

European Proceedings of Social and Behavioural Sciences

Volume 75

Series Editors

Founding & Editor-in-Chief

Zafer Bekirogullari   (PhD)
UK

Associate Editors

Kristi Kõiv   (PhD), Associate Professor
University of Tartu, Tartu, Estonia

Alla Belusova   (PhD), Professor
Don State Technical University, Rostov-On-Don, Russian Federation

Jeya Amantha Kumar   (PhD), Senior Lecturer
Universiti Sains Malaysia, 11800 Gelugor, Pulau Pinang, Malaysia

European Proceedings of Social and Behavioural Sciences (EpSBS) is an open access, peer-reviewed and refereed series. The main objective of the EpSBS is to promote interdisciplinary studies in social and behavioural sciences by providing a platform for international scholars to disseminate their work.

Topics include but are not limited to anthropology, archaeology, psychology, sociology, philosophy, interdisciplinary humanities, economics, political science and additional entries in related fields, including education, legal studies, environmental studies and media studies. The series also welcomes works highlighting the connection between human activities and social interactions.

The EpSBS publishes theoretical, experimental or application-based works with the objective of contributing to a greater understanding and development of social and behavioural sciences. EpSBS publishes either monographs for example, master thesis/doctoral dissertations or edited volumes based on the outcomes of conferences.

Once published, all proceedings are submitted for evaluation and possible coverage in **Web of Science Core Collection™ Conference Proceedings Citation Index - Social Sciences & Humanities (CPCI-SSH)**.

More information about this series at: <https://www.europeanproceedings.com/book-series/EpSBS>


LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT

Selected, peer-reviewed papers from the
7th International Conference on Leadership, Technology, Innovation and Business
Management (ICLTIBM 2017), 09-11 November, 2017, Marmaris, Turkey

Edited by:

Cemal Zehir , Esra Erzençin

Editor(s) Affiliation(s):

Cemal Zehir, Ph.D. 
Yıldız Technical University, Turkey

Esra Erzençin, Ph.D.
Beykent University, Turkey



ISSN: 2357-1330 (online).

European Proceedings of Social and Behavioural Sciences

ISBN: 978-1-80296-074-7 (e-book)

LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT

[https://doi.org/10.15405/epsbs\(2357-1330\).2019.12.3](https://doi.org/10.15405/epsbs(2357-1330).2019.12.3)



© The Editor(s) and The Author(s) 2019. This is an open access book distributed under the Creative Commons CC License BY-NC-ND 4.0. Unported License, permitting all non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

This book is published by the registered company Future Academy which is registered under the ISO London Limited.

The registered company address is:

293 Green Lanes, Palmers Green, London,

United Kingdom, N13 4XS

Reg. Number: 9219513

Preface

Dear Colleague,

The 7th International Conference on Leadership, Technology, Innovation and Business Management 2017 (ICLTIBM-2017) will be held between the dates of November 9-11, 2017, Thursday through Saturday in Marmaris, Turkey.

This year's conference theme, "Social Innovation, Corporate Sustainability, Social Responsibility, and Management" is part of the conference's standing agenda of forging workable solutions from the convening of scientific study and practical experience.

The conference is organized by the International Strategic Management and Managers Association, Istanbul, Turkey, Yildiz Technical University and the Journal of Global Strategic Management (ISSN: 1307-6205). The 7th International Conference on Leadership, Technology, Innovation and Business Management 2017 (ICLTIBM-2017) aims to be the general forum for the presentation of new advances and research results in the fields of theoretical, experimental and applied leadership, technology, innovation and business management. The conference will bring together leading researchers, economists, businesspeople, managers, engineers and scientists in this field of study from around the world. Our distinguished participants will have the opportunity to present their valuable scientific contributions and to establish an international network among those who volunteer to communicate and study together in the field of business management.

This year our conference will feature a distinguished keynote speaker: Professor Lütüfihak Alpkın of Istanbul Technical University and Professor Jamaladdin Hussain of Purdue University, Calumet, who will address the plenary session.

Prospective authors are invited to submit full and original research papers which have not been published or submitted for consideration elsewhere. All manuscripts should be professionally proofread before the submission. Authors can use www.editavenue.com for professional proofreading, editing, etc.

The conference sessions will be multilingual and the participants may present their papers in Turkish, English, French and German at their discretion. However, all the papers should be written and submitted in English. For detailed information please visit, <http://www.isma.info/icltibm2017/>.

15 November, 2017

Chairman of the Conference

Prof. Dr. Cemal ZEHİR

Chairs

Chairman, Prof. Dr. Cemal Zehir

Yıldız Technical University, Turkey

Co-chair, Lütfihak Alpkın, Prof. Dr.

Istanbul Technical University, Turkey

Co-chair, Oya Erdil, Prof. Dr.

Gebze Technical University, Turkey

Co-chair, Mehmet Bayansaldüz, Assoc. Prof. Dr.

Mugla Sıtkı Kocman University, Turkey

Co-chair, Esra Erzengin Özdemir, Asst. Prof. Dr.,

Beykent University, Turkey

International Scientific/Editorial Committee Members

- Adnan Celik
Selcuk University, Turkey
- Ahu Tugba Karabulut
Istanbul Ticaret University
- Ali Akdemir
Arel University, Turkey
- Ali Ekber Akgun
Gebze Technical University, Turkey
- Ali Halici
Baskent University, Turkey
- Ana Lucia Martins
Lizbon Iscte-Iul University, Portuguese
- Asuman Akdogan
Erciyes University, Turkey
- Avni Zafer Acar
Piri Reis University, Turkey
- Atilla Dicle
Yeditepe University, Turkey
- Ayse Gonsel
Kocaeli University, Turkey
- Aygul Turan
Yildiz Technical University, Turkey
- Beyza Kocapinar Bayarcelik
Gelisim University, Turkey
- Bige Askun
Marmara University, Turkey
- Bulent Sezen
Gebze Technical University, Turkey
- Cemal Zehir Yildiz
Technical University, Turkey
- Lutfihak Alpkın
Istanbul Technical University, Turkey
- M. Sukru Akdogan
Erciyes University, Turkey
- Mariana Dodourova
University of Hertfordshire, Uk
- Mehmet Barca
Social Sciences University of Ankara, Turkey
- Mehmet Bayansaldüz
Mugla Sıtkı Kocman University, Turkey
- Mehtap Ozsahın
Yalova University, Turkey
- Meral Elci
Gebze Technical University, Turkey
- Muhsin Halis
Gaziantep University, Turkey
- Mujdelen Yener
Marmara University, Turkey
- Mumın Erturk
Esenyurt University, Turkey
- Munevver Çetin
Marmara University, Turkey
- Mustafa Aykaç
Kırklareli University, Turkey
- Nevin Deniz
Marmara University, Turkey
- Nigar Demircan Çakar
Duzce University, Turkey
- Nihat Alayoglu
Medipol University, Turkey

- Cevat Gerni
Dogus University, Turkey
- Dababrata N.Chowdhury
University Campus Suffolk, Ipswich UK
- Denizhan Kalkan
Medeniyet University, Turkey
- Dzineta Dimante
University Of Latvia, Latvia
- Dursun Bingol
Gazi University, Turkey
- Dzineta Dimante
University Of Latvia, Latvia
- Ekrem Tatoglu
Bahcesehir University, Turkey
- Erdal Aydin
Canakkale Onsekiz Mart University, Turkey
- Erkut Altindag
Beykent University, Turkey
- Esin Can Yildiz
Technical University, Turkey
- Fatih Semercioz
Istanbul University, Turkey
- Gulden Turhan
Marmara University, Turkey
- Gurol Ozcure
Ordu University, Turkey
- H. Okan Yeloglu,
Baskent University, Turkey
- Hakan Kitapci
Gebze Technical University, Turkey
- Halim Kazan
Istanbul University, Turkey
- Halit Keskin
Yildiz Technical University, Turkey
- Hamid Noori
Wilfrid Laurier University Waterloo, Kanada
- Harun Demirkaya,
Kocaeli University, Kocaeli, Turkey
- Huseyin Ince
Gebze Technical University, Turkey
- I.Hakki Eraslan
Duzce University, Turkey
- Nihat Erdogmus
Yıldız Teknik University, Turkey
- Nimet Eryigit
Ordu University, Turkey
- Oya Erdil
Gebze Technical University, Turkey
- Ozlem Ozkanlı
Ankara University, Turkey
- Refika Bakoglu
Marmara University, Turkey
- Richard Lynch
Middlesex University, UK
- Ramona Rupeika-Apoga
University of Latvia, Latvia
- Salih Zeki Imamoglu
Gebze Technical University, Turkey
- Sefer Sener
Istanbul University, Turkey
- Selim Aren
Yıldız Teknik University, Turkey
- Selim Zaim
Istanbul Teknik University, Turkey
- Senem Besler
Anadolu University, Turkey
- Sevkı Ozgener
Nevsehir University, Turkey
- Shaukat Ali
University of Wolverhampton, Shropshire,
UK
- Sıma Nart
Sakarya University, Turkey
- Sudi Apak
Beykent University, Turkey
- Mufide Sule Eren
Çanakkale Onsekiz Mart University, Turkey
- Suleyman Barutcu
Pamukkale University, Turkey
- Tanses Gulsoy
Beykent University, Turkey
- Ugur Yozgat
Marmara University, Turkey
- Ulku Dicle
Yeditepe University, Turkey

- Irem Eren Erdogmuş
Marmara University, Turkey
- Irge Sener
Cankaya University, Turkey
- Jamaluddin H. Husain
Purdue University, USA
- Janis Priede
University Of Latvia, Latvia
- Kenan Aydin
Yildiz Technical University, Turkey
- Lars Ehrengren
Stockholm University, Sweden
- Lonnie Strickland
The University of Alabama, Tuscaloosa,
Alabama, Usa
- Ludmila Mládková
University of Economics, Prague, Czech
Republic
- Umit Alniaçık
Kocaeli University, Turkey
- Vic Lane
University of London, UK
- Yasın Sehitoglu
Yıldız Teknik University, Turkey
- Yener Pazarcık
Çanakkale Onsekiz Mart University, Turkey
- Yonca Gurol
Yıldız Teknik University, Turkey
- Yusuf Can
Mugla Sıtkı Kocman University, Turkey
- Haluk Tanrıverdi
Istanbul University, Turkey
- Murat Yalçıntaş
Istanbul Technical University, Turkey

Organizing Committee Members

- Asuman Akdogan
(Erciyes University, Turkey)
- Aygul Turan
(Yildiz Technical University, Turkey)
- Ahmet Uzmez
(Yildiz Technical University, Turkey)
- Avni Zafer Acar
(Piri Reis University, Turkey)
- Cemal Zehir
(Yildiz Technical University, Turkey)
- Dababrata N. Chowdhury
(University Campus Suffolk, Ipswich UK)
- Esra Erzengin Ozdemir
(Beykent University, Turkey)
- Francesco Scalera
(University Of Bari "Aldo Moro", Italy)
- Hacer Yildiz
(Yildiz Technical University, Turkey)
- Halit Keskin
(Gebze Technical University, Turkey)
- Irem Erdogmus
(Marmara University, Turkey)
- Mahmut Kole
(Yildiz Technical University, Turkey)
- Mariana Dodourova
(University Of Hertfordshire, UK)
- Mehtap Ozsahin
(Yalova University, Turkey)
- Meral Elci
(Gebze Technical University, Turkey)
- Oya Erdil
(Gebze Technical University, Turkey)
- Richard Lynch
(Middlesex University, London, UK)
- Selim Aren
(Gebze Technical University, Turkey)
- Selim Zaim
(Istanbul Technical University, Turkey)
- Sonja Petrovic-Lazarevic
(Monash University, Australia)
- Tanses Yasemin Gulsoy
(Beykent University, Turkey)
- Tugba Hıdırlar Karaboga

- Jamaluddin H. Husain
(Purdue University Calumet, USA)
- Kenan Aydin
(Yildiz Technical University, Turkey)
- Lonnie Strickland
(The University of Alabama, Tuscaloosa,
Alabama, USA)
- Lutfihak Alpkan
(Istanbul Technical University, Turkey)
- Ugur Yozgat
Marmara University, Turkey
- Yasın Sehıtođlu
(Yıldız Technical University, Turkey)
- Yonca Gurol
(Yıldız Technical University, Turkey)

Keynote Speakers

“Digital Innovation & Social Innovation”

Lütıfihak Alpkan, Prof. Dr.

Istanbul Technical University, Turkey

(Entrepreneur) Innovation, Innovative Design & Social Innovation Practices and Applications

Gokce Peksari,

V ICA Chairman, DOGO Tasarım A. S.

Table of Contents

No: 1

Title: Perceptions About Rhetoric Discourse for its Content Quality and Aim of Effect

Pages: 1-9

Author(s): Nilüfer Rüzgar, Ali Akdemir

No: 2

Title: Job Assignment Model in Intelligent Transportation Systems: Istanbul Electric Tram Tunnel Administration

Pages: 10-26

Author(s): Hicran Hamza Çelikyay, Arif Emecen

No: 3

Title: What Do Postgraduates Know About Knowledge Management in Turkey?

Pages: 27-39

Author(s): Ömür Yaşar Saatçioğlu, Esra Baran, İlke Sezin Ayaz, Abdullah Açık

No: 4

Title: Effect of Consumption Values on Environmental Concern in Terms of Purchasing Behavior

Pages: 40-50

Author(s): Aysel Erciş, Tuğba Yıldız

No: 5

Title: Customer Value, Brand Trust & Self Congruity Influence in Creating Emotional Brand Attachment

Pages: 51-63

Author(s): Aysel Erciş, Tuğba Yıldız, Bahar Türk

No: 6

Title: Impact of Organizational Justice on Psychological Contract Violations, Organizational Exclusion & Job Satisfaction

Pages: 64-77

Author(s): Melike Artar, Zafer Adıgüzel, Oya Erdil

No: 7

Title: Delineating The Impact Of Organizational Dissent On Job Insecurity And Turnover Intention

Pages: 78-90

Author(s): Berivan Tatar, Oya Erdil

No: 8

Title: Determination Of Fanatic Consumer Behaviours At The Personality Level

Pages: 91-103

Author(s): Aysel Erciş, F. Görgün Deveci, Bahar Türk

No: 9

Title: Gamification Based Performance Evaluation System: A New Model Suggestion

Pages: 104-118

Author(s): Ayhan Artar, Bahman Huseynli

No: 10

Title: Health-Related Opinion Leadership In Social Media: Attractive Health-Focused Contents For Instagram Users

Pages: 119-130

Author(s): Alev Koçak Alan, Ebru Tümer Kabadayı, Nilşah Cavdar

No: 11

Title: Supervisor Attitudes as Mediator on Effect of Organizational Stress on Organizational Commitment

Pages: 131-142

Author(s): Haluk Tanrıverdi, Arif Yılmaz, Ayşegül Ertuğrul

No: 12

Title: Effects Of Organizational Structures Of Family Businesses On Growth Strategies

Pages: 143-151

Author(s): Haluk Tanrıverdi, Bilal Sekman, Arif Yılmaz

No: 13

Title: The Effect Of Psychological Empowerment On Work Life Quality

Pages: 152-162

Author(s): Haluk Tanrıverdi, Serhan Turan, Arif Yılmaz

No: 14

Title: The Relationship Between Market Orientation, Coopetition, Innovation Capabilities And Firm Performance

Pages: 163-174

Author(s): Melike Zehir, Cemal Zehir

No: 15

Title: The Silent Treatment: What We Need To Know More About Ostracism

Pages: 175-181

Author(s): Büşra Müceldili, Oya Erdil

No: 16

Title: Transformational Leadership And Positive Psychological Capital: The Moderating Role Of Experience Level

Pages: 182-193

Author(s): Yasin Şehitoğlu, M. Fatih Şengüllendi, Enes Kurt, Hatice Şengüllendi

No: 17

Title: Market Driving Strategies, Firm Performance: Mediating Role of Organizational Learning Capabilities

Pages: 194-210

Author(s): Aysegül Eryılmaz Kirali, Aysegül Eryılmaz Kirali, Hakan Akdag

No: 18

Title: Firm Innovativeness From The Complex Adaptive Systems Theory Perspective: A Conceptual Framework

Pages: 211-217

Author(s): Halit Keskin, Ali Ekber Akgün, Tuba Etlioğlu

No: 19

Title: Mediating Role Of Innovation Capability, On Learning Orientation And Firm Performance

Pages: 218-227

Author(s): Cemal Zehir, Dilek Karaca

No: 20

Title: Major Motives And Barriers Of Internationalization For Turkish Furniture Smes

Pages: 228-244

Author(s): Javad Esmaceli Nooshabadi, Mehtap Özşahin

No: 21

Title: The Role Of Innovation Types On Learning Orientation And New Product Development

Pages: 245-260

Author(s): Cemal Zehir, Saniye Yıldırım Özmutlu

No: 22

Title: Effect Of Emotional Intelligence On Organizational Performance: Mediating Role Of Organizational Identification

Pages: 261-273

Author(s): Cemal Zehir, Ahmet Üzmez, Mahmut Köle, Hacer Yıldız Öztürk

No: 23

Title: Product Development Capability, Market Orientation And Market Performance, A Research In Turkey

Pages: 274-286

Author(s): Songül Zehir, Begüm Ata

No: 24

Title: A Discussion About The Effects Of Artificial Intelligence On The Social Life

Pages: 287-296

Author(s): Lütüfhak Alpkan, Mediha Belgemen, Atakan Şenel

No: 25

Title: The Mediating Effect Of Psychological Ownership On Person-Organization Fit & Turnover Intention

Pages: 297-310

Author(s): Ahmet Cengiz Uçar, Meral Elçi, Esra Erzengin Özdemir

No: 26

Title: Effects Of The Theory Of Planned Behavior On Entrepreneurial Intention Of Students

Pages: 311-326

Author(s): Ahu Tuğba Karabulut

No: 27

Title: Penetration Tools To Prevent Organizational Data Security Breaches

Pages: 327-336

Author(s): Onurhan Yılmaz, Arif Sarı

No: 28

Title: Transformational Leadership Versus Glass Ceiling Effect: A Grounded Theory Research

Pages: 337-356

Author(s): Aslıhan Ünal, İzzet Kılınc

No: 29

Title: Evaluation Of Task And Contextual Performance: A Multitrait-Multimethod Approach

Pages: 357-365

Author(s): Safiye Şahin, Uğur Yozgat

No: 30

Title: The Role Of Strategic Human Resource Practices On Business Performance

Pages: 366-376

Author(s): Cemal Zehir, Büşra Müceldili, Songül Zehir

No: 31

Title: Banks' Organizational Characteristics and Adoption Of CRM In Agricultural Bank's Branches

Pages: 377-387

Author(s): Mohammad Yami, Esmacil Galini, Mohammad Sadegh Sabouri

No: 32

Title: Development and Deployment Of US's Most Expansive State Funded Technical Assistance System

Pages: 388-399

Author(s): Selva Staub