## ACADEMICIAN PUBLISHER SCIENTIFIC RESEARCHES BOOK 2018

# ECONOMIC AND ADMINISTRATIVE SCIENCES Volume II

Editor Azmi YALÇIN



#### © Copyright 2018

Printing, broadcasting and sales rights of this book are reserved to Academician 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

**Publishing Coordinator** 

978-605-258-054-7

Yasin Dilmen

Name of Book

Page and Cover Design

Economic And Administrative Sciences

Akademisyen Dizgi Ünitesi

Volume II

**Publisher Certificate Number** 

25465

Editor

Azmi YALÇIN

**Printing and Binding** Bizim Dijital Matbaacılık

ANKARA/2018

DOI

10.37609/akya.1660

#### GENERAL DISTRIBUTION

Akademisyen Kitabevi A.Ş.

Halk Sokak 5 / A Yenişehir / Ankara Tel: 0312 431 16 33 siparis@akademisyen.com

www.akademisyen.com

#### **PREFACE**

The directors of Academician Publishing House, have been conducting their commercial activities for a long time by transferring their 30 years of broadcasting experience to their legal entities. In the said period, it was proud to publish 750 books, particularly health and social sciences, cultural and artistic topics. The Academician, that defines the platform of being an international publishing house, is in the pursuit of creating a global brand in addition to broadcasting in Turkish and foreign languages.

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. The future of the book, which has built on a solid basis with the invention of the printing press, will certainly have a place in our lives for a long period of time, even though it has moved into orbit of new inventions.

Academician Publishing House has started the process of publishing books in international quality and quantity with its own name of "Scientific Research Book" series in Turkish and English. The publication process, which will take place in March and September every year, will continue with thematic sub titles. We owe to our thanks to all of our researchers who supported this process, which was starting with about 30 books, and to everyone in the background.

**Academician Publishing House Inc.** 



### **CONTENTS**

Chapter 1	Quality Costs: A Comparison Of Two Case Studies	1
Chapter 2	Alternative To Crowdfunding In Entrepreneurship Finance In Turkey	17
Chapter 3	A Concise Introduction To The Cost Of Capital For Regulated Businesses	39
Chapter 4	Cost Of Equity Estimation For Regulated Energy Networks In Emerging Markets  Dr. Mustafa GÖZEN	51
Chapter 5	Examination Of Sample Cases Related To Forensic Accounting Investigations Carried Out By The Capital Markets Board In Turkey  Dr. Murat GENÇ	61
Chapter 6	A Research On The Impact Of Social Marketing On Company Performance	71
Chapter 7	A Research On The Financial Literacy Knowledge Level Of Tourism Faculty Students	79
Chapter 8	Sustainability Accounting And Its Impacts On Competition  Asst. Prof. PhD. Metin UYAR	99
Chapter 9	Effects On The Students Preferences Of Education Services  Marketing Efforts  Assoc. Prof. Dr. Gülsen Serap ÇEKEROL  Ece YÜREKLİ	113
Chapter 10	The Attitudes Of The Miners Toward Ex-Prisoners: Ttk/Thi (Turkish Hard Coal Institution) Zonguldak Case	145
Chapter 11	A Hybrid MCDM Methodology For An Erp System Selection	163

Chapter 12	Psychological Capital: A Meta-Analysis Study	181
Chapter 13	The Mediating Role Of The Affective Commitment In The Effect Of The Person-Organization Fit On The Intention To Leave: Example Of Textile Workers	195
Chapter 14	The Effects Of Water Pollution Caused By Human Activities On Fish Populations: The Case Of Nilüfer Stream	207
Chapter 15	Analyzing The Projects Which Are Implemented In Education, Employment, Social Policy Areas By The Support Of Europe Union In Turkey	221