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ÖNSÖZ

Üniversite olarak öğrencilerimizin akademik eğitimlerinin yanında sektör temsilcileri ile bir araya gelmelerine özellikle büyük önem gösteriyoruz. Üniversite-sektör iş birliği kapsamında projeler geliştirmeye gayret ediyoruz. Bu anlayışla düzenlenen I. Uluslararası Sosyal Bilimlerde Davranış Temelli Araştırmalar Sempozyumu, 13-15 Şubat tarihlerinde, Türkiye'den ve yurtdışından çok sayıda bilim insanlarının katılımıyla yoğun emeklerin sonucunda gerçekleştirilmiştir.

Üniversitemiz Lisansüstü Eğitim Enstitüsü, Neuroscience ve IMDA iş birliği ile hazırlanan bu önemli sempozyumda akademisyenler, öğrenciler ve alanında uzman sektör temsilcileri üç gün boyunca kıymetli bilgilerini katılımcılara paylaşmışlardır.

Sempozyumda akademik bildirilerin yanı sıra dünyada ve ülkemizdeki önemli şirketlerin temsilcileri sektörün dinamiklerini, yeni gelişmeleri öğrencilerimize aktarmışlardır. Öğrencilerimizin, profesyonelleşmeye giden yolda, bu ilham verici konuşmalardan en iyi şekilde faydalanmalarını kendi gelecekleri adına son derece önemli buluyorum. Bu nedenle de sempozyumun geleneksel hale getirilerek tekrarlanması bilim adına son derece önemlidir.

Sempozyumun her aşamasından büyük emek veren başta Lisansüstü Eğitim Enstitüsü, Neuroscience ve IMDA olmak üzere katkı sağlayan tüm mesai arkadaşlarıma teşekkür ederim.

Prof. Dr. Yadigâr İZMİRLİ

İstanbul Aydın Üniversitesi REKTÖRÜ

BAŞKAN' DAN

21. yüzyıl, karşımıza küresel ve bu küreselliğin verdiği karmaşık bir dünya çıkarmıştır. Teknolojinin yarattığı ivme büyük değişikliklere neden olmuş ve olmaya devam etmektedir. Bu değişimin nereye kadar gideceği konusunda da bir öngörü bulunmamaktadır. Bu nedenle kurumların ülkelerine ve insanlığa faydalı şeyler üretmesi için teknolojik imkânları en iyi şekilde kullanan, girişimci, sosyo-kültürel uyumu yüksek genç nüfus yetiştirebilmesi gerekmektedir. Çağımız, 21. yüzyıl becerileri olarak adlandırdığımız yeni becerilerin tanımlandığı bir çağdır. Bu nedenle günümüzde üniversiteler hazır bilgiyi sunma yerine, bilgiyi inşa etmeye ve sentezlemeye odaklanmalıdır. Bu amaç için proje tabanlı sorgulama ve araştırmaya dayalı bir sisteme sahip olmak ve yaratıcı bilgi modüllerine dayalı bir eğitim-öğretim sunmak önemlidir.

Bu doğrultuda İstanbul Aydın Üniversitesi'nin temel felsefesi, "aydınlık bir gelecek" için durmadan çalışarak geleceğimizin teminatı olan gençleri bilimin ışığında yarınlara taşımak olmuştur. Bilimin merkezi olmasını hedeflediğimiz üniversitemizde ulusal ve uluslararası etkinliklere büyük önem veriyoruz. Bu etkinlikleri öğrencilerimizin günü yakalamaları ve sektörle işbirliği içinde olması açısından son derece yararlı bulmaktayız. Bu nedenle bütün yıl boyunca sempozyumlar, paneller, çalıştaylar, söyleşiler ve kongreler ile öğrencilerimizin 21. yüzyıl becerilerini yakalamalarına yardımcı oluyoruz. I. Uluslararası Sosyal Bilimlerde Davranış Temelli Araştırmalar Sempozyumu da bu bağlamda yapılan uluslararası etkinler arasında yer almıştır.

Üniversitemiz Lisansüstü Eğitim Enstitüsü, Neuroscience ve IMDA iş birliği ile hazırlanan sempozyumda özellikle bilim insanları ile sektör profesyonellerinin aynı amaç için bir arada bulunmaları öğrencilerimiz açısından büyük bir zenginlik oluşturmuştur. Çok sayıda Türkçe ve İngilizce bildirilerin sunulup söyleşilerin yapıldığı sempozyumun her yıl daha geniş kapsamlı olarak hazırlanarak bilime katkı vermesini temenni ediyorum.

Aylar süren bir emek harcanarak düzenlenen sempozyumda büyük katkısı olan sempozyumun değerli paydaşları Neuroscience ve IMDA'ya, Lisansüstü Eğitim Enstitümüze ve katkı sağlayan bütün akademik ve idari personelimize teşekkür ederim.

Doç. Dr. Mustafa AYDIN
İstanbul Aydın Üniversitesi Mütevelli Heyeti Başkanı

BİLDİRİ KİTAPÇIĞI

PEYZAJ TASARIMINA YÖNELİK DAVRANIŞ HARİTALAMASI: YAVUZ ÖZCAN PARKI ÖRNEĞİ

Dr.Öğretim Üyesi Ahmet BENLİAY[*], Nazife Begüm GEZER[**]

Davranış haritaları, alan kullanıcılarının herhangi bir konum ve zaman içindeki davranışlarını gösteren gözlem haritalarıdır. Davranış haritaları, bir alanı mekansal ve zamansal olarak çözümlemek için alan kullanıcıları ile bu alanda yapılan aktivite çeşitlerinin birbiriyle ilişkilendirilmesi ve insanların birbirinden farklı davranışlarını göstermek için simgeler ve yönergeler kullanılarak ölçeği belli bir plan üzerinde işlenmesidir. Davranış haritaları ilk defa 1960'ların sonunda bir ortamın orada bulunan kullanıcıların davranışları üzerindeki etkilerini belirlemek amacıyla davranış ve çevre araştırmacıları tarafından kullanılmıştır. İlk davranış haritalarında kullanıcıların konumları, etkinlikleri ve belirgin özellikleri bu haritalar üzerinde işlenmiştir. Daha sonraki uygulamalarda davranış haritalaması yöntemi için dijital araçlarla kişilerin davranışları kaydedilmiş ve dış mekan çalışmalarında da kullanılmaya başlanmıştır. Günümüzde mimar, tasarımcı, davranış üzerinde çalışmalar yapan akademisyenler gibi bir çok meslek disiplini tarafından davranış haritaları kullanılmaktadır.

Bu makalede Antalya kentinde bulunan Yavuz Özcan Park'ında davranış haritası çalışması yapılmıştır. Çalışmada park alanında 7 Mayıs 2019 tarihinde 12:00 ile 13:00 saatleri arasında 6 Farklı noktadan fotoğraf ve video görüntüleri alınmıştır. Gözlemlerden elde edilen veriler ile kullanıcıların parkta geçirmiş olduğu süreler ve konumları belirlenmiştir. Belirtilen süre içerisinde 1.893 gözlem ile alanı 213 ayrı bireyin kullandığı tespit edilmiştir. Bu gözlemler sonucunda yürüme - oturma, genç – yaşlı ve kadın - erkek şeklinde kategori yapılarak parkta tespit edilen bireylerin parkı kullanım durumları incelenmiştir. Çalışma sonucunda parkta yürüyen bireylerin parkı genel olarak bir geçiş yolu olarak veya fotoğraf çekmek için kullandığı gözlenmiştir. Parkta oturan bireylerin özellikle manzara seyir noktalarında, tramvay durağına yakın bölgelerde ve yola yakın yerleri tercih ettikleri görülmüştür. Genç bireylerin parktaki birçok alanı kullandıkları, yaşlı bireylerin ise parkın giriş noktaları ile gölgelik olan oturma alanlarını tercih ettikleri belirlenmiştir. Erkek kullanıcıların genellikle kümeler halinde ve bir arada bulunduğu, kadın kullanıcıların ise parkın birçok noktasını kullandıkları görülmüştür. Gözlem sırasında, ortalama kullanım süresi olarak parkı genç bireylerin (9 dakika, 8 saniye) yaşlı bireylerden (8 dakika 31 saniye) daha uzun süre kullandıkları belirlenmiştir. Aynı şekilde ortalama kullanım süresi olarak parkı erkek bireylerin (9 dakika, 11 saniye) kadın bireylerden (8 dakika 27 saniye) daha uzun süre kullandıkları belirlenmiştir. Çalışma sonucunda parkta hiç ya da çok az kullanıcının tercih etmediği alanlar yönelik tasarım önerileri geliştirilmiş, peyzaj tasarımına yönelik davranış haritalaması çalışmalarının avantaj ve dezavantajları tartışılmıştır.

Anahtar Sözcükler: Davranış Haritalaması, Peyzaj Tasarımı, Coğrafi Bilgi Sistemleri

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EXAMINING THE RELATIONSHIP BETWEEN THE LEVEL OF COGNITIVE DISSONANCE EXPERIENCED AND CUSTOMER SATISFACTION

Prof. Dr. Mehmet İsmail Yağcı[*], Dr. Öğr. Üyesi Onur Başar Özbozkurt[**]

"Cognitive Dissonance" theory, which refers that a belief, knowledge or attitude of the individual conflict with the other belief, knowledge or attitude of the individual, had a crucial impact on many academic fields, especially in marketing, after being coined to the literature by Festinger (1957). However, whilst many studies have been conducted in the foreign literature on the theory that attracts attention all over the world, it has been limited to the examination of the subject with quantitative methods and to handling it from a managerial perspective. Besides, the topic has received little attention in Turkey so far and has rarely been scientifically studied. On the other hand, customer satisfaction has been exponentially drawn attention upon and signified a key point by service providers especially in the tourism businesses owing to the intensely competitive environment caused by changing new trends in consumer behavior. From this point of view, the present study aims to complete this gap in the literature through examining the relationship between customer satisfaction and experienced cognitive dissonance of customers after purchasing accommodation services in addition to mitigating the dissonance of customers by managers and contributing strategy development to carry out a more valuable accommodation experience. In this sense, a questionnaire has been applied to 166 participants who had accommodated in the tourism business in Mersin. The collected data has been analyzed via using the "SPSS 26.0" program. As a result of the analysis, it has been revealed that the cognitive dissonance level of the participants has a statistically significant relationship with customer satisfaction. Furthermore, it has been determined that the sub-dimensions of cognitive dissonance that are emotional dissonance and rationality in buying have a statistically significant relationship with customer satisfaction. However, there was no statistically significant relationship between the sub-dimension of customer satisfaction, meeting expectations, and cognitive dissonance and emotional dissonance. It has been seen that meeting expectations has a statistically significant relationship with rationality in buying.

Keywords: Cognition, Cognitive Dissonance, Customer Satisfaction, Mitigating Dissonance.

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ÖRGÜTE DUYGUSAL BAĞLILIK BAĞLAMINDA İŞ YERİ İLİŞKİLERİNİN DUYGUSAL KALİTESİNE FARKLI BİR BAKIŞ

Dr.Serkan Erebak[*]

Bir örgütte kişilerarası ilişkilerin büyük bir bölümünü çalışma arkadaşlarıyla ve yöneticilerle ilişkiler oluşturmaktadır. Bu konuda ilişkilerin kalitesi niceliksel manada genelde bireyin ilişkiyi nasıl değerlendirdiğini ölçen öz bildirimlere dayanmaktadır. Ancak, bireyin algısını daha kapsayıcı şekilde anlamak için, bireyin, ilişkinin diğer tarafındaki kişinin bahsi geçen ilişkiyi nasıl değerlendirdiğine dair görüşünü anlamak yardımcı olabilir. Bu amaç doğrultusunda, bu farklı algı biçiminin işyeri ilişkilerinin duygusal kalitesinin örgüte duygusal bağlılık üzerindeki etkisi bağlamında nasıl bir işlevi olduğu araştırılmıştır.

Rastgele örnekleme metodu kullanılarak, mail grupları aracılığıyla ulaşılan 271 (E = 134, K = 136, 1 kişi beyan etmemiştir) beyaz yakalı çalışan çevrimiçi anketleri doldurmuştur. Ortalama yaş 33 iken, ortalama çalışma yılı 12'dir.

Örgüte Bağlanma'nın duygusal boyutu için uygulanan doğrulayıcı faktör analizi (DFA) sonuçları, ölçeğin iyi uyum indeksine göre kabul edilebilir olduğunu göstermiştir. *İş Yeri İlişkilerinin* kalitesi Lider Üye Değişim Modeli Ölçeğinin duygusal alt boyutu kullanılarak ölçülmüştür. DFA sonuçları modelin doymuş olduğunu ve iyi uyum indeksinin uygulanamayacağını göstermiştir. Bu alt boyutun yeni bir uyarlamasıyla, bu çalışmada çalışanlara süpervizörün kendileriyle olan ilişkisini nasıl algıladığına dair sorular da yöneltilmiştir. Açımlayıcı faktör analizi (AFA) sonuçlarına göre, tek faktör altına toplanan tüm maddeler .92'in üzerindedir ve toplam varyansın % 87'sini oluşturmaktadır (α = .93). İş yeri arkadaşlarıyla kurulan ilişkinin duygusal kalitesini ölçmek için, süpervizörle ilişki için kullanılan 6 maddelik ölçek adapte edilmiştir. Çalışanın arkadaşlarıyla ilişkisine dair duygusal algısını ölçen ve AFA sonuçlarına göre tek faktör altına toplanan maddeler .94'ün üzerindedir ve toplam varyansın % 89'unu oluşturmaktadır (α = .94). Çalışanın arkadaşlarıyla ilişkisine dair duygusal algısını ölçen ve AFA sonuçlarına göre tek faktör altına toplanan maddeler .94'ün üzerindedir ve toplam varyansın % 91'ini oluşturmaktadır (α = .93).

PROCESS macro sonuçları, süpervizörün ilişkiyi nasıl algıladığına dair çalışanda oluşan görüşün örgüte duygusal bağlanma üzerinde hem direkt etkisi olduğunu (b = 0.3560, SE = 0.0711, 95% CI: 0.2161, 0.4959) hem de çalışanın bu ilişkiye dair algısının bahsi geçen iki değişken arasında kısmi aracılık etkisi olduğunu göstermiştir (b = 0.2817, SE = 0.0667, 95% CI: 0.1637, 0.4262). Ancak, arkadaşların ilişkiyi nasıl algıladığına dair çalışanda oluşan görüşün örgüte duygusal bağlanma üzerinde direkt etkisi bulunamamıştır; ancak, çalışanın bu ilişkiye dair algısının bahsi geçen iki değişken arasında tam aracılık etkisi bulunmuştur (b = 0.4595, SE = 0.0764, 95% CI: 0.3160, 0.6153).

Elde edilen veriler kişilerarası ilişkilerin duygusal kalitesinin örgüte duygusal bağlılık üzerinde etkisi olduğunu göstermiştir. Bunun yanında, bireyin, süpervizörün bu kişiler arası ilişkinin duygusal kalitesine nasıl baktığına dair görüşünün incelenmesi özellikle çalışan-süpervizör ilişkisinin duygusal kalitesinin daha kapsamlı ölçülmesine yardımcı olabilir. Süpervizörler astlarıyla kurdukları ilişkiler hakkında belirli aralıklarla verecekleri geri bildirimlerle bu algıyı daha da güçlendirebilirler. Bu da örgüte duygusal bağlılığın artmasına yardımcı olabilir. Dolayısıyla, bu çeşit geri bildirimlerin etkisinin ölçüldüğü yeni çalışmalara ihtiyaç vardır.

Anahtar Kelimeler: Kişiler arası ilişkiler, Örgüte duygusal bağlılık, Süpervizör

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INVESTIGATION OF STRATEGIC HUMAN RESOURCES ACTIVITY IN CORPORATE GOVERNANCE PRACTICES: A RESEARCH WITH ARTIFICIAL NEURAL NETWORKS

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Corporate governance, which is defined as the laws, rules and elements system controlling the activities in a business and whose principles are fairness, transparency, accountability and responsibility, is of great importance for all companies of national and international nature. The reasons that make corporate governance so important for all market mechanisms are financial crises and large-scale business scandals. Corporate governance, which is constantly regulated by taking into account its historical development and becomes more mandatory every day, is a form of strategic management based on holistic approach and sustainability. This research was interpreted by means of the BIST Corporate Governance Index data, which makes corporate governance arrangements, and the information obtained from the annual reports published on the websites of companies, institutions and organizations. The analysis was carried out with the data of 15 companies, institutions and organizations that can provide common data in the same time series. It is designed to investigate the effectiveness of HRM on 15 companies by applying Artificial Neural Networks (ANN) method, which is one of Artificial Intelligence methods. In the findings of the study, the classification success analysis of the model and the importance of independent variables were determined. It demonstrated that HRM is effective, the most important variable is the fact that it is 100% standardized importance and human resources policy, and 87.3% standardized importance and corporate governance compliance report.

Keywords: Corporate Governance, Strategic Management, Human Resources Management, Artificial Neural Networks, BIST- Corporate Governance Index

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HAZIRLANMIŞ BİR PSİKO-EĞİTİM PORGRAMININ ÜNİVERSİTE ÖĞRENCİLERİNDE OTOMATİK DÜŞÜNCELER VE UMUTSUZLUK ÜZERİNE ETKİSİNİN İNCELENMESİ

Psk. Dr. Kahraman Güler[*]

Psikolojik hastalıkların tedavisinde yalnızca ilaç tedavisinin yeterli olmadığı ve bunun yanı sıra psikososyal rehabilitasyon programlarının da uygulanması gerektiği görüşü günümüzde yaygınlaşmıştır. Bu programların temel amacı bireylerin bağımsız yaşamalarını sağlamaktır. Psikoeğitimsel yaklaşım, eğitim yöntem ve tekniklerinin ruhsal hastalıkların tedavi ve rehabilitasyon ilkelerinin gerçekleştirilmesinde kullanıldığı bir süreç olup; bireye ve aileye uygulama alanları dışında da yardımcı olmayı, bireyin yaşadıkları sorunlarla baş edebilmesini, toplumda üretken bir yaşam sürmesini desteklemeyi amaçlamaktadır.

Bu araştırma psikoeğitimsel yaklaşım, eğitim yöntem ve tekniklerinin sadece hasta gruplarında değil ayrıca farkındalık odaklı çalışmalarda kullanılabileceğini ve bunun bireylerde psikolojik semptomları hafifleteceğini ortaya koymaya çalışmaktadır.

Bu araştırmada 18-25 yaş arası 18 kişi(12 kadın, 6 erkek) kişi 12 haftalık farkındalık odaklı bir psiko-eğitim grubuna gönüllülük temelinde dahil edilmiştir. Katılımlara Kişisel bilgi formu, Otomatik Düşünceler Ölçeği ve Beck Umutsuzluk Ölçeği Ön-Son Test olarak uygulanmıştır. Veriler İstatistik Paket Programı (SPSS 25.0) kullanılarak istatistiksel analizleri yapılmıştır. Analizlere başlamadan önce veriler normal dağılım açısından incelenmiştir. Araştırma değişkenlerinin örneklem grubunda normallik dağılımının analizi için yapılan Basıklık-Çarpıklık değerleri kontrolünde bütün ölçeklerin normal dağılım göstermediği görülmüştür Uygulanan analizinde %95 güvenilirlik düzeyi esas alınmıştır. Niceliksel verilerin karşılaştırılmasında parametrik iki grup arasındaki farkı analiz etmek için iki bağımlı değişken testi olan Wilcoxen Testi kullanılmıştır.

Öğrencilerin Otomatik Düşünceler Ölçeği ve Şaşkınlık Kaçma Fantezileri Alt Boyutunda ön test-son test puanları arasında anlamlı bir fark bulunmuştur(p<0.05). Puanları azaldığı görülmektedir. Bundan dolayı öğrencilerin otomatik düşüncelerinde ve şaşkınlık kaçma fantezilerinde azalma olduğu söylenebilir. Kendine Yönelik Negatif Duyguları, Kişisel Uyumsuzluk Değişme İstediği, Yalnızlık-İzolasyon,Ümitsizlik Alt Boyutlarında ön test-son test puanları arasında anlamlı bir fark bulunmamıştır(p>0.05).

Beck Umutsuzluk Ölçeği ve Gelecek İle Beklentiler Alt Boyutunda ön test-son test puanları arasında anlamlı bir fark bulunmuştur(p<0.05).Puanları azaldığı görülmektedir. Bundan dolayı öğrencilerin umutsuzluklarında azalma ve gelecek beklentilerinde artma olduğu söylenebilir. Gelecek İle İlgili Duygular ve Motivasyon Kaybı Alt Boyutlarında ön test-son test puanları arasında anlamlı bir fark bulunmamıştır(p>0.05).

Elde edilen bulgular kapsamında hazırlanmış psikoeğitim programının öğrencilerde anlamlı bir şekilde etkisi saptanmıştır. Elde edilen sonuçlar kapsamında tartışılmıştır.

Anahtar Kelimeler: Psiko-eğitim, umutsuzluk, otomatik düşünce, üniversite öğrencileri

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BÖCEK İLAÇLARI SEKTÖRÜNDE MÜŞTERİ EĞİLİMLERİ ÜZERİNE BİR ARAŞTIRMA

Dr.Altuğ Erbil

Böcek ilaçları sektöründe tüketici davranışlarını etkileyen faktörleri tespit etmek bu araştırmanın temel amacıdır.

Genellikle bireysel harcamalar olarak da adlandırılan tüketim kavramının literatürde farklı şekillerde tanımlandığı görülmektedir. En basit anlamıyla tüketim kavramı malların ve hizmetlerin bireylerce nihai olarak satın alınması ve kullanılması olarak tanımlanmıştır. Ancak genel anlamda tüketim kavramı yalnızca bir mal ya da hizmet satın almak ya da kullanmak olarak değil, aynı zamanda onu seçip muhafaza etmeyi, tamir etmeyi ve nihai olarak bir şekilde imha etmeyi de içeren ve adım adım gerçekleşen bir süreçtir. Bu anlamda bir tüketici, bir ürün veya hizmet satın almadan önce birkaç aşamadan geçmekte ve bu aşamaların toplamı tüketicilerin karar verme mekanizmasını oluşturmaktadır. Bu aşamalar: İhtiyaç, Bilgi Toplama, Alternatif Değerlendirme, Satın Alma ve Değerlendirmedir. Tüketici bu aşamalardan geçerken pek çok farklı faktörden etkilenmektedir. Tüketicinin karar verme mekanizmasını etkileyen ve şekillendiren faktörler ve belirleyicilere ilişkin üç kategori bulunmaktadır: Bireysel Farklılıklar: Demografik, Psikografik, Değerler ve Kişilik; Tüketici Kaynakları; Motivasyon, Bilgi, Tutum - Çevresel Etkiler: Kültür, Sosyal Sınıf, Aile, Kişisel Etkiler, Durum ve - Psikolojik Süreç: Bilgi İşleme, Öğrenme, Tutum ve Davranış Değişikliği.

Bu araştırma İstanbul ilinde gerçekleştirilmiştir. Bu anlamda araştırmanın evreni İstanbul ilinde oturan 18 yaş üzeri tüketicilerin tamamını kapsamaktadır. Araştırmada "kolayda örneklem" yöntemi kullanılarak toplam 500 kişiye çeşitli zamanlarda ve farklı bölgelerde anket uygulaması yapılmıştır. Araştırmada kullanılan anket Savaş ve Günay'ın (2016) araştırmasından uyarlanmıştır. Bu anlamda 2 bölümden oluşan bir anket hazırlanmıştır. Bu bölümlerden ilki olan demografik bilgi formunda araştırmaya katılan tüketiciler hakkında bilgi edinmek amacıyla çeşitli (cinsiyet, yaş, öğrenim düzeyi, evlilik durumu ve süresi, ailenin ortalama aylık geliri, ailedeki birey sayısı vb) demografik sorulara yer verilmiştir. İkinci bölüm ise Tüketicilerin Tüketim Davranışlarını Etkileyen Unsurlar bölümüdür. Bu bölümde tüketicilerin satın alma karar sürecinde ve satın alma davranışları üzerinde etkili olabilecek unsurları belirlemek amacıyla literatür bilgileri ışığında 17 maddelik bir form oluşturulmuştur. Tüketiciler formda olan bu ifadelere 5'li Likert tipi ölçek üzerinden kendilerine en uygun olan seçeneği işaretleyerek doldurmaktadırlar.

Araştırmanın analiz bölümünde ilk olarak verilen cevaplara ilişkin betimsel istatistiklere yer verilmiştir. Betimsel istatistikler olarak frekans analizi, mean, median ve standard deviation analizleri kullanılmıştır. Bu analizleri takiben farklılaşma analizi yapılarak verilen cevapların demografik özelliklere göre farklılaşıp farklılaşmadığı tespit edilmiştir.

40 yaş üzeri tüketicilerin satın alma kararı vermeden önce bilgileri özenle inceledikleri, satın alma öncesinde ve sırasında satıcılarla arkadaş olmayı tercih ettikleri, ürünü satın alırken uzun zaman ayırmayı sevmekte oldukları tespit edilmiştir. Ayrıca, tüketicilerin satın alma konusunda acele etmedikleri, tanıdıkları ve güvenebildikleri kişilerle alışveriş yapmayı tercih ettikleri ortaya konmuştur. Ayrıca böcek ilacı alımının eğitim seviyesi, yaş ve cinsiyete göre farklılaştığı görülmüştür.

Her sektörde olduğu gibi böcek ilaçları sektöründe de farklı tüketicilerin farklı davranışlara sahip oldukları tespit edilmiştir. Buna göre böcek ilacı pazarlamasında eğitim seviyesi, cinsiyet ve yaş segmentasyon olarak kullanılabilecek öğelerdir.

Anahtar Kelimeler: Tüketici, Tüketici Davranışları, Böcek İlacı Satın Alma Davranışı

BİLDİRİ KİTAPÇIĞI

EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS FOR CREATING CUSTOMER LOYALTY IN TURKISH RETAIL INDUSTRY: A CASE STUDY OF MIGROS

Murat Dağhan, Yunus Karadağ

The main purpose of this study was to explore the effectiveness of CRM systems for creating customer loyalty in retail industry. As finding answers to this question required concentrating on a particular company, Migros was selected and the study was settled on the qualitative approach and therefore, case study was found most appropriate in conducting this research. In conducting research both secondary and primary data are collected however, in the collection of primary data, interview method is adopted. According to findings, the history of CRM was as long as the history of the Migros. Indeed, it has been claimed by the interviewee that as soon as Migros was established, CRM was processed and implemented. Loyalty card is identified as most important tools of Migros in implementing CRM and it has been claimed by the interviewee that the idea of Migros Clubcard emerged as a small pilot project however it became very important and Migros decided to establish CRM&Migros Club Card department. In the implementation of the strategy, it has been identified that Migros processes special applications for its customers including special messages, mails and the company sends invitations of company's ceremonies to the big organisations. Accordingly, 3 objectives of Migros was identified as to gain new customers; to focus on the current customers to keep them; to gain back the old customers; to increase the spending of customers when implementing CRM strategies. In terms of benefits that is gained by the Migros it has been identified that the company became able to store the information about customers' shopping behaviours to company's database as well as monitor and follow customer's daily shopping behaviours. By keeping these details as data, the company achieved to get into more detail information which turned into a system that proved its benefits repeatedly. However, it has been also identified that the company faced with several problems in the implementation of CRM such as the lack of experience of the staff in CRM; resistance of suppliers at for some offers or suggestions or developing marketing strategies and the limitation of resources. Although company is good in implementing CRM strategies, it can be said that it is still in development stage when compare to bigger and European competitors.

Keywords: Customer Loyalty, Turkish Retail Industry, Relationship Management Systems

HOW COMMUNICATION IMPACT UPON BRAND IDENTITY: CONSUMERS' RESPONSE TO COCA-COLA'S COMMUNICATION STRATEGIES

Caner Yazıcıoğlu[*]

The ultimate aim of this study was to identify how communication impact upon brand identity. In achieving this, Coca-Cola was examined and consumers' response to company's communication strategies was also evaluated. Positivist approach was followed in terms of the methodology and questionnaire was conducted among the consumers in London. This study's population is all people who are currently living in London. Due to significant size of the population, sampling was applied. In this context, 250 questionnaires were distributed. The number of 250 achieved through using convenient sampling.

In this study, findings showed that Coca-Cola's marketing communication practices had a significant effect on the consumers' choices. TV advertisements of the company identified as the one that has major effect on the consumers among the other types of marketing communication strategies applied by the company. However, it was identified that Coca-Cola does not significantly localise its marketing communication applications (except than used role models and language) but achieved worldwide recognition among the consumers. Its brand identity attributes are also found as highly perceived by the consumers and thus it can be said that company's marketing communication strategies are highly effective in building its brand identity among the consumers. Aesthetics aspect of the brand identity of the Coca-Cola was perceived as one of best brand identity attributes of the Coca-Cola brand among the consumers. Emotion, Identity, Ergonomics, Core Technology and Quality attributes of the Coca-Cola brand also found as highly recognised by the consumers. However, Impact attribute was significantly low when compared to other attributes.

Keywords: Brand Identity, Communication Strategies, Coca-Cola

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YOUTUBE VİDEOLARININ SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİLERİ

Dr. Öğr. Üyesi Burçin Kaplan[*]

Youtube yayıncılarının oluşturdukları akıllı telefon "test" videolarının, bu içeriği görüntüleyenlerin satın alma niyetleri üzerindeki etkisini incelemek bu çalışmanın temel amacıdır.

Bu çalışmada pozitivist bir araştırma yaklaşımı izlenmiştir çünkü amaç kullanıcı tarafından oluşturulan içeriklerin davranışsal niyetler üzerindeki etkilerini istatistiksel olarak ortaya koymaktır. Bu bağlamda bu araştırma Mir ve Rehman (2013) tarafından önerilen tutum modeline dayandırılmış ve araştırma boyunca tümdengelimci bir yaklaşım izlenmiştir.

Araştırma kapsamında toplanan birincil veriler Mir ve Rehman (2013) tarafından geliştirilen modelden uyarlanmış bir anket aracılığıyla toplanmıştır. Katılımcılar Youtube'da kullanıcı tarafından oluşturulan videoları izleyenler arasından seçilmiştir. Bu anlamda bu araştırmada "amaca yönelik" örneklem yöntemi kullanılmıştır. Soruların gelecekteki katılımcılar tarafından anlaşılabilecek kadar açık olup olmadığını belirlemek için anket ilk olarak 15 kişiye gönderilmiş ve pilot çalışmaya katılan herkes anketin açık olduğunu ifade etmiştir.

B u pilot çalışmanın ardından anket Qualtrics adlı bir platforma yüklenmiştir. Bu platform, araştırmacının katılımcılara bir kağıt anket göndermek yerine anket bağlantısını göndermesini sağlamıştır. Bu nedenle, bu uygulama sürecinde zamandan ve maddi kaynaktan tasarruf edilmiştir. Bunu takiben 200 katılımcı, linke tıklayarak ve anket formunu doldurarak çalışmaya dahil edilmiştir. Veri analizinde SPSS 16.0 programı kullanılmıştır. Analizde ilk olarak frekans analizi kullanılmış ve katılımcıların özellikleri verilmiştir. İkinci olarak, anketteki alt faktörleri belirlemek için faktör analizi yapılmıştır. Soruları analize dahil etme veya etmeme kararında .50 seviyesi baz alınmıştır. Bunu takiben, her bir alt faktör için bir güvenilirlik analizi olan Cronbach alfa gerçekleştirilmiştir. Alt faktörlerin sonuçlarının güvenilir olup olmadığına karar vermek için .70 düzeyi esas alınmıştır. Daha sonra, her bir alt faktör için tanımlayıcı analiz (ortalama-medyan) yapılmıştır. Bunu takiben, değişkenler arasındaki ilişkiyi ve her değişkenin birbirleri üzerindeki etkisini belirlemek için korelasyon analizi yapılmış ve bir sonraki adımda da regresyon analizi gerçekleştirilerek sonuçlara ulaşılmıştır.

Bulgular, beğeni miktarının (likes) algılanan kullanışlılık ve algılanan güvenilirlik üzerindeki etkisi dışında modelin doğrulandığını göstermiştir. Bu anlamda beğeni sayısının algılanan kullanışlılık ve algılanan güvenilirlik üzerinde etkisi bulunmaktadır.

Ancak, olumlu yorum sayısının hem algılanan kullanışlılık hem de algılanan güvenilirlik üzerinde, algılanan kullanışlılık ve algılanan güvenilirliğinde içeriği izleyenlerin satın alma davranışlarında anlamlı ve pozitif bir etkilerinin olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Youtube, Satın Alma Niyeti, Akıllı Telefonlar

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HOW NEUROSCIENCE CAN BE USED IN CINEMA INDUSTRY?

Najiba Abbasova

Within the business of media, neuromarketing is often applied. For example, to test consumers' reactions to movie scripts or trailers, to see which parts of a website attract the eyes of the visitors or to see how people react to certain songs. It is, however, rare that movie studios, moviemakers or others in the business willingly admit to the use of the practice.

However, it is argued that movies within certain genres such as horror and science fiction can be edited based on neuroscience's technology results. The excitement of the viewers' can hereby be maximised, based on what generates the most activity in the amygdala, which can be described as the "emotional centre" controlling feelings such as disgust, anger lust and fear. Hereby making it possible to create the most favourable building of suspense, particularly within the genres of horror and science fiction. In relation to the movie experiments, "Neurocinema" term was born which is now often used in articles concerning this topic. Stephen Susco, writer of the successful horror movie Grudge, agrees with the potential of neurocinema. He considers the application of neuromarketing to movie creation as part of a "(…) natural evolution of major studios trying to maximize profit while making the early creative development, script and storytelling process more scientific as opposed to just based on experience and instinct". Accordingly, in this study, the movie named "Molly's Game" was chosen for examination. In accord with this, 2 different scenes of the movie were chosen and showed to 15 of the movie's target audience. Therefore, it can be said that purposive sampling method was preferred when determining the sample size. Scenes of the movie were 2 minutes each and EEG technology was used and thus the EEG machines were put at the head of the audiences. Semi-structured face to face interview method was also used to understand the audience's thought about the movie in detail. Chosen audiences were taken one by one to the study room. Findings showed that Molly's Game was moderately effective in creating "tension (stress-excitement)" among the audiences. However, focus and valance among the audiences were high. Therefore, it can be said that movie was found as watchable however, did not fill the needs of "tension" genre.

Keywords: Neurocinema, Molly's Game, Audience Behaviour

THE USE OF E-MARKETING IN BUILDING LONG-TERM RELATIONSHIP WITH CUSTOMERS: PEGASUS AIRLINES

Hüsna Tellioğlu, Dr. Ali Eren Balıkel

This study was aimed to discover how effective e-marketing of Pegasus Airlines in building long-term customer relationship. In order to accomplish the objective of this research, quantitative approach is adopted in this study. Employment of quantitative approach in conducting this research also required using deductive reasoning. In this context, research questions were build from existing literature. In terms of research strategy, exploratory research was selected and to employ this, survey method was used. The population of this study determined as all customers who flew with Pegasus Airlines and in the selecting the participants to this research, people who were conveniently available and have flying experience with Pegasus Airlines were targeted. Among these people, 275 of them were selected as the sample of this study and this amount of questionnaires were distributed to these people but 248 of them were returned. According to results, most of this study's respondents gained functional benefits by using Pegasus Airlines website. In fact, in terms of information need, aiding the customers in their best decision making, meeting specific needs, being user-friendly, adaptation of needs and time saving, results were mostly gathered around options of neutral to strongly agree. However, rather than online buying tickets, the results of using other services were low. Overall satisfaction results suggest that most of this study's respondents were highly satisfied of using Pegasus Airlines website. However, it has been recognised that small amount of increase in the dissatisfaction level of the respondents when considering their entire experiences of using Pegasus Airlines website. This can be the indicator of some problems in using the company's website. Nevertheless, most of the respondents found Pegasus Airlines website as quality and suggested that they encourage their friends and relatives to use Pegasus Airlines website services but when it comes to always using website instead of visiting a store, considerable amount of the respondents were disagree. Based on this study's results it can be said that website, which is a heart of the e-marketing strategy, of Pegasus Airlines arguably achieved to create loyalty among the customers.

Keywords: E-Marketing, Customer Relations, Pegasus Airlines

DEVELOPING MEDICAL ASPECTS OF TOURISM – EXPLORATORY STUDY IN THE MIDDLE EAST

Samar Noaman[*], Jean Michel Chapuis[**]

A debate among both academics and practitioners in tourism and hospitality is whether foreign patients are tourists in a destination. This paper structures a framework to understand the supply side of medical tourism. A qualitative approach in the form of semi-structured interviews where data was collected from various stakeholders in the medical tourism field in Lebanon sheds lights on the opportunities and threats to develop such tourism activities in the Middle East. The content analysis suggests a global fitting of the suggested model to the data, in terms of costs, infrastructure and superstructure, government attitude, marketing and promotion, expertise/ human resources, language and communication, investment potential, facilities and attractions. The findings support the role of political stability, interventions of government and marketing activities. Managerial implications are provided in this research, focusing on enhancing the country's image, encouraging local and foreign investment in the health-care sector, and promoting fields of specialty, among others.

Keywords. Medical tourism; the Middle East; supply analysis.

Highlights.
- Political instability and government lack of support are the main inhibitors for medical tourism development
- Tourism infrastructure is a must for medical tourism development
- Physicians expertise is a key driver for medical tourism in Lebanon

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THE EFFECT OF E-COMMERCE RICHNESS ON CONSUMER BEHAVIOUR

Carteen Elias AlKholy[*], Mohammad Knio[**]

This study aims to develop an understanding of how varying the richness of E-commerce sites affects the consumer behaviour. With millions of sites and billions of users, E-commerce is quickly replacing traditional commerce. This can be highly attributed to the unique features of E-commerce. E-commerce richness, in specific, is the focus of this research paper. The impact of E-commerce richness is explained within a framework developed on the basis of the pragmatism research philosophy. Following an abductive approach, the study uses a combination of quantitative and qualitative data to measure and analyse how the levels of sales and customer satisfaction vary as new smart tools that employ Artificial Intelligence technologies are integrated into an E-commerce site. The paper follows an exploratory and explanatory design and studies the variables using regression analysis whereby it builds primary data in the form of semi structures questionnaires and on secondary data for literature review. This paper contributes to the academic debate regarding the reasons E-commerce is not able to fully replace traditional commerce. For professionals, it contributes to the understanding of how the implementation of new, cutting-edge, Artificial Intelligence technologies, to integrate several features of the physical market into E-commerce sites, can improve the shopping experience, and what features do consumers believe make the physical market more convenient and the physical shopping experience richer and more engaging. Moreover, it develops an understanding of how an E-shopping experience can assume the elite features of physical shopping which consumer's favour, without losing any of its own, and how Artificial Intelligence technologies can contribute to incorporating these physical features into a virtual experience.

Keywords: E-commerce, Consumer behaviour, Consumer satisfaction, Artificial Intelligence

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ESTIMATING THE IMPACT OF THE EFFECTIVE VALORIZATION OF CULTURAL AND NATURAL RESOURCES FOR THE ECONOMIC GROWTH OF BEIRUT

Mr. Georges S. G. Bellos[*], Dr. Mohammad S. Knio[**]

The main objective of this study is to find out how tourism is viewed in Beirut and if the citizens actually are in favour of valorizing u resources or not. Therefore, the research also want to assess if it succeeded or failed overall.

Today, any coastal Lebanese City, including Tyre or Beirut faces a problem in properly managing it natural or cultural resources. Consequently, cities like Tyre, Saida, Beirut and Jbeil, have not utilized their resources optimally (irrespective if natural or cultural), have had records of possessing incorrect and deeply rooted values and setbacks in human capital.

In order to examine the current situation, in the way that the central authorities in Beirut view the valuation of our heritage as a way to improve tourism (and ultimately to improve our GDP), our study demonstrates through our findings collected both from unstructured interviews and structured surveys that a much larger population wants us to preserve our heritage as a means of improving economic development.

As such, the study utilized mixed qualitative and quantitative research methods through distributing structured questionnaires and unstructured interviews. Provided our selected data collection methods, our results provided a better understanding of how tourism can be sustainable in Beirut, and how it can be beneficial to our GDP in the long run.

In conclusion, these results certainly will hold true in any other city in the region. And, to date, Lebanon has a deficient central administration unable to properly use our scarce resources (energy, fuel, water, etc.).

Thus, we as Lebanese must benefit from our rich human capital on the long-term, complete sustainable economic growth through and improving the tourism industry (in Beirut or elsewhere). Because Beirut city lacked the vision once it accepted the destruction of BEY 194, we lost a unique chance to valorize a unique heritage, giving us a chance to attract tourists, following the real estate developers' and SOLIDERE's barbaric acts.

Keywords: Valorizing cultural and natural resources, Economic development, Tourism, Beirut, BEY 194.

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INVESTIGATING THE EFFECT OF POLITICAL TURNOIL ON THE BEHAVIOUR OF TADAWUL STOCK MARKET, KSA.

Ass.Prof.Dr.Muhammed Knio[*], Dr.Farid Abdallah[**]

The current paper will be addressing the investigation of the impact of the political incidents on the stock market return in Saudi Arabia. It was generated from previous inquiries that needed clarifications. Yet, from previous explorations, it became clear that an examination of this case should be conducted using a cause and effect research, relying on statistical analysis, was necessary. As a result, an experimental framework, using the positivist approach, sought to develop clarifications of the issue at hand.

The tested data was collected between 2000 and 2014. They represented the closing figures on the last day of each month. Dummy variables were used to determine the effect of political turmoil on stock market behaviour using regression analysis. The findings indicated that the Saudi Government attempted to control political unrest by giving subsidies, thus prevent inconsistency in political events.

Finally, the study increases understanding of the stock market behaviour of the decision makers in order for them to predict any changes, where preventive measures against the risk involved in stock market behaviour can be taken by the authorities.

Keywords: Political uncertainty, Stock market behaviour, Saudi Arabia

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THE IMPACT OF THE CURRENT CRISIS IN THE MENA REGION; CASE STUDY: LEBANESE ECONOMY

Dr. Farid Abdallah[*], Mohammad Knio[**]

Governmental and monitory policies play a pivotal role in driving the evolution of economic and financial opportunities discourse and practices in the developed and the developing countries. The ultimate purpose of this research paper is to examine and explore "The impact of the current crisis in the MENA region; case study: Lebanese economy." It demonstrates that Lebanon's unproductive rentier economy revolves around four crucial sectors: household sector, firms sector, government sector and the foreign sector. This research paper provides a new dexterity on how fiscal and monitory policies within those sectors have a direct influence on the deterioration of the foreign domestic investments (FDI); withdrawal of the gross domestic product (GDP), enhancement of inflation rate, deficiency in the balance of trade and the paralysis in the budget balance.

For the past 10 years, servicing the excessive country's debt has left little room for the government spending on eliminating the major stressing eco-social challenges – extreme poverty, vigorous unemployment rates and high inaccessibility to health and educational services. Lebanon's estimated 1.5 million Syrian refugees represent an additional severe burden as well, with the state's poor performance citizens being endangered more than ever before, from the failure to collect and make revenues out of garbage disposal, dysfunctional electricity systems, alarming budget deficit, intensive impose of taxes, and extending to the nonexistent and inefficient government expenditures. All of the stated economic hardships and factors lead to the current and ongoing civilian up-rise in Lebanon since the 17th of October, 2019. This outstanding revolution contributed to unveiling the unknown behind the governmental corrupt practices – embezzlement of public funds, illicit enrichment, and money laundering along with the inadequate and unfair monitory policies. This paper aims at exploring the power of these policies on the selected variables within a framework of a positivist research philosophy. In alignment with the selected research approach, this paper sought to acquire explanations and examine the liaison between the selected variables through the usage of statistical data analysis; SPSS and the simple linear equation. The literature review is the ground pillar of the presented paper; it inevitably lead to the formation of the basis of hypothesis, followed by a detailed situation analysis and an objective evaluation. The hypothesis hardcore focus was to test the impact of policies and procedures within the four pillar sectors of the Lebanese economy on FDI, GDP, inflation, balance of trade and the budget balance. Consequently, a deductive approach was adopted. This research could be considered as a new dexterity that would emancipate unsullied viable gains in managing the Lebanese economic crisis on each of the selected factors. The collected data focuses on economic and policy-related practices between years 2010 and 2019.

As a comprehensive way to successfully examine the potential associations between the adopted factors and their serious consequences on the entire Lebanese economy, a correlation analysis has been conducted, leading to the generation of outcomes that highly demanded the usage of regression analysis models.

Keywords: Fiscal policy, Monitory policy, GDP growth, Economic Growth

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HOW ESTABLISH A STRONG AND INNOVATIVE MEDITERRANEAN CUISINE RESTAURANT IN LONDON?

Dr.Ali Eren Balıkel

The ultimate objective of this study was to analyse how to establish strong and innovative Mediterranean cuisine restaurant in London. Therefore, this study followed an inductive approach and designed as exploratory type. In addition, used both qualitative and quantitative methods and interview was the source of primary data which conducted with 6 restaurants owners. Findings showed that for starting a restaurant, the interviewees are seen to be motivated by the gap that existed in the market and the dream to be independent as an entrepreneur. Additionally, it is seen that many of the interviewees are motivated by the challenges presented in opening and operating a business. Through this, the interviewees were able to succeed in establishing a business either through personal capital, capital which was liquidated from previous ventures, or from friends and family. Although the businesses owned by the participants are determined to be successful today, there were many challenges presented to business owners when they first began operations including financial difficulties and licensing. Additionally, to secure suitable employees and find talented workers were also a challenge for the owners. Bureaucracy also presented a big challenge to beginning operations. However, for problems with growth, the interviewees stated that internal and external problems began to emerge as the business grew. Regarding the personal qualities of the interviewees of the survey, it can be seen that nearly all of the interviewees are highly dedicated to their jobs and stay long hours at work in order to bring success to the business. In terms of the management style of the interviewees, the survey reveals that the interviewees focus intently on product and service management. In terms of identifying opportunities, the interviewees place strong emphasis on establishing networks and utilising networks to create opportunities. Overall the interviewees believe that they have sufficient experience to manage change within the market and industry. According to the sales and profit statistics for these restaurants, it can be seen that not only do the interviewees have the appropriate experience, but also implement appropriate strategies and contain the right mix of personal characteristics to facilitate success for their organisations.

Keywords: Mediterranean Cuisine Restaurant, Opportunities, Challenge

A CROSS-COUNTRY STUDY ON USE OF INTERNET BANKING: SIMILARITIES AND DIFFERENCES BETWEEN UK AND TURKISH CONSUMERS BEHAVIOURS

Dr. Begüm Al

As the purpose of this research was to find similarities and differences among and between British ad Turkish respondents' attitudes towards online banking, adopting positivist philosophy was most appropriate in investigating the topic. Therefore, for this study positivist perspective was chosen among the research philosophies. Since research was based on positivist approach quantitative techniques were used. However, as a research strategy, exploratory research was adopted for this study. Adopting exploratory research as a research strategy of this study was in fact valuable way of exploring the existing theories helpful to examine the similarities and differences between respondents from Turkey and the UK. The population of this study was included all people from both UK and Turkey. However, since it was not possible to conduct a study on whole population it was necessary to select sufficient number of participants from this population. Therefore, probability sampling method was employed in this study and from this category; random sampling was used as this sampling method allows generalising the findings to the population. However, in determining the sample size, convenience sampling was employed which allowed the researcher to continue sample selection process until the required sample sized has been reached. In this context, the sample size was decided to be 200 and participants for this study were selected from the people who live in both countries. However, recognising the other important point in determining the sample size related to the nature of this study; equivalence of data provided and thus size of 200 divided into two and 100 questionnaires were distributed to Turkish people and 100 questionnaires were distributed to British people. In conducting analysis frequency analysis is used. According to findings of the analysis, clearly, usage of the internet banking was higher among the British respondents. In fact it has found that 100% of the British respondents were using the internet banking while only half of the Turkish respondents were using the internet banking. However, interestingly among the Turkish respondents who use internet banking, logging into online account was more frequent than the British respondents. When considering results of perception towards internet banking on the other hand it can be said that British respondents were more positive about internet banking while Turkish respondents were more cautious about using internet banking. However, several limitations need to be considered in this research. First limitation is occurred due to sampling method. Usage of convenience sampling decreased the accuracy of the findings. Secondly this study is used secondary data to form the contextual framework. For the literature review part of this research, books and electronic journals were used. Although the extra care is taken, the secondary data that is used for this study was not fully updated.

Keywords: Internet Banking, Consumers Behaviours, UK, Turkish Costumers

ANALYSIS OF THE EFFECT OF EXPECTATION THEORY ON CONSUMER BEHAVIOUR WITH MENTAL ACCOUNTING DIMENSION

A.Selçuk Köylüoğlu[*], Abdurrahman Gümrah[**]

Behavioral economy, which captures a comprehensive field of action with the expectation theory that consumers can act irrationally in the decision-making process, has taken its place among these new fields of study. Kahneman and Thaler's Nobel Prize for behavioral economics has increased in popularity. The main axiom of this field is the criticism of the concept of homo-economicus based on the assumption of an absolute necessity in the school of neoclassical economics, which is always known as rational behavior of consumers. This criticism is that variables such as gain, loss, benefit, value, risk and uncertainty cause individuals to make irrational decisions. In conducting these assessments, the behavioral economy uses a variety of tools that can be characterized as framing effects, adherence to reference, mental accounting and sub-dimensions of sunken cost error. Consumer behavior, another topic, can be evaluated as a subset of human behavior. And because of its wide scope, it has attracted the attention of various sciences such as marketing, economics, psychology, sociology, anthropology. This situation can be compared to the fact that more than one blind person touches an object and makes reasonable but different interpretations. From this perspective, the perception that the researches on consumer behavior cannot be achieved by being intertwined with a single field of science has pushed marketing science into a research format based on interdisciplinary collective foundations as in other sciences. This team work has reinforced the fact that classical methods and theorems are insufficient to explain the consumption behavior of human beings with a complex structure. Thus, with this pluralism in methodology and methodology, the reality that the individual cannot stay away from different expectations is the justification for this output of marketing. For this reason, when we look at the studies on consumer behavior, it is seen that behavioral economy and marketing are very similar in terms of the concepts and theories used. When using this statement, it should be emphasized that marketing is more oriented towards consumer behavior than economic science. The fact that modern marketing coincided with the beginning of the behavioral economy studies of the birth years is the most concrete supporter of this argument.

The aim of this study is to analyze the effect of expectations in different situations on consumer decisions with mental accounting dimension. In this research, the effect of different expectations on consumer behavior is evaluated from the point of view of mental accounting which is one of the sub-dimensions of marketing and behavioral economics. In addition, it has been determined whether the decisions made according to the demographic characteristics of consumers while making mental accounting differ. For this purpose, a questionnaire was applied to 221 students studying at Selçuk University. Shafir and Thaler (2006) were used in the study. As a result, consumers make accounting when making decisions and this causes expectations to differ. In other words, a positive and significant relationship was found between consumer behavior and expectation.

Keywords: Expectation Theory, Consumer Behavior, Mental Accounting

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MOTIVATING A CULTURALLY DIVERSE WORKFORCE: A CASE STUDY OF BUNS AND BUNS RESTAURANTS UK

Dr. Öğr. Üyesi Seray Toksöz

The purpose of this study was to determine employee motivation methods used in Buns and Buns Restaurants UK which has one of the most multi-cultural employee profile in the UK. This study also targeted to identify the staff opinion to see the efficiency of the methods used by the company in question as well as the satisfaction of the customers to establish a link between employee motivation and customer satisfaction. In doing this, both quantitative and qualitative methods were used in this study. Qualitative method was adopted to understand the latent reasons for the employee motivation level in Buns and Buns Restaurants UK and to see whether or not the cultural identities of employees are considered in the strategies applied by Buns and Buns Restaurants UK. Quantitative method was on the other hand used in order to measure the quantity of data and derive the generalised result from the sample. Similarly, quantitative methods are also used in customer satisfaction survey, which conducted to establish a link between employee motivation in Buns and Buns Restaurants UK and satisfaction of its customers. Sample is chosen in a convenient manner due to lack of time and resources, therefore, 100 target number is chosen for the employee questionnaire while 50 target number is chosen for the customer questionnaire. Both targets are achieved and therefore 100 employees of the Buns and Buns Restaurants UK and 50 customers of the company participated in this study. TOSPPS (Statistical Package for Social Sciences) was used in the analyses of the questionnaires, whereas narrative approach was preferred in interpreting the qualitative data in the paper. When considering the results, it can be said that there is a relationship between employee motivation and customer satisfaction. Due to the perception of a good working environment, adequate training, and a diverse range of employees, a positive effect can be seen in the customers that interact with the employees. The survey reflects that management has succeeded in motivating a significant percentage of the employees in the survey through means of compensation, training, and career opportunities in addition to management feedback, health and safety concerns and concerns for cultural backgrounds. The effect seems to contribute to producing more satisfied customers than dissatisfied customers, as well as customers that are affected positively by the range in diversity among the employees.

Keywords: Buns and Buns Restaurants UK, multi-cultural, motivation

BİLDİRİ KİTAPÇIĞI

SOSYAL KİMLİK İLE KURUM KÜLTÜRÜNÜN OTANTİK LİDERLİK DAVRANIŞINA ETKİSİ: BANKACILIK SEKTÖRÜ ÜZERİNDE BİR ÇALIŞMA

Dr. Öğr. Üyesi Mustafa Özan[*]

Bu çalışmada sosyal kimlik ile kurum kültürünün otantik liderlik davranışına etkisi araştırılmıştır. Bu ilişkinin araştırılmasında nicel ve nitel yöntemler birlikte kullanılmış ve araştırma banka yöneticileri arasında yapılmıştır. Tercih edilen araştırma yöntemlerine uygun olarak, anket ve yüz-yüze görüşme teknikleri de birincil verilerin toplanmasında kullanılmıştır. Birincil verilerin toplanmasında, banka yöneticilerinin seçiminde örnekleme prosedürü uygulanmıştır. Bu örnekleme prosedürü kapsamında araştırmacı tarafından, araştırmanın amacına en uygun olduğu düşünülen 50 banka yöneticisi seçilmiştir. Yüz-yüze görüşme katılımcıları da yeterli düzeyde bilgi edinebilme amacı doğrultusunda belirlenmiştir. Bu bağlamda, bulguları güçlendirmek amacıyla iki farklı mülakat gerçekleştirilmiştir. Sosyal kimlik ve kurumsal kültür arasındaki ilişkinin otantik liderlik davranışı üzerindeki etkisini ölçmek amacıyla iki farklı istatistiksel analiz yöntemi uygulanmıştır: t-test ve regresyon testi. Çalışmada uygulanan t-testi analiziyle bahsi geçen iki değişken arasındaki farkın belirlenmesi ve değerlendirilmesi regresyon yöntemi ile ise bağımsız ve bağımlı değişkenler arasında var olabilecek etkiyi ortaya koymak amaçlanmıştır. T-testin sonuçları, teste katılan banka yöneticilerinin öz farkındalık, etiklik ve dengeli değerlendirmenin yüksek olduğunu ortaya koymuştur bu sonuçlar istatistiksel olarak da anlamlıdır. Öz kimlik ve şeffaflık için çıkan sonuçlar yüksek olmalarına rağmen istatistiksel olarak anlamlı değillerdir. Dolayısıyla banka yöneticilerinde otantik liderlik unsurlarının bulunduğunu söylemek mümkündür. Kurum kültürünün otantik liderliğe etkisi araştırıldığında ise çıkan sonuçlar göstermiştir ki kurum kültürü otantik liderlik davranışını etkilememektedir. Sosyal kimliğin otantik liderlik üzerindeki etkisi araştırıldığında ise çıkan sonuçlar göstermiştir ki yüksek kurumsal kimliğe sahip yöneticiler otantik liderlik tarzı için daha uygundur ve kurumların, kuruma yüksek bağlılık gösteren yöneticilere ayrıca özen göstermesi ve yöneticilerin kuruma bağlılığını arttıracak stratejileri geliştirmeleri gerekmektedir. Kişisel etik değerlerin profesyonel etik değerler üzerindeki etkisi araştırıldığında ise profesyonel etik değerlerin kişisel etik değerlerden bağımsız geliştiği ortaya konmuştur.

Anahtar Kelimeler: Otantik Liderlik, Kurum Kültürü, Sosyal Kimlik, Bankacılık Sektörü

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INVESTIGATION OF THE DRIVERS OF BANK LOYALTY IN THE UK RETAIL BANKING INDUSTRY

Dr. Begüm Al

Relationship marketing plays important role for the survivability of banks. It is not only important gaining competitive advantage but also affects the profitability of banks. However, it is identified that there has been a significant change in customer attitudes towards their banks particularly after the financial crisis. It is found that today, customers do not only easily switch their service providers, but also they are less committed towards a single service provider. Recognising the shift in consumer behaviour led the investigation of the factors that affect loyalty of customers to their banks.
The intention was to determine whether the UK high street banks are successful in establishing long term relationship with their customers.

Methodology: For the investigation of the research problem, a deductive approach was followed; quantitative research methods were employed and the research was designed in the form of an explanatory study. For primary research instrument, survey method was preferred and a structured questionnaire was developed and distributed to 60 customers in the UK who were chosen deliberately according to their convenience.

The frequency analysis was used for presentation of demographic profile of the participants as well as their banking behaviour. Then Pearson correlations of variables - customer loyalty service quality, commitment, trust and customer satisfaction – were computed. Finally, ten regression analyses were carried out to examine the link between dependent variable and independent variable. The findings indicate that customer satisfaction is the most important determinant of customer loyalty and it is followed by customer commitment. Service quality is found the least important factor in explaining the changes in customer loyalty. However, it was discovered that service quality is the main determinant of customer satisfaction.

Keywords: Banking industry, Bank Loyalty, Retail Banking

AN EXAMINATION OF FACTORS CAUSING EMPLOYEE TURNOVER IN UK BANKING INDUSTRY: A COMPARISON OF BARCLAYS AND NATWEST

Yunus Karadağ

The ultimate aim of this study was to investigate the factors behind the high staff turnover in UK banking industry. In order to conduct this study, First Barclays Bank and Natwest Bank were chosen to compare and the contrast. In this study questionnaire and interview were used as a tool for primary data collection. Questionnaires were carried out with the 100 employees from both Barclays and Natwest (total of 200 employees) and interviews were carried out with one manager from each bank. Findings showed that Barclays employees are significantly happy. However, Natwest employees do not appear happy with the HR initiatives applied by the company. This result also indicates that job satisfaction of Natwest's employees is rather low when compared to job satisfaction of Barclays's employees who are significantly satisfied with their jobs. Similarly, organisational commitment was significantly higher among the Barclays employees when compared to Natwest employees. As a result of these findings, employees' intention to leave their workplace was higher among the Natwests' employees.

This study also tried to identify the determinants of the employees' turnover intentions. In this sense, it was identified that older employees in fact have a less tendency to leave their job. Similarly, fulltime employees are less likely to leave their jobs too. In addition, married employees are also found to be less likely to leave their jobs too. However, these findings were only significant when there is good HR practice in place. In this sense, statistically significant results were only found in the Barclays case. Since there were many other effective issues in the case of Natwest, findings were statistically insignificant. According to results presented in this study, there is a significant negative relationship between intention to leave and job satisfaction, employee motivation and organisational commitment in the case of Barclays. Different than the results of Barclays, in Natwest, weak positive relationships are identified between the determinants. In this context, employee turnover intention is weakly increasing because of the low level of employee motivation, low level of job satisfaction and low level of organisational commitment among the employees of Natwest. In this context, it can be said that combination of several factors are playing a role on employee turnover intention in Natwest. This should be dealt with the bank's top management in order to cope with the employee turnover and to overcome the cost related with the employee turnover.

Keywords: Banking Industry, Barclays and Natwest, UK

MANAGEMENT'S INVESTMENT DECISION MAKING IN TURKISH AUTOMOTIVE INDUSTRY

Dr.Öğr.Üyesi Seray Toksöz

To identify the management' decision making criterions in Turkish automotive industry was the main objective of this study. In serving the needs of this aim, qualitative research methods were followed. Accordingly, this research was designed in the form of exploratory case study. Therefore, this study first utilised theories and models on investment decision making and factors effecting investing decisions by conducting secondary data research. Following to this, telephone interviews were conducted with the bureaucrats as well as the managers of some of the foreign automobile and autopart companies that were invested in Turkey. The population of this study comprised all the foreign automobile and autoparts firms that were invested in Turkey and all the bureaucrats who work in the Ministry of Trade in Turkey. However, only several number of the units that were in the population included into this study due to difficulty of reaching all the foreign companies in that particular industry and interviewing all the bureaucrats that specialise in this issue. Therefore, three foreign companies were selected which are Toyota, Ford and Pirelli among the companies' side of the population and two bureaucrats were persuaded to contribute in this study. Analysis showed that, geographical position; its comparatively cheaper cost of labour; the prosperous domestic economy and the growing demand for automotive products in Turkey were stated as the ultimate objective behind investing decision to Turkey; being in or close to major cities (therefore close to customers), being close to large supplier base (for better quality and lower price), and being located near major ports for export purposes were identified as the ultimate reasons behind investing in particular city; comparatively cheaper yet well-educated labour force and the country's convenient location to several large auto markets were identified as the key factors for automotive industry. From the government side, it has been identified that Turkish Government has started to lift former restrictions on its policies especially from when Turkey joined Custom Union in 1996. The government also had issued laws and regulations to protect foreign investors' rights while doing business in the Turkish market.

Keywords: Management, Decision Making, Turkish Automotive Industry

COMPETITION STRATEGY IN MARKETING RESOURCES: AN APPLICATION FOR SPORTS TOURISM ORGANIZATION COMPANIES

Fatih ÇALIKUŞU

As the competition turns into a challenging environment for companies, it uses the resources of the companies that organize the organizations to develop their marketing strategies. From this point of view, it is aimed to develop the competition strategies that the companies that organize ultra-marathon races for the most effective use of their marketing resources within the scope of sports tourism. In this study, Turkey's ultramarathon and recreational sports activities organizes business managers and coordinators with face to face (depth interview) technique will be used, the obtained data analytic hierarchy process approach of multi-criteria decision methods (AHP) and Fuzzy, which determines the severity of alternative TOPSIS method will be applied.

Every year, thousands of people in the world participate in various tourism activities in order to have fun, relax and do sports. The level of increase in demand allows differentiation of expectations from tourism activities and the increase in tourism diversity proportionally. Sports tourism in the world and Turkey also has a very important place in Turkey in recent years has increased in many parts of the recreation sports between tourism organizations and companies has also given rise to the intensified competition. The main point of departure is that sport is considered the greatest phenomenon in the world and tourism will become the world's largest industry in the next century.

Sports tourism in the marketing field, especially non-football branches of as having importance in Turkey and could provide higher earnings to the participants to the tourist area in a very short period of time over of the company, Turkey's cultural heritage and the UNESCO World Heritage list of the candidates or their regions included in the list of athletes from abroad, It is aimed to introduce the relatives and followers who come for support in addition to the athletes, and to develop the people of the region in terms of tourism and economy.

Keywords: Marketing resources, Fuzzy TOPSIS, Analytic Hierarchy Process, Ultra Marathon

TESTING THE CAPM MODEL: A STUDY OF THE TURKISH STOCK MARKET

Dr.Mehmet Ali Gürbüz

In this study, the validity of the CAPM for the Istanbul Stock Exchange was examined. The study used monthly stock returns from 14 stocks listed on the ISE-30 index from January 2013 to December 2018. The purpose of this study was to examine whether the CAPM hold true in the Turkish stock market by testing: whether a higher/lower risk will yield higher/lower expected rate of return and whether the rate of return has linear relationship with its beta. In relation to the purpose– testing the CAPM – positivist philosophy was followed. Since the general idea of this study is to test the validity of CAPM by analysing the data from the Turkish capital market during the period of 1 January 2013 – 31 December 2018, deductive approach was chosen and qualitative methods are found suitable and appropriate for this study. The population of this study includes all the stocks listed on the ISE-30 however, only 14 of them which were continually traded in this index during the investigation period were included into this study. To test the validity of CAPM, the time series model used by Black et al. (1972) and Fama and MacBeth (1973) was preferred. Therefore, test of CAPM was based on the time series regressions of excess stock/portfolio return on excess market return. The findings emerged from the analysis of testing CAPM in capital market of Turkey show that CAPM is not fully valid for testing individual securities listed on the ISE. The tests showed that in the estimation of SML, y0 is statistically different from zero; y1 is statistically different from the market risk premium. The findings regarding both stocks and portfolios are consistent with the hypothesis of y2 is equal to zero, since they indicate supporting evidence for the prediction of CAPM during 2013 to 2018. The findings suggest that the CAPM do not fully hold true in Turkish capital market.

Keywords: Turkish Stock Market, CAPM Model, Istanbul Stock Exchange

FACTORS AND REASONS OF DECISION OF UTILISING THIRD PARTY SHIP MANAGEMENT

Kenan Abacı, Dr. Altuğ Erbil

The main objective of this paper was to investigate the reasons, which ship owners identify themselves, instrumental in their choice to use or not third-party ship management for their vessels. In addition to this objective, this study has another aim to identify whether there is a relationship between firms age, firms size and firms type and the employment of third party ship management. Considering the objectives, the characteristics of this research was identified as positivist since the aim requires conducting statistical analysis. Accordingly, exploratory research was performed in this study, since this kind of researches function significantly for exploring the phenomena. Consequently, both qualitative and quantitative methods were employed during the scrutiny course of this study. Qualitative method was adopted in this study in order to obtain an apprehension regarding the choice of using or not using third-party ship management while quantitative method was utilised to gather statistical data. The aim of employing these methods was to gather necessary data and take a broad view from samples to the population. Among quantitative methods, survey technique is selected in order to determine and calculate the rate of recurrence of the population chosen for this research. Among the survey techniques on the other hand, questionnaire was employed for this research since this technique facilitates addressing the same set of questions to every respondent and gathering extensive amount of data for examination. In terms of data collection, secondary data as well as primary data was collected for this research. In this sense, a number of book and journals focussing on ship management and outsourcing are scrutinised while collecting the secondary data for this paper. Moreover, primary data was gathered by means of semi-structured questionnaire in order to investigate the reasons, which ship owners identify themselves, instrumental in their choice to use or not third-party ship management for their vessels as well as to identify whether there is a relationship between firms age, firms size and firms type and the employment of third party ship management. However, in this study the aim was achieved through by choosing shipping companies from three different countries which are namely, Turkey, Greece and the UK. Therefore, the population, which can be defined as the entire array of analysis which is under scrutiny, is all shipping companies in Turkey, Greece and the UK. However, since it was required to choose an adequate number of respondents from this population, convenience sampling is employed and thus respondents were discovered in this research in a more rapid and convenient manner. Findings showed that, there is a relationship between the age of the company and the usage of third-party ship management in all three countries.

Therefore, when the age of the company is increases, usage of third party management is increases. In the same way there is a relationship between the size of the companies and the usage of third-party relationship in Turkey and Greece. Nevertheless, in the UK, the relationship between firm size and usage of third-party ship management was not clear. In terms of the relationship between the firms' ownership types and the usage of the third-party ship management findings showed that there is relation in all three countries. Since the number of questionnaire responded is very low in this study for future researches it can be suggested that the same research can be made with increased number of company included in the study.

Keywords: Factors and Reasons, Ship Management, Third Party Ship Management

SOCIAL BEHAVIOR WITH ECONOMY IN OUR PROPOSALS

Dr.Yıldız Yenen Avcı[*]

The proverbs, which have been passed down from generation to generation and have survived to the present day, act as mirrors that reflect the social behavior of nations against events and concepts. In this study, our proverbs were examined in terms of economy and the predicted social behaviors are listed under certain headings. The data of the research was obtained from the Proverbs Dictionary compiled by Ömer Asım Aksoy and analyzed by content analysis. Fifteen categories have been reached for the proverbs examined: 1. Working Life, 2. Wealth, 3. Poverty, 4. Job Expertise, 5. Working Assurance, 6. Lending, 7. Expenditure, 8. Labor, 9. Trade, 10 Job Performance, 11. Employer, 12. The Importance of Quality, 13. Business Partnership, 14. Money and Human Relations, More Valuable Elements than 15. Money.

In proverbs, in terms of economy, goods, jobs, profits, money, debt are frequently mentioned. For those who are short of money, hungry, poverty, poor, staunch; Wealthy, rich and stateful words were used for wealthy people. Drawing attention to the importance of working life, our ancestors emphasized that attention should be paid especially in terms of borrowing and lending, business partnership and expenditures and the quality of the goods. They pointed out that the jobs delivered to their specialists and the work done by the labor force are more robust and they underlined that job performance can be a criterion for getting to know the person. Although proverbs are considered to be a power affecting human relations, health and human life are concepts that our ancestors consider more valuable than money.

As a result, proverbs are impressive language elements that convey information about the economy through experiences. It is possible to benefit from the guidance of proverbs in many subjects such as understanding people who are in wealth or poverty, understanding the importance of business life and what to look out for in a good accumulation.

Keywords: Proverbs, proverbs about economy, social behavior

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[*] Dr., MEB, AYDIN

BORDERLINE PERSONALITY DISORDER FEATURES AND JEALIOUSLY TRAITS IN UNIVERSITY STUDENTS

Öğr. Gör Haydeh Faraji[*], Psk. Dr. Kahraman Güler[**]

Borderline personality disorder is a disorder in the functioning of the personality, such as inconsistent self image, excessive self-criticism, and excessive engagement about real or fantasy abandonment. It is stated that borderline people who are known to have difficulties in emotional, behavioral, cognitive areas and especially in interpersonal relationships may have higher levels of jealousy compared to healthy others. This study was conducted to investigate the existence and direction of the relationship between borderline personality traits and jealousy traits in healthy individuals.

Our study group contains university students who lives in Istanbul city and volunteered into this research and are able adapt to the psychological interviews and evaluations. There are 435 university students that participated to our research 195 (44,8%) of them are female and 240 (55,2%) of them are male students. First of all, sociodemographic form which was prepared by us was completed by the participants. After completing the form, in order to determine the personality traits of the participants Borderline Personality Questionary and to determine jealousy traits Multi-dimensional Jealosy Scale have completed by the study group. The obtained data were analyzed using SPSS 25.0 package program. Mann Whitney-U and Kruskal Wallis H-Tests were used to compare the quantitative data of the study and regression analysis was performed.

Borderline personality score was found to have an effect on the jealousy score. A significant relationship was found between the participants' total borderline scores and total jealousy, emotional jealousy and behavioral jealousy scores. There was a significant relationship between emotional volatility subscale and age. There was a significant difference between the total scores of emotional jealousy and borderline personality scale according to the psychological treatment of the participants (P<0,05). The difference between the total scores of emotional jealousy and borderline personality scale was significant according to the participants' emotional relationships (p<0,05). There was a significant difference between the total scores of emotional jealousy and jealousy according to whether the parents of the participants were together or separately (P<0,05). There was a significant difference between participants' expressions that they were affected by social media and their close environment and emotional jealousy, total jealousy and borderline total scores (P<0,05).

According to the findings of the study, there is a relationship between borderline personality features and emotional jealousy and behavioral jealousy. In this relationship, it was observed that the dimension of emotional jealousy came to the forefront. But there is no significant relationship between borderline personality features and cognitive jealousy.

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INVESTIGATING THE EFFECTS OF THE LEBANESE ECONOMIC CRISIS ON EMPLOYEE TURNOVER THROUGH MOTIVATION AND OTHER MEDIATING VARIABLES

Dr. Samar Noaman[*], Dr. Mahammad Knio[**], Mr. Gorges Bellos[***]

A descriptive research has been conducted using an inductive approach, seeking to address the issue at hand. This paper seeks to develop a theory linking the direct effects of the Lebanese Economic Crisis on employee motivation through utilizing mixed qualitative and quantitative methods. As the study aims to estimate the relationship between the Lebanese Economic Crisis (Independent Variable) and employee turnover (Dependent Variable), taking into account employee motivation (Mediating Variable) as well, the pragmatic philosophy and the inductive approaches were used. More mediating variables will be used during the study in this investigation seeks based on the needs to understand this causal relationship.

As many past investigations have suggested, in past economic crises, massive layoffs have occurred around the world. Yet, on the long run, high employee turnover often negatively affects businesses, in which employee satisfaction, and morale, productivity, efficiency and profitability are negatively impacted. Since this research seeks to depict the connection between "the 2019 Lebanese Economic Crisis" and "Employee Turnover" this relationship will be made clearer in our literature review.

The tested data has been collected between late January and early February 2020. It was mostly gathered through unstructured interviews targeting important decision makers in key firms across several sectors (for this purpose, the educational sector the Banking Sector, and the Hospitality and Tourism Sector will be observed). The results were then interpreted in parallel with a pilot study, conducted in order to address a questionnaire using a more numerical approach in order to see if the collected data can be triangulated with the interview questions as well as the literature review.

We will include in our discussion the messages that the 2020 World Economic Forum left us to work on for the upcoming year. These indicators will be plotted against existing economic data from past years. Finally, through this study, the relationship of the Lebanese economic crisis and employee turnover will be made clearer. And definitely, recommendations will be provided on how organizations should boost employee satisfaction to limit turnover.

Keywords: Political uncertainty, Organizational behaviour, Employee motivation, Mediating variables, Turnover policies, Lebanon

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LEBANESE PHARMACEUTICALS AND HEALTHCARE INDUSTRY: INVEST IN THE PHARMACEUTICAL INDUSTRY TO PROMOTE EXPORTS

Samar Noman[*], Haissam Lakkis[**]

Compared to importation, the pharmaceutical production in Lebanon is still weak. The generics prescription is neglected according to the medicines of origin as only big brands dominate the Lebanese market.

Despite the agreements between Lebanon and Arab countries, the nature of the regulatory environment in the latter is likely to be a substantial obstacle that prevents the access of the Lebanese medicines to the markets of the Arab countries. On the other hand, the development of a new market access remains a necessity for increasing the volume of pharmaceutical exports.

This paper aims to demonstrate, based on the Lebanese market analysis the significance of supporting local pharmaceutical manufacturing as it contribute as a primary factor in reducing the cost of the medical bill for citizens, public institutions, and payers. The paper concludes with a set of recommendations to strengthen the pharmaceutical sector as well as to stimulate and develop the local production of local pharmaceutical medications.

Keywords: Healthcare Industry, Pharmaceutical Industry, Exports, Lebanese

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A STUDY OF HOW APPRAISAL AND STAFF TRAINING IMPROVE PERFORMANCE: A STUDY ON MERCEDES BENZ

Reinhard Grasll, Dr.Fatih Ölçekciler

This study aimed at looking into the efficiency of the implementation of performance evaluation and personnel training in the Mercedes Benz where employees coming from different cultural environments work together. From this aspect, the phenomenological approach was preferred since the main focus of this study was to understand the behaviour of participants. As stated, this behaviour involved with the opinion of the participants in terms of efficiency of the implementation of performance evaluation and personnel training in the Marks and Spencer. In this context, two types of participants were determined in this research which are namely; managers and employees. Accordingly, in this study both views are obtained and thus compared and contrasted to find whether the implemented performance evaluation and personnel training in the Mercedes Benz is efficient or not. In collecting the data from managerial view, plant manager of the Mercedes Benz was interviewed face-to-face to learn the strategies that the corporation follows for evaluation and trainings. In collecting the data from employees view on the other hand, questionnaire is conducted to learn whether the employees are satisfied with the implemented programmes. In this context, this study's population was all the employees working in the plant however snowball sampling is applied and thus 78 employees participated to this study. Considering the employees cultural backgrounds, it has been found that only six of the employees' cultural background was considered when their performance was assessed while the rest of them claimed that their cultural background was not considered during the performance assessment. Manager was agreed that cultural background of the employees is not considered in performance appraisal process because, diverse workforce do not work homogeneously. In other words, employees are grouped according to their cultural background and they work separately from other divisions. Therefore, each division is formed by employees from same or similar cultural backgrounds and therefore this removes the need for developing various performance appraisal methods which makes diversity irrelevant to performance appraisal. Different than the results of performance appraisals almost half of the participated employees stated that their cultural backgrounds are considered when receiving the training from the company. Accordingly, overall satisfaction level of the employees indicated that only small number of employees are happy with the performance appraisal in the company.

Keywords: improve performance, Mercedes Benz, appraisal

CONSUMERS DURING BREXIT CRISIS: IN WHAT WAY HAVE UK CONSUMERS' FOOD PURCHASING BEHAVIOUR CHANGED AS A RESULT OF BREXIT CRISIS?

Prof. Dr. Rajendra Kumar, Dr. Fatih Ölçekciler

The aim of this research was to explore how Brexit crisis affect consumers' food purchasing behaviour in the UK. To achieve this aim, the research focused on determining the consumer confidence about the current economic conditions and employment in the UK; identifying the current spending habits and confidence about current spending of consumers; exploring how Brexit affected consumers' food buying behaviour and discovering the motivators and patterns of food consumption of UK consumers during the Brexit crisis. The participants for this study were selected from consumers who lived in London and in their selection, convenience sampling was employed. In the collection of data, semi-structured questionnaire was designed and distributed to 275 consumers in the UK and 272 were returned. The findings showed that Brexit crisis reduced the consumers' confidence significantly and the main area of concern is the job security. UK consumers showed several reactions to Brexit. These include tendency to decrease waste in food consumption; more careful decision making; searching for more information; product adjustments particularly towards more durable foods, products which offer value for money and products with cheaper prices; tendency to shop at discount stores and to do more window shopping; tendency to switch from luxury food products to economy food products. However, it was also found that there is no total abandonment in overall shopping habits. Consumers still prefer the meat products, do not change their brand preferences and do not switch to unknown brands. Healthy eating, organic food and environmental-friendly food products are still preferred. The weaknesses of this study are the use of non-probability sampling and sample size preference.

Keywords: Brexit crisis, food purchasing, UK consumers

BİLDİRİ KİTAPÇIĞI

THE EFFECT OF COUNTRY OF ORIGIN ON THE CONSUMPTION OF TURKISH PRODUCTS

Zeynep Nihal Pektaş

The ultimate objective of this study was to examine the influence of country-of-origin on the consumption of Turkish products. To achieve the ultimate objective both primary and secondary data were used. The research conducted in three stages. In the first stage, secondary data research is conducted to revise the theoretical framework. In the second stage, secondary data research was conducted to gather extensive data about Turkey which was the basis of this study. In third stage, semi-structured questionnaire survey was used to examine the influence of country-of-origin in the consumption of the Turkish products. Convenience sampling is employed in order to conduct a survey. 400 questionnaires distributed however 389 of them returned by the respondents.

Finding shows that, price was the most important factor that effects the purchasing decision; brand is in the second place and country of origin is in the third place in terms of effecting the purchasing decision. In terms of perceived quality towards Turkish products, findings were at moderate level. This shows that there is no unique belief about the quality of the country's products. Turkish food was the highest product type that purchased by the respondents. This shows that tradition and culture of the Turkey has strong positive effect on the consumption of Turkish products. In terms of reason for buying Turkish products, being good quality, to try, cheapness and being interesting are the ones that mostly stated by the respondents respectively. In addition to these findings, 23.6% of the respondents found as the people who would buy Turkish products rather than their home country's products nevertheless, 56.2% of the respondents found as the people who would buy their home country's products rather than Turkish products.

Keywords: Products, Consumption, Country Effect

BİLDİRİ KİTAPÇIĞI

DETERMINING CONSUMERS' CHOICE FACTORS AND RELATED MARKETING STRATEGY FOR UPSCALE ETHNIC RESTAURANTS IN LONDON: A CASE STUDY

Dr.Ali Eren Balıkel

To determine consumers' choice factors and related marketing strategy for upscale ethnic restaurants in London in the context of Jazzgir restaurant was the main aim of this study. The philosophical position of the research was set as realism; in developing the research strategy, a deductive reasoning was followed and a mixed method was preferred as the research approach. As a result of these choices, both the questionnaire and the interview research instruments were utilised to answer the main research question.

The researcher concentrated on young consumers. In order to collect the data in as short time as possible, it was essential to use social network sites. Among them, Facebook was selected because the network site allowed selecting consumers according to their distinctive qualities such as location, age, gender, etc. The size of the sample was determined as 200. The questionnaires were sent to selected consumers via email. 2 duty managers of Jazzgir were interviewed. The interviews took place in the restaurant and the answers of the interviewees were recorded via note taking.

For the analysis of data, both quantitative and qualitative methods were used; the questionnaires were analysed with the help of the SPSS programme and the output table and graphs were interpreted in the analysis, whereas the information obtained from the interviews was analysed according to the thematic analysis and the findings were presented in text format.

According to the findings, atmosphere of the restaurant has the utmost importance for participating individuals followed by professionalism and variety of food. However, these factors affecting consumers in selecting fine dining restaurant found as not important in selecting an upscale ethnic restaurant as deciding for an upscale ethnic restaurant is found as influenced by other factors such as: to try different dining experience; existence of positive publicity in media; recommendations of their friends and family or their desire to experience a different culture. In the lights of these findings it was suggested Jazzgir restaurant to place new strategies such as social media advertising and improve the employees' abilities through training and developments.

Keywords: Marketing Strategy, Determining Consumers, Case Study

EFFECT OF TV ADVERTISING ON HOUSE BUYING DECISION: A STUDY ON LEBANESE BUYERS

Bassam M. Tarhini, Maya A. Hajj Hassan

Television is regarded as one of the most effective advertising media and a primary channel for advertising. The effectiveness of television as an advertising medium is due to its ability to present a multi-sensory experience combining elements of vision, audition and motion and its capacity to deliver good mass market coverage. Furthermore, television provides the capacity to repeatedly broadcast advertisements until achievement of the desired effect. By recognising the importance of TV advertising, Lebanese construction companies started to use TV advertising heavily in order to attract more customers. However, it is not widely known how TV advertising campaigns of construction companies affects consumers' property buying behaviour. Therefore, the ultimate objective of this study is to identify the effect of TV advertising on consumers' property choosing behaviour in Lebanon. In this study, realism was taken as a base in examining the main research objective. It is because this study involves in examining the effect of TV advertising on consumers' property choosing behaviour through using both statistical analysis (through using questionnaire) and obtaining the human perceptions (through using interviews). In this study, first, effects of TV advertising on consumers were identify through reviewing literature on the topic and then the researcher formed her questionnaire and interviews' questions in the lights of the reviewed theories. This means that the researcher used deductive approach. The population of the study was all consumers currently living in Lebanon. Therefore, sampling was used to determine more reachable population. In determining the sample size, sampling calculator was used (http://www.surveysystem.com/sscalc.htm). In the calculation, confidence level was set as 95% and confidence interval was determined as 10%. The result of the calculation was determined as 96 and thus the researcher distributed 96 questionnaires via e-mails to people. This means that in the distribution the researcher used convenience sampling method. Despite the fact that this method of sampling is not a scientific one, use of it enabled the researcher to save time and money in distributing the questionnaires. Findings showed that most of the participants consider house buying decision as risky to some extent. They are mostly concerned with financial risks while some are concerned with social and psychological risks. TV, internet, and radio advertisements got the lowest importance ratings when respondents asked to rate nine factors that may likely to influence their choice of construction project. In this manner, the highest importance was given to opinions of other people; that is what family and friends suggest is very important. Moreover, how other people experienced the project and favourable public opinion was found as important. However, friendliness of the project stuff was found as important to some extent. This finding was rather interesting it is because managers of construction companies claimed in the interviews that salespeople are very important in their selling processes. Majority of the participating people were aware of the advertisements of the construction projects on TV and almost half of them stated that advertisements are not affecting their choices of construction projects while 30% of them indicated that advertisements are effective. However, most of the participants accept that they increase their awareness. This finding made it clear that TV advertisement mostly creates awareness in high involvement products.

Key Words: TV, Advertising, Construction Companies, House Buying Decision

ANALYZING THE RELATIONSHIP BETWEEN STRUCTURAL EMPOWERMENT AND PERCEIVED SUPERVISOR'S SUPPORT

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During the last decade, organizational and strategic management theories have exponentially concentrated on the concept of structural empowerment and organizations have prioritized to work with the employees who take the initiative and respond creatively to the challenges of the job to struggle in an increasingly competitive external environment. In this sense, structural empowerment represents organizational policies, practices, and structures that grant employees greater latitude to make decisions and exert influence regarding their work and refers to a formal horizontal decentralization of authority that decisional power flows to employees from the formal structure. Additionally, it is assumed that structural empowerment helps to create a positive perception and has an impact on employees' perceived supervisor's support that denotes the degree to which employees' shape impressions that their supervisor appreciates their contributions in work and is caring about their well-being. From this point of view, owing to intense competition within the private healthcare sector in Turkey, employees' structural empowerment and perceptions related to their supervisor's support play a vital role in providing high-quality services and care for patients. In this respect, the present study aimed at examining the relationship between structural empowerment and perceived supervisor's support in the private healthcare sector's employees who have especially close interactions with patients as customers. In this regard, the questionnaire has been applied to 240 employees working at the five private hospitals and the data obtained from the questionnaire has been analyzed through the "SPSS 26.0" program. As a result of the analysis, it has been signified that there is a strong positive correlation between structural empowerment and the perceived supervisor's support. Also, it has been seen that the structural empowerment's sub-dimensions that are opportunity, formal power, and informal power have a statistically significant relationship with the perceived supervisor support's sub-dimensions, tangible and intangible.

Keywords: Structural Empowerment, Perceived Supervisor Support, Healthcare Sector.

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