

E-ISSN 2687-5942

Economics Business and Organization Research

Year: 5 Number: 1  
2023

Owner  
Mehmet GOKERIK

Editor in Chief  
Erhan AYDIN

Associate Editor  
Osman TUZUN

Journal of Economics Business and Organization Research is an international, peer-reviewed, scientific journal published twice a year, in summer and winter. The responsibility of all articles published in the journal belongs to the authors. The texts in the journal cannot be printed or reproduced in any way, partially or completely, without permission. The Editorial Board is free to publish or not publish the articles sent to the journal. Submitted articles are not returned. Articles published in the journal cannot be used without citing the source.

Correspondence Address

Karabuk University, Faculty of Management, Business Department  
78000 Karabuk/TURKEY

Tel: (0370) 418 64 27

Web Address: <https://dergipark.org.tr/en/pub/ebor>

E-mail: [eborjournal@gmail.com](mailto:eborjournal@gmail.com)

KARABUK

2023

## ***EDITORIAL BOARD***

Erhan AYDIN	IPAG Business School Paris	France
Mushfiqur Rahman	University of Wales Trinity Saint David	United Kingdom
Osman TUZUN	Usak University	Turkey

## ***ADVISORY COMMITTEE***

Ummi Naiemah Saraih	University Malaysia Perlis	Malaysia
Emir Ozeren	Dokuz Eylul University	Turkey
Adnan Ul Haque	Yorkville University	Canada
Ozan Buyukyilmaz	Karabuk University	Turkey
João Farinha	Isla Santarem	Portugal
Regina Lenart-Gansiniec	Jagiellonian University	Poland
Ranato Santos	AESE	Portugal
Shahriar Parvez	EuroMed Business Research Institute	Bangladesh
Małgorzata Adamska	Opole University of Technology	Poland
Alessandro Barca	University of Bari Aldo Moro	Italy
Mariella Tripaldi	University of Calabria	Italy
Vittoria Bosna	University of Bari Aldo Moro	Italy
Julian Diaz Tautiva	University of Desarrollo	Chile
Ambassador Froilan Mobo	Philippine Merchant Marine Academy	Philippine
Oksana Portna	VN Karazin Kharkiv National University	Ukraine
Giuseppe Catenazzo	ICN Business School –ARTEM	France
Tatheer Zahra Sherazi	International Islamic University Islamabad	Pakistan
Saim Kayadibi	International Islamic University	Malaysia

## *CONTENTS*

### **Research Articles**

	<b>Page Number</b>
EMPLOYER BRAND'S EFFECT ON ORGANIZATIONAL COMMITMENT	01-10
<hr/> <b>Anıl UCARER</b>	
REGARDING THE AUSTRIAN EDUCATION SYSTEM AND THE IMPROVEMENT OF EDUCATIONAL ACHIEVEMENTS OF AUSTRIAN TURKS	11-30
<hr/> <b>Murat SENGOZ</b>	
THE NEW AGE FOR THE DYNAMICS OF LOW-CARBON TRANSITIONS IN MENA COUNTRIES: THE NOVEL EVIDENCE OF GREEN TECHNOLOGY INNOVATION, RENEWABLE ENERGY, AND GREEN GROWTH	31-47
<hr/> <b>Sinem KOCAK</b>	
EXPORTED TURKISH TELEVISION SERIES AND REPRESENTATION	48-64
<hr/> <b>Yunus Emre OKMEN</b>	
THE ROLE OF COLOUR IN SUCCESSFUL FUNDRAISING CAMPAIGN	65-87
<hr/> <b>Nataliya PANASENKO, Tatiana FILLOVA</b>	