



PressAcademia



# RJBM

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

A large, light blue wireframe globe graphic in the bottom right corner, partially cut off by the edge of the page.



## 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 is English. 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/archived by

Ulrich's Directiroy, EuroPub, 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, 2022.

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, ORCID: 0000-0001-7740-2938

Adel Bino, University of Jordan, Jordan, ORCID: 0000-0002-96372954

Sebnem Burnaz, Istanbul Technical University, Turkey, ORCID: 0000-0002-4845-4031

Isik Cicek, Necmettin Erbakan University, Turkey, ORCID: 0000-0003-0870-3811

Cigden Aricigil Cilan, Istanbul University, Turkey, ORCID: 0000-0002-7862-7028

Cuney Dirican, Arel University, Turkey, ORCID: 0000-0001-6622-3926

Ravindra Dissanayake, University of Kelaniya, Sri Lanka, ORCID: 0000-0003-1631-2765

Gabriel Dwomoh, Kumasi Polytechnic, Ghana, ORCID: 0000-0001-9654-7518

Emel Esen, Yildiz Technical University, Turkey, ORCID: 0000-0003-5753-3552

Seyed Reza Jalili, Sharif University of Technology, Iran, ORCID: 0000-0002-2618-0332

Pinar Bayhan Karapinar, Hacettepe University, Turkey, ORCID: 0000-0003-0534-8885

Selcuk Kendirli, Gazi University, Turkey, ORCID: 0000-0001-7381-306X

Yongshi Lu, Sun Yat-Sen University, Taiwan, ORCID: 0000-0001-7150-6904

P. Michael McLain, Hampton University, United States, ORCID: 0000-0002-8697-3377

Ghassan Omet, University of Jordan, Jordan, ORCID: 0000-0002-0163-1387

Tifanie Pulley, Hampton University, United States, ORCID: 0000-0003-3825-3639

Rafisah Mat Radzi, Universiti Sains Malaysia, Malaysia, ORCID: 0000-0002-7471-1513

Lihong Song, Shantou University, China, ORCID: 0000-0001-6783-1050

Ab Ghani Teeni, University Technology Mara, Malaysia, ORCID: 0000-0001-6842-7041

Mustafa Turhan, Istanbul Okan University, Turkey, ORCID: 0000-0002-7420-1652

Adilya Yamaltdinova, Kyrgyzstan-Turkey Manas University, Kyrgyzstan, ORCID: 0000-0003-1426-5993

Ugur Yozgat, Nisantasi University, Turkey, ORCID: 0000-0001-9893-3551





## CONTENT

<u>Title and Author/s</u>	<u>Page</u>
<b>1. A case analysis on factors affecting the emergence of social innovations after Covid-19 In Turkey</b> <i>Eser Ozbay, Asli Tuncay Celikel.....</i>	56 - 72
DOI: 10.17261/Pressacademia.2022.1561 RJBM-V.9-ISS.2-2022(1)-p.56-72	
<b>2. Sustainability and efficiency in university hospital strategic management: intellectual value-added coefficient (VAIC)</b> <i>Ozgul Orsal, Nurullah Uckun.....</i>	73 - 84
DOI: 10.17261/Pressacademia.2022.1562 RJBM-V.9-ISS.2-2022(2)-p.73-84	
<b>3. The volatility spillover between NFT investment index and global technology index: DCC-GARCH application</b> <i>Hilmi Tunahan Akkus, Samet Gursoy, Mesut Dogan.....</i>	85 - 91
DOI: 10.17261/Pressacademia.2022.1563 RJBM-V.9-ISS.2-2022(3)-p.85-91	
<b>4. The mediating role of organizational identification in the effect of leader-member exchange on performance</b> <i>Gokhan Tanriverdi, Basil Okoth, Umit Dogan.....</i>	92 - 104
DOI: 10.17261/Pressacademia.2022.1564 RJBM-V.9-ISS.2-2022(4)-p.92-104	