Journal of Global Strategic Management (JGSM)

DECEMBER 2015, VOLUME. 9 NUMBER. 2, ISSN 1307-6205

Editorial Information

Editor in Chief: Cemal ZEHIR (Yildiz Technical University, Istanbul-Turkey) Email: czehir@yildiz.edu.tr, cemalzehir@gmail.com Co-Editors Lutfihak ALPKAN (Gebze Institute of Technology, Kocaeli-Turkey) Email: alpkan@gyte.edu.tr Oya ERDIL (Gebze Institute of Technology, Kocaeli-Turkey) Email: erdil@gyte.edu.tr

Editorial Board Members

Lonnie Strickland (The University Of Alabama, Tuscaloosa, Alabama, USA) Richard Lynch (Middlesex University, London, UK) Adem Ogut (Selçuk University, Konya-Turkey) Ali Akdemir (Istanbul Arel University, Istanbul-Turkey) Ali Ekber Akgün (Gebze Institute Of Technology, Kocaeli, Turkey) Ana Lúcia Martins (Iscte-Iul University Institute Of Lisbon, Portugal) Asim Sen (St. John Fisher College, USA) Dababrata N.Chowdhury (University Campus Suffolk, Ipswich UK Francesco Scalera (University Of Bari "Aldo Moro", Bari-Italy) Halit Keskin (Gebze Institute Of Technology, Kocaeli, Turkey) Hamid Noori (Wilfrid Laurier University, Waterloo, Canada) Irem Eren Erdogmus (Marmara University, Turkey) Jamaladdin H. Husain (Purdue University, USA) Ludmila Mládková, University Of Economics, Prague, Czech Republic Mariana Dodourova (University Of Hertfordshire, UK) Mehtap Ozsahin (Yalova University, Yalova-Turkey) Meral Elci (Gebze Institute Of Technology, Kocaeli-Turkey) Selim Zaim (Istanbul Technical University, Istanbul-Turkey) Shaukat Ali (University Of Wolverhampton, UK) Stephen E. Cross (Georgia Institute Of Technology, Atlanta, USA)

Information For Contribution

Journal of Global Strategic Management (JGSM), as a refereed journal, strives to be amongst the highly qualified journals in the field by providing leadership in developing theory and introducing new concept to its readership.

All submissions are subject to a two person blind peer review process. The primary goal of the journal will be to provide opportunities for business related academicians and professionals from various business fields in a global realm to publish their paper in one source. The journal will provide opportunities for publishing scientific papers as well as providing opportunities to view others' works. Doctoral and MBA students are highly encouraged to submit papers to JGSM for competitive review. Manuscripts must be prepared according to the requirements indicated at the end of the last two pages.

The views expressed by the articles in the journal are those of the individual authors and do not necessarily reflect official positions of Journal Of Global Strategic Management (JGSM). Articles published are authenticated and cannot be reproduced or utilized in any form without reference to the journal. All inquiries must be directed to the submission address.

JGSM is an independent business journal published twice a year by the International Strategic Management and Managers Association.

Journal of Global Strategic Management is indexed and abstracted in:

*Global Impact Factor

*Cabell's Directory

*Asosindex

Manuscripts may be sent via e-mail to be folloving e-mail addresses: zehir@gyte.edu.trWebpage: http://www.isma.info

Correspondence Addres: Sogut lucesme Cad., Rasime Uzlar İş Hanı, No. 86, Daire. 3, Kadıkoy, İstanbul, Turkey Produced by: markaveötesi, Kadıköy, İstanbul, Turkey Printed by: Kaan Matbaa, Lirtos Yolu, 2. Matbaacılar Sitesi, Topkapı, İstanbul Tel. 0212 576 52 78

1

ADVISORY BOARD&REVIEW COMMITTEE

- A.Asuman Akdogan (Erciyes University, Kayseri, Turkey)
- A.Zafer ACAR (Okan University, İstanbul, Turkey)
- Alexander Egorshin (The Nizhny Novgorod Institute of Management and Business, Russia)
- Adem Ogut (Selçuk University, Konya, Turkey)
- Ali Akdemir (Istanbul Arel University, Istanbul, Turkey)
- Ali Ekber Akgun (Gebze Institute of Technology, Kocaeli, Turkey)
- Alistair M Brown (Curtin University of Technology, Western, Australia)
- Amar KJN Nayak (Xavier Institute of Management, Orrissa, India)
- Asım Sen (St. John Fisher College, USA)
- Atilla Dicle (Yeditepe University, Istanbul, Turkey)
 Aurea Helena Puga Ribeiro (Fundacao Dom Cabral, Brazil)
- Canan Cetin (Marmara University, Istanbul, Turkey
- Celso ClaudioHildebrand Grisi (University of Sao Paulo, Brazil)
- Cemal Zehir (Yildiz Technical University, Istanbul-Turkey)
- Cengiz Yılmaz (Bogazici University, Istanbul, Turkey)
- Cevat Gerni (Gebze Institute of Technology, Kocaeli, Turkey)
- Ceyhan Aldemir (Dokuz Eylül University, Izmir, Turkey)
- Chien-Chung Nieh (Tamkang University, Taipei Country, Taiwan)
- Con Korkofingas (Macquarie University, Sydney, Australia) Sarajevo, Bosnia)
- Dursun Bingol (Atatürk University, Erzurum, Turkey)
- Ekaterina Shekova (St.Petersburg State University)
- Enver Ozkalp (Anadolu University, Eskişehir, Turkey)
- Erol Eren (Istanbul Arel University, Istanbul, Turkey
- Esin Can Mutlu (Yıldız Technical University, Istanbul, Turkey)
- Esin Sadikoğlu (Gebze Institute of Technology, Kocaeli, Turkey)
- Eyüp Aktepe (Gazi University, Ankara, Turkey)
- Fahri Karakaya (University of Massachusetts, Dart mouth, USA)
- Fuat Oktay (Beykent University, Istanbul, Turkey)
- Garry L. Adams (Auburn University, USA)
- Gönül Budak (Dokuz Eylul University, İzmir, Turkey)
- Gulruh Gurbuz (Marmara University, Istanbul, Turkey)
- Gunes Zeytinoglu (Anadolu University, Eskişehir, Turkey)
- Guven Alpay (Bogazici University, Istanbul, Turkey)
- Halil Zaim (Fatih University, Turkey)
- Halim Kazan (Gebze Institute of Technology, Kocaeli, Turkey)
- Halit Keskin (Gebze Institute of Technology, Kocaeli, Turkey)
- Hasan Ibicioglu (Süleyman Demirel University, Isparta, Turkey)
- HA-Nguyen (Vietnam National University, Hanoi School of Business, Vietnam)
- Hayat Kabasakal (Bogazici University, Istanbul, Turkey)
- Hisao Fujimoto (Osaka University of Economics, Japon)
- Howard Clayton (Auburn University, USA)

- Huseyin Kanibir (Bursa Orhangazi University, Bursa, Turkey)
- Huseyin Ince (Gebze Institute of Technology, Kocaeli, Turkey)
- Irge ŞENER (Çankaya University, Ankara, Turkey)
- Inan Ozalp (Anadolu University, Eskişehir, Turkey)
- Jamaladdin H. Husain (Purdue University, USA)
- Lut fihak Alpkan (Gebze Institute of Technology, Kocaeli, Turkey)
- Mariana Dodourova (University Of Hertfordshire, UK)
- Mehmet Barca (Sakarya University, Sakarya, Turkey)
- M. Sule Eren (Canakkale 18 Mart University, Çanakkale, Turkey)
- Musa Pınar (Pittsburg State University, Pittsburg, USA)
- Neil Bechervause (Swinburne University of Technology, Melbourne, Australia)
- Nigar Çakar (Izzet Baysal University, Bolu, Turkey)
- Omur Ozmen (Dokuz Eylül University, İzmir, Turkey)
- Oya Erdil (Gebze Institute of Technology, Kocaeli, Turkey)
- Ozlem Ozkanli (Ankara University, Ankara, Turkey)
- Pauline Magee-Egan (St. Johns University, USA)
- Refik Culpan (Pennsylvania State University, Harrisburg, USA)
- Refika Bakoğlu (Marmara University, Istanbul, Turkey)
- Salih Zeki Imamoglu (Gebze Institute of Technology,
- Kocaeli, Turkey) • Selim Ilter (St. John Fisher College, USA)
- Sergei Mordovin (International Management Institute St. Petersburg, Russia
- Suleyman Barutçu (Pamukkale University, Denizli, Turkey)
- Shamsul Nahar Abdullah (Northen University of Malaysia, Aman, Malasia)
- Sharan L. Oswald (Auburn University, USA)
- Shaukat Ali (University of Wolverhampton, Shropsire, Great Britain)
- Sonja Petrovich Lazarevic (Monash University, Victoria, Australia)
- Stanislav Poloucek (Silesian University, Opava, Czech Republic)
- Subodh Bhat (San Francisco State University, San Francisco, USA)
- Tanses Gulsoy (Beykent University, İstanbul, Turkey)
- Uğur Yozgat (Marmara University, İstanbul, Turkey)
- Yasin Şehitoğlu, (Gazi University, Ankara, Turkey)
- Zoltan Veres (Budapest Business School, Budapest, Hungary)

TABLE OF CONTENTS

- 005 BENCHMARKING, PLANNING AND DECISION MAKING PROCEDURES IN PUBLIC PROJECTS THORDUR VIKINGUR FRIDGEIRSSON
- 015 ACCULT URATIVE ICONIC PRODUCT ATTRACTIVENESS AND MARKET ING PERFORMANCE AUGUSTY TAE FERDINAND, LILI KARMELA FITRIANI
- 025 PBB SYSTEMS AT CENTRAL BANKS: A PBB MODEL ON STRATEGIC PLAN AND THE CASE OF THE CENTRAL BANK OF THE REPUBLIC OF TURKEY EYUP KAHVECI
- 039 COMMON FACT ORS IN THE SWOT ANALYSES OF MET ROPOLITAN MUNICIPALITIES IN TURKEY *OZLEM CETINKAYA BOZKURT, ADNAN KALKAN, SEZAI OZTOP, MELIKE SISECI CESMELI*
- 051 THE EFFECT OF ORGANIZATIONAL JUST ICE PERCEPTION OF EMPLOYEES ON INDIVIDUAL AND FIRM PERFORMANCE IN TRANSFORMATIONAL LEADERSHIP CONTEXT *CEMAL ZEHIR, GOKHAN YILDIRIM*
- 065 THE EFFECT OF SERVANT LEADERSHIP ON PSYCHOLOGICAL OWNERSHIP: THE MODERATOR ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT *BORA YILDIZ, HARUN YILDIZ*
- 079 THE IMPACT OF BUSINESS ET HICS COURSE ON ET HICAL PERCEPTIONS AND INTENTIONS OF UNIVERSITY STUDENTS VOLKAN OZBEK, UMITALNIACIK, M. EMINAKKILIC, SULE SAHIN, AYCAN KULAHLI
- 089 BRAND AWARENESS, BRAND PERSONALITY, BRAND LOYALTY AND CONSUMER SATISFACTION RELATIONS IN BRAND POSITIONING STRATEGIES (A TORKUBRAND SAMPLE) *BILSEN BILGILI, EMRAH OZKUL*
- 107 THE PERCEPTUAL STRUCTURE OF CORPORATE REPUTATION: GLADNESS GRADED ORGANIZATION DESERVES REPUTATION *OZLEM ARACI*
- 119 EVALUATION OF THE ST RATEGIES COPING WITH CONSUMERS GUILT AND SHAME IN IMPULSE BUYING: A ST UDY ON UNIVERSITY ST UDENTS HATICE AYDIN, SEVTAP UNAL
- 135 NOTES FOR CONTRIBUTIONS MANUSCRIPT GUIDELINES