any product or any service that they bought. Now, in the new strategies applied, firms see their customers as both buyer and people who market their products to other customers. This strategy will enable the users of the product and brand to communicate their satisfaction by word of mouth communication, and thus, the product and brand satisfaction information will spread rapidly and the product and brand mentioned above will gain superiority over competing products and brands and their sales will increase rapidly.

The HST (High Speed Train), which was first opened on March 13, 2009 between Ankara-Eskişehir line and then expanded its transportation network with Konya-Ankara, Eskişehir-Konya, İstanbul-Ankara and Konya-İstanbul High-Speed Lines, reached approximately 45.000.0000 number of passengers by the end of last year and it increases the importance of passengers' preference of transportation vehicles. In this paper, the effect of word of mouth communication on YHT passengers will be investigated by face-to-face survey, and the results will be analyzed by SPSS program and the results will be interpreted.

Organizational Climate, Perception, Effectiveness, Participatory Management.

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A Research On Social Media Use As A Marketing Tool For Women Entrepreneurs

With the widespread use of the Internet and smart phones, social media, which has been used intensively for many purposes such as creating a social environment in our age, communicating, sharing information, documents and photographs, has also been used as a marketing tool. Social media is a platform that provides participants with interactive possibilities such as profile creation, information, document, video, photo sharing, commenting. Social media environments are an environment in which consumers and businesses come together easily. Through social media, companies can reach new customers and increase loyalty of existing customers. Social media, a new marketing tool for companies, has become an environment where consumers can comment on the products and services they use and explain their intentions or negative ideas. For this reason, it has become important for companies to exist in social media environments, to follow and respond to consumers' comments, and to solve their problems. Only companies that produce goods and services do not use social media as a marketing tool. In addition to these enterprises, women who work full-time, part-time or housewives in their working life have started to use social media effectively by using social media as marketing tools such as instagram and facebook in the sale of goods and services. The aim of this study is to reveal the obstacles and problems faced by women entrepreneurs in using social media as a marketing tool and to develop solutions to these problems. Qualitative research method was used in the research. Qualitative research method is a research method in which data collection techniques such as interview and observation are collected and analyzed. Semi-structured interview form was created by scanning the literature. The data was obtained by filling the semi-structured interview form with women entrepreneurs who sold goods and services via Instagram and Facebook. The obtained data were categorized by content analysis technique. The most important limitation of the study is that interviews were made with women entrepreneurs selling only goods and services on Instagram and Facebook due to time constraints.. Despite this limitation, it is thought that the study will provide significant contribution to the people and enterprises who are planning to use or use social media as a marketing tool.

Woman Entrepreneur Social Media Marketing

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An Evaluation On Economic Crisis Perception Of Consumers Buying Durable Consumption Goods

Nowadays, transportation and communication due to technological developments effect the production and consumption relations of countries and accelerate the competition between countries. Countries are divided into three categories as developed, underdeveloped and undeveloped countries in terms of their competitiveness in production and service sectors. Competition between developed countries affects undeveloped and underdeveloped countries more deeply in economic fluctuations which leads to social, psychological and economic crisis in society. These negative developments strengthen the perception of persons that the economic situation is deteriorating; so it lead them to tend to reduce their spending. Persons takes measures to prepare for unexpected situations, cut their spending, reduce their consumption and protect their current situation. These measures taken by persons cause to reduce consumption, stop production, increase unemployment and worsen overall economic outlook. This situation transforms a chronic problem in developing countries. This problem leads to more evident reflections in the behavior of persons in developing countries. In this study, it is aimed to reveal the level of awareness about the differentiation in consumer behaviors related to the perception of economic crisis. Qualitative research method was used in the research. It is a research method of qualitative data collection methods such as qualitative research, observation and interview. In the research, a situation analysis was made to determine the awareness level of consumers about purchasing behavior. Semi-structured questions were used in the interview. Interviews with consumers were conducted on a voluntary basis in order to reveal the current situation of the consumers in the interviews and observations with the consumers. By analyzing the data obtained in the research, content analysis was done, data were categorically structured and frequency and percentage ratios were determined. The findings of the study were discussed in the light of the data obtained from the literature. As a result of the research, some suggestions have been expressed in order to shape the consumption preferences and consumption habits of the consumers on their real requirements rather than on the basis of economic crisis perception.

Economic Crisis, Crisis Perception, Durable Goods

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Consumption Habitudes Changed From Traditional Markets to Supermarkets

The physiological needs that form the basis of the hierarchy of needs are the continuing needs for consumers. Since centuries, neighborhood markets that meet most of their nutritional needs from the basic needs of consumers have an important role in Turkish culture. Along with globalizing consumption habitudes, changing consumer behavior has caused supermarkets to be created as competitors to neighborhood markets. Along with the changing consumer culture, consumers who have been paying attention to the concept of "organic" in recent years have turned to the neighborhood markets again and this situation has created a chaotic situation between consumers and traditional shopping. In the study, neighborhood markets were examined with advantages and disadvantages of supermarkets. The neighborhood markets established on certain days of the week can not compete with supermarkets in terms of continuity. However, the district markets, where organic products are offered and the alternative is more popular than supermarkets due to their full competitiveness, are preferred to supermarkets. Considering the other possibilities offered by consumers to supermarkets causing tension between the district markets and consumers, the reasons such as consumer preference, traditional or modern cultural asset, price policy, product variety have been observed.

Neighborhood Markets, Consumer Behavior, Modern Shopping

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A Model Making a Difference in Retail Sector: A Conceptual Study on Omni-Channel Marketing and Historical Development

Today, researches emphasize that consumers are seeking different and innovative services. With the development of technology, it has been seen that future consumer expectations and user habits have changed. This situation affects the rapidly changing and developing retail sector. All kinds of retailers that meet the needs of the society follow new technological developments and develop themselves on how to apply this technology to their product range. In addition, retailers care about the change and development of existing products.

This situation; increasing the costs, but also complicates the business activities. This confusion requires service providers to turn to e-commerce. Retailers have started to perform their sales by providing the easiest access to the services demanded by consumers. With the introduction of e-commerce, the period of physical merchandising has started to close and all channels are searched for. All the retailers, who want to say that we are our customers, have tried to create transportation channels to the consumers and on the other, they have tried to develop and increase these channels. Consumers have started to meet their needs by accessing the products and services they demand from personal computers, mobile devices or tablets. It is possible to say that although there is not a full response in Turkish, the consumer is an integrated method which is offered to have a common experience in all channels. Retailers are raising their sales figures by offering a unique consumer experience to create brand awareness and brand loyalty. The consumer can access a product that he likes in the shop online or offline or buy a product that he likes online. Thus, consumer satisfaction is carried to higher levels. Omni channel marketing, which is also referred to as the holistic channel strategy, provides consumers with the opportunity to understand and analyze the consumer behavior analysis. Businesses that develop marketing strategies have the opportunity to re-market by personalizing the consumer's shopping experience. In this study, it will be tried to emphasize the importance of retail marketing for retailers; will be explained with the differences in multi-marketing and historical development process will be explained. Examples of integrated channel strategies applied today will be given to companies that do not use integrated channel strategy.

OM-NI Channel Marketing, Holistic Channel, Marketing, Consumer

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Evaluation Of Turkey Health System Performance With Strong Principal Components Analysis (2010 – 2016)

The sustainable health system depends on the efficient use of resources. The effectiveness and performance of the health system in our country is of great importance in recent years. The primary aim of the advanced health systems is to ensure that the health service provision that covers all individuals of the society can be sustained in a continuous development by using its resources effectively (efficiently) and aiming to be equal in access to health service provision and in a fair understanding of the financing of the service. The aim of this study was to evaluate the performance of the Turkish Health System by using the OECD data to create an index with a strong principal components analysis. Since some of the data used in the study were left-or right-to-right distorted by years and there were incorrect end values in the data, strong principal components analysis was used in recent years instead of classical principal component analysis. Ninety-nine health data were analyzed. At the end of the process by decreasing the variable, the nineteen health variables in the first basic component describe 90% of the total variance. According to the index values, the performance of the Turkish health system has become negative (bad) in the 2010-2012 period and positive (good) in the 2013-2016 periods. In general, Turkey does not take macro-size migrations, coup attempts, economic manipulations, etc. it has struggled with problems and is constantly developing from its position in 2010. The development of health resources and the development of Turkish health system performance are likely to continue with the introduction of city hospitals projects. Our country will continue to continue its development with its industry, economy and manpower and to achieve its goals. However, in order for all these to continue, it is necessary to maintain and improve the health of the community.

Turkish Health System, Performance Measurement, Strong Principal Components Analysis

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Role of Internet In E-logistic To Enhance International Trade

With the emergence of new digital technologies and real time information update and exchange through web-based devices, eLogistics have transformed the traditional methods of transportation and trade logistics with integrated applications and the use of software means to enhance the commercial trading process. Several technologies are being developed to conduct international transactions and keep track of their shipment, while negotiating with freight companies, retailers and suppliers, the following come into play for the effectiveness of eLogistics: Data interchange in real time, smart transportation system and integration of e-logistic with supply chain system.

In fact, the essence of all these technological innovations is based on a very old basis: the marketing mix. The core of the marketing mix that started in the form of 4P (Product, Price, Promotion, and Place) and made 7P (in addition to 4P People, Physical Evidence and Process) putting the right product or a combination thereof in the place, at the right time, and at the right price In globalized economic life, the fact that the products are at the right time and at the right place in the direction of the marketing mix has increased the importance of logistics day by day.

The increasing importance of technology and logistics has become the focus of internet rather than using internet in logistics activities. Within the scope of this research, e-logistics activities will be discussed in the perspective of international trade and the importance of the conceptual level will be emphasized.

E-Logistic, Smart City, Real Time Data, Internet

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Determination of Financial Performance In The Retail Trade Sector With Multiple Criteria Decision Making Method

Performance, expressed as efficient service, efficient production and stamina, is of great importance not only for the enterprises but also for the investors and the economy of the country. Financial performance reflects the results of the financial health of businesses in the specific period. It is not possible to decide on how the financial performance of the enterprises should be measured and what are the main indicators of financial performance that is the process of determining the operating and financial characteristics of a firm from accounting and financial statements. In this study, the financial performances of 10 enterprises traded in BIST were analyzed through the tables for 2013-2018 period. In the study, the calculated financial ratios of the enterprises were analyzed with TOPSIS method and the performances of the enterprises were scored on the calculated rates. The results of the analysis of the performance scores of the enterprises in the retail trade sector were examined.

Financial Performance, Retail Trade Sector, TOPSIS Method

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The Factors of Affecting Impulsive Purchasing in Female Consumers; An Application in Cosmetic Industry

Today, the cosmetic industry is growing globally. Female consumers buy cosmetic products not just only out of need, but sometimes also to reward themselves, to feel like they belong to a certain social rank, or to improve their mood. This type of impulsive, internal and sudden purchase is known in the literature as impulsive buying. Realizing female consumers' feelings and their sudden urge to buy, cosmetic retailers and brands are developing certain strategies in this field. The act of impulsive buying may be related to the mood of the consumer at a time, or may be triggered by the strategies used by retailers and brands. Discounts, loyalty programs, products in front of and behind cash points, special offers, and social media feeds may generate the need to buy impulsively. The term impulsive buying in this research can be seen in various forms in the literature as instant, instinctual, or compulsive. In this study, the factors affecting the impulsive buying behavior of female consumers in Turkish cosmetic industry have been examined. The data will be gathered through surveys and analyzed via SPSS statistics software. The results and suggestions will be discussed.

Cosmetic Industry, Female Consumers, Impulsive Purchasing

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The Effect of Industry 4.0 on Marketing Strategies

The world and humanity have been constantly changing and developing throughout history. Especially, developments in the field of industry are the triggers of developments in many fields such as economic operation, methods of doing business, technology, production, consumption and marketing. The first of these developments began with the presence of steam power in the 18th century. During this period, the world began to industrialize, thanks to the steam power production, the hands of manufacturers of small manufacturers have passed into the hands of manufacturers. The second industrial revolution was realized with the mass production of oil and electricity being used in production. The third industrial revolution was experienced as a result of the rapid developments in the field of electricity-electronics, computers and internet. With the development of information and communication technologies, automation has been achieved in production. The last revolution of the information society is expressed as Industry 4.0. The concept used in Germany for the first time in 2011 was the beginning of a new era. Industry 4.0 is the digitalization of industry. This is a very striking situation, as digitalization of a company's workplaces and processes has been digitized. With this digital transformation, people, objects and systems will be connected to each other in a common and effective way. These new levels may be production, marketing, growth, employment, investments and opportunities for the business world. Research has also shown that the most important economic impact innovations; mobile internet, information systems automation, internet of objects, cloud technology, advanced robot technology, three-dimensional printers, such as inavosyonlar. Marketing strategies, which are an important function of the enterprises, have changed with the industrial revolutions. First of all, product-centered marketing turned into consumer-centered marketing and then human-centered marketing. On the other hand, in the process of adaptation to digital economy brought by digital transformation, it is a vital issue for the enterprises to transform the high technology they have into competitive advantage. It is impossible for the digital transformation that has taken place within the frame of all these rapid changes and developments to have no effect on the traditional marketing strategies, methods and techniques of the enterprises. In this study, the aim of this study is to present the effect of digital transformation which is called as Industrial 4.0 on marketing strategies in conceptual framework.

Industry, Industry 4.0, Marketing Strategies, Digital Marketing

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Learning Organization Concept: Determination of Levels of Learning Organization Becoming A Study of Private Banks in Turkey

The aim of this study is to elaborate the concept of learning organization and to show the level of learning organizations of private banks in Turkey are. For that, firstly the literature was searched, the conceptual dimension was examined and then the subject of private banks was examined. The concept of learning organization in general can be defined as organizations that follow all changes and innovations in its environment, are open to continuous learning and thus continuously increase their knowledge capacity. Banks were considered as learning organizations in the study. In the world or in our country the banks should be institutions that continuously develop themselves in order to be able to provide better quality and efficient service to the customers. In fact, besides the banks, nowadays, it is a necessity for all institutions to be open to continuous learning and to develop their knowledge. In the age of information and technology we are in, it is an important necessity for all institutions to be open to learning new information and to develop themselves. Only in this way they can compete. Learning organizations are those which are able to draw conclusions from their experiences, which are open to learning and applying new knowledge, use them to adapt to changing market conditions, and provide training for their employees for this purpose. By developing learning capabilities and capacities; organizations that can keep up the developments and changes of their sectors can achieve success in their jobs. In this study, at least 100 private bank employees will be surveyed in order to determine whether the private banks in our country are learning organizations. "Five Point Likert Scale" will be used in this questionnaire. Responses to questionnaires at this scale are 1 = Strongly Disagree, 5 = Strongly Agree. As a result of this survey study, the subjects such as the education levels of bank employees, information learning capacities and performances, continuous learning, team work, employee compliance with organizational learning criteria will be tried to be analyzed. The effects of working conditions in the bank on the level of employees' learning will be examined. As a result, deficiencies in the banks will be determined and solutions will be tried to be introduced.

Learning Organization, Team Work, Continuing Learning, Banking

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Personality and Leadership

Although leadership as a word has entered the world literature in the fourth century, it has been used frequently in the last two centuries. In particular, the concept of leadership after 1950 has been discussed theoretically, and in recent years it has become a concept that has been emphasized by attracting the attention of both administrative and organizational theorists and practitioners. In many studies, it has been found that leaders who lead the organization, influence the members of the organization and create a vision plays an important role in organizational effectiveness and success. In this context, the leading characteristics and the factors affecting leadership are examined by many science fields, especially management sciences, psychology, and social psychology. Similarly, the concept of personality, which is unique to an individual and which can be defined as all of the innate and later acquired qualities that make the individual unique, is also the subject of many different fields of science. A lot of research has been done to determine whether there are common personality traits to reveal leadership. In the first studies, there was no consistent relationship between leadership and personality traits. Nowadays, with using such as the five-factor personality test, A and B type personality analysis, and TCI scale, which is widely used for the identification of personality, have started to be found to be consistent relations between personality and leadership. Considering the different results obtained in the studies on this topic, meta-analyses of the existing studies were performed to obtain broader and more inclusive results. In this theoretical study, it has been tried to determine whether the common personality traits affecting the leadership by comparing the results of the researches which are used five-factor personality analysis scale, TCI scale, A type and B type personality scale. Considering all personality models and leadership approaches examined, it is seen that the personal characteristics of the leader are important. In this context, the expression that “the employees need not only to know what the leader is doing but also to know who he is” is seen as an accurate representation of personality as having a significant effect on leadership behavior.

Leadership, TCI scale, Five Factor Personality Theory, Type A and B Personality

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#Hashtag Effect in Digital Marketing: Measurement of Intention to Purchase and Instagram Shopping Example

To provide product awareness, which is the focal point of the rapidly growing digital market network, to create visibility and awareness. Under the conditions of the digital age, social media tools have become an unbearable tool to achieve these goals. Product/service advertisements, tags(#) and user comments that consumers will know by chance or by chance social media use are designed not only by consumers but also by the e-commerce companies themselves and presented to the consumers. Due to the increasing importance of social media, in this article, the effects of advertisements, other user comments and tags (#) effect on purchasing intentions of consumers have been investigated and it has been investigated whether or not consumers are conscious of purchasing in line with surveys. Since the focus of the study was on Instagram, the survey was applied to 915 Instagram users, but the availability of 905 surveys was provided. The survey was conducted online through Google Forms. In order to evaluate the results of the questionnaire, frequency and percentage distribution analysis were applied for the demographic features and SPSS 20 statistical program was used. Correlation analysis was applied on the variables with factor and dependence analysis. The validity of hypotheses is verified.

Digital Marketing, Instagram Shopping, Tags Effect

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The Future Customer Of The Virtual Market “Alpha Generation”

Thanks to advancing technology and advancing science, many concepts are now mentioned with different definitions. After the internet has entered our lives, numerous changes have been experienced in many areas and will continue to be experienced with great speed. Thanks to the internet technology, which has made the world a small town, there is no longer any distances nor limits. The companies dealing with trade are not delayed under the influence of the virtualized world. E-commerce activities, which enable companies to carry out all their transactions over the internet, provided great opportunities for entrepreneurs and the e-commerce market has started to grow and develop rapidly. When you think about shopping, people who have shoppers in their minds can change their image by using the phone, computer or tablet via internet. It has always been difficult to change people's habits. However, the first generation of the generation of generations known as the Y generation and the next generation of Z generation to get used to shopping on the internet did not take much time. Increasing the quality of the features that protect the customer rights such as security levels, product supply and returns of e-commerce companies has increased the demand for virtual markets. Moreover, the ability of individuals who shop on the internet to share their product satisfaction quickly and effectively in the same way increases the customer-customer interaction. The e-commerce company executives are constantly updating themselves with add-ons that help customers increase their confidence in the product, such as commenting, scoring and chatting. The aim of this study is to investigate how the 8-year-old Alpha generation, which is now the oldest of the digital locals after the Z generation, will be related to virtual markets. In this context, the studies on virtual markets and the alpha generation were reviewed and the literature review was done and the shopping rates on internet taken from statistical institutions were evaluated. In the light of all these findings, the level of virtual markets should be discussed in the next 10-15 years. Furthermore, it is tried to predict the viewpoints and usage rates of Alpha generations, which are new concepts in the literature, to virtual markets.

Virtual Market, Alpha Generation

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Stress Resources Of The Employees In Banking Services: The Determination Of The Stress Resources Of The Employees Of in Ankara PTT

The share of the service sector in the world economy has increased especially in the last 30 years. As a matter of fact, the labor force working in the service sector in our country constitutes more than half of the total labor force ratio. This ratio also indicates the increasing importance of the service sector and the stress issue observed in the employees in this sector. There are many pens in PTT tolls that provide services in the Postal, Bank and Logistics fields, which increases the workload for employees. The number of transactions in the tolls, especially in monetary transactions, is quite high. These redundancies and monetary transactions trigger stress in box office workers and put pressure on employees when evaluated with other sources of stress. There are also developments in information technologies and some routing activities for making these transactions with these devices. Many transactions that can be made from the counter can be made via ATM and Interactive Mail Check (IPC); In addition, in the post-cargo area, the efforts of directing the services received from the toll booths to the technology products are observed with the Kargomatik application, which can be taken from certain points of the cargo receivers up to a certain amount and size.

Within the scope of this study, the stress sources of the personnel working at the headquarters and branches of the PTT in Ankara were determined. For this purpose, 20 Mayerson Stress Source Scale "was used to collect data and the data were analyzed with SPSS 20.0 program. In this scale; stress donors; "social de stressors caused by human relations, iş self-interpretation" (internal speech), "work-related adan stressors from the interpretation of the information reflected in the world," physical environment kaynaklanan stressors, including physics, noise and air pollution from the environment in four basic groups.

Stress Resources, Banking Service

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Effective Online Marketing Techniques

One of the most prominent features of our age is the accelerated lifestyles. The most important factor causing these lifestyles is the developments in technology. The rapid progress in technology influences all individuals and consumers and all the social areas that concern them. In this respect, the world of marketing should be able to master consumer lifestyles, perceptions and emotions that are undoubtedly changing and transforming. From the oldest marketing approach, where consumers' needs are shaped by the producers, the impact and the contribution of technology to the present world, which is evolving to the marketing approach aimed at meeting the demands and needs of consumers in the best way, is great. As a matter of fact, internet, computers and smart phones have enabled businesses to reach consumers more quickly and easily and have contributed to the emergence of new generation marketing methods. Digital media, which is the area of online marketing, means easy access to information, product and output. Therefore, businesses should be able to follow and use the technology closely in order to take place in the market where there is excessive information loads, product variety is increasing rapidly and there are stiff competition environments. Businesses, regardless of what online marketing technique they are using, must keep up with the period they are in and fulfill the requirements of the period. Otherwise, it is not possible for businesses to protect their assets. In the present study, the most effective online marketing techniques used today and the purposes of their use will be explained with examples. The aim of this study is to determine the most effective online marketing techniques and to contribute to the related literature. In addition, another aim targeted in the study is to evaluate the measures that can be taken by showing the missing aspects of the most effective online marketing techniques that the businesses can use. The most effective online marketing techniques used today are social media marketing, display advertising, email marketing, search engine optimization (SEO), mobile marketing, affiliate marketing, pay per click (PPC) advertising, viral marketing, electronic customer relationship management (e-CRM), blog marketing and marketing automation can be listed as. As a result, it is thought that the businesses that will take place with an effective strategy in the online arena will be more successful when they combine the options such as creating the right content, using the right visual use, actively using the networks suitable for them, creating safe online environments with effective online marketing techniques.

Marketing, Internet, Technology, Online Marketing Techniques

Tuğba DEMİR – Yıldız Technical University
Tolga AKSOY – Yıldız Technical University

The Review of Financial Literacy: Yıldız Technical University as an Example

The Review of Financial Literacy: Yıldız Technical University as an Example ABSTRACT
Nowadays, fast developing technology increases the variety of financial instruments. Therefore, individuals need to have more information before they make a decision. The increase in the financial knowledge level of individuals provides them more savings and give them the ability to make more solid decisions. Thus, individuals effect not only themselves but the society as well by increasing the level of their own financial literacy. The behaviours of university students on this manner attracts more curiosity considering the fact that their effects on the near future is relatively higher than the other individuals of the society. This study is formed using 400 undergraduate students' as samples from 10 different faculties and the level of these students' financial literacy is tried to be evaluated. Questionnaire fundamentally consists of 7 sections, which are Economics and Finance, Private Banking, Pension and Insurance, Financial Tables, Investment, Tax and Legislation and Mathematics and Calculation of Interest, and 38 questions. Questionnaire aims to evaluate the knowledge level of budget, fund management, financial decisions and the choice of financial instruments.

Financial Literacy, Financial Behaviour, Yıldız Technical University

İbrahim BOZACI – Kırıkkale University

An Assessment On The Relationship Among Consumption, Product Disposal And Happiness

In marketing science, it is argued that income alone does not guarantee happiness and that consumed goods and services consumption types are effective in the happiness of the individual. However, it is seen that researches about consumer behaviors are focused more on the pre-purchase behaviors, and post-purchase behaviors have relatively little interest. In this study, in addition to consumption, the relationships among saving orientation, the types of product disposal and happiness are discussed. Within the scope of the study, firstly the concept of happiness and the main factors affecting happiness are explained. Then, researches on the role of consumption on happiness is examined. Finally, trashing, recycling, repairing, selling in second hand, gift and donation behaviors as product disposal behaviors and saving orientation is explained and possible relationships of them with happiness are explained. At this point, it is argued that saving orientation, which expresses the given importance of individual in life to savings, can have a role in the effect of product disposal behaviors on happiness. At last suggestions are developed to the researches.

Consumption, Saving, Product Disposal, Happiness

Leyla AKBAŞ – Süleyman Demirel University

Green Marketing Perception Of Generations And Green Purchasing Behavior: Research In The Western Mediterranean Region

Green marketing is the whole of marketing activities that aim, plan and manage, starting from raw material supply required for production, designing environmentally friendly products, and conducting processes that extend to the end of the product's use as environment friendly.

In this study, the perception of green marketing activities by X, Y and Z generations, which are thought to constitute today's society in general, and the green purchasing behavior of these generations will be emphasized.

Within the scope of the study, the literature focusing on green marketing and green purchasing behavior will be scanned and then communication with the X, Y and Z generations living in three provinces (Antalya, Burdur and Isparta) in the Western Mediterranean region will be started. The outputs obtained as a result of the research will shed light on the green purchasing behavior of the generations and will guide the sector representatives working in this area.

Generations, Green Marketing, Green Purchasing Behavior

Murat ATAN - Ankara Hacı Bayram Veli University
Z. Reha YAŞAR - Kırıkkale University
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Vehicle Rotation Problem In Personnel Transport Services

Transportation (logistics) services are an important part of staff support activities. The provision of the transportation activities of the personnel and the transportation in accordance with the requirements of the company management and personnel ' wishes and can only be done with a very well-functioning transportation service. For this reason, personnel transportation services, which are considered to be very important functions in terms of personnel support activities in enterprises, need to be carefully planned, controlled and coordinated. In this study, tool rotation problem and results developed for personnel transport services of an enterprise were studied. The management of the company requires the selection of the shortest and most appropriate route for personnel service vehicles, the loading capacities of the vehicles used in transportation, road conditions, climate conditions, depending on the personnel, and the maximum benefit of passenger capacity. In the current situation, the company provides the transportation services of its personnel with 45 vehicles. These vehicles bring the staff to work at 7:30 am and move from operation at 17:30 pm and take the staff home. In the study, the amount of fuel consumed by vehicles on the basis of “YTL” and on the route was measured in litres. Personnel transportation problem was created as the problem of determining vehicle routes to be followed from four moving points that do not exceed the capacity and distance constraints connected to the central node in order to minimize the total distance travelled by all vehicles. As a result of the solution, the company can carry its employees in less time with less fuel consumption. Transportation costs have declined by 8%. The satisfaction of the staff has increased. According to the results, seventy-two stops from four regions and forty-five vehicles carry all personnel.

Personnel Transportation Service, Vehicle Rotation Problem, Transportation Planning

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Gamification Concept: Theoretical Framework And Case Study From Turkey

Gamification is the application of gaming mechanisms to on-gaming activities in order to change human behavior and give them new skills. Gamification is a new concept in the world. It is seen that the concept has an increasing importance after 2010. Gamification has an increasing importance in the business world. It is made more attractive by changing any element of play and changing the perception towards it. To give an example in the commercial sense; gittigidiyor.com user profile point system is an example of gamification. The points earned by the user with the positive comments indicate the progress of the points. The element of the month in retail stores is another example of gamification. Employees wish to reach the best place in the list without any obligation. This gives the company high efficiency. In addition to all these, the business world also develops different models. Many techniques have been applied, such as giving gift points, badges, and other applications. In this research, the concept of gamification, which is used in different areas of research and which has recently concentrated the attention of the researchers in their studies, has been examined theoretically in order to be a guide for the institutions that want to use this application. Game elements, types of players, game design process explained, yemeksepeti.com game that uses gamification to be implemented in Turkey to have been examined in terms of game design elements.

Game, Gamification, Game Design

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Pension Scheme Management and The Perception Of Civil Servants In Ogun State

The research investigated the past and present pension scheme administration in Ogun state with the aim of assessing the inadequacies of the old pension management practice and how the new pension regime has been able to address such inadequacies. The study is a descriptive survey. A multistage sampling is conducted to sample the opinion of 500 selected senior civil servants and pensioners in Ogun State. Self-developed questionnaire and personal interview were the research instruments. OLS regression is the analytical tools for the study. The study found no significant difference in the outcome of the old and new pension regime in Ogun State as most of the inadequacies have not been addressed. Funding pattern in the new pension act has not significantly brought relief to pensioners in Ogun State and The new pension regime has not significantly managed the flaws in pension records and disbursement in Ogun State. P-value ($0 > p < 0.05$) indicate that the funding pattern and pension records and disbursement are statistically significant to determine effective pension management. Guided deregulation of the scheme is recommended to allow a level playing ground for the major players in pension scheme management in the State.

Pension Scheme Management, Perception

Yasemin YURTOĞLU - Ufuk University

Classification Of Foreign Exchange Rates With Macro - Economic Indicators Of Selected Countries

The macro-economic effects of exchange rate systems are one of the most discussed topics of economic theory. In a country, the direct or indirect effects of the current exchange rate system on economic growth, foreign trade balance, inflation, unemployment, monetary policy and productivity are discussed in theory. Based on the detailed classification of the exchange rate systems of the IMF, Fisher classifies the exchange rate systems as Triplets. These are fixed and floating exchange rate systems and intermediate exchange rate systems between these two. In this study, it is aimed to investigate whether there is a difference in the classification of macro-economic indicators of selected countries and foreign exchange rates. In this study, the relevant literature, the explanations of the methods and data set and the experimental findings were given respectively. In the present study, the percentage changes in imports and exports of goods and services, and the ratio of public net borrowing and current account balance series to GDP were used for selected countries in 2017. First, the study performed box's m Test and found that covariance matrices of the groups were not homogenous. For this reason, multiple square discrimination analysis (ÇKAA) was performed instead of multiple linear discrimination analysis from decomposition analysis. As a result of the analysis, it was concluded that the exchange rate systems were classified by 52.6% with the six variables selected representing the macro - economic indicators of the countries. According to the results of the study, 55.6% of the 18 countries that implement fixed exchange rates in the first Group (10 countries), 27.5% of the 69 countries that implement intermediary regimes in the second group (19 countries) and 72.1% of the 86 countries that implement floating exchange rates in the third group (62 countries) were classified correctly. According to these results, the macroeconomic indicators of countries applying floating exchange rate systems make more accurate classification.

Exchange Rate Systems, Macro-Economic Variables, Discriminant Analysis

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Do Your Decisions Belong To You? One Of The Important Techniques Of Guerrilla Marketing: Dark Marketing

With the changing and improving technology and the framework of society, the term "marketing" has started to undergo some alterations, too. Every technological period has its own marketing definition. Marketing, at first, appeared with marketing 1.0 and in this period researchers centered in products were made. Marketing 2.0 that has improved after decades, has focused on consumers. With the improvement and introduction of technology in individuals lives, the focus of the marketing has moved to the people and the term Marketing 3.0 has appeared. In the process we exist today, with rapidly changing trends and technological improvements, marketing has turned its attention to the human senses. As the mentality of the new period, through the perspective of the marketing 4.0, developments have started to be followed and to be practiced on. In this study, we will focus on dark marketing. Dark marketing is a widely preferred marketing practice, especially in the digitalizing world, with increasing competitive environment and government bans. Dark marketing concept is a guerilla marketing application that has similarities with marketing applications such as Undercover Marketing, Stealth Marketing and Buzz Marketing. Businesses in the light of dark marketing concept; the works carried out to place goods and / or services in the subconscious of individuals by means of persons who are recognized and followed by a famous figure or society. In the light of this marketing concept, businesses and marketers should pay attention to; It is done without realizing that the applied marketing activity is felt as a marketing activity. The purpose of dark marketing is to sell the product to the customer in accordance with the wishes and / or needs of the individuals or in a way that will give them a request / need. Dark marketing activities are used from past to present. It was mainly used for alcoholic products for tobacco and tobacco products that banned from marketing and advertising activities in our country and in the world. Nowadays, it is started to be used and preferred in many fields together with developing, changing and transforming technological developments and social structure.. In our study, we tried to explain the dark marketing concept and its applications, which we mentioned in more examples. In addition, we have tried to explain the concept of dark marketing, which is a new and effective marketing for both our country and the world businesses and personal brands.

Dark Marketing, Guerilla Marketing, Marketing

Oytun ÜNAL

Investment And Financing Problem in Turkish Shipbuilding Industry

This study has basically two aims. First, to draw attention to the fact that the shipbuilding industry between marine industries is one of the most important sectors to improve our seafaring. The second aim is to underline that the knowledge, experience and international success gained so far should be supported by the state and the private sector; to address the issue of investment, the difficulty in access to finance and the need to remove financial barriers to the sector.

Since marine industries are generally considered in terms of income generating sectors; shipbuilding industry is one of the most important actors in the maritime sector. In this study, the current situation of the shipbuilding industry and the activities and development of other countries in this field were examined. In addition, the demand, supply, incentive and cost issues in the industry were mentioned. The problems of resource allocation in terms of ship investments and financing of firms in the production sector were tried to be put forward.

The subject is supported by a field study on the importance of investment and financing for the shipbuilding industry. Survey method was used as data collection tool. The evaluation of some investment and financing proposals was requested from some member companies managers of Turkish Shipbuilding Sector Association, which represents a large part of the Turkish shipbuilding industry. The questionnaire also includes an open-ended question and one multiple-choice question for the future of the sector. The findings show that the financing problem is at the top of the sector's needs. It is noteworthy that access to finance should be easier and that reducing financing costs will pave the way for investments. It was emphasized that the development of shipbuilding industry should be adopted as a national policy.

It is hoped that the analyzes, results and recommendations in the study will contribute to the shipbuilding industry and will be a resource for similar research.

Maritime, Marine Industry, Shipbuilding Industry, Investment and Financing Problem in Shipbuilding Industry

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Tlin DURUKAN – Kırıkkale University

The Effects Of Knowledge-Based Assets And Business Capabilities On Organizational Performance: A Research

This is an empirical study which aims to determine the effects of knowledge-based assets and business capabilities on organizational performance. The study was conducted by using questionnaire method in 180 manufacturing businesses operating in the city center of Antalya province. In the study, model test was conducted with partial least-square method. According to the obtained findings, it was observed that knowledge-based assets has a direct and positive effect on business capabilities. Furthermore, it was observed that knowledge-based assets and business capabilities have direct and positive effect on organizational performance. Therefore, 3 created research hypotheses was accepted and research model that was created was completely confirmed. According to the obtained results, it was observed that having important knowledge-based resources by the businesses is an important strategic asset which contributes both in the improvement of business capabilities and organizational performance. It should be kept in mind that this study was conducted under certain limitations. The most important limitation was that the study was conducted only in the manufacturing businesses of Antalya province due to time and cost limitations. Since this study was not conducted in manufacturing businesses in other provinces, the generalization of these results was prevented. In the future, different results can be obtained from the studies that would be conducted in manufacturing businesses in other provinces and those results can be compared with these.

Knowledge Based Assets, Business Abilities, Organizational Performance

Birol UZUNAY

Visual Publishing Business Investments Established in Turkey in The Context Of Public Diplomacy

In the 1990s, neo-liberal policies influenced countries; “media, civil society, public opinion”, which are non-state powers in international relations, became effective and the concept of “public diplomacy” became widespread.

With the concept of public diplomacy; it is desired to change the perception of the targeted societies with information, culture and media tools without any necessity. With the development of the public diplomacy concept, the most important media of the media industry has been the visual broadcasting enterprises, the power of diplomacy in international relations. Because it is aimed to transfer the messages correctly and to affect the masses with the “soft power” feature.

The aim of this study was to examine television investment in Turkey, which is used for visual business and public diplomacy. After the establishment of Prime Ministry Public Diplomacy, Turkish Radio and Television Corporation (TRT) costs of its new television investment, business structure were investigated. The administrative, financial, human resources and organizational structures that the institution changed after these investments were evaluated.

Multiple data sources (balance sheet, statistics, documents, activity reports etc.) were analyzed by qualitative research methods. With semi-structured interviews, the subject was tried to be clarified.

The results showed that; only public television company in Turkey has opened for public diplomacy. These enterprises were found to be non-profit organizations that finance operating costs with the general budget of the TRT. Although these enterprises have contribution to broadcasting in Turkey, shortcomings have been identified in their business structure.

Media, Public Diplomacy, Visual Broadcasting Business Investment

Burkan YILMAZ - Yıldız Technical University
Serdar BOZKURT - Yıldız Technical University

The Effect of Organizational Climate on Entrepreneurial Orientation in the Context of Extraversion Personality Characteristics

While the elements of competition are getting more and more concentrated in the global world, enterprises that want to keep up with this struggle and try to maintain continuity and design their structures according to innovative and entrepreneurial characteristics. At this point, the most basic action to be made is to create a workforce that has entrepreneurial spirit or entrepreneurship and / or to include employees with these qualifications. Employees with an entrepreneurial spirit can only produce results that make a difference when it is combined with a supportive organization climate. In the identification of employees with an entrepreneurial spirit, the personality traits of the employees are undoubtedly the decisive factor. When we look at the definition of entrepreneurship; It is stated that entrepreneurial people are able to influence the people by establishing good sentences thanks to their verbal abilities, high energy, extroverted, brave, ambitious and persuasive people (Gencür, 2011:6). Therefore, it is expected that extroverted individuals will be more prone to entrepreneurial orientation. In the definition of entrepreneurship, it is inevitable that people with entrepreneurial orientation have high levels of innovation, taking risk and foresight (Miller 1983:2, Covin et. al., 1989:77). Our developing country has important future goals, depends on the achieving of this leap and the added value of the employees who have this spirit and the organizational climate which will make this spirit sustainable. From this perspective, the main purpose of the research is to examine the effect of organizational climate on entrepreneurial orientation in the context of an individual's extraversion feature. The population of the research involves employees of a business operating in the information technology (IT) sector under the Technopark of Yıldız Technical University. In this respect, the number of participants included in the study was 175. Questionnaires were conducted during the data collection process. The questionnaire consists of three scales. Organizational climate scale part developed by Bock et. (2005) and Coda et. al., (2015) and the entrepreneurship orientation scale part was prepared by Covin and Slevin (1989). Validity and reliability analyzes of both scales will be performed. In order to determine the extraversion, The Big Five Personality Scale which was created by Costa and McCrae (1987) was used based on the personality scale which the validity and reliability study will be evaluated by Somer et. al., (2002).

Organizational Climate, Entrepreneurship Orientation, Outbound Personality

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CRM Applications In E-Logistics Activities And Determinants Of Customer Satisfaction

For firms, the basic way to be different in the perspective of customer relationship management is to provide customer value, customer loyalty and customer satisfaction. To provide all these elements is now possible not only by utilizing technology but also by integrating with technology at a high level. Utilizing technological developments is possible in many sectors very quickly. The continuity of the firms, while the technology is focused on the customer, the “human factor” in also requires not to move away from the focus. In other words, an enterprise that has achieved customer loyalty and has been able to be technology-oriented must be able to implement a strong customer relationship management practice to place it on a sustainable basis. In the last 20 years, the increasing e-commerce activities and the economic and technological developments in the global scale and the ödeme electronics sadece of these activities have not only been limited to sales and payment, but also in many stages in the realization of a commercial activity. From this point of view, the e-logistics sector has played an important role in customer satisfaction in an electronic commerce transaction. With the integration of information processing technologies into logistics activities, expectations regarding customer satisfaction have increased. In general, the main determinants of customer satisfaction in e-logistics have been accepted as e-payment, e-tracking and the design of web pages (ease of use). In addition to these, other e-logistics areas such as distribution rate, personnel service quality and delivery time of products are also determinants of customer satisfaction level. In this study, e-payment, e-follow-up and web page design (ease of use) factors, which are the main determinants of customer satisfaction in e-logistics, have been tried to determine to what extent they affect customer satisfaction. For this purpose, a survey was conducted among consumers aged between 19 and 50 years living in Ankara and benefiting from an e-logistics activity at least once. The first part of the two-part questionnaire consists of different personal and demographic variables. In the second part, the relationship between information communication technology (ICT) consisting of e-payment, e-tracking and website design (ease of use) with customer satisfaction and the intensity of this relationship has been tried to be determined.

E-Logistics, Customer Relationship Management (CRM), Information Communication Technologies (ICT), Customer Satisfaction

İbrahim AVCI
Salih YILDIZ

The Effects Of Health Consciousness, Environmental Concern, Product Safety, Social And Personal Norms On Consumers Organic Product Purchase Intentions

Chemical additives and inadequate agricultural methods have been used during production in order to respond to the agricultural product demands of the rapidly growing world population and to obtain more products for this purpose. This has led to an increase in the amount of products obtained, but accompanied by serious health and environmental problems. Since consumers are aware of this negative situation, they demanded products that do not contain additives and do not harm human and environmental health and thus, the organic product market, in which organic products are produced and sold, has been born. In many previous studies, it has been determined that consumers demand organic products due to reasons such as healthy living and not harming the environment. The aim of this study is to determine the effects of health consciousness, environmental concern, product safety, social and personal norms on organic product purchase intention and whether the purchase intention has a impact on actual purchase and repurchase intention. In this context, the sample to be used for the research is determined as the consumers who are living in Gumushane and buy organic products. The survey form which was formed within the framework of the research was applied face- to- face between 24 December 2018 - 7 January 2019 to 473 consumers living in Gümüşhane. 432 questionnaires were included in the analysis after the elimination of 41 incomplete and incorrectly filled questionnaires. The data were analyzed by SPSS 21 and Structural Equation Model (AMOS 24) and it was determined that health consciousness, product safety, social and personal norms have positive effect on organic product buying intention and also organic product buying intention has positive effect on actual purchase and repurchase intention. In addition, according to the another result obtained in the research environmental concern factor has no effect on purchase intention.

Organic Product, Health Consciousness, Environmental Concern, Norms, Purchase Intention

Emel YILDIZ
İbrahim AVCI

Effects Of Visual And Verbal Sharings Of Instagram Influencers On Brand Switching, Brand Attitude And Electronic Word-Of-Mouth

With the advent of internet networks in our lives, the developments in communication technologies have enabled social media platforms such as Facebook, Instagram and Twitter to gain importance. The importance of social media platforms has led to the emergence of influencer who are known as the celebrities of the digital word and have thousands or even millions of followers. In particular, the visual and verbal content messages shared by Instagram influencers are monitored and shared by many users. Thus, the Instagram influencers increase the number of followers. This situation attracted the attention of the brands and they started to communicate with the consumers and continue the communication through the influencers on these platforms. Therefore, brands aim to direct the behaviors of consumers such as interest, attitude, purchase and message sharing by using the Instagram influencers. In this study, it is aimed to determine the effects of the visual and verbal contents of the Instagram influencers in relation to any brand, on brand switching, brand attitude and the intention of electronic word of mouth marketing. The research sample was identified as Instagram users between the ages of 18 and 38, known as the Y Generation. An online questionnaire form was applied to 520 participants between 15.11.2019 and 22.11.2019. However, 484 questionnaires were included in the analysis because some participants did not use instagram and some questionnaires were incomplete and incorrect. The obtained data were analyzed with SPSS 21 and Structural Equation Model (AMOS 24) and it was concluded that while the visual contents sharing of Instagram influencers had positive effect on brand attitude, brand switching and electronic word of mouth marketing, verbal contents had negative effect.

Social Media, Influencer Marketing, Instagram, Visual Content, Verbal Content

Fatih ERCAN – Zonguldak Bülent Ecevit University

Examination Of Customer Satisfaction Elements On Social Media Reviews About Hotel Enterprises

Social media is a widely used communication tool by enterprises and individuals in recent years. Enterprises actively exist in popular social media tools like Facebook, Twitter, YouTube, Instagram, etc and creates own corporate accounts. Corporate social media accounts used as an effective tool for increasing interaction between enterprise and customer. Also hotel enterprises is actively use their social media accounts to make an announcement, give up-to-date informations, share pictures, videos and other contents about hotel. Customers are follow the various corporate social media accounts of hotel enterprises and share service experience reviews with hotel and other people about satisfaction and dissatisfaction. The aim of this study to determine the customer satisfaction elements on reviews which commented on corporate social media accounts of hotel enterprises. 460 customer reviews on corporate social media accounts of five star hotels in Marmaris were analyzed by content analysis method. By analyzing the previous studies about customer satisfaction at hotel enterprises and customers' social media reviews on hotel Facebook pages general satisfaction elements was determined. MAXQUDA Analytics Pro qualitative data analysis program was used to analyze, code and classify of data. The similar satisfaction elements obtained from customer reviews analyses classified by core and sub-codes. According the research results, the most frequently expressed satisfaction core elements on customer reviews are respectively staff, foods, other, guest rooms, hotel facilities, service quality, location and drinks. Under the staff core element, being polite, gentle, respectful and being smiling sub-elements with under the foods core element, taste delicious and sufficiency of food types sub-elements was determined the most important satisfaction elements at hotel enterprises.

Customer Satisfaction, Hotel Management, Customer Reviews, Content Analysis

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Exploring Spiritual Tourism Indicators for Sustainable Tourism

This paper presents the study being conducted to develop spiritual tourism indicators for sustainable tourism development. The main purpose of this paper is to investigate the characteristic, criteria and concept of spiritual tourism from the perspectives of tourism supply and marketing. An exploratory research based on in-depth interviews with experts qualifying were conducted across Turkey and Malaysia. The survey in phase two will be distributed to 100 tourists in Istanbul, Turkey and 100 in Kuala Lumpur, Malaysia for pilot test. Phase three, case study will be conducted at five cities in Turkey and five cities in Malaysia to conformity of the indicators. The main contribution of this study is this study will be the first ever study which is not only helping Turkey and Malaysia to sustain its tourism development but as well as to develop the individuals or tourists well-being through the balanced development of mind, body and soul. This study also to formulate spiritual tourism framework and design spiritual tourism indicators for the sustainable development of Turkey and Malaysia tourism industry.

Spiritual Tourism, Sustainable Tourism, Turkey, Malaysia

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Nan BI - Northeast Normal University
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The Impact Of Hotel Green Practice On Consumer Attitudes: A Perspective Based On Consumer Skepticism

The impact of hotel green practice on consumer attitudes: a perspective based on consumer skepticism To meet consumers' green consumption and the demand for sustainable development, more and more enterprises are carrying out green practice, especially for hotels. The green practices of hotels can be divided into 2 broad categories. One is green practice of increasing or reducing the cost of enterprises, and the other is green practice of increasing or reducing the consumption cost of customers. Some scholars have pointed out from the attribution theory that consumers may speculate on the public-serving motivation of companies' green practices, believing that the green practices are to protect the environment. While on the hand, it is also possible for consumers to speculate on the motivation of firm-serving, believing that the green practice is to gain more profits, and doubting the motivation authenticity of green practice. Unfortunately, the existing research seldom considers the effect of green practice from the perspective of consumers' suspicion. Therefore, from the perspective of consumer skepticism, we examine the impact of hotels with different price images on consumers' attitudes toward hotels when they adopt different cost-oriented green practices. The results of two experiments show that compared with high-price image hotel, low-price image hotel will lead to higher consumer skepticism when adopting the green practice of reducing Hotel cost. However, there is no significant difference in consumer skepticism of environmental protection between low-price image hotels with low price and high price when adopting the green practice of increasing enterprise costs. Nevertheless, if the cost of green practice is passed on to consumers, compared with high-priced hotels, low-price hotels will lead to higher consumer skepticism when adopting a green practice of increasing consumer cost. While when adopting green practices to reduce consumer costs, hotels with low price will lead to lower consumer skepticism than the hotels at a high price. This research extended consumer skepticism theory into hospitality field and contributing to the research of green marketing.

Green Practice, Consumer Skepticism, Consumer Attitude

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The Effect Of Information And Communication Technologies (ICT) On Unemployment: An Application On Turkey

Information and Communication Technologies (ICT) is one of the most important technological developments affecting human life. These technologies can play a very important role in economy because of the ability to reduce the cost of production. For this reason, it is important to investigate the impact of ICT on economic indicators. In this study, estimates are made using the Delayed Distributed Autoregressive (ARDL) model method with annual data from 1980 to 2017. Thus, the impact of ICT on unemployment in Turkey has been tested. According to model predictions, the effect of short term ICT on the unemployment rate is positive in the current period and two semesters, and negative in one and three years. while This effect is 3.4 and 2.8 in the current period, it has been -4.9 and -4.8 respectively after one and three years. Therefore, the impact of ICT on unemployment in the research period has changed with the years in the short term, and this effect is positive in the long run.

Information and Communication Technology (ICT), Unemployment Rate, Delayed Distributed Autoregressive Model (ARDL), Turkey Economy

Recep YÜCEL - Kırıkkale University
Nevin AYDIN

A Conceptual Study on the Perception Organizational Effectiveness of Leader

The consequences and effects of intense competition after globalization, the pressure on the employee and the stress created by it cause internal conflicts. Such a situation is one of the important factors that decrease the employee productivity. In this sense, it can be said that organizational climate is a key concept for organizations in reducing the stress of employees and increasing their efficiency. Also, the organizational climate; it is believed that the leader contributes to the perception of effectiveness created by the organization with its many roles such as its role on the employees, pointing to the values of the organization, distinctive and continuity. In this study; In the context of organizational climate, it is aimed to examine conceptually the factors on which the perceptions of the leader within the organization are based. According to this purpose; the perception of leadership with a participatory management approach that stands out in the provision of organizational climate points to the importance of the study.

Organizational Climate, Perception, Effectiveness, Participatory Management.

Samet AYDIN - Maltepe University

The Role Of Firm Market Orientation On The Relation Between Customer And Selling Orientations Of B2B Salespeople And Their Creativity in Sales

In B2B environment the role of sales has become providing the customers with tailored solutions instead of just presenting the products or services and negotiating the prices. The diversity in customers' needs and wants requires salespeople's creativity in contacts with the customers and many organizations focus on increasing creativity in sales both at individual and corporate level. The purpose of this study was to study how firm market orientation influences salesperson's sales orientation and customer orientation and their relationship with creativity in sales. In order to evaluate the research model, a questionnaire was developed by gathering scales which were reported as valid and reliable in previous research and applied as an online survey to B2B sales professionals. The data were analyzed with partial least squares-based structural equation modelling (PLS-SEM) procedures, using SmartPLS. The findings indicate that salespeople's customer orientation has significant effect on creativity in sales. Furthermore, as a result of the study it was found out that firm market orientation influences salespeople's marketing orientation more positively rather than their sales orientation. These results may lead to important implications for the effective implementation of strategies by organizations in business markets and also inspire researchers in marketing for enhancing the understanding with additional studies.

Firm Market Orientation, Customer Orientation, Sales Orientation, Creativity in Sales, Salespeople

Zaim Reha YAŞAR – Kırıkkale University
Erdem BULUT – Ministry of Commerce

The Factors Affecting Demand For Housing Loans In Turkey

The aim of the study is to reveal what factors and how that affected the demand for housing loans in Turkey. In the study, firstly, the existence of long and short-term relationships between variables are investigated through the Augmented Granger Causality Test based on Johansen Cointegration Method and Vector Error Correction Model (VECM). It is investigated through VECM-based impact-response analysis and variance decomposition how housing loans are affected. The study covers the period 2010: 01-2018: 12. The variables included in the model are housing loans, weighted average interest rate applied to housing loans by deposit banks, unemployment rate, consumer confidence index and the house price index. Johansen cointegration findings show that there is a long-term equilibrium relationship between all the variables. The findings show that the increase in the interest rate, unemployment rate and house price index decrease the demand for housing loans in the long term. Increases in the consumer confidence index, increase the demand for housing loans in the long term. According to the estimation results of the model, the deviations which causes short-term imbalance in the demand for housing loans, approach to long term equilibrium value with %1,42 speed of adaptation. Augmented granger causality test based on VECM show that the variables are interest rate, unemployment rate, consumer confidence index and house price index affect housing demand in short term. According to the findings of the impulse-response analysis, the demand for housing loans decreases in the case of a standard deviation shock in the interest rate, unemployment rate and housing price index, while the demand for housing loans is increasing in the case of the shock in the consumer confidence index. Findings of the variance decomposition show that the effect of interest rate and house price index variables are quite high in explaining the shocks in housing loans. Considering that interest rates affect investment decisions to a great extent, it is a significant finding that high interest rates decrease the demand for housing loans. In addition, it should be emphasized that low interest rates will lead to a rise in housing loans while leading to higher house prices

Housing loans, Vector Error Correction Model, Johansen Cointegration Test

Serhat KARAOĞLAN – Kırıkkale University
Cemalettin AKTEPE – Ankara Hacı Bayram Veli University

Sector Size and Consumer Trends of Turkish Wedding Sector

Most people give too much importance to marriage which is a combination of traditionalism and modernism in Turkey. Due to this importance, both the ceremony and the new house preparation are carried out with great care by the couples and even their families. This importance naturally causes certain expenditures and makes the wedding industry a big industry. The examination of this sector, where both services and goods co-exist, is important for professionals and researchers. In literature, there is not a lot of scientific work on the sector and the wish to be investigated in the name of marketing and consumer behaviors is the starting point of the study. This research is done for detecting the size of the wedding industry and trends of consumers in Turkey. For this purpose, a questionnaire consisting of 41 questions was prepared and presented to consumers who were married in 2014-2019. In addition to the questionnaire, interviews were conducted with married couples. In conclusion, some basic information has tried to achieve and inferences has made about the wedding industry in Turkey.

Consumer Behaviour, Marketing, Wedding Sector

Tuğçe ÜNER - Bolu Abant İzzet Baysal University
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Today's Two Popular Mixable Concepts: Societal Marketing And Social Marketing Criticism

Societal marketing is businesses' management of their activities to make profit while taking social benefits into consideration under these conditions. Societal marketing is a consumer-oriented philosophy and is based on customers' satisfaction and long-term consumer well-being in exchange for customers' short-term requests to achieve the company's goals. Societal marketing should include both social responsibility activities and sustainability activities of businesses. Some cosmetics companies' objection to animal experiments, production of the products that are environmentally friendly and not harmful to human health; as well as production of the green products that support recycling, support given to the social responsibility activities with voluntary responsibility (philanthropy) activities are examples of societal marketing. Social marketing, which is activated by non-profit organizations or public institutions, includes programmes designed to use commercial marketing techniques which provide voluntary behavior change for the welfare of the society. Public spots and activities of non-governmental organizations, such as reducing obesity, preventing cigarette smoking, increasing sports activities in the daily life of the consumer, directing public transport instead of using individual means to reduce emissions to nature, are some of the issues of social marketing. In this study, two different concepts which are known as societal marketing and social marketing have been examined. The purpose of this research carried out in studies of societal marketing and social marketing in Turkey is to determine whether there are any semantic differences and to reveal the overall profile of the studies. As a sample about a research done on this subject in Turkey 10 books written about marketing and also 10 thesis in National Thesis Center in the marketing field have been tackled. In the research findings other meaningful usage of the semantic differences have been determined. It is thought that this study will contribute to the future studies of the researchers in order to prevent the differences and contradictions in the practice outside the definition of societal marketing and social marketing.

Societal Marketing, Social Marketing, Literature Review

Özden Timurlenk ÇELİK - Rumeli University

The Investigation On The Implementation Of Administrative Tutelage From Legal And Economic Perspective

Relations between the central governance and local governances are highly relevant in terms of their economic, historical and socio-cultural background. Administrative tutelage, particularly in unitary structured states, is the controlling mechanism that local governances between central governance. In this study, first of all central governance and local governances are defined and then the relations between these authorities are discussed. But when the history of Turkey local governance is searched, both the effect of globalisation and European Union have important contribution to the advancement in implementation of local authority regulations. Some of those; 6360 numbered Municipality, 5393 numbered Municipality Act, 5216 numbered Metropolitan Municipality Act and 5302 numbered Special Provincial Act. etc. In addition examined the financial control of the administration on local governances. With the decree law dated 01 September 2016 and numbered 754, Financial statements before and after the appointment of trustees to 93 municipalities were examined. In Public Administration Audit Reports prepared by the Court of Accounts (2012-2017), topics such as where the resources are used in municipalities, the appropriateness of costs, investment costs, realization of investments, public services were examined. As a result, from its first emerge till today, how did the administrative tutelage its existence within the administrative system, has been explained and criticisms about independent administrative authorities are mentioned.

Administrative Tutelage, Administrative Control, The Integrity Of The Administration, Decentralized Management, Centralized Management.

Asude Yasemin ZENGİN - Aksaray University
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Berkusu ALADAG - Havelsan

The Effect of Online Brand Communities on Brand Loyalty

Brand is an important factor for businesses to increase their sales and provide competitive advantage. Brand loyalty reflects the consumer behavior that focused on buying a particular brand regarding to a particular product category. Brand loyalty has a key role in marketing and indicates brand shift probabilities against the changes in price or specifications of the brand. Recently, social media has been one of the main channels for businesses to interact with their customers. Businesses today inevitably use online brand communities so as to reach and communicate with customers and create long term relationships through interaction mediated brand loyalty. Turkey is one of the top ranked countries in the world in terms of social media usage rates. Thus, it is vital for businesses which operate in Turkey to understand consumer behavior on social media. The number of consumers who wants to engage in brand communities are increasing day by day due to the benefits of the communities as rapid information diffusion and fulfilling the need of belongingness. However, there are limited studies concerning online brand community related experiences of customers and the relationship between community elements and brand loyalty. Moreover, little is known about the effects of online brand communities on marketing activities in Turkey. This study aims to investigate the effects of online brand communities on brand loyalty in order to fill the gap in the literature. Following the research objective, we conducted 347 face to face surveys in Ankara and Aksaray. We directed questions regarding the demographics of the customers in the first part of the questionnaire, and customers were asked to report social media, and online brand community usage situations in the second part. We asked customers to indicate their experiences on online brand community, and brand loyalty in the last part. The scale in the third part of the questionnaire was adapted from Laroche, Habibi, Richard and Sankaranarayanan (2012). To determine the effect of online brand community elements on brand loyalty Multivariate Regression Analysis is going to be executed.

Social Media Marketing, Online Brand Communities, Brand Trust, Brand Loyalty.

Özlem Kutlu FURTUNA – Yıldız Teknik University
Talha MENEKŞE – Yıldız Teknik University, Student

Investigating Corporate Sustainability with Innovation and Financial Performance: Evidence from Borsa Istanbul

Nowadays, with the rapid development of technology and the aggravation of global competition, limited resources in the world are harmed and resources are consumed rapidly. In order to create long-term and lasting value for all stakeholders in companies, the adaptation of economic, environmental and social factors to the company's activities and decision-making mechanisms reveals the importance of corporate sustainability activities. At the same time, it is necessary to use innovation together with sustainability, since companies need to rehabilitate and improve their activities continuously in order to use their resources efficiently and effectively and to gain competitive power. Sustainability and innovation are regarded as a driving force in the growth, progress and development of economies. The aim of this study is to investigate the corporate sustainability with innovation and financial performance for BIST firms. For this purpose, firms listed in BIST in the year 2017 have been analyzed by logistic regression method and investigated in terms of quality and direction. The companies are divided into two groups according to be listed on BIST Sustainability Index. R & D intensity and number of trademark registrations have been regarded as innovation performance indicators and several financial ratios have been selected as financial performance indicators. Logistic regression analysis revealed significant differences between the two groups.

Corporate Sustainability, Sustainability Index, Innovation Performance, Financial Performance, Logistic Regression

Serhat KARAOĞLAN – Kırıkkale University
Ali GÜZEL – Kırıkkale University

Evaluation of Turkish Cement Firms by Fuzzy AHP and TOPSIS

Evaluating financial performance is very important for both business and stakeholders. From an operational point of view, it is possible to take action to increase the performance and position against opponents. Shareholders and business owners can review their investment decisions and evaluate their risks based on their performance results. However, annual performance evaluations can be affected by investments, sectoral fluctuations and general economic situation. Therefore, financial performance assessments covering more than one year may be reliable. Thus, a change can be seen according to years. In this study, it is aimed to compare the financial performance of cement companies in BIST. In order to make this comparison, balance sheets between 2013 and 2016 were evaluated. Using 12 sub-criteria under 4 main criteria, 17 companies were evaluated. Criteria have been established in accordance with the literature review and the ideas of the experts in order to evaluate the cement companies. First of all, the weight of the criteria and the importance of the criteria were determined by the Fuzzy Analytic Hierarchy Process. Afterwards, the balance sheet data of the cement companies were analyzed by TOPSIS method and the enterprises were ranked according to their performance.

Fuzzy AHP, TOPSIS, Financial Performance, MCDM

Orhan TORUL – Boğaziçi University

On Recent Advances in New Political Economy

In this study, I discuss recent developments in the new political economy. In this context, I first outline the fundamental characteristics of the positive political economy and review how it differs from the conventional use of the term, political economy. Next, I discuss problems related to obscurantism in social sciences, both in its soft and its hard forms, and describe how the two forms of obscurantism relate to the new political economy. Finally, I review advances in “Narrative Economics”, and discuss how narrative economics can weigh in prospective practices of the new political economy.

New Political Economy

Ömer ÖZKAN - TÜBİTAK

A Conceptual View On Market Rationality In Terms Of Behavioral Finance

There has been an ongoing debate on individual and market rationality and there are two different perspectives on this issue. The first is traditional finance and the second is behavioral finance. According to traditional finance, human behavior is rational in the decision-making phase defined by the expected benefit theory. This is where individuals always put their limits on their feelings to maximize their interests and act just like mindless robots by using their minds like super calculators. On the other hand, this type of rationality is hypothetical according to behavioral finance, and in reality individuals are subject to mental restrictions when they have to make decisions that are included in the theory of expectation. Expectation theory is a descriptive explanation of how people behave and is a constant column for behavioral finance promoters. According to traditional financing, as well as the choices of individuals, markets are, rational and this is effective in reflecting the right prices that support the effective market hypothesis. Behavioral finance, on the other hand, discusses such market rationality and observed market anomalies that are not explained by parameters of effective market assumptions. In this sense, the purpose of this study is to examine the answer to the question of whether the markets are rational or not, and to address the effective market hypothesis and market anomalies. Because, if the markets are rational, with all market rules, dynamics and mechanisms as traditional finance is supposed to be, they should be questioned. There is no doubt that there are experimentally observable market abnormalities. The real question is whether this is due to the inadequacy of the market, different reasons or by chance. Two investigations were made to explain the anomaly. On one hand, Fama and French argued that anomalies could be attributed to asset pricing theory or chance. On the one hand, Fama and French argued that anomalies could be attributed to asset pricing theory or chance. On the other hand, the perspective defended by Kahneman and Tversky explains the anomalies that are formed by behavioral prejudices as a trap for investors when they buy and sell. The aim of this article is to examine how behavioral prejudices affect investors' investments and to examine the answer to the question of markets rationality by mentioning effective market theory and market anomalies.

Traditional Finance, Behavioral Finance, Market Rationality

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Seeking in Marketing Education: An Example of Developing a Course Material

The technological developments in today's world and the different applications in the digital field are reflected in the field of education. Therefore, different quests are emerging. The importance of continuing education is increasing and it encourages the individual to update himself / herself and learn innovations faster. Another element of the change is the change of generations. The X, Y, Z and Millennium generations act with habits of different learning styles, and it brings new learning tools as well. Concepts such as social learning, learning with project support and modular learning have emerged in this context besides the learning in the classroom or in the workplace. In this regard, apart from traditional learning in universities and other institutions, different efforts are needed. There is a need for enrichment of the course materials and different applications in points such as attracting attention of the student, arousing interest to catch the student. In fact, this need for enrichment is necessary and important in terms of online learning materials. We wanted to learn the views of learners about learning with video in the classroom. This study deals with the "Marketing Course Project for Preparing Effective Distance Learning Material" within the scope of the Scientific Research Project at Maltepe University. This project has created a new material (videos) for the marketing course and its application and evaluation by considering the students' reactions, developing new learning materials and developing the appropriate learning model and examining its effects. This is an explorative research that was considered as a multidisciplinary study. The first phase is the realization of the literature review. In the second phase a video learning material has developed like a professional production stage. In the third and final phase the prepared course material was shown to the students at bachelor degree and the study is ended with a face-to-face survey and analyze.

Marketing Development, Course, Material Development, Changing World, Learning

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Usage Of Digital Maturity Model And Digital Government Projects In Audit Function

The digital transformation of the private sector in the last years has started in public institutions as well. The public sector has become increasingly dependent on Information Systems in service delivery, improvement and operation. As a natural result, the number of digital state (d-Government) transformation projects and the number of information systems used are increasing. The success rate of e-government projects carried out in the world and Turkey is not at the targeted level. IT audit is considered as a solution to eliminate the negative factors affecting the success of d-Government projects or to contribute to the successful completion of the projects by keeping these factors under control. It is seen that a governance model has been developed in the countries which are agenda-setting in d-Government and both efficiency and performance are attained concurrently in d-Government projects such as South Korea, America, France and Australia. A similar approach took place in the 2016-2019 National e-Government Strategy and Action Plan of our country. An action has been planned under the responsibility of the Court of Accounts. For this purpose, the Digital Maturity Assessment Model-DOMR was developed by TÜBİTAK BİLGEM Software Technologies Research Institute. The model has been structured in different competence and capability groups and contains a lot of questions which are building blocks of the model. In addition it covers all IT activities and digital services/operations. The DOMR Model has been developed with the participation of its stakeholders, in line with the ecosystem needs and the current level of digital maturity, takes into account the digital transformation approach and adopts the principle of open governance. In line with the DOMR governance mechanism, the implementation was carried out in seven public institutions, and nonconformities were identified with solution proposals and reported with maturity and impact assessments. It will be possible to present the model with the wider use of the model including investment planning, assurance and guidance stages and with the right project (s), the right product will be provided with the necessary information security and d-State holistic and thus the project failure situation and the loss of investment can be prevented. In this paper, Digital Maturity Assessment Model-DOMR will be explained within the framework of information technologies and audit; applications and results of public institutions related to the model will be evaluated.

Information Technology, Audit, d-Government, Digital Transformation

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Role Model Leader Of E-Commerce: Jeff Bezos

Societies need leaders to ensure their continuity. Every society has to train its leader. The leader sets excellent goals and objectives and leader affects people to achieve these standards. To impress them, leader should be dominate on people's feelings and thoughts. If a person can fully experience the characteristics of leadership, it can be a good role model for other people. Role models are very important examples for the people around. All their knowledge and experience are inspiring. Their work styles and behaviours creates a new culture. This culture is transferred to future generations by people. One of the problems of our country is a shortfall of people that could potentially be a role model. The number of people receiving as leading examples is very small. Therefore, their motivation is very low. They can't feel the need to develop themselves. Our people have begun to approach closed and prejudiced against learning and innovation. We can give an example through the e-commerce sector. In our country, entrepreneurs who want to work in the e-commerce sector start to work without having the necessary managerial skills. They make a lot of mistakes when they work. The simplest of these errors is that they cannot realize that e-commerce is not just putting pictures on the screen. In order to achieve success in every sector, we need to introduce our new managers to the experienced leaders of our country. Qualified leaders can cultivate high quality managers. One of the leading role models for the e-commerce industry is Jeff Bezos. One of these features is his imagination. Jeff, who is the richest person in the world but not the owner of the more expensive watch in the world, has been the financier of a clock that will run 10000 years in America. This is an example of leadership. This is to show managers that wealth and grandeur are not important. It is important to note that what is important is to maintain permanence by acting with imagination. As a result of the inferences we have explained above, we realize that leaders are important. It is even more important to identify role model leaders and to take them as examples. In order to achieve success in all areas as a country, we need to train new leaders in the footsteps of role model leaders.

Leader, E-Commerce, Role Model

Veli Ahmet ÇELİK

The Effects of Sharing Economy on Non-Aviation Revenues at Airports and Analysis of Non-Aviation Revenues of Turkish Airports

The concept of sharing is as old as human civilization. It has existed for centuries, but recently there has been a lot of attention that digital technologies provide for the sharing and collaboration. Public libraries emerged in the 18th century and allowed people to borrow and lend books to their neighbors. Nowadays, widespread internet access and online commerce and increased technological comfort have enabled the same principles to be scaled to global platforms. With the sharing model, which is common in more developed countries and spreading all over the world day by day, people rent or share their goods such as cars, houses, bicycles, electronic goods, sports goods on the internet for certain fees. Nowadays, Uber is the best known for renting vehicles of car owners, while the owners of the housing are the best known for renting accommodation facilities like Air BnB. Thanks to the car rental or sharing, travelers are no longer confronted with car parking at their airports, lost time in public transport or taxi fares in a foreign country. Although this may seem reasonable for passengers, this is not the case for airport operations. The revenues of the airports do not consist of the flight service provided to the passengers only. They also generate revenue from passengers' activities other than flights at airports. More than half of the revenues of airports consist of non-aviation revenues. Within the aforementioned aviation revenues, parking revenues have become an important item. In this study, it is aimed to conceptually explain the sharing economy and to analyze the effects of the vehicle sharing business model, which is the most important and significant activity of the sharing economy, on the non-aviation revenues of the airports in the world and to analyze the non-aviation revenues in our country. In this study, the literature and the reports of various organizations were analysed and the resulted. While airport parking revenues are declining due to the widespread nature of car sharing economy, the sharing of the vehicle with the legal regulations issued in our country cannot serve the airport passengers by losing the legality.

Sharing Economy, Non Aviation Revenues

Arzuhan CENGİZ-DRHR Ltd. Youth Globe GmbH.

The Need For A New Audit Approach In Human Resources Management

Traditional human resources management was dealing with issues such as recruitment, training, social rights, efficiency measurement in performance, labor turnover speed, and problems related to these issues. Today, human resources define human as a competitive element of business and the sustainability of the business is considered as equal with the continuous development of the employees. The current management understanding of the personnel management in the enterprises and their activities in this framework do not overlap with this understanding of Modern Human Resources Management. The audits performed in enterprises with regard to the human resources function are mostly carried out in the form of payroll arrangement and personnel affairs. For this purpose, the companies operating in the basic elements such as payment of the salary regularly as well as payment of overtime work, annual leave, notice, severance and compensation rights etc. of the employees, which are all included in the Labor Law no. 4857 consider that they are fully performing their duties in human resources management. However, issues related to employees are not just about payroll services and there are no data set, related to the employees, proving that the employees are paid according to their position or “equal pay for equal work” principle is adopted by the private sector, excluding the public corporations. While this is the case, the approach to the ethics and ethics concepts of the enterprises comes into play right at this point. Morality is the total of the attitudes and behaviors that were brought by human beings by birth or acquired, as a social being, after birth during the interaction with others. The moral standards that can be defined as belief, value, norm, commandment and prohibitions are ethics that are determined by the society, are the preconditions for living in harmony with the society, adopted by human beings from the moment when one is born and that are not written anywhere. In this paper, the audit function within the framework of Human Resources Management will be discussed at the conceptual level and all business processes related to the subjects that concern employees of the enterprises will be re-evaluated in terms of universal moral principles such as improving the quality of work life, institutionalization of organizations, equality, freedom, justice and rights.

Human Resources Management, Audit, Audit Standards in Human Resources, Ethic Standards, Business Ethics, Moral Standards in Business

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Integrated Marketing Cube: A Descriptive Study

Competition, socio-cultural changes and technology concepts shaped by globalization, development in customer awareness and internet; enforced the companies to focus on customers and as a result, customer orientation became mandatory for companies and the concept of “Integrated Marketing” has emerged. The term “integrated” refers to a structure of separated parts becoming together to act as one, combining to each other in order to become more effective. The point that separates “Integrated Marketing” from classical approaches is integration. Therefore, in this descriptive study, primarily we will try to find the answer of what will be integrated, how we will do this integration within the scope of Integrated Marketing. In the field of integrated marketing, the communication dimension is generally considered as the primary and mostly single intervention area. And the communication dimension is limited as messages given to the customers. On the other hand, in the literature, integrated marketing were sometimes discussed and evaluated at strategic level. In this study, we try to develop a multidimensional approach that can be used by companies in which customer-oriented, integrated marketing-based strategic management preferred within the whole company. Here the concept of “Project Management” was taken as the starting point with a multidisciplinary perspective. Project Management methodologies, developed as “best practice”, are applied in many fields, have gained a significant accumulation and progressed. For this purpose, the concepts of Project Management, especially Integration Management, Risk Management and Agile Management are mentioned in this study. These concepts were used as main inputs in designing the dimension of processes in the context of integrated marketing. The proposed “Integrated Marketing Cube” is a multi-dimensional approach for integrated marketing. In this approach, it is aimed to manage all sub-sets of the dimensions and dimensions itselfs that can be adjusted and also combined with each other with a Cube model, that is to say, in an integrated way. The 3 Dimensions of the “Integrated Marketing Cube” is defined as; • Knowledge Management Areas (knowledge and management areas such as customer relationship, customer experience, corporate identity, brand/image and perception management areas) • Functional Areas: (functional units/departments in organizational structure) • Processes (integration processes including concepts of agile management, integration management and risk management) As a result, with the defined “Integrated Marketing Cube” approach, required tools the relations can be defined and designed to guide the establishment and continuation of a healthy, customer-oriented structure and operational processes within the whole company.

Integrated Marketing ,Customer Oriented, Project Management

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Qualitative Analysis of Agricultural Sector Empowerment Strategies to Cope with Climate Change from the Viewpoint of Agricultural Experts

The agricultural sector in Iran and the majority of countries around the world has a major responsibility for food security. Livelihoods of about 26% of the villagers directly and a significant percentage of other Iranian citizens indirectly depends on the agricultural sector. The agricultural sector is always faced with significant risks in the production process. In recent years, one of the major risks that threaten agriculture is climate change. Changes in temperature, rainfall and wind patterns have reduced the number of renewable water resources and increased drought and desertification. Part of the impacts of climate change is inevitable, but partly due to adaptation by farmers could be adapted. Given the continuing impacts of climate change, farmers need to adapt to reduce negative impacts and increase opportunities. Various factors, such as individual, social, economic, and farm-related, affect the adaptation behavior of farmers in this regard. But appropriate government policies and plans are needed to empower the agricultural sector. These Strategies should be identified in the first place. The purpose of this qualitative research was to identify these Strategies from the viewpoints of agricultural experts using the grounded theory method. The statistical population of this research was experts, informants and agricultural advisers in Zanjan province. Sampling was started using the snowball method and purposefully. Theoretical studies were continued until saturation and the data were collected through observation, semi-structured interviews, and field notes. In order to analyze the data, the proposed Strategies were first coded. In the next step, using the comparative analysis method, the extracted strategies classified in six separate categories named as drafting and implementing preventive and corrective policies, learning from nature and stopping unstable interventions, supporting and providing facilities to farmers, conducting problem-oriented and needy research, training and empowering farmers and implementation of Crop pattern.

Agricultural Production, Climate Change, Farmer Adaptation, Empowering Policies

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A Research to Identify Consumers Shopping Preferences on The Web Site, With Omnichannel Marketing Approach

Together with globalization, the swift change and development of technology has also changed the lives of societies. Some societies have easily adapted to this speed and some have resisted technological changes. As part of this change, electronic marketing has been added to traditional marketing activities and face-to-face sales all over the world. Today, 28% of the world trade volume is composed of electronic commerce. For this reason, Internet shopping has caused fear in addition to creating expectation, excitement in many sectors and firms. This dilemma, on the one hand, has created consumers who adopt the Internet shopping very quickly, while on the other hand, the commercialization of the electronic environment on the other side has created a consumer audience who is approaching to make purchases on the internet due to the lack of a comprehensive and valid legal infrastructure. In this study, a research was conducted to determine the tendencies of the masses to make purchases / not to make purchases on the internet, which is one of the ve omnichannel marketing belirle marketing activities, and to measure their thoughts and behaviors. For this purpose, questionnaires were applied to over 400 people in some provinces such as Ankara, Kırıkkale, İzmir, İstanbul and Antalya via social networks such as whatsapp, instagram, facebook and twitter. 336 Questionnaires which are suitable for statistical analysis from the returned questionnaires were included in the analysis. The data subjected to statistical analysis in SPSS 20.0 program were evaluated and interpreted. The purchasing behaviors of the consumers who participated in the survey were examined in terms of their demographic data in terms of shopping preferences over the internet and the problems faced by the consumers shopping in the electronic environment were tried to be determined

Omnichannel Marketing, Electronic Marketing, Costumer Purchase Preference

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A Mobile Navigation Application: Electronic Service Quality, Psychological Engagement – Perceived Benefits and Customer Engagement Behaviour Intentions

Purpose: Customer Engagement (CE), has been come into the scopes of the organizations with rising of the internet and digitalization. This term is also accepted as a key performance indicator in the last decade (Li, Juric, & Brodie, 2017). Customer - firm relationships which foster interactions of a customer with a firm, with prospects and with other customers, whether they are transactional or nontransactional in nature, are defined as CE by (Kumar et al., 2010). CE which has begun to shape digital marketing strategies of the firms, can mainly be seen in digital channels where fast and dynamic communication is possible between the firms and the customers. According to the statistics provided by Statistica, 2.7 million people are using smart phones by the end of the year 2018 (Statista, n.d.). With such proliferation of the mobile devices, the interactions between the customers and the firms through digital channels have also been increased enormously. Firms are aiming to improve customers' engagement creating value for their customers with the help of their mobile application platforms. In the report issued by Manifest in 2018, it is stated that, 77% of the smart phone users are also using the mobile navigation applications. (Panko, 2018). In this study, we aim to examine a commonly used mobile navigation application in the scope of CE. The electronic service quality, which is an effective factor in the usage decision of the customer is handled with the perspective of the service marketing theory (Grönroos, 1982). The benefits gained by the customer will be held with the perspective of the uses and gratifications theory (Katz et al., 1973). **Design:** According to the literature review we have made, we concluded that, the stimulus – organism – response (S-O-R) model will be appropriate in inspecting the CE behaviour intentions along with the stimulants and organism. So, we are proposing a model in which electronic services' quality characteristics (service quality, information quality, system quality), as stimulus; customer perceived benefits (learning benefits, hedonic benefits, personal integrative benefits, social integrative benefits) mediated by psychological engagement as organism and, CE behaviour intentions (feedback intention, collaboration intention) as responses. **Originality:** The online mobile navigation application, toward which millions of people show CE behaviours like commenting and giving feedback, haven't been investigated so far in the scope of CE in marketing literature. Our proposed study will be the first investigating CE behaviour intentions for this online application specially.

Customer Engagement Behaviour, Online Navigation Application, Perceived Benefits of the Customer, Feedback Intentions, Collaboration Intentions

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The Effect of Using Famous People on the Intention of Buying: A Conceptual Study

Advertising, which is the mode of communication of marketing, are tools used to create new behaviors or to encourage consumers. in advertisements; Since it mostly manages the behavior of the consumer rather than the content of the commercial offer, it is one of the many strategies that are known to use well-known people in advertising activities in order to make brands look different from their competitors. Companies often try to influence the consumer's buying intent by playing ads that have messages of their products and brands, often in terms of credibility or high-ranking people (vocalists, series / film actors, Internet phenomena, etc.). Because the well-known people, sometimes due to their own personality characteristics of the brand creating a new brand image, sometimes used to direct sales development activity. The most important reason for this; advertising the personality characteristics of the celebrities by transferring them to the product or service within the logic of transferring meaning. In this way, it is desired to ensure the rememberability of the brand when it is in place by providing permanence in the consumer. In this study; is an academic review of publications and articles that examine the impact of the use of celebrity on advertising behavior in advertising and advertising.

Famous People, Purchase Intention

Tuğba Günay – Kırıkkale University, PhD Candidate
Mahir NAKİP – Çankaya University

From Industry 4.0 to Society 5.0

The process of development of the industry which is necessary for the society first started with the industry 1.0 and this process started with the invention of the steam engine in the 18th century. the second stage of the community 2.0 is connected to a series of serial production by switching to electricity. industrial 3.0 was introduced. If the hand of the German industry is 4.0, the transition is made through autonomous machines and virtual environments. at this stage, the transition of the hand of the Japanese community to 5.0. it is not only the machine, but also the human being. In the case brought by the wand at the turkey and the world the process of where the industrial revolution, industry 4.0 revolution, what is that to make the TAA business, industry 4.0 of environmental aspects and focused, and finally society 5.0 A is directed. In today's world this season and in Turkey has increased the development of adaptation to this process.

Indusrty 4.0, Society 5.0

Birgöl ÇELİK - PTT

An Overview to The Changes of The Decisions About Strike Ban and Strike Postponement During The State of Emergency Period in Turkey

When we look at the important topics of the labor law field of labor, the concept of strike from the basic elements of the worker-employer relationship and the collective bargaining agreement with the aim of regulating collective labor relations through collective pressure, as well as the collective labor relations in the context of this concept strikes, strike bans, strike delays, etc. many sub-headings are encountered. In contemporary legal systems, the limits of the right to strike, which strengthens the working class's hand in the struggle for the rule of rights between workers and employers, vary according to the socio-economic and political conditions of the countries. Indeed, in our country T.C. Constitution 54. Article 1. In the event of disagreement, workers have the right to strike during collective bargaining.” 2 of the same substance. “The right to strike and lockout can not be used in a manner contrary to the rules of well-being, in a manner that destroys society's social and national wealth with the expression " the right in question is narrowed down to an indefinite limit. Many restrictions and prohibitions were imposed on the right to strike with the Law No. 6356 on trade unions and collective bargaining; in particular, the decision to postpone the strike under the pretext of “national security” has not only brought with it many discussions because it is mostly used as a means of political intervention in Turkey but it has also been the subject of many cases.

In this context; The strike concept plays an important role in breaking down the limited rights imposed on the worker following a fair resolution of the conflict of rights between the worker and the employer and the softening of the superiority of the contractual freedom of the employer in favor of the worker. For this reason, first of all, the reasons for exposing the concept of strike which has a critical duty in the healthy functioning of the production process by referring to its objective definition will be examined within the framework of the Constitution, Labor Law, Trade Unions and Collective Labor Agreement Law No. 6356 and Decree Law issued in the process of OHAL. In this study; A general assessment will be made by referring to the concrete examples of the prohibited strike prohibited and the deferred provisions, which will be extended by the Decree Law, which started to be implemented in our country following the July 15th Coup attempt. “National Security” and “National Health” reasons added recently to the postponement of the “economic and political stability disruptive” strike justification, the need for postponement, the tendency to be interpreted in favor of the sahici and employer will be examined and the effects of these practices on worker-employer relations and production process will be examined.

Decision, Emergency Period, Strike Ban, Strike Postponement

Aslıhan MEHMETOĞLU – Kırıkkale University – Graduate Student
Gökçen GENCER - Kırıkkale University – Graduate Student

Taxation and Accounting of Financial Leasing Transactions

Together with the impact of technology, rapid interaction and interactive money around the world also appear in the capital market. In this distribution, financial techniques used in money and financial markets are developed and increased in use. With the impact of globalization and technology, the need for technology for the development of the world economy and the demand for new investments and tools have been increased. Optionally, the optional financial leasing in the medium and long-term alternative to the increase in the needs of the alternative finance technique has entered into economic life. Financial leasing is the financial relationship arrangements between the lessor, the tenant and the seller between the three parties. As an alternative company, leasing is aimed at directing investments by providing a link to businesses. Turkish English of our country as a financial instrument in advancing Turkey leasing company. In time, distances are sometimes insufficient and savings in the economy require cyclical fluctuations. It is taken that this day is in the day, the importance of the financial leasing transactions that are in progress, and how the transactions are made and taxed and the advantages in our taxation field will be discussed. We are committed to an affordable and reliable leasing transaction depending on the old or new position of the goods from domestic and international sales.

Financial Leasing, Taxation And Accounting

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Development of Banking and Bank Accounting

The banks are among of today's most important financial institutions that brings together who demand funds and supply funds. With the increase in globalization, it has become very difficult for the developing countries to maintain their economic stability. In this context, the structure of the banks which increased the productive capacity of the country and played a role in economic growth and development, tried to be strengthened with the reforms. One of the issues to be addressed alongside these reforms is the concept of banking risk and management. The financial instability in the developing economies of the world has revealed the need for risk management when it is considered within the framework of unlimited capital mobility. This situation has created internationally accepted compromises all over the world. This compromises, which minimize risks and include common arrangements, have played an active role in the formation of Basel committee. The measurement and management of risk in banking is provided by analysis of accurate accounting records. The reliability of the accounting records has also increased due to the common calculation systems. As a result of the development of the accounting information system, the control of reports published by banks, which prevented manipulative reports, was also made effective. The transferring of the financial statements with reliable and accurate sources and the evaluation of risk made it necessary to transfer the study to the field of bank accounting. When we look at the bank accounting, it is seen that a different method is used from the companies that are engaged in commercial activities. Undoubtedly, this difference caused the commercial enterprises to record their activities in accordance with the general accounting standards and the banks to evaluate their transactions in accordance with the standards set forth in the Bank's Law. When the banking concept is taken as a systematic whole, it is concluded that the analysis of our financial system, which is strengthened by the regulations made after the devastating effects of the 2001 crisis, should be conducted. With these analyzes, reliable data sources will be created and risk management will be contributed to the future.

Banking Risk Management, Banking, Bank Accounting

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Planned Obsolescence: Capitalism And Environmental Crisis

As the market conditions become more difficult and the competition has increased, it has led the enterprises to look for ways to survive. One of these ways is planned obsolescence. Planned obsolescence concept; Packard (1960) and the product life-time spread is called deliberate reduction. Producers; They use the planned obsolescence method to increase and reinforce their own image by turning the intuitive buying behaviors of consumers into advantages. The conceptually planned obsession was introduced in 1920 as a cartel based on light bulb production. This cartel firstly instructed the engineers to give more life to the product so as to produce more products, and to make them unusable after a while. The first engineering application of this instruction is the new light bulbs, which are advertised as bulbs, which last for 2500 hours. Another example is nylon women's socks. In the 1950s, when women's nylon stockings were first introduced, women were so interested that it was said that the sellers could not meet this demand. In the face of this situation, the producers, as in the case of the bulb, planned to start without the planned wear, and then instructed the engineers whom they had ordered for durable socks before to make the socks. Our study; aimed at determining the reactions of young consumers by revealing the perspectives of enterprises towards the sector and consumers in relation to planned antiquity in our country. At the same time, the effects of the concept of planned antiquity as a reflection of capitalism on the environment are revealed.

Planned Obsolescence, Capitalism, Environmental Crisis

Tuğçe ÜNER - Bolu Abant İzzet Baysal University
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Evaluation of Nylon Bag Purchasing Behaviors of Consumers Following Transition To Paid Nylon Bag Period In Shopping For Sustainable Development

Profitability depends on reducing the conflict between being beneficial to society and sustaining its existence, also the businesses' effort to observe and not give damage to the society and the next generation during production. Especially, many environmental problems such as air, water and soil pollution are formed as a result of the mistaken, not taken or late taken measures by the business firms. Natural and fertile farmland has been transformed into unproductive urban areas due to the unplanned urbanization. Forests have been destroyed and the chemical wastes formed during the production process of businesses have been mixed with nature and have given harm both to the nature and society. Due to the global warming effect, extraordinary climatic changes and natural events have occurred. Sustainability means determining the living standards of the society through usage of natural resources while not giving harm to them so that they can meet the needs of future generations. For this purpose, businesses must act proactively to ensure environmental sustainability before economic and social sustainability. Therefore, studies on recycling are very valuable. In order to reduce the use of nylon bags which can be lost in nature in 1000 years and to contribute to the environmental sustainability, paid nylon bag application has been started. Nylon bags are one of the most harmful products to nature and people. Therefore, its use assuredly must be stopped or limited. For this reason, applications such as cloth bag, paper bag or net were started in shopping centers instead of nylon bags. The purpose of this study is to determine how consumers perceive the use of a paid nylon bag which is one of the measures taken to limit the use of nylon bags, and whether this application leads to behavior change in consumers' use of nylon bags. In this study, a survey was applied to the consumers via internet. According to the findings of the study, it has been concluded that the thought of sustainability affects the consumer positively, and the use of paid nylon sachet reduces the customers' use of nylon bags. In addition, as a result of the observations and face-to-face interviews, valuable information about the missing sides of the paid nylon bag application is given. It is thought that the study will add value to the subsequent researches on environmental sustainability.

Sustainable Development, Environmental Sustainability, Consumer Behaviors

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The Effects and the Results of the Brand Story on Narrative Engagement: A Focus Group Reseach on Is Bank Customers

Storytelling is a powerful communication tool that brands frequently use in marketing for connecting with their customers emotionally and expressing themselves more clearly. The most enduring brands are the ones using storytelling most efficiently; in other words, the most well-known brands are what we'd like to call "storytelling" brands (Papadatos, 2006, s.382). According to the relevant literature, an attractive and persuasive brand story should bear four major elements: authenticity, conciseness, reversal and humour. The literature also emphasizes that storytelling could establish an emotional connection between the brand and its customers. (Caroline, 2006; Chiu vd., 2012; Stephen ve Malcolm, 2010; Kabukçu, 2017). Although there has been research analyzing storytelling and brand relations (Chiu vd., 2012; Ballester ve Sabiote, 2016; Lee ve Jeong, 2017) via Transportation Theory, they are only very few in numbers and don't particularly focus on TV ads. This study investigates the a priori and the results of customers' narrative engagement through the brand story used in Is Bank 89th year ad via inspecting the opinions and experiences of Is Bank customers. The study used purposive sampling method. The data was collected from one focus group of Is Bank customers, of which had 4 participants. The recorded data were analyzed via qualitative research method. According to the results, five categories emerged under two themes: the elements influencing customers' narrative engagement and the results of customers' narrative engagement. Under the former, theme four categories were acquired: authenticity, conciseness, reversal and humor; and under the latter theme one category was attained: customers' brand attitudes towards Is Bank. The findings of the study illustrate that the most influential element for narrative engagement was reversal. Moreover, customers' narrative engagement has an enhancing effect on their already positive outlook towards Is Bank. Marketing managers, who want to make an emotional connection between current/potential customers and their brands, can create brand stories that will attract the customers' attention, and prompt their customers' narrative engagement. It is recommended that researchers, who'd want to investigate storytelling in branding via Transportation Theory, should collect data from a larger number of participants in different cities; could focus on the effectiveness of stories based on the various advertising media channels instead of television channel; and could investigate the other brands' brand stories.

Brand Story, Narrative Engagement, Brand Attitude, Purchase Intention, Storytelling

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Conceptualization And Measurement Of Customer Relationship Management

To face the competition and maximize their profits, some companies have opted for the implementation of effective business strategies such as Customer Relationship Management (CRM). The implementation of a CRM promotes on the one hand a management of the interactions of a company with its current customers and its potential customers and on the other hand makes it possible to distinguish the best segments of customers in order to build a durable relation with them. But how to manage customer relationships has become a major concern for managers. In addition, the CRM has given rise to confusion or misinterpretation. This study has a dual purpose, conceptualize the acronym CRM for a better understanding of its functioning and finally explain how to measure its performance. To achieve this, based on the literature review and CRM concepts, we will classify the CRM approaches in the enterprise and the dimensions to measure its performance. This study revealed that technological evolution has brought new forms of CRM such as Social CRM (s-CRM), e-CRM and mobile CRM (m-CRM). We were able to obtain as results that customer value with its different components for a CRM service can impact customer satisfaction, its intention to use CRM services and its intention to purchase. In conclusion, each company defines its commercial strategy and implements the means to achieve its objectives. In this study CRM systems and effects on organizational outcomes will be discuss based on existing literature in the field. The aim of the study is to examine CRM conceptualization and related organizational effects such as creating customer value, and purchase intention. Literature review will be use in identifying CRM systems and customer focused outcomes. Therefore, antecedents and outcomes of CRM systems in organizations will be analyze depending on the literature. Keywords: Customer Relationship Management (CRM), Customer value, purchase intention, intention to use.

Customer Relationship Management (CRM), Customer Value, Purchase Intention, Intention To Use

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Concept of Key Person In Enterprises And Analysis of Key Person Risks With Examples In The World

In recent years, the activities or explanations of senior managers, who are identified with the companies and are the most recognized faces of the company, have a material impact on their companies due to the multiplier effect of social media. Nowadays, one of the employees of the enterprises can make a lot of decisions about the enterprise and almost become the black box of the enterprise. This position is also called a key person. The key person is the savior, who knows where to find the information, who knows what the best methods and tools are. It is also defined as an individual with a unique ability to sustain the success of a company. This individual may have the technical knowledge necessary for the investigation and development of products that keep the company at the highest level in its field. The death or disability of this key person can seriously undermine the company. A key person occurs when the risk is largely dependent on the key people of a business. This risk is typically found in small to medium-sized enterprises (SMEs), but also in companies of all scales. Key human risk arises when an individual's presence, absence, or behavior affects a firm's value in a meaningless way. The most prominent examples of key person risk are seen in some of the world's largest companies. WPP, the world's largest advertising company, dropped 27% in April after a sudden and abrupt resignation of its founder, Sir Martin Sorrell. His firm Tesla's shares fell 14% on September 28th as a result of misinterpretations by Elon Musk on Twitter. It is thought that 20 of the world's most valuable companies, including eight companies such as Amazon, In this study, it is aimed to define the risks caused by key personality and key personality in the enterprises and to reveal the effects of the examples in the world on the enterprises. In the first part of the study, the concepts of key personality and key personality risk in enterprises are emphasized. In the second part, examples of companies in the world are given and the roles of key people are explained. In the last section, solutions for risk management and key personality risks are presented qualitatively in the light of literature research.

Key Personality, Key Person Risk, Risk Management

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Customer Relationship Management in Logistics

The change in the business world over the last 50 years has brought new management principles and practices along with new commercial flows and business models. Customer relationship management (CRM) is a popular business management application that has emerged as a result of rising customer demands and expectations and increasing competition environment. In this study, the concept of CRM is discussed and the place and importance of CRM in the logistics sector, which is one of the most popular sectors of today and the future, has been tried to be determined. First of all, CRM has been defined based on the sources in the literature and what elements are mentioned in the CRM concept has been determined. In addition, the main CRM strategies in the literature are described. These strategies can be expressed as three major customer relationship management applications extending from CRM defined at a narrow and tactical level to CRM defined at a broad and strategic level. Also it was stated that there will be a difference according to the sector in the selection of strategies, and the path to be determined for CRM depends on the factors such as competition conditions, target market and etc. where the company is located. In the continuation of the study, the structure of the logistics sector and the types of services it provides are examined. Regarding to that, how a CRM strategy for the logistics sector should be topic is discussed by examining the factors of the customer relations belong to the industry. As a result, it is determined that the CRM approach should be at a comprehensive and strategic level for such a sector like logistics where customer relations are long-term, customer-focused work is required, flexibility and inter-party compliance are important. It is recommended to deepen the study and to examine real logistics CRM applications from the sector for future researches.

CRM, Logistics, CRM Strategies, Customization

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Scale Development and Construct Validation of the Chinese Consumer Insecurity

Security is the most basic need in human psychological needs (diet, sleep, etc. are all physiological needs) and is the most important component of personality (Maslow, 1943). However, Chinese insecurity in recent years appears to be showing a pathological outbreak trend. Insecurity seems to have become the collective subconscious of the Chinese people. How high the sense of insecurity of Chinese consumers is, and how to measure it scientifically, is the core problem to be solved in this study. Based on the literature review, this study refines the main dimensions and measurement items of consumer insecurity through in-depth interviews with 32 consumers. A total of 1087 content analysis units were analyzed in 32 deep interview records, and summarized the five dimensions of consumer insecurity: healthy insecurity, social insecurity, self-insecurity, environmental insecurity and experience insecurity. After the pre-testing, the study conducted a formal survey of the questionnaire. A total of 3052 questionnaires were collected, 2389 of which were valid, and the effective rate was 78.28%. The data were randomly divided into two equal parts, 1194 questionnaires were used for reliability analysis and exploratory factor analysis, 1195 samples were used for confirmatory factor analysis. The fitting degree of the conceptual model obtained from exploratory factor analysis and the actual observation data is tested. Finally, a measure index of Chinese consumer insecurity with 19 items in five dimensions is obtained. The new scale can be used in combination to measure the Chinese consumer's insecurity index or split it to be used for the stimulated consumer's insecurity measurement. The self- and social dimensions of the scale focus on measuring the intrinsic insecurity of the individual, which is similar to what is measured by the Rindfleisch's scale. The other 3 dimensions could be used to carry out related experimental research on consumer insecurity.

Chinese Consumer Insecurity, Scale Development, Construct Validation

Özge ÖZKAN
İnci Erdoğan TARAKÇI

Customer Satisfaction In Social Media Marketing: An Application On The Instagram

Social media are social platforms where users publish content that they produce, communicate with friends, share information, hobbies and similar elements. Nowadays, social platforms and social media tools become indispensable for people as the internet is rapidly spreading. Communication, shopping and many other elements started to be realized through social media tools. Instagram, which is one of the social media tools, was established(founded) by two people named Kevin Systrom and Mike Krieger in the last months of 2010 in order to enable people to share photos with each other. But nowadays, Instagram has become a platform we often visit to shop. Customer satisfaction or, in other words, customer pleasure is very important for businesses in any sector. To meet the expectations and needs of the customers and consumers in the best way and to stand out from competitors is the basic principle for businesses. In order to measure customer satisfaction, it should be known by the businesses who the customers are and what the concept of satisfaction means. Quality and product viewpoints varies from consumer to consumer. Therefore, a customer's dissatisfaction does not mean that each customer is not satisfied. In this study, social media marketing, which has become quite popular nowadays, has been examined and it has been tried to determine the satisfaction levels of customers when shopping is made via Instagram which is one of the social media tools. In this context, a survey study was conducted in order to measure the satisfaction and dissatisfaction experienced on shopping via Instagram by the consumers living in the province of Ankara between March 2019 and April 2019 and accompanied by findings, the satisfaction levels of the customers in social media marketing were revealed after the sale. The results point out which social media tools are now widely available and point out the importance of Instagram in social media marketing. It is thought that the study findings will shed light on the subsequent studies in this area.

Social Media, Customer Satisfaction, Consumer Behavior

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Factor Analysis Of Entrepreneurship Obstacles Of The Women in The Rural Area (North West Of Iran)

Rural women account for nearly 50 percent of the rural population, and they play an important role in the process of rural development. Entrepreneurship is one of the major contributors to the development of all regions, especially in rural area. There are a lot of obstacles in achieving the entrepreneurship for rural women. To achieve a good end in this regard, these obstacles should be removed by effective policy and planning. The first step in any planning is to study the current condition by a scientific method. This descriptive-survey study aimed to investigate obstacles of Entrepreneurship among Rural Women in the Hashtroud Township (East Azerbaijan province/North West of Iran). The statistical population consisted of all rural households in Hashtroud Township (N= 10769) which 257 of them were identified based on Cochran's sampling formula and selected through a Multi-stage randomized sampling method. The research tool was a researcher-made questionnaire which its validity was confirmed by a committee of experts in the similar field and to check its reliability, a Cronbach's Alpha coefficient was calculated 0.81 after conducting a pilot study. The research tool consisted of 28 obstacles which rural women rated each obstacles importance based on a five-level Likert scale. The results showed that all of these obstacles had an average higher than 2.5 and means higher than average importance for them. Factor analysis revealed that six factors named as Gender Discrimination, Lack of Access to Financial Resources, Lack of Knowledge and Skill, Lack of Enough Self-Confidence, Lack of Infrastructure, Having Multiple Works in Home have explained 58.59 percent of entrepreneurship obstacles variance in the rural area.

Rural Development, Rural Women, Entrepreneurship Obstacles, Hashtroud Township

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A Managerial Metaphor: Qualification Prioritization By AHP Method For Swiss Army Knife Employees

The metaphor of “Swiss Army Knife Employee” which is generally used for employees who can perform different roles at different times and places of life is used in this study for employees who have different skills rather than having a specialization in a single field or competence and for whom are needed by organizations and some specific job fields. One of them is teachers who need to have both academic/technical, personal and social competencies. The aim of this study is to identify the apparatus of Swiss Army Knife by means of teachers who should have multi-qualifications and then by weighting them hierarchically with Analytic Hierarchy Process technique, to determine which skill would be as important as knife which is the most important apparatus of Swiss Army Knife as it is the first one that comes to mind. Finally, it will be discussed what kind of administrative measures should be taken by the employer or the supervisor in order to keep the knife sharpen of the employee.

Swiss Army Knife, Analytic Hierarchy Process (AHP), Teacher, Qualification

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New Generation Free Trade Areas of European Union within the Concept of Economic Integration Models

The acceleration of globalization, with the decrease in the costs of information, communication and transportation, changed the nature of the world economy. There was a shift in the power of developed countries to developing countries which affected the routes of world trade. Multilateral trade agreements under the umbrella of World Trade Organization (WTO) started to lose strength and global trade actors started to incline towards regional trade agreements (RTA). The EU, as a global actor, in order to be responsive to the changes worldwide, also started to transform its trade structure gradually. Shift in world trade patterns towards upmarket and high-tech products enforced the global economies to invest in R&D, innovation and design which also affected the needs and expectations of European business. In addition, obligations in terms of technical, consumer, environmental and labor standards forced the EU for harmonized system for trade. European economic integration which started as a customs union and then was converted to more advanced models of integration such as single market, economic and monetary union within almost 60 years, now put the “special” free trade areas as a venue for conducting foreign trade relation. With the necessity for complementing the multilateral system of WTO, and increasing the integration degree for trade, EU started to make its trade agreements under deeper and more comprehensive Free Trade Areas (FTAs). Thus, strengthening the global power has been one of the healing methods of EU as it is the world’s biggest trader which accounts for 1/3 world trade. Aim of this study is to deliver the tendencies of EU toward new generation free trade areas in the light of economic integration models and examine the global role of EU while the changes in world economy been taken into account.

Free Trade Areas, European Union, Economic Integration

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Does Digital Banking Improve Saving Level of Countries ? Evidence From Turkey...

The importance of countries' saving levels is indicated by many economists on various platforms. On the other hand most of the information technology investments are redirected to digital banking at Turkish banking sector. After the year 2001, with the realization of the postponed investments as parallel to improving economic conditions, the investments on Information Technologies (IT) were increased in Turkey. And most of the IT budgets were routed to digital banking such as internet banking and mobile banking . Macroeconomic changes and tightening regulations in Turkish banking sector has forced banks to accelerate technology investments in order to increase efficiency, while rapid development in the technological field around the world has created the necessity of adapting the products and services offered by banks to changing customer habits.. Since digital banking has become crucial for banking sector, it is expected to create a positive value on the country's macro economic condition. The purpose of this study is to examine whether digital banking, which has a growing importance in today's banking sector, contributes to the level of savings of the country.. The analysis covers annual time series of 2006-2017 because of lackness of elder data. Johansen Cointegration analysis and Granger Causality test were used in order to determine the impact of digital banking on saving levels of Turkey for 2006-2017. In an environment that nearly most of the IT investments are used for digital banking at the Turkish banking sector, we except that it should have a positive impact on the country's macro economic condition. We have used investment product amounts such as deposits, investment funds, stocks in GDP as digital banking indicator. But all of the tests that are used, have showed us that digital banking does not have any impact on Turkey's saving level. Banks have a crucial role for economic growth. Functions of banks can not be limited with just making money on customers. Banks should act with this consciousness. I suggest to Banking Regulation and Supervision Agency (BRSA) and The Bank Association of Turkey, to lead a study or campaign which would have presented to government for supporting saving activities of digital banking which may include; * Informative social advertisements * Informative meetings for households and firms * Differentiation on taxes-downward direction (BSMV-banking and insurance transaction tax) via internet banking and other digital channels. * Differentiation on interest rates and commisions via digital channels

Digital Banking

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Mehmet BAŞ - Ankara Hacı Bayram Veli University

The Effect of Retro Marketing on The Purchasing Behavior Of University Students

Retro marketing is based on taking advantage of people's longing for power. Retro marketing first proposed by Stephen Brown was defined as “therevival or resumption of goods or services belonging to the previous historical period. “ According to another definition, retro marketing is nostalgia-prudent marketing that revitalizes past brands, models and products. In retro marketing, brands try to reach consumers through common past. In doing so, it benefits from brand awareness in the consumer. What drives retro marketing is the surplus of demand for older products in consumer buying behavior in recent years. Retro is the synthesis of old and new. It is the design of objects in old style but with new technology. In this way, both for the people who live in that period and the ones who do not witness the period but grow by listening to that period or watching them later, it becomes a strong motivation. However, young consumers can behave much differently from the middle age group when making a purchase decision. In this study, it is aimed to determine the perspective of this young consumer group to retro marketing who has very low loyalty to brands and products and the effect of retro marketing on the purchasing decisions of the young generation. In order to determine the effect of retro marketing on purchasing decisions of university students, the students who study at the state and private universities in Ankara have been interviewed by using easy sampling method in March 2019-April 2019. In the first part of the survey, questions were taken to determine the demographic characteristics of the students. In the second part, questions were asked about Retro Products and Retro Marketing perspectives to determine purchasing behaviors. The data obtained from the study were collected and coded under specific and meaningful titles. The results of the study are expected to lead to future studies in this area.

Retro Marketing, Nostalgia, Young Market, Consumer Behavior

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Foreign Bank Participation and Banking Concentration in Transition Countries

The link between foreign bank presence and financial inclusion is a relatively under-researched area, while the empirical literature offers limited evidence on the impact of banking concentration in terms of how foreign bank presence affects financial access. This paper empirically investigates the impact of banking concentration and banking competition on financial inclusion through foreign banks for a panel of transition economies covering the period 2004-2015. Given the predominant share of foreign banks in their banking systems, transition economies provide an ideal setting for examining this link. Accordingly, fixed effects panel estimation is applied to scrutinize whether banking concentration and banking competition affects the impact of foreign bank presence on financial inclusion as measured by financial sector outreach, i.e. ATM per capita. In the empirical analysis, Lerner index and five-bank asset concentration are utilized as a proxy for banking competition and banking concentration, respectively. The empirical findings of the study reveal that the positive impact of foreign bank penetration on financial outreach tends to be weakened with an increase in banking concentration in a country. In particular, the joint interaction coefficients between foreign bank presence and variables of bank competition and concentration turned out as statistically significant with negative signs. Hence, overall, the estimation results imply that lower levels of competition in the banking sector tend to exert a negative impact on financial inclusion as a market structure with a few dominant major players, yielding to monopoly profits, is unlikely to enhance financial inclusion. Future studies comprising individual bank level data and/or broader cross-country analysis may provide a profound understanding on the relationship between financial inclusion, foreign bank penetration, banking concentration and banking competition.

Foreign Banks, Financial Inclusion, Banking Concentration, Banking Competition, Transition Economies

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The Role And Importance of Logistics Management In Increasing The Competitiveness of Enterprises

Logistic, in the process of meeting the consumer demand, provides the realization of a mutual information flow between the customer and the producer in terms of acquirement and storage of raw materials for production, the production, the storage of the new products after the production, supply of the products to the customer and reactions of the customers to this newly produced production. Therefore, in this process of mutual information flow businesses have to actualize an efficient logistic management. Businesses, while performing their logistic activities, should attempt to get the leadership over the other competing businesses by decreasing their cost sand by differentiating their own production from others. These firms which have cost leadership in the market might increase their competitive power by using the differentiation of their production from the others. Businesses have to be successful at every stage of their operations in order to be realized, to be able to compete with the irrival sand to be successful in this competition today. To achieve their purpose, businesses have to satisfy the varying demand and increasing expectations of the customers. Businesses which want to increase the competitiveness and to get an edge over the others in this competition have to give priority to logistic activities and logistic management. A successful logistic management is considerably necessary for the businesses not only to be able to make qualified, in-time and complete production but also for a healthy communication with the customer. In this work, the effect and importance of the logistic management on the increase of competitive power has been explained. At the work, some businesses operating in Kayseri Organized Industrial Zone have been researched in order to better analyze the relationship between logistic management and competitive power.

Logistics

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Global Crisis: The Instance of Turkey and Mexico Purpose

This study aims Turkey and Mexico to examine the general economic development, investigate the effects of the global crisis on these countries and policies against the crisis, to compare two developing countries with macroeconomic indicators. Method: In working examined before separately in Mexico and Turkey general structure of the economy, the level at which they were affected by the global economic crisis and how the measures they receive of two countries and the last part was evaluated together. All data related to the countries were prepared with the help of data sets of national and international official institutions.(IMF,OECD,TCMB,Mexico Central Bank) Findings: Following the global crisis, the US recession had a major impact on Mexico's foreign trade. Mexico's export volume of goods and services declined from 1,974% in 2007 to -1,017 percent in 2008, and to -10,855 percent in 2009. The global crisis has spread from USA to Europe over time. Decline in growth rates in the EU countries, Turkey's foreign trade has been adversely affected. Exports of goods and services decreased to 7,574% in 2008 from 8,084% in 2007, to a negative value of -4,478% in 2009. Because of the stagnation of the labor market during the crisis, unemployment rates peaked in Mexico and Turkey. Mexico's unemployment rate increased from 3,610% in 2007 to 3,888% in 2008 and to 5,329 in 2009. The unemployment rate in Turkey increased from 9,183% in 2007 to 10,20% in 2008 and to 13,053% in 2009 Results: US-based global financial crisis, as seen in many countries, Turkey and Mexican economies also dragged major recession. In terms of GDP developments, inflation, employment, foreign trade and balance of payments, the impact of the global crisis was most felt in 2009 in both countries. In the face of this crisis expansionary economic policies have been seen in Turkey and Mexico. Interest rates were reduced, new liquidity sources were provided, and active employment programs were expanded. In this context, both countries improved with the help of expansionary policies Assessment Related Of Future: Because the economies of countries strengthened to a certain extent, lessons that the global crisis on Turkey and the Mexican government as a result of they make significant changes, and efforts to extend these policies will reduce the risk of having problems to face any financial crisis.

*Global Crisis Sample Of Turkey and Mexico, Global Crisis: Two Developing Countries
Turkey and Mexico, Turkey and Mexico Economies in the Global Financial Crisis*

Kadim BUDAK – TÜBİTAK
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Recruitment Process And The Use of Technology In The Recruitment Process

Globalization and the technological development it brings with it, affect every aspect of our lives. In the first instance, education which is one of the basic institutions of sociology, internet-based education forces the business world to adapt rapidly to this competitive environment based on high technology. The concepts and practices related to human resources, which is one of the most important elements of the enterprises, are also affected by technological developments. In Human Resources Management, from hiring to performance management, many processes are now being done web-based. The main objective of the Human Resources Management is to deliver the institution's goals in the most efficient way. With the belief that human beings will play the most important role in this realization, Human Resources Management is directed to human relations. Thus, human resources management focuses on business related problems and human relations, and tries to ensure that the organization is prepared and successful for the future. Nowadays, Human Resources Management is moving away from personnel management, and with the requirements of the era, it is going into new expansions. The main task of Modern Human Resources Management is to create an organizational environment that encourages employees to achieve the highest efficiency while satisfying their own needs. In this study, firstly, the classical human resource procurement process is discussed. Later, the relationship between Human Resources Management and Technology was discussed. This relationship was conceptually dealt with in the HR 2.0 axis and the consistency between the questionnaire and the theory and practice were measured.

Human Resources Management and Technology, Web 2.0, HR 2.0

Önder ŞAHİNASLAN – Maltepe University

Security Control Areas for Information Technology Audit

Security control in terms of information technology supervision, aims to protect the functioning of information system activities and data. It contributes to the identification, analysis, reduction or elimination of potential risks.

Scope of IT security audit, the main process areas include security management, planning, strategy and governance, monitoring, risk management, roles and training, system configuration and event and problem management.

It is important for the security management process to identify and maintain IT security roles, responsibilities, procedures, policies and standards. Security management process includes monitoring of security systems and applications and performing periodic testing for specific security weaknesses or events, followed by the implementation of corrective actions. Effective security management is based on protecting all information and IT assets to minimize the effects of security vulnerabilities and incidents. IT security activities should be carried out under the supervision and support of senior management. In the IT security plan, the system and application infrastructure work, risk and compliance requirements are taken into account. This plan should be approved by management and shared with relevant parties. Ensure that all user (human, application, system) authentication and access rights are up to date. User passwords should be set to be strong by systems if possible. Necessary controls must be made against unauthorized accesses to the user's identity and access rights maintained in a centralized structure. All accounts and related privileges, including privileged user rights, must be regularly reviewed and checked. Furthermore, the creation, modification, cancellation, destruction, distribution, certification, storage, entry, use and archive processes of cryptographic keys should be checked. Proactive testing, monitoring and follow-up should be performed through IT security applications.

An effective reporting is important for extraordinary account transactions. Security violations should be recorded, classified and necessary security measures should be made. Information systems and applications should be made more secure against current attacks by using effective security protection technologies. Preventive measures should be taken from malware (viruses, trojans, malware, worms, spam, etc.). Ensure that network and system security architectures are installed and operated. However, it should be ensured that sensitive process data is transmitted safely.

As a result, the IT security check ensures that there is a security vulnerability to threats and a check. The security function of the systems and applications finds their strengths and weaknesses. Control targeting, aiming at establishing effective controls for vulnerabilities.

IT Audit, Cyber Security, Ensure System Security, Information Technology, Security Control Areas

Ender ŞAHİNASLAN – Maltepe University

Value of Information Systems Audits for Business and Information Technologies

With the business and life world, information technologies are becoming more and more intertwined. It serves in every, aspect of business and life such as infrastructure, data, information communication, mobile, internet of objects, data centers, cloud, artificial intelligence, marketing, sales, business intelligence, accounting, reporting, CRM, HR, advertising, e-commerce. The organizations responsible for the planning, development, procurement, installation, service, maintenance and reporting of information systems and applications in a public or private enterprise or organization are information technology units. Information technologies are needed more and more every day. Continuously increasing work and addiction, along with some benefits, also imposes responsibilities on these units. To provide quality products and services that are compatible with business and strategy targets and meet the expectations of the stakeholders are the leading ones.

Information technology management needs to focus on a number of strategic goals to meet both internal and external expectations; such as to provide effective and efficient solutions to the business needs and expectations in a timely manner, to support competition and to keep pace with the developing technology, to present projects on time and in expected quality, to meet IT service level agreement (SLA) requirements, to provide high quality service at low cost and to ensure continuity of service. It also has internal objectives to ensure the integrity of information and system infrastructure, the integration of systems as much as possible and efficient operation and monitoring. Moreover, it is also responsible for compliance targets such as managing IT risks, complying with legal regulations and policies, assisting with audits and controls, and providing data and information.

The main purpose is to create added value for the institutions by effective and efficient operation of information systems and resources. Business and IT processes in a corporate structure require end-to-end control. Information technology controls and audits are an opportunity for themselves to meet this need. These controls allow administrators to see the current situation for all relevant stakeholders, as well as the owners of the relevant process. Thus, catching the future and opportunities in a timely manner allows to avoid risks as much as possible.

In summary, a constructive information systems audit provides positive contributions to business and information technology stakeholders. They guide to some extent to see, improve and improve the current situation of their processes. Business, control and IT coexistence means more success and gain.

IT Audit, Value of Information Systems Audits, Business Impact, Information Technology, Information Systems

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