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and Economics**

Editor
Ergün KARA

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Tel: 0312 431 16 33
siparis@akademisyen.com*

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- Editor:** Asst. Prof. Dr. Ergün KARA
- Authors:** Prof. Dr. Diane HITE
Prof. Dr. Edip ÖRÜCÜ
Prof. Dr. Veyis Naci TANIŞ
Assoc. Prof. Dr. Ömer Okan FETTAHLIOĞLU
Asst. Prof. Dr. Emre YAKUT
Asst. Prof. Dr. Filiz GÜNEYSU ATASOY
Asst. Prof. Dr. Gül GÜN
Asst. Prof. Dr. Gülşen KIRPIK
Asst. Prof. Dr. Hüseyin ASLAN
Asst. Prof. Dr. İlker KEFE
Asst. Prof. Dr. İrem KEFE
Asst. Prof. Dr. İrfan MISIRLI
Asst. Prof. Dr. M.M. Tuncer ÇALIŞKAN
Asst. Prof. Dr. Sevda DEMİR
Asst. Prof. Dr. Tahir BENLİ
Asst. Prof. Dr. Abdurrahman AKMAN
Dr. Gülsen SARAY
Lecturer Özlem AYDOĞDU ATASOY
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PhD. Candidate Mehmet Ozan AKMAN
PhD. Candidate Nilüfer ALTUNDAL BİYAN
- Secreteriat:** Translator Support Bilge YAKUT

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PREFACE

As is illustrated in this book, business management is a discipline that is important to the success of many professional fields. Business management is defined by businessdictionary.com as “the organization and coordination of the activities of a business in order to achieve defined objectives”. Through thoughtful management techniques companies are more effective in setting and reaching goals, and in return may be more profitable. There are also benefits for the workforce and society as a whole. Increasingly, employee gender and generational differences are part of everyday business management decisions with regard to thoughtful planning of training and workplace needs. Similarly, businesses must reflect on clients and consumer needs and how different social and cultural paradigms can influence consumer preferences. Finally, use of technology and business management systems can improve quality of work life for employees and economic returns to companies. This book addresses each of these topics giving business managers research-based information to consider when working to take their company, regardless of the specialty, to the next level.

Thanks go to the editor, Assistant Professor Dr. Ergün Kara, and the many authors who contributed to this text.

Prof. Dr. Rebecca J. BARLOW
Auburn University, Alabama U.S.A.

PREFACE

Changes occurred in economic, social and technological fields within world economy in recent years were explained with the concept of new economy. These developments which were composed of complicated processes closely associated with each other revealed the necessity that societies should think and live within world scale from now on. Stunning developments occurred in business technologies together with globalization changed and continue to change almost everything from economy to politics, from organizational structures to administrative mentality radically. Therefore, business enterprises should adopt approaches within the fields of administration and economy and transfer into application in order to survive within global competitive environment and to provide a sustainable competitive advantage.

This book which was prepared for the fields of business and economics and examines current studies precisely will give a different point of view to the world of business and economics. In this respect, it has the characteristics of an important reference guide for researching and investigating academicians. Furthermore, it is an important source for the benefits of pragmatists besides academicians, researchers and students who are interested in the disciplines of business administration and economics.

I congratulate and wish a continued success for especially Asst. Prof. Dr. Ergün KARA who is the editor of this book and all authors who had a great contribution to the book.

Prof. Dr. Carlos Pedro FERREIRA
Porto University

PREFACE

Business enterprises are the important economic units within societies and they act in order to meet the desires and needs of societies. While business enterprises doing this, they act for the purpose of providing social benefit and earning profit. In order to achieve these goals, it is necessary for them to be managed in accordance with environmental factors and present conditions. Therefore, it is important for both employers and employees to receive a good education.

Business enterprises can continue their existence by being managed by equipped and qualified executives within today's intense competitive environment. Managing a business enterprise successfully cannot be achieved by being informed about the enterprise. It is necessary for the executive to have information about the sector, industry, market and status of national economy of the enterprise and have accumulation of knowledge in order to adopt changing conditions in or put of the enterprise.

Universities are the most important places to have a good business administration education today. Several courses related with business administration are given within several departments of the universities. These course contents are changed and updated within time. Qualities and instruction styles are as important as the course contents. Within this context, publications about business administration and business economics increasingly continue day by day. Increase in the number of books and publications written specific to our country and by collating our country's culture has a great importance on the education of business administration. When the books written and published in the recent years in our country were investigated, it is seen that number of the books with editors increased.

Such publications are introduced generally around a specific concept and include related subjects. Such studies provide authors to come together for a project and reveal a collective work beside the study is considered as a whole. The book titled "Business and Economics Researches Book" of which editorship was conducted by Dr. Ergün KARA is a study that studies and subjects including several fields of business administration discipline essentially came together.

I thank to and wish a continued success for especially Dr. Ergün KARA who is the editor of this book and all authors who had a great contribution to the book for their contribution of the preparation and publication of this book. I wish this book which includes several subjects for several fields of business administration discipline, will be beneficial for both academicians and business administration students in all positions and everyone who is interested in business administration science.

Prof. Dr. Mehmet MARANGOZ
Muğla Sıtkı Koçman University

PREFACE

Continuous changes within technological and social life in the latest quarter of the century necessitated new methods to be applied frequently in order to meet human needs and desires. Today, most of the big enterprises appears to be the permanent players of global markets within world market. Therefore, enterprises need to follow and apply new trends in terms of both administrative and economic management in order to provide sustainability within competition and to be in a better position in the future. This book, which includes several important studies in its body within business administration and economics disciplines, will give a new point of view in administrative and ideational meanings.

This book titled “Business and Economics Researches Book” includes contemporary studies of academicians working in several universities related to business administration and economics disciplines which are two important fields in social sciences. The book is composed of totally 14 chapters within the fields of marketing, management, accounting-finance and economics.

This book was prepared with contributions of An Application Of Customer Profitability Analysis In A Manufacturing Company Asst. Prof. Dr. İlker KEFE and Prof. Dr. Veyis Naci TANIŞ, Regional And Occupational Differences In The Gender Pay Gap: Evidence From The Turkish Labor Market Asst. Prof. Dr. Filiz GÜNEYSU ATASOY and Prof. Dr. Diane HITE, A Research For Relationship Between Big Five Personality Traits And Organizational Citizenship Prof. Dr. Edip ÖRÜCÜ and PhD.Candidate Nilüfer ALTUNDAL BİYAN, Examining The Employees’ Talent Management, Employer Brand And Corporate Image Perceptions In Terms Of Some Socio-Demographic Variables Asst. Prof. Dr. Sevda DEMİR and Assoc. Prof. Dr. Ömer Okan FETTAHLIOĞLU, The Effect Of Religious Belief Orientation On Halal Certified Product Purchase Preferences Asst. Prof. Dr. Tahir BENLİ, The Effect Of Job Satisfaction On Turnover Intention With Organizational Justice: A Sample Of State University Prof. Dr. Edip ÖRÜCÜ, Lecturer Özlem AYDOĞDU ATASOY and PhD. Candidate Mehmet Ozan AKMAN, The Mediating Role Of Power Distance In The Influence Of Organizational Culture Types On Organizational Silence Asst. Prof. Dr. Gül GÜN, The Effect Of The Service Quality Perception On The Recommendation Behavior Of The Guests In Hotel Operations Asst. Prof. Dr. İrfan MISIRLI, After Entrepreneurship Training, The Difference Between Entrepreneurship Intention Levels Of Y And Z Generation: Kahta Vocational School Example Asst. Prof. Dr. Gülşen KIRPIK, The Assessment Of Risks And Control Activities Depend On Enterprise Risk Management And Internal Control System In A Manufacturing Company Asst. Prof. Dr. İrem KEFE, The Mediating Role Of Leader-Member

Exchange In The Effect Of Transformational Leadership On Employee Performance And Job Satisfaction Asst. Prof. Dr. Hüseyin ASLAN, The Effects Of Interpersonal Conflict Management Approaches On Job Satisfaction, Career Satisfaction, Job Performance And Intention To Leave Asst. Prof. Dr. Abdurahman AKMAN and Asst. Prof. Dr. Emre YAKUT, Management And Leadership Approaches Within The Media Ecology Dr. Gülsen SARAY, A Research About The Effect Of Selected Macroeconomic Factors On Share Prices: Analysis Of Turkey Between 2008 And 2016 PhD. Candidate Atilla KAYA and Asst. Prof. Dr. M.M. Tuncer ÇALIŞKAN. It is crucial to state that all the academic and legal/judicial responsibility of the chapters within the book belongs to the chapter author.

I would like to thank to Necati GÖK who is the Head of Korkut Ata University (OKÜ) Library, Şükrü BOZKURT and Şahin GÜVEL who is my Graduate Student, Translator Madame Bilge YAKUT for their assistance within the correction process of the book and Yasin DİLMEN who is the Executive Coordinator and Academician Publisher employees who prepared the book and made the publication possible with their meticulous working approaches.

On the other hand, my respectable friend Atilla KAYA and his family deserve a special thank for the academic support within the whole process of this book study. Besides I express and owe my gratitude to Prof. Dr. Susran Erkan EROĞLU who is Deputy Dean of Faculty of Economics and Administrative Sciences and Coordinator of Office of Foreign Relations in Osmaniye Korkut Ata University (OKÜ), Mehmet ÇAVDAR who is Secretary of Faculty of Economics and Administrative Sciences and Bilal EHLİZ who is Secretary of Social Sciences Institute.

I thank to Prof. Dr. Mehmet MARANGOZ who is Academic Member in the Department of Business Administration of Faculty of Economics and Administrative Sciences and in Muğla Sıtkı Koçman University, Prof. Dr. Rebecca J. BARLOW Auburn University in Alabama - United States of America and Prof. Dr. Carlos Pedro FERREIRA who work in Porto University increasing international validity of the book with their contribution by preparing a presentation writing and increase international validity of the book with my kindest regards

I present my endless thanks to all of my colleagues who contributed the emergence of this book and made me to take the pride to be a part of this beautiful working team, in addition; prior to Prof. Dr. Murat TÜRK and all my teachers who have labors in my growth.

I wish this study will have a benefit for academicians who continue their researches, analyses and academical developments on business administration and economics and hope to see you in the following studies...

May 2019, Osmaniye
Asst. Prof. Dr. Ergün KARA
Editor