

Handbook of Research on Developing Sustainable Value in Economics, Finance, and Marketing

Ulas Akkucuk
Bogazici University, Turkey

A volume in the Advances in Finance, Accounting,
and Economics (AFAE) Book Series



An Imprint of IGI Global

Table of Contents

Preface xxii

Acknowledgment xxx

Section 1 Sustainability and Marketing

Chapter 1

Mindful Marketing: A Key Antecedent for Positive Marketing Outcomes1
Ahmet Bayraktar, Bozok University, Turkey

Chapter 2

Sustainability Campaigns and Consumer Involvement: Effects of Altruism, Locus of Control, and Long-Term Orientation16
Zeynep Balanlı, Boğaziçi University, Turkey
Özlem Hesapçı, Boğaziçi University, Turkey

Chapter 3

Premium Price for Environmentally Friendly Products in the Malaysian Market.....33
Jeen Wei Ong, Multimedia University, Malaysia
Choon Yih Goh, Multimedia University, Malaysia
Marianne Shing Mei Too, Multimedia University, Malaysia
Gerald Guan Gan Goh, Multimedia University, Malaysia
Lee Pheng Goh, Multimedia University, Malaysia

Chapter 4

How Brands Communicate Sustainability Messages in Emerging Markets: A Content Analysis Based on Corporate Websites and Social Media47
Aysu Göçer, Izmir University of Economics, Turkey
Tuğba Örtten Tuğrul, Izmir University of Economics, Turkey

Chapter 5

Green Marketing: A Conceptual Framework and Suggestions for Industrial Services Marketing.....63
Ceren Altuntaş Vural, Yaşar University, Turkey

Chapter 6	
Broadening the Concept of Green Marketing: Strategic Corporate Social Responsibility.....	86
<i>Özlem Alikılıç, Yaşar University, Turkey</i>	

Chapter 7	
Promoting Healthy Lifestyle for Sustainable Development.....	110
<i>Filiz Bozkurt, Doğuş University, Turkey</i>	
<i>Ahu Ergen, Bahçeşehir University, Turkey</i>	

Section 2

Environmental Conservation and Waste Management

Chapter 8	
Integrated Waste Management.....	125
<i>Günay Kocasoy, Boğaziçi University, Turkey</i>	

Chapter 9	
Sustainable Waste Management.....	141
<i>Sami Gören, Umm Al-Qura University, Saudi Arabia</i>	

Chapter 10	
Creative Energy Alternatives: Cheap and Clean Future Energy for Turkey.....	157
<i>Esin Okay, Istanbul Commerce University, Turkey</i>	

Chapter 11	
A Modern Approach to Sustainable Resource Management: Ecological Footprint.....	179
<i>Gökhan Tenikler, Dokuz Eylül University, Turkey</i>	
<i>Murat Selim Selvi, Namık Kemal University, Turkey</i>	

Chapter 12	
How Can We Achieve Sustainability? Lessons from Developed Countries.....	205
<i>Doaa Salman, Modern Sciences and Arts University (MSA), Egypt</i>	
<i>Farah Tarkhan, Modern Sciences and Arts University (MSA), Egypt</i>	
<i>Nada Mohamed, Modern Sciences and Arts University (MSA), Egypt</i>	
<i>Alia Farouk, Modern Sciences and Arts University (MSA), Egypt</i>	
<i>Donia Kamal, Modern Sciences and Arts University (MSA), Egypt</i>	

Section 3

Ethics and Environmental Reporting

Chapter 13	
Ethics in Management and Institutionalization of Ethics	219
<i>İlknur Sayan, Academic Hospital, Turkey</i>	
<i>Güngör Karaca, İstanbul Aydın University, Turkey</i>	

Chapter 14	
Corporate Social Responsibility and Ethics in Management in Light of Sustainable Development	239
<i>N. Öykü İyigün, Istanbul Commerce University, Turkey</i>	
Chapter 15	
Integrating Ethics into Management: Why Is It Important?	259
<i>Irem Tükel, Yaşar University, Turkey</i>	
<i>Deniz Zaptcioğlu Celikdemir, Yaşar University, Turkey</i>	
Chapter 16	
Environmental Management Accounting	278
<i>Sevin Gurarda, Gediz University, Turkey</i>	
Chapter 17	
Disclosure for Sustainability: The Case of Integrated Reporting	297
<i>Gözde Ünal, Bogazici University, Turkey</i>	
<i>Ali Çoşkun, Bogazici University, Turkey</i>	

Section 4

Macroeconomic Sustainability and Financial Markets

Chapter 18	
The Effect of Capital Structure on Profitability: An Empirical Analysis	307
<i>Seda Erdoğan, Bogazici University, Turkey</i>	
Chapter 19	
The Effect of Low Employee Turnover Ratio on Bank Profitability in Turkey	324
<i>Hasan Dinçer, Beykent University, Turkey</i>	
<i>Ümit Hacıoğlu, Beykent University, Turkey</i>	
<i>Türker Tuğsal, Beykent University, Turkey</i>	
Chapter 20	
The Rise of Credit Default Swaps and Its Implications on Financial Stability	341
<i>Fatma Sezer Dural, Beykent University, Turkey</i>	
Chapter 21	
Financial Problems of the Small- and Medium-Sized Enterprises and Solution Suggestions	355
<i>Hasan Dinçer, Beykent University, Turkey</i>	
<i>Ümit Hacıoğlu, Beykent University, Turkey</i>	
<i>Fatma Beyaztaş, Beykent University, Turkey</i>	

Section 5
Sustainable Organization, Globalization, Communication, and Culture

Chapter 22

- Sales Force Appraisal System: Integration and Automation374
K. Prakash Vel, University of Wollongong in Dubai, UAE
Amith Raman, Sales Analyst, UAE

Chapter 23

- The Structural Effects of Quality Management Control Systems on Organizational Performance....389
Zulnaidi Yaacob, Universiti Sains Malaysia, Malaysia

Chapter 24

- Explaining the Firm's De-Internationalization Process by Using Resource-Based View407
Zeynep Sadikoglu, Bogazici University, Turkey

Chapter 25

- Understanding the Antecedents of Customer Loyalty by Applying Structural Equation Modeling420
Gülhayat Gölbastı Şimşek, Yıldız Technical University, Turkey
Fatma Noyan Tekeli, Yıldız Technical University, Turkey

Chapter 26

- The Importance of Information and Communication Technologies in Establishing Healthcare Services with a Universal Coverage.....446
Davuthan Günaydin, Namık Kemal University, Turkey
Hakan Cavlak, Namık Kemal University, Turkey
Gamze Yıldız Şeren, Namık Kemal University, Turkey
Korhan Arun, Namık Kemal University, Turkey

Chapter 27

- Marketing Strategies for the Generation “C” Consumer Behavior: An Overview for the GSM Market in Turkey.....463
Burcin Kaplan, Istanbul Aydin University, Turkey

Chapter 28

- Relationship between Movie Industry and Marketing with Respect to Cultural Economy476
Elif Ulker Demirel, Trakya University, Turkey

Compilation of References 487

About the Contributors 538

Index 548