

EGE AKADEMİK BAKIŞ

EGE ACADEMIC REVIEW

Ekonomi, İşletme, Uluslararası İlişkiler
ve Siyaset Bilimi Dergisi

Journal of Economics, Business Administration,
International Relations and Political Science



Cilt 23 • Sayı 2 • Nisan 2023
Volume 23 • Number 2 • April 2023
ISSN 1303-099X

ISSN - 1303-099X

EGE AKADEMİK BAKIŞ

Ekonomi, İşletme, Uluslararası İlişkiler
ve Siyaset Bilimi Dergisi

EGE ACADEMIC REVIEW

Journal of Economics, Business Administration,
International Relations and Political Science



Cilt 23 • Sayı 2 • Nisan 2023

Volume 23 • Number 2 • April 2023

EGE ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ ADINA SAHİBİ

THE OWNER ON BEHALF OF EGE UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

G. Nazan GÜNAY

BAŞ EDİTÖR / EDITOR IN CHIEF

Keti VENTURA

ALAN EDİTÖRLERİ / FIELD EDITORS

Ali Onur TEPECİKLİOĞLU

Aslıhan AYKAÇ

Aydanur GACENER ATIŞ

Barış ALPASLAN

Betül AYDOĞAN ÜNAL

Burcu ŞENTÜRK

Dilek DEMİRHAN

Fatma DEMİRCAN KESKİN

Gül HUYUGÜZEL KIŞLA

Hakan ERKAL

Miray BAYBARS

Mustafa KÜÇÜK

Utku AKSEKİ

DİL EDİTÖRÜ / LANGUAGE EDITOR

Betül AYDOĞAN ÜNAL

DANIŞMA KURULU / ADVISORY BOARD

Adrian GOURLAY

Carlos E. Frickmann YOUNG

Cengiz DEMİR

Chris RYAN

Christopher MARTIN

C. Michael HALL

David LAMOD

Erinç YELDAN

Francis LOBO

Gülçin ÖZKAN

Haiyan SONG

Hakan YETKİNER

James KIRKBRIDE

John FLETCHER

Loughborough University, UK

Universidade Federal do Rio de Janeiro de Economia Industrial, Brazil

Katip Çelebi University, Turkey

The University of Waikato, New Zealand

University of Bath, UK

University of Canterbury, New Zealand

David Lamond & Associates, Australia

Kadir Has University, Turkey

Edith Cowan University, Australia

King's College London, UK

The Hong Kong Polytechnic University, Hong Kong

İzmir Economy University, Turkey

London School of Business and Finance ,UK

Bournemouth University, UK

| | |
|------------------------|--|
| Juergen GNOTH | University of Otago, New Zealand |
| Justus HAUCAP | University of Düsseldorf, Germany |
| Joyce LIDDLE | Northumbria University, UK |
| Luiz MOUTINHO | University of Suffolk, UK |
| Lydia MAKRIDES | Evexia Inc and Global Wellness Head, Canada |
| Mehmet CANER | North Carolina State University, USA |
| Michael R POWERS | Tsinghua University, Beijing, China |
| Mohsen Bahmani-OSKOOEE | The University of Wisconsin-Milwaukee, USA |
| Nazan GÜNAY | Ege University, Turkey |
| Pan JIAHUA | Chinese Academy of Social Sciences (CASS), China |
| Ron SMITH | Birkbeck, University of London, UK |
| Slawomir MAGALA | University of Warsaw: Warsaw, Poland |
| Sumru ALTUĞ | American University of Beirut, Lebanese |
| Thomas N. GARAVAN | University of Limerick, Ireland |
| Wesley J. JOHNSTON | Georgia State University, USA |
| William GARTNER | Babson College, USA |
| Zahir IRANI | University of Bradford, UK |

Yayın Sekreteryası: Serhan KARADENİZ, Meral İrem ERDEMİR

Yayınlanma Sıklığı / Frequency: Yılda dört kez / Quarterly

Graphic and Design / Fatih Akın ÖZDEMİR

Yayınlayan / Publisher

Ege Üniversitesi, İktisadi ve İdari Bilimler Fakültesi
Bornova 35100 İZMİR / TÜRKİYE

E-mail: eab@mail.ege.edu.tr

Ege Akademik Bakış

Ege Akademik Bakış Dergisi, iktisat, işletme, uluslararası ilişkiler ve siyaset bilimi alanlarında çalışan akademisyenler, araştırmacılar ve profesyonellerin görüşlerini paylaştıkları bir forum oluşturmak amacıyla, bu alanlarda yapılmış olan uluslararası çalışmaları kapsamaktadır. Ege Üniversitesi İktisadi ve İdari Bilimler Fakültesi tarafından Ocak, Nisan, Temmuz ve Ekim aylarında olmak üzere yılda dört defa yayınlanan hakemli bir dergi olup, Türkçe veya İngilizce olarak kaleme alınmış tüm çalışmalar dergide yayınlanmak üzere gönderilebilir. Ege Akademik Bakış Dergisi aşağıdaki veri tabanlarınca taranmaktadır:

- EconLit (<http://www.aeaweb.org/>)
- ULAKBİM, Sosyal ve Beşeri Bilimler Veri Tabanı (<http://www.ulakbim.gov.tr/>)
- Emerging Sources Citation Index (ESCI)
- Director of Open Access Journals(<http://www.doaj.org/>)
- EBSCO Publishing (<http://www.ebscohost.com/>)
- PERO(<http://knjiznica.irb.hr/pero>)
- Scientific Commons(<http://en.scientificcommons.org>)
- WorldWideScience(<http://worldwidescience.org>)
- ProQuest(<http://www.proquest.com>)
- ASOS Index(<http://www.asosindex.com>)
- RePEc (<http://www.repec.org>)

Makaledeki görüşler yazarlarına aittir. Dergide yayınlanan makaleler kaynak göstermeden kullanılamaz.

Ege Academic Review includes international papers about economics, business administration, international relations and political science with the aim of providing a forum for academicians, researchers and professionals interested in these fields. This journal is subject to a peer-review process. Ege Academic Review is published by Ege University Faculty of Economics and Administrative Sciences for four times in a year. Papers written in Turkish and English can all be sent in order to be published in the journal. The articles in Ege Academic Review are indexed/abstracted in:

- EconLit (<http://www.aeaweb.org/>)
- ULAKBİM, Social Sciences and Humanities Database (<http://www.ulakbim.gov.tr/>)
- Director of Open Access Journals(<http://www.doaj.org/>)
- EBSCO Publishing (<http://www.ebscohost.com/>)
- PERO(<http://knjiznica.irb.hr/pero>)
- Scientific Commons(<http://en.scientificcommons.org>)
- WorldWideScience(<http://worldwidescience.org>)
- ProQuest(<http://www.proquest.com>)
- ASOS Index(<http://www.asosindex.com>)
- RePEc (<http://www.repec.org>)

Authors are responsible for the content of their articles. Papers published in the journal can not be quoted without reference.

Volume 23 • Number 2 • April 2023

Cilt 23 • Sayı 2 • Nisan 2023

Contents

| | | |
|--|---------|--|
| Using Machine Learning Methods in Financial Distress Prediction: Sample of Small and Medium Sized Enterprises Operating in Turkey <i>Yusuf AKER - Alper KARAVARDAR</i> | 145-162 | Article Type: <u>Research Article</u> |
| Relativity Approach to the Strategic Cyber Conflict Management In Businesses <i>Fahri ÖZSUNGUR</i> | 163-184 | Article Type: <u>Research Article</u> |
| Experienced Product Quality and Brand Loyalty: Mediating Role of Customer Satisfaction <i>Cansu TUNAHAN - Mustafa Bilgehan KUTLU</i> | 185-202 | Article Type: <u>Research Article</u> |
| The Mediating Role of Hedonic Buying Behavior in the Effect of Consumers' Attitudes Towards Social Media Ads on Impulse Buying Behavior <i>İsmail YAPRAK - Suzan ÇOBAN</i> | 203-218 | Article Type: <u>Research Article</u> |
| The Effect of Perceived Pay Equity on Counterproductive Work Behaviors: The Mediating Role of Organizational Cynicism <i>Gülçin EREN - Rıza DEMİR</i> | 219-236 | Article Type: <u>Research Article</u> |
| Minimizing Makespan in a Permutation Flow Shop Environment: Comparison of Scatter Search, Genetic Algorithm and Greedy Randomized Adaptive Search Procedures <i>Murat KOCAMAZ - Ural Gökay ÇİÇEKLİ - Fatma DEMİRCAN KESKİN</i> | 237-246 | Article Type: <u>Research Article</u> |
| Brand Foreignness and Anger Decrease Purchase Intentions of Ethnocentric Consumers for National Icon Products <i>Alim YILMAZ - Rasim Serdar KURDOĞLU</i> | 247-264 | Article Type: <u>Research Article</u> |
| Potable Water Quality Prediction Using Artificial Intelligence and Machine Learning Algorithms for Better Sustainability <i>Mustafa YURTSEVER - Murat EMEÇ</i> | 265-278 | Article Type: <u>Research Article</u> |
| Systematic Review of Radicalization through Social Media <i>Muhammed AKRAM - Asim NASAR</i> | 279-296 | Article Type: <u>Research Article</u> |
| Asymmetry in Return and Volatility Spillovers Between Stock and Bond Markets in Turkey <i>Melih KUTLU - Aykut KARAKAYA</i> | 297-314 | Article Type: <u>Research Article</u> |
| How Does Cynicism Mediate Spiritual Leadership and Organizational Commitment? The Case of Turkish and Indonesian Universities <i>Fetullah BATTAL - Azharsyah IBRAHİM</i> | 315-330 | Article Type: <u>Research Article</u> |
| Is the Excise Tax Perceived as an Externality Tax? An Empirical Study on Turkey <i>İhsan Cemil DEMİR - Ali BALKI</i> | 331-340 | Article Type: <u>Research Article</u> |