

**YEŐİL PAZARLAMA  
STRATEJİLERİ VE  
AMAÇLARA ETKİSİ ÜZERİNE  
İŐLETMELERDE BİR  
ARAŐTIRMA**

Dr. Yasemin GEDİK

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**ISBN**

978-605-258-728-7

**Kitap Adı**

Yeşil Pazarlama Stratejileri ve Amaçlara Etkisi Üzerine İşletmelerde Bir Araştırma

**Yazar**

Dr. Yasemin GEDİK

**Yayın Koordinatörü**

Yasin Dilmen

**Sayfa ve Kapak Tasarımı**

Akademisyen Dizgi Ünitesi

**Yayıncı Sertifika No**

25465

**Baskı ve Cilt**

Bizim Dijital Matbaa

**Bisac Code**

BUS043000

**GENEL DAĞITIM**

**Akademisyen Kitabevi A.Ş.**

*Halk Sokak 5 / A*

*Yenişehir / Ankara*

*Tel: 0312 431 16 33*

*siparis@akademisyen.com*

**www.akademisyen.com**

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## KISALTMALAR LİSTESİ

ABNT:	Associação Brasileira De Normas Técnicas	EFA:	Exploratory Factor Analysis
AISE:	International Association for Soaps, Detergent and Maintenance Products	ECSR:	Environmental Corporate Social Responsibility
AMA:	American Marketing Association	EMAS:	Eco-Management and Audit Scheme
ATIS:	The Alliance for Telecommunications Industry Solutions	EMS:	Environmental Management Systems
B2C:	Business to Consumer	EPA:	United States Environmental Protection Agency
B2B:	Business to Business	EU:	European Commission
BEST:	Better Environmental Sustainability Targets	FLO:	Fairtrade Labelling Organizations
BM:	Birleşmiş Milletler	FSC:	Forest Stewardship Council
BS:	British Standard	GHG:	Greenhouse Gases
BSI:	British Standards Institution	GLM:	General Linear Models
CAD:	Computer Aided Design	GMO:	Green Marketing Orientation
CAPP:	Computer Aided Process Planning	GSCM:	Green Supply Chain Management
CDC:	Centers for Disease Control and Prevention	GSYİH:	Gayri Safi Yurtiçi Hasıla
CE:	Conformite Européenne	GWP:	Global Warming Potential
CECP:	China Energy Conservation Program	IGMO:	Internal Green Marketing Orientation
CES:	Consumer Electronics Show	IMO:	The Institute for Marketecology
CFC:	Chlorofluorocarbon	IPCC:	Intergovernmental Panel on Climate Change
CFP:	Carbon Foot Print	ISO:	International Organization for Standardization
CH4:	Methane	ISWM:	Integrated Solid Waste Management
CO2:	Carbon Dioxide	JIT:	Just-in-Time
CSR:	Corporate Social Responsibility	KOBİ:	Küçük ve Orta Boy İşletme
CSP:	Concentrated Solar Power	KMO:	Kaiser-Meyer-Olkin
CWG:	Collaborative Working Group	KPI:	Key Performance Indicator
ÇEVKO:	Çevre Koruma ve Ambalaj Atıkları Geri Kazanma ve Geri Dönüşüm Vakfı	K-S:	Kolmogorov-Smirnov
DTD:	Door to Door	LCA:	Life-Cycle Assessment
DFE:	Design for Environment	LCC:	Life-Cycle Cost
DOE:	Department of Energy	LEED:	Leadership in Energy and Environmental Design
ECS:	Environmental control system	LOHAS:	Lifestyles of Health and Sustainability

MRE:	Marine Renewable Energy	SCS:	Scientific Certification Systems
NAFTA:	The North American Free Trade Agreement	SDG:	Sustainable Development Goals
N <sub>2</sub> O:	Nitrogen Oxides	SGMO:	Strategic Green Marketing Orientation
NEPA:	National Environmental Policy Act	SLCA:	Society for Life Cycle Assessment
NMI:	Natural Marketing Institute	STEP:	Sustainable Tourism Education Programme
NPD:	New Product Design	TBL:	Triple Bottom Line
OE:	Ocean Renewable Energy	TEER:	Telecommunications Energy Efficiency Ratio
OECD:	Organization for Economic Cooperation and Development	TGMO:	Tactical Green Marketing Orientation
OHSAS:	Occupational Health and Safety Assessment Series	TQM:	Total Quality Management
OHSMS:	Occupational Health and Safety Management System	UL:	Underwriters Laboratories
PCA:	Principal Component Analysis	UN:	United Nations
PET:	Polietilen Tereftalat	UNEP:	United Nations Environment Programme
PETCO:	PET Recycling Company	UNFCCC:	United Nations Framework Convention on Climate Change
PRI:	Plastics Recycling Initiative	UNEP FI:	United Nations Environment Programme Finance Initiative
PWM:	Product Waste Management	USDA:	United States Department of Agriculture
PV:	Photovoltaics	US EPA:	United States Environmental Protection Agency
RES:	Renewable Energy Sources	WEEE:	Waste Electrical and Electronic Equipment
RPPWC:	Regulation on Control of Packaging and Packaging Waste	WHO:	World Health Organisation
ROHS:	Restriction of Hazardous Substances	WWF:	World Wildlife Fund
SAGP:	Sustainable Agriculture Guiding Principles		
SAI:	Social Accountability International		
SCM:	Supply Chain Management		



## ÖNSÖZ

Bu çalışmanın konu belirlenmesinden bitimine kadar her aşamasında beni destekleyen, yol gösteren, tecrübelerini, bilgilerini ve zamanını benimle paylaşan, birlikte çalışmaktan onur duyduğum, örnek aldığım değerli hocam, tez danışmanım, Prof. Dr. Erdoğan Taşkın'a,

Yardımlarını ve gülüyüzünü hiçbir zaman esirgemeyen, önerileriyle çalışmamı ışık tutan, bana yeni bakış açıları kazandıran ve ilham kaynağı olan, değerli hocam, Prof. Dr. Yıldız Y. Güzey'e,

Kıymetli değerlendirmeleri ve önerileri ile çalışmamın istatistik analiz kısmına desteklerinden ötürü değerli hocam, Prof. Dr. Özlem Taşseven'e,

Çalışmamın istatistik analiz kısmında desteğini hiçbir zaman eksik etmeyen, değerli hocam, Prof. Dr. Bahattin Sinsoysal'a,

Kıymetli değerlendirmeleri ve vaktini ayırdığı için değerli hocam, Prof. Dr. Semra Birgüne,

İlgisi, teşvik edici fikirleri, tavsiyeleri, bilimsel alandaki birikimleri ile çalışmamın başından sonuna kadar güvenle ilerlememi sağlayan, değerli hocam, Doç. Dr. Tanses Y. Gülsoy'a,

Çalışmanın uygulama kısmına katkılarından dolayı, T.C. Küçük ve Orta Ölçekli İşletmeleri Geliştirme ve Destekleme İdaresi Başkanlığı'na,

Eğitim hayatım boyunca bana emek veren tüm hocalarıma,

Bu keyifli yolculuğu benimle paylaşan tüm arkadaşlarıma ve

Hayattaki en büyük şansım, kayıtsız şartsız her zaman yanımda bulunan, her şeyim sevgili aileme sonsuz teşekkürlerimle...

Dr. Yasemin Gedik

Mart, 2019

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