# TABLE OF CONTENTS

## Part 1

<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strategic Planning at the Level of Higher Education Institution ‘Quantitative Elements Used in the Early Stages of the Process’</td>
<td>1</td>
</tr>
<tr>
<td>........................................................... Mert Günerergin, Sebnem Penbek, Deniz Zaptçioglu</td>
<td></td>
</tr>
<tr>
<td>A Study to Determine the Usage of Strategic Management Tools in the Hotel Industry</td>
<td>11</td>
</tr>
<tr>
<td>........................................................... Paruk Kerem Sencürk</td>
<td></td>
</tr>
<tr>
<td>The Relation between the Quality of the Mission Statements and the Performances of the State Universities in Turkey</td>
<td>19</td>
</tr>
<tr>
<td>........................................................... Kartalcan Tilmaz Genç</td>
<td></td>
</tr>
<tr>
<td>The Relation between Competitive Tension and Strategic Innovation</td>
<td>29</td>
</tr>
<tr>
<td>........................................................... Ertan Gündüz, Fatih Semerciçiz</td>
<td></td>
</tr>
<tr>
<td>Strategic Planning Practices of Contractor Firms in Turkey</td>
<td>40</td>
</tr>
<tr>
<td>........................................................... Pınar İlayicyı Cakmak, Elinç Tas</td>
<td></td>
</tr>
<tr>
<td>Managerial Decision-Making and Financial Accounting Information</td>
<td>47</td>
</tr>
<tr>
<td>........................................................... Aleksandra-Daniela Sercanu</td>
<td></td>
</tr>
<tr>
<td>Explaining Evolutionary Trend of Strategic Planning from Traditional Economy to Innovation Economy</td>
<td>56</td>
</tr>
<tr>
<td>........................................................... Saeed Fallah Tafift, Mani Jahani, Shahnaz Akbari Emami</td>
<td></td>
</tr>
<tr>
<td>Strategic Planning in Institutions of Higher Education: A Case Study of Sakarya University</td>
<td>66</td>
</tr>
<tr>
<td>........................................................... Nermin Akyel, Talya Korkusuzpolat, Seher Arslankay</td>
<td></td>
</tr>
<tr>
<td>Developing Optimized Strategy by Comprehensive Framework of Strategy; Case Study in a Construction Inspection Company</td>
<td>73</td>
</tr>
<tr>
<td>........................................................... Morteza Yazdani, Amirhossein Looi Karijanjan, Sefidolah Talebi Zarrinmohah, Abbas Manavarian</td>
<td></td>
</tr>
<tr>
<td>Strategic Analysis of Turkish Energy Industry: Developing a Strategic Model for Resources Optimization</td>
<td>84</td>
</tr>
<tr>
<td>........................................................... Ali Halici, Muaz Günsöven, Pınar Öztürk, Özlem Atan, Murat Kazımoglu</td>
<td></td>
</tr>
<tr>
<td>The Evaluation of Fleet Structures in Turkish Aviation Industry from Strategic Management Point of View</td>
<td>93</td>
</tr>
<tr>
<td>........................................................... Atil Öğür Karagölle</td>
<td></td>
</tr>
<tr>
<td>Critical Aspects in the Strategic Management Theory</td>
<td>98</td>
</tr>
<tr>
<td>........................................................... Oliver Constantin Pricop</td>
<td></td>
</tr>
<tr>
<td>The Effect of Executive and Ownership Structure on Diversification Behavior: A Research about Businesses Listed in Istanbul Stock Exchange</td>
<td>108</td>
</tr>
<tr>
<td>........................................................... İhsan Yigit, İbrahim Anıl</td>
<td></td>
</tr>
<tr>
<td>Relationship Between Diversification Strategy Applications And Organizational Performance According To Herfindahl Index Criteria</td>
<td>118</td>
</tr>
<tr>
<td>........................................................... İhsan Yigit, Seref Türk</td>
<td></td>
</tr>
<tr>
<td>Strategic Thinking Skills of Accountants During Adoption of IFRS and the New Turkish Commercial Code: A Survey from Turkey</td>
<td>128</td>
</tr>
<tr>
<td>........................................................... Sibel Karaypin, Rabia Akbaş</td>
<td></td>
</tr>
<tr>
<td>Evaluation of Public Strategic Planning Models for Turkish Universities</td>
<td>138</td>
</tr>
<tr>
<td>........................................................... Tuba Canvar Kılavuz, Özer Uygun, Esra Kür Kılıç, Alev Sevinçli, Ahmet G. Kilicaslan, Elif Dülger</td>
<td></td>
</tr>
<tr>
<td>Development Strategies of Telecommunication Companies after the Markets’ Liberalisation. A Case Study: Telecom Italia</td>
<td>149</td>
</tr>
<tr>
<td>........................................................... Francesco Scuriara</td>
<td></td>
</tr>
<tr>
<td>Strategic Planning of Layout of the Distribution Center: an Approach for Fruits and Vegetables Hall</td>
<td>159</td>
</tr>
<tr>
<td>........................................................... Nayyip Domaştas, Umut B. Tuzkaya</td>
<td></td>
</tr>
<tr>
<td>Strategic Responses of Top Managers to Environmental Uncertainty</td>
<td>169</td>
</tr>
<tr>
<td>........................................................... Irge Sener</td>
<td></td>
</tr>
<tr>
<td>An Investigation on Vision Developing: Karabuk University Example</td>
<td>178</td>
</tr>
<tr>
<td>........................................................... Abdullah Karakaya, Hüseyin Aksas, Serap Osmanli</td>
<td></td>
</tr>
<tr>
<td>The Importance of Leadership in Driving a Strategic Lean Six Sigma Management</td>
<td>187</td>
</tr>
<tr>
<td>........................................................... Rodica Pamfilie, Andreea Jenica Petcu, Mihai Drăghici</td>
<td></td>
</tr>
<tr>
<td>Conflict Management and Visionary Leadership: An Application in Hospital Organizations</td>
<td>197</td>
</tr>
<tr>
<td>........................................................... Fadime Cınar, Ayça Kaban</td>
<td></td>
</tr>
<tr>
<td>The Effect of Leadership and Supervisory Commitment to Organizational Performance</td>
<td>207</td>
</tr>
<tr>
<td>........................................................... Cemal Zehir, Yasin Sehitoglu, Ebru Erdogdu</td>
<td></td>
</tr>
<tr>
<td>Organizational Culture, Leadership Styles and Organizational Commitment in Turkish Logistics Industry</td>
<td>217</td>
</tr>
<tr>
<td>........................................................... A. Zafer Acar</td>
<td></td>
</tr>
<tr>
<td>The Effects of Leadership Styles and the Communication Competency of Bank Managers on the Employee's Job Satisfaction: The Case of Turkish Banks</td>
<td>227</td>
</tr>
<tr>
<td>........................................................... Mürsel Çetin, Melisa Erdal Karabay, Mehmet Haci Efı</td>
<td></td>
</tr>
<tr>
<td>Leadership Styles in Strategic Alliances: A Lodging Industry Perspective</td>
<td>236</td>
</tr>
<tr>
<td>........................................................... Nilüfer Vatanseven Toylan, Fatih Semerciçiz</td>
<td></td>
</tr>
<tr>
<td>Exploring the Problems and Advantages of Turkish SMEs for Sustainability</td>
<td>244</td>
</tr>
<tr>
<td>........................................................... Mert Günerergin, Sebnem Penbek, Deniz Zaptçiaglu</td>
<td></td>
</tr>
</tbody>
</table>
An Empirical Study on Determining the Attitudes of Small and Medium Sized Businesses (SMEs) Related to Cooperation ........................................................................................................................................... 252
A. Aslan, A. Akgunoglu, Ayse Cingiz
C-Business: A Theoretical Framework for the implementation of Co-operation Strategy in E-Business .......................................................................................................................... 259
Ioannis Katsanakis, Dorothea Kosyva
Factors Strengthening the Competitive Position of SME Sector Enterprises. An Example for Poland ................................................................................................................................. 269
Marcin Piatkowski
Fabio Mascio, Barbara Franchini
The Impact of Ethical Leadership and Leadership Effectiveness on Employees’ Turnover Intention: The Mediating Role of Work Related Stress ......................................................................................... 289
Meral Elci, Irge Sener, Seval Aksoy, Lalitkhan Alpkhan
Women Career Advancement in Public Service: A Study in Indonesia ......................................................................................................................................................................................... 298
Ihsaanie Abdul Ghami Aini, Sharifah Haysan Syed Ismail, Siti Arn Basir
The Structure of Strategic Networks in Professionalization Process of Occupations ............................................................................................................................................................................... 307
Strategic HR Management: Strategy Facilitation Process by HR .............................................................................................................................................................................................................. 313
Abdulrazzaq Bas
The Effect of Job Satisfaction of the Talented Employees on Organizational Commitment: A Field Research ........................................................................................................................................ 322
Mehmet Altimaz, Demet Cakiroglu, Serdar Cop
G-Square: Development of an Empirical Model to Map Motivators to Deeply Embedded Life Interests as a Strategy for Improving Employee Performance Through Job Sculpting ............................................................................................................................. 331
R. Ganesan, Parkash Gaur
The Effects of Using Talent Management With Performance Evaluation System Over Employee Commitment .............................................................................................................................................. 340
Yalçın Vural, Pelin Vardarlüer, Abdullah Akyır
Talent: China's Elusive Strategic Resource ........................................................................................................................................................................................................................................ 350
Abdal Aziz, Michael Ogbolu
Relationships Between Career Motivation, Affective Commitment and Job Satisfaction .................................................................................................................................................................................................................. 355
Ümit Alınca, Esra Alınca, Kârlıgoz Alınca, Serhat Erol
Effects of Emotional Intelligence on Job Satisfaction: An Empirical Study on Call Center Employees .................................................................................................................................................................................................................. 363
Hülya Gündüz Çekmeceoğlu, Ayse Güney, Tuğçe Uluhas
Relationships Between Self-Efficacy and Work Engagement and the Effects on Job Satisfaction: A Survey on Certified Public Accountants ........................................................................................................................................................................................................ 370
Mustafa Yakin, Oya Erdil
“Decentralization and Reforms in Albania”, Require Economical and Political Active Role of All Actors .................................................................................................................................................................................................................................................................. 379
Albert Querri, Ismail Zeynici, Ablâ Dumi, Ervin Demo
Strategic Performance Projects and Progress-Reforming Evaluation in Albania, Under EU Influences ........................................................................................................................................................................................................... 389
Zhefer Pajephorgje, Abu Dumi
Validity of Fisher Effect for Turkish economy: Cointegration Analysis ........................................................................................................................................................................................................................................... 396
Ahmet Incekara, Selim Demez, Murat Ustaoglu
Employment Strategy for Poverty Reduction. A Romanian Perspective .................................................................................................................................................................................................................................................. 406
Emilia Herman, Maria Ana Georgescu
The Monetary Policy from the Perspective of the Economic Power Centres’ Restructuring ........................................................................................................................................................................................................................................ 416
Diana Vioreaca Lupu, Irina Lilimana Ristuatu
Recent Changes in Public Sector Efficiency in Romania: Determinants and Implications .................................................................................................................................................................................................................................. 423
Bogdan-Gabriel Zugravu, Anca-Stefania Sava
Public Debt in Romania Over the Past Two Decades: Did We Have a Coherent Debt Policy? .......................................................................................................................................................................................................................... 434
Florin Oprea, Irina Bilan, Ovidiu Stoica
Crisis Effects on Financial System Structure in some Post-Communist Countries ........................................................................................................................................................................................................................................ 444
Bogdan Fitzcarrad
Main Factors and Implications of Policies Implemented in Romania in the Context of the Current Global Crisis .................................................................................................................................................................................................................................. 454
Adi Dornean
European Union's Multilateralism on Trade Policies, Custom Unions and Free Trade Agreements: Comparative SWOT Analyses of Turkey and South Korea's Automotive Industries .................................................................................................................................................................................................................................................................. 464
Ahmet Incekara, Murat Ustaoglu
The Strategic Approach to the High-performance Paradigm: A European Perspective ........................................................................................................................................................................................................................................ 474
Pedro Ferreira, Isabel Netra, Elvira Vieira
Diana Niculescu-Aron, Constantin Mihocu
New Innovative Activities in Renewable Energy Technologies and Environmental Policy: Evidence from an EU Candidate Country .................................................................................................................................................................................................................................. 493
Sadi Apak, Erhan Atay, Gângîr Tuncer
Clustering Approach as a Regional Development Tool ................................................................................................................................................................................................................................................................................................. 503
Nazar Yelikhalan, Ergül Söylemezoglu, Abdullah Kiray, Bukhtiyar Sönmez, Bilal Ezilmel, Melike Altun
Regional and Sustainable Development in Italy (As A Member of EU) ................................................................................................................................................................................................................................................... 514
Raulica Zorzolin
Is the January Effect Present on the Romanian Capital Market? .................................................................................................................................................................................................................................................................................. 523
Cristina Balint, Oana Gica
Part 2

Network based Determinants of Innovation Performance in Yacht Building Clusters: Findings of the SOBAG Project ............................................................................................................................................................................................... 830
Fulya Sarvan, Gêlaze Gül Baser, Can Deniz Kılıçal, Erven Deniran, Özer Dirlik, Murat Altay, Fulya Almaz

Learning, R&D and Manufacturing Capabilities as Determinants of Technological Learning: Enhancing Innovation and Firm Performance ............................................................................................................................................................................................... 842
İpek Kocaoglu, Süleyman Barutçu, Mustafa Zihni Tunca

The Role Of Flexibility On Software Development Performance: An Empirical Study On Software Development Teams ............................................................................................................................................................................................... 853
Ayşe Günes, Atif Acıkgöz, Ayşe Tükel, Emine Öğüt

Understanding Entrepreneurial Cognition through Thinking Style, Entrepreneurial Alertness and Risk Preference: Do Entrepreneurs Differ From Others? ........................................................................... 861
Canan Nur Karabey

The Effect of Entrepreneurial Marketing on Firms’ Innovative Performance in Turkish SMEs ............................................................................................................................................................................................... 871
Gungur Hacioglu, Setim S. Eren, M. Sale Eren, Hale Celikkam

The Effect of Locus of Control Orientation on Perceived Individual Innovativeness: An Empirical Research in Turkey ............................................................................................................................................................................................... 879
Daniele Stefanello, Angela On

Entrepreneurship and Sustainable Development in Europe Countries before and during the International Crisis ............................................................................................................................................................................................... 889
Malik Volkan Tümer, Mehmet Nuri İnel

Sustainable Strategic Management and Market Effectiveness of Enterprises ............................................................................................................................................................................................... 899
Anna Wick-Grab

The Effects of Family-Business Related Characteristics and Strategic Planning on Corporate Entrepreneurship ............................................................................................................................................................................................... 906
Çevik Top, Nurdan Çelikkoğlu, Serkan Dilek

The Perceptions of Entrepreneurs on the Strategic Role of Human Resource Management ............................................................................................................................................................................................... 914
Arzu Safak Uyar, Nevin Deniz

The Impact of Corporate Entrepreneurship on Organizational Citizenship Behavior and Organizational Commitment: Evidence from Turkey SMEs ............................................................................................................................................................................................... 924
Cemal Zehir, Biura Mücekkilli, Songül Zehir

Evaluating Entrepreneurship Intentions of Vocational High School Pupils Based On Self-Efficacy Concept ............................................................................................................................................................................................... 934
Scyfi Top, Nurdan Çelikkoğlu, Serkan Dilek

Revisiting New Managerial Competences: Is There Enough Motivation to Apply Them? ............................................................................................................................................................................................... 944
Helena Saigalková, Lubica Bajziková, Michaela Polaková, Emil Wojciak

Entrepreneurship Intentions of Public Universities in Turkey: Going Beyond Education and Research? ............................................................................................................................................................................................... 953
Nihan Yıldırırm, Olcay Bige Askın

Optimism Syndrome in Business Life: A Research of Optimism About Academicians in Turkey ............................................................................................................................................................................................... 964
Ceren Güderler Analaya

The Determinants of Domestic and International Visitors’ Online Hotel Booking ............................................................................................................................................................................................... 971
Assunor Cezar, Hanifi Öğüt

The Factors Affecting Writing Reviews in Hotel Websites ............................................................................................................................................................................................... 980
Hanifi Öğüt, Assunor Cezara

The Effects of European Economic Crisis on the Tourism Travel Companies in Turkey ............................................................................................................................................................................................... 987
Selami Ocan, Hikmet Erbıyık, Kazım Karaboga

Management of Corporate Identity Dimensions in the Health Care ............................................................................................................................................................................................... 995
Didoza Rotiti, Andi Batraga, Lassa Muwizime, Kristinares Bisore

The International Patient's Portfolio and Marketing of Turkish Health Tourism ............................................................................................................................................................................................... 1004
Ožuk Atın, Güler Bektaş, Zehra Antep, Arzu Irban

The Perceptions of Italian Farmers’ Market Shoppers and Strategic Directions for Customer-Company-territory Interaction (CCTI) ............................................................................................................................................................................................... 1008
Fabio Cassia, Marta Ugolini, Angelo Bonfanti, Claudia Cappellari

Barriers to Integrated Marketing Communications: The Case of Latvia (Small Markets) ............................................................................................................................................................................................... 1018
Ksenjija Dmtrjjeva, Anda Barregga

Promotional Activities in Hotels: Applications in the Turkey’s Region of Cappadocia ............................................................................................................................................................................................... 1027
Nese Acar, Kenan Gullu, Kartalun Karamustafa

The Impact of Competition Conditions on New Market Entrants in Istanbul Hotel Industry: An Analyse by Using Five Forces of Competitive Position Model of M.Porter ............................................................................................................................................................................................... 1037
Figen Uçmuk, Cansu Arlan

The Impacts of E-SCM on the E-Tailing Industry: An Analysis from Porter’s Five Force Perspectives ............................................................................................................................................................................................... 1047
Sadieyman Baruçu, Mustafa Zihni Tuncu

The Actual Collapse and the Importance of Moral Values (Ethics); Some Reflections Regarding the Roots of the Current Crisis ............................................................................................................................................................................................... 1057
Stan Viorica

International Competitive Advantage of Turkish Tourism Industry: A Comparative Analyse of Turkey and Spain By Using The Diamond Model of M. Porter ............................................................................................................................................................................................... 1064
Kazım Özcan Özer, Hasan Latif, Mehmet Sarıtaş, Özgür Ergün

From Five Competitive Forces to Five Collaborative Forces: Revised View on Industry Structure-firm Interrelationship ............................................................................................................................................................................................... 1077
Zelimir Dulice, Vladimir Grujičić, Nikita Alferiev
Company Competitiveness Measurement Depending on its Size and Field of Activities ................................................................. 1085
Defining Methods and Criteria for Measuring Business Performance: A Comparative Research Between the
Literature in Turkey and Foreign ......................................................................................................................................................... 1091
Sebahattin Yildiz, Adem Karakas
Key Features of Strategic Performance Management Systems in Manufacturing Companies ................................................................. 1103
Michaela Striteska
Modelling the Strategic Success Factors of the Romanian ICT based Companies ................................................................. 1111
Miruna Mazurencu-Marinescu, Daniel Traianpole
Analyzing Social Responsibility as a Driver of Firm’s Brand Awareness ......................................................................................... 1121
Marina Maticer, Veronica Baena, Julio Cerviño
Entrepreneur’s Social Responsibilities From Islamic Perspective: A Study of Muslim Entrepreneurs In Malaysia ................................................. 1131
Yaznilimwati Yaacob, Jhiaimie Abdul Ghani Azmi
Assessment the Corporate Social Responsibility According to Islamic Values (Case Study: Sarmayeh Bank) ......................................................... 1139
Saeed Fallah Tafzi, Seyed Farhad Hosseini, Shahnez Akbari Emami
Grasping the Nettle: Espousing Economic Values in the Value Plural Operating Context of not-for-profit Social Services ......................................................................................................................................................... 1149
Jenny Green
The Reflection of Good Governance in Sustainable Development Strategies ......................................................................................... 1166
Mihaela Kardos
A Survey Aimed at Role and Importance of NonGovernmental Organizations in the Corporate Social Responsibility (CSR) ......................................................................................................................................................... 1174
Özlem Bakalen, Filiz Cicekoglu, Elvan Okutan
Investment Incentives and FDI in Turkey: The Incentives Package After the 2008 Global Crisis ......................................................................................... 1183
Engin Erdogan, Bülent Atakılı
Main Determinants of Foreign Direct Investments in Romania - A Quantitative View of the Regional Characteristics Involved in the Investment Strategies of Foreign Companies ......................................................................................................................................................... 1193
Danciu Aniela Raluca, Strat Vasile Alecsandru
Spillover Effects of FDI within Manufacturing Sector in Malaysia ......................................................................................... 1204
Tajul Ariffin Masron, Abdul Hadi Zakafli, Hasinuddin Ibrahim
FDI from Developing Countries to Developing Countries: Contributing at More Risky Location? ................................................................. 1212
Tajul Ariffin Masron, Hussin Abdullah, Azlan Amran
Perceptions of Hotel Top Managers for Opportunities and Strategic Collaboration with a Foreign Partner in Tourism Sector: An Applied Research in Alanya Destination ......................................................................................................................................................... 1218
Hulasi Dogan, Suleyman Baruçu, Oguz Nefzoglu, Ilknur Dogan
Trends in Turkey’s Terms of Trade from 1982 to 2011 ......................................................................................... 1228
Birgül Cambazoglu, Hacer Sinay Karasuğlu
Multinational Firms as Technology Determinants in the New Era Developing Countries: Survey in Turkey ......................................................................................................................................................... 1239
Nimet Eryigit, Harun Demirkaya, Gürsel Özcüre
An Analysis of Internationalisation Behavior of Firms Through Activities and the Case of Turkish Firms ......................................................................................................................................................... 1247
T. Sabri Erdil
Fiscal Policy and Foreign Direct Investment: Evidence from some Emerging EU Economies ......................................................................................................................................................... 1256
Mihade Gündüz, Paula Nistor
The Euro Effect on International Trade ......................................................................................................................................................... 1267
Iluliana Marina Cindrea, Moise Cindrea
Interest Rate Transmission and Exchange Rate Arrangements in the Central and Eastern European Countries: Evidence from the Current International Financial Crises ......................................................................................................................................................... 1273
Bogdan Caprarul, Iulian Ihatov
Strategic Trade Policy Versus Free Trade......................................................................................................................................................... 1283
Bilgin Orhan Örgün
Relationship between Real Oil Price and Real Exchange Rate: The Case of Turkey ......................................................................................................................................................... 1293
Seyhan Dogan, Murat Ustaoglu, Selim Demez
An Analytic Hierarchy Process Approach with a Novel Framework for Luxury Car Selection ......................................................................................................................................................... 1301
Sinan Apak, Güzem Güreli Gögüs, İbrahim Sarper Karakaldiran
Managing Product Recalls: The Effects of Time, Responsible vs. Opportunistic Recall Management and Blame on Consumers’ Attitudes ......................................................................................................................................................... 1309
Francesca Magni
Exploring Fair Trade Attitude and Fair Trade Behavior of Turkish Consumers ......................................................................................................................................................... 1316
Özge Kireli, Zeynep Kabahadya Kaucu
Analysis on Young Consumers’ Consumer Values and Their Attitudes toward Foreign Firms ......................................................................................................................................................... 1326
Aydın Kayabası, Burcu Mucan, Mustafa Tanyeri
Identifying Dimensions of Attractiveness in Employer Branding: Effects of Age, Gender, and Current Employment Status ......................................................................................................................................................... 1336
Era Ahtzic, Ömür Ahtzic
Is Dacia–Logan Car Brand on the First Place of Romanian Youth Preferences? Testing the Influence of Advertising Campaigns with Nonparametric Statistics ......................................................................................................................................................... 1344
Manuela Rozalia Gabor, Lia Coudrina Contiu
The Impact of Social Media Marketing on Brand Loyalty

Does Brand Communication Increase Brand Trust? The Empirical Research on Global Mobile Phone Brands

Compulsive Buying Tendencies through Materialistic and Hedonic Values among College Students in Turkey

The Effects of Internal Relationship Marketing on Superior Customer Relations as Competitive Performance: Evidence from Healthcare Industry

Managing a Strategic Business Relationship in an Emerging Market: Advertising Agency-Client Relationships in Turkey

The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions

Retail Store Location Selection Problem with Multiple Analytical Hierarchy Process of Decision Making an Application in Turkey

The Slack Mechanisms in the Regulated Vs De-Regulated Environment: The Empirical Study from Indonesian Manufacturing Business Units

Determining the Size and Design of Flow Type and U-Type Warehouses

A Comparative Performance Analyze Model and Supplier Positioning in Performance Maps for Supplier Selection and Evaluation

Strategic Management for Environmental Logistics Channel

The Selection of Global Supply Chain Risk Management Strategies by Using Fuzzy Analytical Hierarchy Process – A Case from Turkey

Integration of Strategic Management and Quality Assurance in the Romanian Higher Education

Implementation of Quality Management System ISO 9001 in the World and Its Strategic Necessity

The Relationship Between Automobile Loans and Automobile Production Amount as a Key Factor for Production Strategy

Optimal Production Model for EVs’ Manufacturing Process in Turkey: A Comparable Case of EMQ/JIT Production Models for EVs’ Battery Production

Democratization of University Management for Quality Higher Education

Are the Members of Auto Supply Chains Successful in Building Good Supplier-Buyer Relationships? A Survey of Turkish Automotive Industry

Taking a Photo of Turkish Fishery Sector: A Swot Analysis

Application of Combined SWOT and AHP: A Case Study for a Manufacturing Firm

Islamic Azad University Function Analysis with Using the SWOT Model in Order to Provide Strategic Guidelines (Case Study: Faculty of Humanities)

Analysis of the Turkish Consumer Electronics Firm using SWOT-AHP Method

Hierarchical Model to Optimize Performance in Logistics Policies: Multi Attribute Analysis

Evaluating the Intended Use of Decision Support System (DSS) by Applying Technology Acceptance Model (TAM) in Business Organizations in Croatia

Forecasting Electricity Consumption with Neural Networks and Support Vector Regression

Application of Game Theory Approach in Solving the Construction Project Conflicts

A Conceptual Model Proposal for Determinants, Form, Functions and Structure Choice in Strategic Alliances

Outsourcing Contracting Strategies from Supplier’s Side: A Real Options Approach Based on Transaction Costs

Patterns of Mergers and Acquisitions in Turkey in the Era of “New Normal”

Gökçe Akdemir Ömür, Aysegül Özbebek Tunç, Ayse Zeynep Düren
The Elements That Determine The Success Of The Strategic Allies In “New Normal” ................................. 1618
Ahmet Uçaktürk, Mustafa Behmezci, Tülay Uçaktürk

An Assessment of Strategic Importance of Credit Rating Agencies for Companies and Organizations .................. 1628
Ali Akdemir, Durdu Karslı

Drivers of Reverse Logistics Activities: An Empirical Investigation ................................................................. 1640
M. Sükrü Akdogan, Aysen Coskun

Author Index