Table of Contents

Preface ................................................................................................................................................ xxi

Acknowledgment ................................................................................................................................ xxx

Section 1
Sustainability and Marketing

Chapter 1
Mindful Marketing: A Key Antecedent for Positive Marketing Outcomes ........................................ 1
Ahmet Bayraktar, Boğazici University, Turkey

Chapter 2
Sustainability Campaigns and Consumer Involvement: Effects of Altruism, Locus of Control, and
Long-Term Orientation ....................................................................................................................... 16
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 Media ..................................................................................... 47
Aysu Göçer, Izmir University of Economics, Turkey
Tuğba Örten 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
Özlem Alikılıç, Yaşar University, Turkey

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

Section 2
Environmental Conservation and Waste Management

Chapter 8
Integrated Waste Management .................................................................................................................. 125
Günay Kocasoy, Boğaziçi University, Turkey

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

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

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

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

Section 3
Ethics and Environmental Reporting

Chapter 13
Ethics in Management and Institutionalization of Ethics ...................................................................... 219
İlknur Sayan, Academic Hospital, Turkey
Güngör Karaca, Istanbul Aydin University, Turkey
Chapter 14
Corporate Social Responsibility and Ethics in Management in Light of Sustainable Development .......................................................... 239

N. Öykü İyigün, Istanbul Commerce University, Turkey

Chapter 15
Integrating Ethics into Management: Why Is It Important? .......................................................... 259

Irem Tukel, Yaşar University, Turkey
Deniz Zaptcioglu Celikdemir, Yaşar University, Turkey

Chapter 16
Environmental Management Accounting .......................................................... 278

Sevin Gurarda, Gediz University, Turkey

Chapter 17
Disclosure for Sustainability: The Case of Integrated Reporting .......................................................... 297

Gözde Ünal, Bogazici University, Turkey
Ali Çoşkun, Bogazici University, Turkey

Section 4
Macroeconomic Sustainability and Financial Markets

Chapter 18
The Effect of Capital Structure on Profitability: An Empirical Analysis .......................................................... 307

Seda Erdoğan, Bogazici University, Turkey

Chapter 19
The Effect of Low Employee Turnover Ratio on Bank Profitability in Turkey .......................................................... 324

Hasan Dinçer, Beykent University, Turkey
Ümit Hacıoğlu, Beykent University, Turkey
Türker Tuğsal, Beykent University, Turkey

Chapter 20
The Rise of Credit Default Swaps and Its Implications on Financial Stability .......................................................... 341

Fatma Seger Dural, Beykent University, Turkey

Chapter 21
Financial Problems of the Small- and Medium-Sized Enterprises and Solution Suggestions .......................................................... 355

Hasan Dinçer, Beykent University, Turkey
Ümit Hacıoğlu, Beykent University, Turkey
Fatma BeyzaTaş, Beykent University, Turkey
Section 5
Sustainable Organization, Globalization, Communication, and Culture

Chapter 22
Sales Force Appraisal System: Integration and Automation ................................................................. 374
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 View ............ 407
Zeynep Sadikoglu, Bogazici University, Turkey

Chapter 25
Understanding the Antecedents of Customer Loyalty by Applying Structural Equation Modeling................................................................................................................. 420
Gülhayat Gölbaş 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, Namik Kemal University, Turkey
Hakan Cavlak, Namik Kemal University, Turkey
Gamze Yıldız Şeren, Namik Kemal University, Turkey
Korhan Arun, Namik 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 Economy ............ 476
Elif Ulker Demirel, Trakya University, Turkey

Compilation of References .................................................................................................................. 487
About the Contributors ....................................................................................................................... 538
Index .................................................................................................................................................. 548