

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 25 • Sayı 1 • Ocak 2025

Volume 25 • Number 1 • January 2025

EGE ÜNİVERSİTESİ İKTİSADI VE İDARI BİLİMLER FAKÜLTESİ ADINA SAHİBİ

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

G. Nazan GÜNEY

BAŞ EDİTÖR / EDITOR IN CHIEF

Keti VENTURA

ALAN EDİTÖRLERİ / FIELD EDITORS

Ali Onur TEPECİKLİOĞLU

Hakan ERKAL

Altuğ GÜNAL

İnanç KABASAKAL

Barış ALPASLAN

Kübra OKTA

Betül AYDOĞAN ÜNAL

Miray BAYBARS

Cihan ZEYREK

Mustafa KÜÇÜK

Fatma DEMİRCAN KESKİN

Nazlı Ayşe AYYILDIZ ÜNNÜ

Feride Aslı ERGÜL JORGENSEN

Utku AKSEKİ

Gül HUYUGÜZEL KİŞLA

DİL EDİTÖRÜ / LANGUAGE EDITOR

Betül AYDOĞAN ÜNAL

DANIŞMA KURULU / ADVISORY BOARD

Adrian GOURLAY

Loughborough University, UK

Carlos E. Frickmann YOUNG

Universidade Federal do Rio de Janeiro de Economia Industrial, Brazil

Cengiz DEMİR

Katip Çelebi University, Türkiye

Chris RYAN

The University of Waikato, New Zealand

Christopher MARTIN

University of Bath, UK

C. Michael HALL

University of Canterbury, New Zealand

David LAMOD

David Lamond & Associates, Australia

Erinç YELDAN

Kadir Has University, Türkiye

Francis LOBO

Edith Cowan University, Australia

Gülçin ÖZKAN

King's College London, UK

Haiyan SONG

The Hong Kong Polytechnic University, Hong Kong

Hakan YETKİNER

İzmir Economy University, Türkiye

James KIRKBRIDE

London School of Business and Finance ,UK

John FLETCHER

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 GÜNEY	Ege University, Türkiye
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 Sekretaryası: Serhan KARADENİZ, Kübra OKTA

Yayınlanma Sıklığı / Frequency: **Yılda dört kez / Quarterly**

Graphic and Design / Fatih Akin 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 yilda 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 tabanlarında taramaktadır:

- 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 25 • Number 1 • January 2025

Cilt 25 • Sayı 1 • Ocak 2025

Contents

Flexicurity: Panel Data Analysis for OECD Countries Berna YAZAR ASLAN	1-20	<u>Article Type: Research Article</u>
The Factors Causing Consumer Behavior: Asymmetric Causality And Cluster Analysis For EU Countries Through Consumer Confidence Index Özgür ENGELOĞLU, Funda YURDAKUL	21-42	<u>Article Type: Research Article</u>
The Impact of Balance Sheet Cleaning on the Relationship Between Non-Performing Loans and Cost Efficiency: Bad Luck or Bad Management? A Case Study of Türkiye Sibel TEKE, Adalet HAZAR, Şenol BABUŞCU	43-54	<u>Article Type: Research Article</u>
Empowering Equity: The Impact of Tax Policies on Inclusive Growth in Turkey Sevda AKAR	55-72	<u>Article Type: Research Article</u>
Foreign Trade Hysteresis: An Empirical Essay Turkish Case Koray YILDIRIM, Neşe ALGAN, Harun BAL	73-88	<u>Article Type: Research Article</u>
An Assessment of Türkiye's Public Diplomacy Activities after the Johnson Letter: Are Cultural Relations an Investment? Fatih BARİTCİ, Melih DUMAN	89-98	<u>Article Type: Research Article</u>
Conceptual Evolution of City Branding: A Systematic Review and the Progress of the Terms "Social Media" and "Smart City" in Literature Pelin ALBAYRAK FAKIOĞLU, Senay OĞUZTİMUR	99-116	<u>Article Type: Research Article</u>
The Effects of Burnout Syndrome on Materialist Tendencies and Compulsive Buying Behavior Deniz YALÇINTAŞ, Sezen BOZYİĞİT	117-132	<u>Article Type: Research Article</u>
Scientific Developments in Careerism Research in the Field of Business: A Bibliometric Review Zeynep KAPTAN	133-156	<u>Article Type: Research Article</u>
Bitcoin Crypto-Asset Prediction: With an Application of Linear Autoregressive Integrated Moving Average Method, and Non-Linear Multi-Layered and FeedbackArtificial Neural Network Models Ersin SÜNBÜL, Hamide ÖZYÜREK	157-174	<u>Article Type: Research Article</u>
Barriers in Sustainable Lean Supply Chain Management: Implementation in SMEs Ebru TAKCI, Erhan ADA, Yiğit KAZANÇOĞLU	175-188	<u>Article Type: Research Article</u>
Do Factors Affecting Firms' Cash Holdings Differ Across Sectors?: Evidence from Türkiye İlhan ÇAM, Boğaçhan Sertuç GÜMRÜKÇÜ	189-200	<u>Article Type: Research Article</u>
Exploring the Impact of Globalization, Economic Complexity, Urbanization, and Real Income on Environmental Degradation in E-7 Countries Orhan ŞİMŞEK, İlkay GÜLER, Sefa ÖZBEK, Zafer ADALI, Mustafa NAİMOĞLU	201-220	<u>Article Type: Research Article</u>
Gramscian Theories of Hegemony: Class Politics Eclipsed? Mustafa KÜÇÜK	221-240	<u>Article Type: Research Article</u>
The Political Economy of Japan's Net-Zero Vision in the Context of Energy Security Mürsel DOĞRUL, Yokota TAKAYUKI	241-254	<u>Article Type: Research Article</u>