



Vol. 3 Issue 1 CONTENT

İ. Sucu Yazar Popular Culture and Consumption Culture Effect in Advergame	1
M. İşçen and B. Işık A Quantitative Research on the Perceived Benefit and Ease of Use of Mobile Applications Used by Tourist Guides	11
M. Klein Digital Transformation in Businesses and Its Drivers	24
M. E. Güler, A. Özdağoğlu and C. S. Tuncay Prioritization of Service Quality Criteria For Hotel Management Systems Using Analytical Hierarchy Process	36
S. Söylemez and A. Duygun The Relationship Between Post-Purchase Brand Awareness and Consumer Behavior Among Social Media Users	50
Y. Gedik A New Window in Marketing: Digital Marketing	63
H. Avunduk and M. Kızgın Big Data and Data Analysis in Continuous Auditing	76