

# **CONTEMPORARY BUSINESS ISSUES I**

## **Editors**

Serkan Yılmaz KANDIR  
İlksun Didem ÜLBEĞİ

© Copyright 2021

*Printing, broadcasting and sales rights of this book are reserved to Akademisyen Publishing House Inc. All or parts of this book may not be reproduced, printed or distributed by any means mechanical, electronic, photocopying, magnetic paper and/or other methods without prior written permission of the publisher. Tables, figures and graphics cannot be used for commercial purposes without permission. This book is sold with banderol of Republic of Turkey Ministry of Culture.*

**ISBN**

978-625-7401-65-4

**Book Title**

Contemporary Business Issues I

**Editors**

Serkan Yılmaz KANDIR

ORCID iD: 0000-0002-7686-1099

İlksun Didem ÜLBEGİ

ORCID iD: 0000-0001-6905-2720

**Publishing Coordinator**

Yasin DILMEN

**Page and Cover Design**

Typesetting and Cover Design by Akademisyen

**Publisher Certificate Number**

47518

**Printing and Binding**

Printing Press Vadi

**Bisac Code**

BUS000000

**DOI**

10.37609/akya.130

**GENERAL DISTRIBUTION**

**Akademisyen Kitabevi A.Ş.**

*Halk Sokak 5 / A*

*Yenişehir / Ankara*

*Tel: 0312 431 16 33*

*siparis@akademisyen.com*

**www.akademisyen.com**

## PREFACE

Based in Ankara in Turkey, the independent academic publisher, Akademisyen Publishing House, has been publishing books for almost 30 years. As the directors of Akademisyen Publishing House, we are proud to publish around 1500 books across disciplines so far, especially in Health Sciences. We also publish books in Social Sciences, Educational Sciences, Physical Sciences, and also books on cultural and artistic topics.

Akademisyen Publishing House has recently commenced the process of publishing books in the international arena with the “Scientific Research Book” series in Turkish and English. The publication process of the books, which is expected to take place in March and September every year, will continue with thematic subtitles across disciplines

The books, which are considered as permanent documents of scientific and intellectual studies, are the witnesses of hundreds of years as an information recording platform. As Akademisyen Publishing House, we are strongly committed to working with a professional team. We understand the expectations of the authors, and we tailor our publishing services to meet their needs. We promise each author for the widest distribution of the books that we publish.

We thank all of the authors with whom we collaborated to publish their books across disciplines.

Akademisyen Publishing House Inc.



# Contents

Chapter 1	The Evolution Concept of Multinational Corporations and Foreign Direct Investment .....	1
	<i>Sertif DEMİR</i> <i>R. Dilek KOÇAK</i>	
Chapter 2	Currency Entrepreneurship? The Implications of ‘Gesell Money’ for Macroeconomics.....	13
	<i>Christian ALBRECHT</i> <i>Burak ERKUT</i>	
Chapter 3	Digital Marketing Strategies and Consumer Behavior .....	31
	<i>Saadet SAĞTAŞ</i>	
Chapter 4	Quality Management Systems in Civil Aviation Sector: As/En 9100 Quality Management System .....	45
	<i>Erdal DURSUN</i>	
Chapter 5	Bank Payment Obligation (Bpo) as a New Payment Term .....	67
	<i>Gökhan BARAL</i>	
Chapter 6	High-Frequency Trading Through Intraday Extreme Price Movements of Bist30 Stocks.....	79
	<i>Oğuz ERSAN</i>	
Chapter 7	Information Systems Approaches to Sustainability of Supply Chain Management Systems in Terms of Strategic Level .....	97
	<i>Ayşenur ERDİL</i>	



## Authors

### **Sertif DEMİR**

Prof. Dr., University Turkish  
Aeronautical Association, Faculty of  
Business, Logistics Department  
ORCID iD: 0000-0001-8329-8735

### **R. Dilek KOÇAK**

Assoc. Prof. Dr., University Turkish  
Aeronautical Association, Faculty  
of Management, Management  
Information Systems Department  
ORCID iD: 0000-0002-3077-0706

### **Christian Albrecht**

Faculty of Business and Economics,  
TU Dresden, Germany  
ORCID iD:

### **Burak Erkut**

Faculty of Economics, Administrative  
and Social Sciences, Bahçeşehir  
Cyprus University, Northern Cyprus  
ORCID iD: 0000-0001-7746-782X

### **Saadet SAĞTAŞ**

Asst. Prof. Dr. Çağ University Faculty  
of Economics and Administrative  
Sciences  
ORCID iD: 0000-0003-1834-2132

### **Erdal DURSUN**

Asst. Prof. Dr., Nişantaşı University,  
School of Civil Aviation  
ORCID iD: 0000-0002-6255-1380

### **Gökhan BARAL**

Asst. Prof. Dr., Sakarya University of  
Applied Sciences  
ORCID iD: 0000-0003-2801-4415

### **Oğuz ERSAN**

PhD, Kadir Has University, Faculty of  
Economics, Social and Administrative  
Sciences, Department of International  
Trade and Finance  
ORCID iD: 0000-0003-3135-5317

### **Ayşenur ERDİL**

İstanbul Medeniyet University,  
Faculty of Political Sciences, Business  
Administration  
ORCID iD: 0000-0002-6413-7482

