



PressAcademia



**RJBMM**

Research Journal of  
Business & Management

PressAcademia publishes journals, books,  
case studies, conference proceedings and  
organizes international conferences.

[rjbm@pressacademia.org](mailto:rjbm@pressacademia.org)

ISSN 2148-6689





## ABOUT THE JOURNAL

Research Journal of Business and Management (RJBM) 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. RJBM aims to provide a research source for all practitioners, policy makers, professionals and researchers working in all related areas of business, management and organizations. The editor in chief of RJBM invites all manuscripts that cover theoretical and/or applied researches on topics related to the interest areas of the Journal.

### Editor-in-Chief

Prof. Suat Teker

### Editorial Assistant

Inan Tunc

### RJBM is currently indexed by

EconLit, 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), Google Scholar, Root Indexing, Journal Factor Indexing, TUBITAK-DergiPark, International Institute of Organized Research (I2OR), SOBIAD.

### Ethics Policy

RJBM applies the standards of Committee on Publication Ethics (COPE). RJBM is committed to the academic community ensuring ethics and quality of manuscripts in publications. Plagiarism is strictly forbidden and the manuscripts found to be plagiarised will not be accepted or if published will be removed from the publication.

### Author Guidelines

All manuscripts must use the journal format for submissions.  
Visit [www.pressacademia.org/journals/rjbm/guidelines](http://www.pressacademia.org/journals/rjbm/guidelines) for details.

## CALL FOR PAPERS

The next issue of RJBM will be published in September, 2019.

Submit manuscripts to

[rjbm@pressacademia.org](mailto:rjbm@pressacademia.org) or

<http://www.pressacademia.org/submit-manuscript/>

Web: [www.pressacademia.org/journals/rjbm](http://www.pressacademia.org/journals/rjbm)



### EDITORIAL BOARD

*Orhan Akova, Istanbul University, Turkey*  
*Adel Bino, University of Jordan, Jordan*  
*Sebnem Burnaz, Istanbul Technical University, Turkey*  
*Isik Cicek, Mediteranean University, Turkey*  
*Cigden Aricigil Cilan, Istanbul University, Turkey*  
*Cuney Dirican, Arel University, Turkey*  
*Raindra Dissanayake, University of Kelaniya, Sri Lanka*  
*Gabriel Dwomoh, Kumasi Polytechnic, Ghana*  
*Ozer Ertuna, Bosphorus University, Turkey*  
*Emel Esen, Yildiz Technical University, Turkey*  
*Nadziri Ab Ghani, Universiti Teknologi Mara, Malaysia*  
*Syed Reza Jalili, Sharif University of Technology, Iran*  
*Pinar Bayhan Karapinar, Hacettepe University, Turkey*  
*Selcuk Kendirli, Gazi University, Turkey*  
*Youngshl Lu, Sun Yat-Sen University, China*  
*Michalle McLain, Hampton University, USA*  
*Ghassan Omet, University of Jordan, Jordan*  
*Rafisah Mat Radzi, Univiersiti Sains Malaysia, Malaysia*  
*Lihong Song, Shantou University, China*  
*Tifanie Turner, Hampton University, USA*  
*Adilya Yamaltdinova, Kyrgyzstan-Turkey Manas University*  
*Ugur Yozgat, Marmara University, Turkey*

### REFEREES FOR THIS ISSUE

*Maura Campra, Universita della Studidei Piemonte Orientale, Italy*  
*Nurdan Colakoglu, Istanbul Arel University, Turkey*  
*Emine Ertekin, Bogazici University, Turkey*  
*Guiseppe Grossi, Kozmindsky University, Poland*  
*Denni Kurniawan, University of Sydney, Australia*  
*Kitsana Mavivong, University of Sydney, Australia*  
*Marco Meneguzzo, Universita della Svizzera, Italy*  
*Wei Hoer Tsai, Taipei University of Nursing and Health Management, Taiwan*



## CONTENT

<b>Title and Author/s</b>	<b>Page</b>
<b>1. Evolutionary mechanisms of imprinting: evidence from two case studies</b> <i>Emre Eksi, Mehmet Ercek</i> ..... DOI: 10.17261/Pressacademia.2019.1050 RJBM-V.6-ISS.2-2019(1)-p.88-108	88-108
<b>2. Exploring influencing factors of university enrollment using neural network</b> <i>Kuang-Tai Liu, Pin-Chang Chen, Chiu-Chi Wei</i> ..... DOI: 10.17261/Pressacademia.2019.1051 JBM-V.6-ISS.2-2019(2)-p.109-120	109-120
<b>3. Back to basics on leadership in an emergent economy</b> <i>Muberra Yuksel, Feyza Oran</i> ..... DOI: 10.17261/Pressacademia.2019.1052 RJBM-V.6-ISS.2-2019(3)-p.121-136	121-136
<b>4. The mediation role of brand love and experience in the effect of self-brand connection on the brand loyalty</b> <i>Aysel Ercis, Oguz Han Aykut, Tugba Yildiz</i> ..... DOI: 10.17261/Pressacademia.2019.1053 RJBM-V.6-ISS.2-2019(4)-p.137-148	137-148