



Livre de Lyon

Academic Works of Livre de Lyon

Social, Humanity and Administrative Sciences

2021

Current Economics and Management Sciences Research

Nuriye Güreş

Burcu Yilmaz

Eda Rukiye Dönbak

Simge Samanci

Kumru Didem Atalay

See next page for additional authors

Follow this and additional works at: https://academicworks.livredelyon.com/soc_hum_ad_sci



Part of the Accounting Commons, Advertising and Promotion Management Commons, Business Administration, Management, and Operations Commons, Finance Commons, Finance and Financial Management Commons, Health Economics Commons, Industrial Organization Commons, International Economics Commons, Management Information Systems Commons, Management Sciences and Quantitative Methods Commons, Organizational Behavior and Theory Commons, and the Technology and Innovation Commons

Authors

Nuriye Güreş, Burcu Yılmaz, Eda Rukiye Dönbak, Simge Samancı, Kumru Didem Atalay, Feride Bahar Isin, Hatime Kamilcelebi, Mustafa Yıldırım, Yasemin Kaya, Eda Yılmaz Alarçin, Karahan Kara, and Polat Yücekaya

Current Economics and MANAGEMENT SCIENCES RESEARCH

Editor

Assoc. Prof. Dr. Nuriye Güreş



Economics and Management



LIVRE DE LYON

lyon2021

Current Economics and Management Sciences Research


Editor

Assoc. Prof. Dr. Nuriye Güreş



LIVRE DE LYON

Lyon 2021

Editor • Assoc. Prof. Dr. Nuriye Güreş  ORCID 0000-0002-0149-8301

Cover Design • Aruull Raja

First Published • January 2021, Lyon

ISBN: 978-2-38236-090-3

© copyright

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the publisher's permission.

The chapters in this book have been checked for plagiarism by  intihal.net

Publisher • Livre de Lyon

Address • 37 rue marietton, 69009, Lyon France

website • <http://www.livredelyon.com>

e-mail • livredelyon@gmail.com



PREFACE

Dear Readers,

Today, changes and developments have been constantly taking place in the fields of Economics and Management Sciences. Conducting and publishing current researches involving these topics are extremely important for scientists and businesses. In addition, with the changing demands of consumers, businesses in many sectors where there is intense competition must closely follow these changes. Especially in the present day, when technological innovations and the Covid-19 process continue, it is imperative for businesses to keep up with these challenges. In this context, with this book prepared, it has been attempted to contribute to the ability of businesses to overcome these difficult processes more easily.

This book, which contains researches related to current Economics and Management Sciences from different sectors, consists of 7 chapters. We are very grateful to our authors having original studies, referees and everyone who contributed to the creation of this book. We hope that the studies in the book will contribute to both literature and businesses and shed light on future studies.

Best regards,

Assoc. Prof. Dr. Nuriye GÜREŞ

CONTENTS

PREFACE.....	I
Chapter I B. Yilmaz	
PROTECTIONISM TENDENCIES IN INTERNATIONAL TRADE: THE EFFECT OF COVID-19.....	1
Chapter II E. R. Dönbak	
CULTURAL ROUTE STUDY WITHIN THE SCOPE OF ECO TOURISM DEVELOPMENT: AN EXAMPLE OF CENTRAL DISTRICTS OF ADIYAMAN.....	21
Chapter III S. Samanci & K. D. Atalay & F. B. Isin	
MEASURING NURSING CARE QUALITY USING ENTROPY WEIGHT METHOD: A NEW PERSPECTIVE FOR HEALTHCARE MANAGERS.....	33
Chapter IV H. Kamilcelebi	
WILL THE COVID-19 OUTBREAK ELIMINATE OWNERS AND BUYERS' EGOCENTRIC EMPATHY GAP? AN EXPERIMENT ON ENDOWMENT EFFECT.....	59
Chapter V M. Yildirim & Y. Kaya	
THE RELATIONSHIP AMONG WORK ENGAGEMENT, WORK ALIENATION, AND INTENTION TO LEAVE: A STUDY ON BANKING SECTOR.....	73
Chapter VI E. Yılmaz Alarçin	
SENSES IN EXPERIENTIAL MARKETING.....	89
Chapter VII K. Kara & P. Yucekaya	
THE MEDIATOR EFFECT OF TECHNOLOGICAL INNOVATION ON THE RELATIONSHIP BETWEEN SUPPLY CHAIN MANAGEMENT PRACTICES AND FIRM PERFORMANCES.....	101

