



Journal of Management, Marketing and Logistics

Year: 2016 Volume: 3 Issue: 1



ABOUT THE JOURNAL

Journal of Management, Marketing and Logistics (JMML) is a scientific, academic, peer-reviewed, quarterly and open-access online journal. The journal publishes four issues a year. The issuing months are March, June, September and December. The publication languages of the Journal are English and Turkish. JMML aims to provide a research source for all practitioners, policy makers, professionals and researchers working in the area of economics, finance, accounting and auditing. The editor in chief of JMML invites all manuscripts that cover theoretical and/or applied researches on topics related to the interest areas of the Journal.

Editor-in-Chief

PROF. DR. DILEK TEKER

JMML is currently indexed by

EBSCO-Host, Ulrich's Directiroy, ProQuest, Open J-Gate,
International Scientific Indexing (ISI), Directory of Research Journals Indexing (DRJI), International
Society for Research Activity(ISRA), InfoBaseIndex, Scientific Indexing Services (SIS), TUBITAK-
DergiPark, International Institute of Organized Research (I2OR)

CALL FOR PAPERS

The next issue of JMML will be published in June, 2016.

JMML welcomes manuscripts via e-mail.

E-mail: jmml@pressacademia.org

Web: www.pressacademia.org/journals/jmml



Journal of Management, Marketing and Logistics

Year: 2016 Volume: 3 Issue: 1



EDITORIAL BOARD

- Mustafa Bekmezci, National Defence Ministry*
Metin Canci, Okan University
Fahri Erenel, Istanbul Kemerburgaz University
Klaus Haberich, Franklin University
Chieh-Jen Huang, Providence University
Meltem Kiygi Calli, Okan University
Muge Klein, Turkish-German University
Gary S. Lynn, Stevens Institute of Technology
Selime Sezgin, Bilgi University
Semih Soran, Ozyigin University
Husniye Ors, Gazi University
Mehmet Tanyas, Maltepe University
Tugba Orten Tugrul, Izmir University of Economics
Nimet Uray, Istanbul Technical University
Nan-yu Wang, Ta Hwa University of Science and Technology
Fu-Yun Wang, Ta Hwa University of Science and Technology
Ugur Yozgat, Marmara University

REFEREES FOR THIS ISSUE

- Remzi Altunisik, Sakarya University*
Yasin Bilim, Necmettin Erbakan University
Sebnem Burnaz, Istanbul Technical University
Murat Ferman, Isik University
Alp Keler, Ak Investments
Oguz Isik, Hacettepe University
Bayram Sahin, Hacettepe University
Mehmet Sarioglan, Balikesir University
Selime Sezgin, Bilgi University
Mustafa Turhan, Okan University
Nimet Uray, Istanbul Technical University
Halil Yolcu, Esenyurt University



CONTENT

Title and Author/s	Page
1. An assessment of the importance of qualified human resources on brand image and on international competitiveness of Istanbul financial center with latest rankings and surveys <i>Istanbul Finans Merkezi'nin uluslararası rekabetçiliğinde ve marka imajında nitelikli insan kaynağının önemi üzerine güncel sıralamalar ve araştırmalar ile bir değerlendirme</i> Cuneyt Dirican.....	1 – 13
DOI: 10.17261/Pressacademia.2016116525	
2. Effect of consumer ethnocentrism on perceived service quality and examination of this context by cultural relativity and demographic factors: an empirical study <i>Tüketici etnosentrizminin algılanan hizmet kalitesine etkisi ve bu bağlamın kültürel görecelik ile demografik faktörlerle incelenmesi: ampirik bir araştırma</i> Husniye Ors, Veysel Yılmaz, Murat Dogan.....	14 – 27
DOI: 10.17261/Pressacademia.2016116526	
3. A confirmatory factor analysis of the source model for celebrity endorsement <i>M. Mujiya Ulkhaq, Andini R. Nurdianti, Maya Kartika, Vashanadia Astharina.....</i>	28 – 37
DOI: 10.17261/Pressacademia.2016116527	
4. Reflections of qualified personnel turnover to the Ministry of Health of the Republic of Turkey: a phenomenological research <i>Mustafa Demirkiran, Ramazan Erdem, Serap Taskaya.....</i>	38 – 49
DOI: 10.17261/Pressacademia.2016116528	
5. Increasing the tourism destination competitiveness of Thracian region: suggestions for developing and promoting Büyükçekmece and İğneada <i>Trakya bölgesinin kırsal turizm potansiyelinin artırılmasına yönelik uygulama ve tutundurma önerileri: Büyükçekmece Gölü ve İğneada örneği</i> Bilge Karamehmet, Gokhan Aydın.....	50 – 63
DOI: 10.17261/Pressacademia.2016116529	
6. The dimensions of consumers' shopaholic behaviors and scale development <i>Tüketicilerin alışveriş davranışlarındaki düşkünlüklerinin boyutları ve ölçek geliştirme</i> Yeliz Bas.....	64 – 86
DOI: 10.17261/Pressacademia.2016116530	