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**Comtemporary Approaches
To
Business and Economics**



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Preface

The social sciences continue to evolve with the emergence of new analysis methods and new data collection methods. In addition to these, new events faced by humanity also open new doors to the study areas of social sciences. Covid-19 has led to many changes in social, economic and political terms on an individual and global basis. This book mainly includes current and valuable studies that deal with the effects of covid-19 on working life, businesses and economy. Different studies that are not related to covid-19 but worth examining on banking and financial crises are also included in the book.

In the first part of the book, Serhan Bilgin and Hayat Ayar Şentürk made a literature review in their study on consumer neuroscience and neuromarketing, and also obtained qualitative data as a result of an interview with the manager of a company that provides consultancy to companies on neuromarketing. Using these qualitative data, they tried to explain the importance of consumer neuroscience, its difference from traditional marketing and the usage areas of neuromarketing techniques.

In the second part, Damla Yavuzyiğit and Hayat Ayar Şentürk collected data by interview method from fifteen people who have the habit of shopping online in their study on digital customer experience. In the study in which they examined customer experiences, the expectations of the customers, their changing orientations, the effects of influencers and their mood in online shopping were investigated. Factors such as fast delivery, no difference between the product in the image and the product received, and the fact that companies include customer comments and evaluation options have been suggested as important factors in the online shopping experience.

M. Zahid Poyraz and Dursun Yener focus on how technology changes the organizational structure in their studies on virtual team management in the third part of the book. He argues that factors such as global competition, mergers and innovations bring teams to the fore in organizations. In their work, they argue that trust is important to achieve effective team performance in virtual team management and authentic leadership is the most successful form of leadership in virtual teams.

In the fourth part, Rahaf Osama, Waad Alhadee and Yusuf Kani examined the effects of Covid-19 on the food industry in Khartoum, the capital of Sudan. In the study, they concluded that covid-19 increased the use of e-commerce.

Haris Muminovic analyzed the discussions on the causes of financial crises in the literature and focused on what happened before and after the crises in the fifth part of the book. In this context, he researched the developments in the asset and financial markets before and after the crisis.

In the sixth part of the book, Gökçen Z. Kaya carried out her research on the flexible working system, which came to the fore with the covid-19 and became widespread in Turkey. According to the results of the study, it is concluded that the flexible working system cannot be applied in all areas in the public sector. In addition, the flexible working system creates other results that will save electricity, water and time.

Selin Aydın is the youngest scholar who contributed to this book, we thank her for outstanding work and courage. She examined the effect of the Central Bank's interest rate decisions on the financial performance of commercial banks in the seventh part. In her study, while the overnight interest rate was taken as the dependent variable, he took capital adequacy, return on equity and return on assets as independent variables.

It is obvious that Covid-19 has serious effects on the economies of countries. In the eighth chapter, Tacinur Akça comparatively evaluated the macroeconomic data of selected EU countries and Turkey using the TOPSIS (Technique for Order Preference by Similarity) method, which is one of the multi-criteria decision making methods. In the study, the effects of covid-19 on the macroeconomic indicators of the countries were revealed.

Büşra Müceldili and Barış Erdoğan researched the livestock sector in the ninth part of the book. Livestock sector is one of the sectors where the effects of the pandemic are seen, In their studies they worked on the sustainability of artificial meat. They used the case study method to examine the company called "Redefine Meat", which produces plant-based artificial meat using 3D printers. An interview was conducted with the company's senior executive responsible for technology, which included 12 questions and lasted for 45 minutes.

Hande Aksöz Yılmaz tried to estimate the data for the period covering the years 2003-2019 with the help of panel data model in her study examining the determinants of foreign direct investments coming from OECD countries to Turkey. Hande Aksöz Yılmaz's study is last and final part of this book. According to the results of the study, national income, political level and consumer price index of OECD countries positively affect FDIs coming to Turkey; revealed that labor costs had a negative effect. In addition, increasing global integration of both Turkey and OECD countries increases FDI to Turkey.

Aziz Dayanır examined the development of bilateral trade between Turkey and China. In the study, China's economic development process and China's current situation in the global economy are briefly mentioned. In the following sections, information about Turkey's import and export is given and the importance of China in Turkey's foreign trade is discussed. In the conclusion part, there are strategic recommendations for Turkey and China to develop economic cooperation.

We would like to thank all the authors who contributed to bring out this book, and the persons especially Prof. Dr. Sayim Yorğun, Dean of the Faculty of Economics of Istanbul University, and our Assistant Deans Ü.Serdar Serdaroğlu and Hakan Bektaş.

Also off course, we thank to all our beloved family members...

Editors

Dr.Mehmet Baykal & Dr.Aziz Dayanır

March 2022, Istanbul