



Vol. 5 Issue 1 CONTENT

H. E. Özbiçak and S. G. Telli Digitalization of After Sales Services in SMEs: Machinery Manufacturing Sector Sample Case of Izmir	1
N. Gürcan Digitalization Process in Business Life and Transformation of Public Relations	16
A. T. Özden World from 1.0 to 5.0: Web, Marketing, Industry and Society	29
S. O. Yaman The Economic Policy of the New Media in Terms of Digital Marketing	45
E. Y. Karamustafa and B. Aslan The Future of Artificial Intelligence: How Will Emotions Affect AI?	58
C. Buharalıoğlu, M. Esen, M. Boyraz and A. Türköz The Effects of Leader-Members Interaction on Teacher Expectation: A Research in the Context of Primary and Secondary Schools in Cigli District of Izmir Province	65