Journal of Global Strategic Management (JGSM)

DECEMBER 2019 • WOLUME. 13 • NUMBER. 2 • ISSN: 1307-6205 • E-ISSN: 2651-4486

Editor in Chief

Cemal Zehir (Yildiz Technical University, Istanbul-Turkey) Email: czehir@yildiz.edu.tr, cemalzehir@gmail.com

Co-Editors

Lutfihak Alpkan (Istanbul Technical University, Istanbul, Turkey)

Email: alpkan@itu.edu.tr

Oya Erdil (Gebze Technical University, Kocaeli, Turkey)

Email: erdil@gyte.edu.tr

Tanses Gulsoy (Beykent University, İstanbul, Turkey)

Email: tanses@hotmail.com

Editorial Board Members

Lonnie Strickland (The University Of Alabama, Tuscaloosa, Alabama, USA)

Richard Lynch (Middlesex University, London, UK)

A. Zafer Acar (Okan University, Istanbul, Turkey)

Abdul-Hadi G. Abulrub, (University of Warwick, Coventry, UK)

Mesut Akdere, (Purdue University, West Lafayette, USA)

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 Technical University, Turkey)

Selim Zaim (Istanbul Technical University, Istanbul-Turkey)

Shaukat Ali (University Of Wolverhampton, UK)

Stephen E. Cross (Georgia Institute Of Technology, Atlanta, USA

Editorial Secretery

Tugba Karaboga

Email: tugba.hidirlar@hotmail.com

Information For Contribution

Journal of Global Strategic Management (JGSM), as a referred journal, strivesto be amongst thehighly qualified journals in the field by providing leadership in developing theory and introducing newconcept to its readership.

All submissions are subject to a two person blind peer reviewprocess. The primary goal of the journal will be to provide opportunities-forbusiness 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 viewothers' works. Doctoral and MBA students are highly encouraged to submit papers to JGSM for competitive review.

Manuscripts must be prepared according to therequirements indicated at the end of the last two pages.

The views expressed by the articlesin 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 formwithout reference to the journal. All inquiries must be directed to the submission address.

JGSM is an independent businessjournal 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: jgsm@isma.info, Webpage: http://www.isma.info

Addres: Sogutlucesme Cad., Rasime Uzlar Han, No.86, Daire.3, Kadikoy, Istanbul, Turkey

Correspondence Address: Yıldız Technical University, Davutpaşa Kampüsü, Faculty of Economics and Administrative Sciences Department of Business Administration, Davutpaşa Mah. Davutpaşa Caddesi 34220 Esenler-İstanbul

Produced by: markaveötesi, Kadikoy, Istanbul, Turkey

Printed by: Kaan Matbaa, Lirtos Yolu, 2. Matbaacilar Sitesi, Topkapi, Istanbul Tel.0212 576 52 78

Advisory Board&review Committee

A.Asuman Akdogan (Erciyes University, Kayseri, Turkey) Adnan Celik (Selcuk University, Konya, Turkey) Ahu Tugba Karabulut (Istanbul Commerce University, Istanbul, Turkey) Alexander Egorshin (The Nizhny Novgorod Institute Of Management And Business, Russia) Ali Ekber Akgun (Gebze Technical University, Kocaeli, Turkey) Alistair M Brown (Curtin University Of Technology, Western, Australia) Amar Kin Nayak (Xavier Institute Of Management, Orrissa, India) Ana Lucia Martins (Lizbon Iscte-Iul University, Portuguese) Atilla Dicle (Yeditepe University, Istanbul, Turkey) A.Zafer Acar (Piri Reis University, Istanbul, Turkey) Aygul Turan (Yildiz Technical University, Turkey) Ayse Gunsel (Kocaeli University, Turkey) Bige Askun (Marmara University, Turkey) Bulent Sezen (Gebze Technical University, Kocaeli, Turkey) Celso Claudiohildebrand Grisi (University Of Sao Paulo, Brazil) Cemal Zehir (Yildiz Technical University, Istanbul, Turkey) Cengiz Yilmaz (Abdullah Gul University, Istanbul, Turkey) Chien-Chung Nieh (Tamkang University, Taipei Country, Taiwan) Dababrata N.Chowdhury (University Campus Suffolk, Ipswich Uk) Dursun Bingol (Gazi University, Ankara, Turkey) Dzineta Dimante (University Of Latvia, Latvia) Ekaterina Shekova (St.Petersburg State University) Ekrem Tatoglu (Bahcesehir University, Turkey) Erkut Altindag (Beykent University, Turkey) Fahri Karakaya (University Of Massachusetts, Dartmouth, USA) Fatih Semercioz (Istanbul University, Turkey) Fuat Oktay (Beykent University, Istanbul, Turkey) Garry L. Adams (Auburn University, USA) Gulruh Gurbuz (Marmara University, Istanbul, Turkey) Halim Kazan (Istanbul University, Turkey) Halit Keskin (Yildiz Technical University, Istanbul Turkey) Hamid Noori (Wilfrid Laurier University Waterloo, Kanada) (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)

Irem Eren Erdogmus (Marmara University, Turkey)

(Gebze Technical University, Kocaeli, Turkey)

Huseyin Ince

Irge Şener (Çankaya University, Ankara, Turkey) Jamaladdin H. Husain (Purdue University, USA) Janis Priede (University Of Latvia, Latvia) Lars Ehrengren (Stockholm University, Sweden) Lonnie Strickland (The University Of Alabama, Tuscaloosa, Alabama, USA) Ludmila Mládková, (University Of Economics, Prague, Czech Republic) Lutfihak Alpkan (Istanbul Technical University, Istanbul, Turkey) M. Sukru Akdogan (Erciyes University, Turkey) Mariana Dodourova (University Of Hertfordshire, UK) Mehmet Barca (Social Sciences University Of Ankara, Turkey) Mehtap Ozsahin (Yalova University, Turkey) Meral Elci (Gebze Technical University, Turkey) Mufide Sule Eren (Canakkale Onsekiz Mart University, Turkey) Musa Pinar (Pittsburg State University, Pittsburg, USA) Neil Bechervause (Swinburne University Of Technology, Melbourne, Australia) Nevin Deniz (Marmara University, Turkey) Nigar Demircan Cakar (Duzce University, Duzce, Turkey) Nihat Erdogmus (Yildiz Teknik University, Turkey) Oya Erdil (Gebze Technical University, Kocaeli, Turkey) Pauline Magee-Egan (St. Johns University, USA) Ramona Rupeika-Apoga (University Of Latvia, Latvia) Refik Culpan (Pennsylvania State University, Harrisburg, USA) Refika Bakoğlu (Marmara University, Istanbul, Turkey) Richard Lynch (Middlesex University, Londra-UK) Salih Zeki Imamoglu (Gebze Technical University, Kocaeli, Turkey) (Yildiz Teknik University, Turkey) Selim Zaim (Istanbul Teknik University, Turkey) Senem Besler (Anadolu University, Turkey) Shamsul Nahar Abdullah (Northen University Of Malaysia, Aman, Malasia) Shaukat Ali (University Of Wolverhampton, Shropsire, Great Britain) Sonja Petrovich Lazarevic (Monash University, Victoria, Australia) Stanislav Poloucek (Silesian University, Opava, Czech Republic) Suleyman Barutçu (Pamukkale University, Denizli, Turkey) Ugur Yozgat (Kultur University, Turkey) Umit Alniacik (Kocaeli University, Turkey) Tanses Gulsoy (Beykent University, Turkey) Vic Lane

(University Of London, UK)

Zoltan Veres

Yasin Sehitoglu (Yildiz Teknik University, Turkey)

(Budapest Business School, Budapest, Hungary

Dear Readers and Academicians,

We are to present to you the December 2019 edition of the Journal of Global Strategic Management. With this new issue the Journal completes its thirteenth year. Each year we are glad to report that we are able to expand our readership and network of contributors worldwide. This mean that JGSM meets increasing interest from academicians, undustrialists, and researchers around the world.

As the end of 2019 approaches, it's time to celebrate a big year for Global Strategic Management (JGSM). To experience the happiness of completing the 13th year in the field of Global Strategic Management. We Publications Number 26 so far. We contributed to the strategic management field by publishing original articles many countries of the world for the first time. We look forward to new academic studies enthusiasm. The interest of academics and researchers from all over the world, magazine, Journal of Global Strategic Management 13.2. I am very pleased to present the publication. Strategic management is a concept that aims to reach the goals and objectives of the institutions. The long term. Global Strategic Management, one of the most researched disciplines, issues related to the field of business. That's why our magazine is dedicated to developing the core. understanding of global strategic management and management theory; in a different range Articles on all aspects of strategic management based on statistical inference, qualitative / quantitative studies, conceptual and computational models. We are very pleased and grateful to the editorial board, advisory board and referee board members. Outstanding charity committee for the successful publication of this magazine. We also thank you all for your strong support and contribution to JGSM. I hope you continue JGSM's latest high-quality empirical and theoretical studies with important tactical results in general management. We look forward to your valuable contributions to the Global Strategic Management Journal and thank you thank you for your support.

Editor-in-Chief

Prof. Dr. Cemal ZEHIR

Table of Contents

- 005 THE SUBTLE INTERPLAY OF COMPETING SUBJECTIVE NORMS, AFFINITY AND ANIMOSI-TY IN CONSUMER AVERSION OR INCLINATION TO FOREIGN GOODS Aysel ERCIS, Bilal CELIK
- 013 THE EFFECT OF MANAGEMENT PRACTICES ON THE BUSINESS INCUBATORS PERFOR-MANCE: TOWARDS AN AGENDA FOR STRATEGIC ENTREPRENEURSHIP Selma Regina Martins OLIVEIRA, Sandro TRENTO
- 029 STRATEGIC MEANING OF CULTURAL VALUES: A QUALITATIVE RESEARCH IN KAYSERI OIZ FURNITURE INDUSTRY

 Mehmet ERTEM, Izzet KILINC
- 045 THE EFFECTS OF PERCEIVED ORGANIZATIONAL CLIMATE ON EMPLOYEES' ORGANIZATIONAL COMMITMENT IN TEXTILE INDUSTRY FIRMS IN TURKEY

 Derya CELIK, Aybige OZER
- 059 EXAMINATION OF THE SELF STRUCTURE, INTERPERSONAL INFLUENCE, TRUST AND BRAND ATTITUDE AS ANTECEDENTS OF THE EMOTIONAL BRAND ATTACHMENT Aysel ERCIS, Tugba YILDIZ, Bahar TURK
- 073 NOTES FOR CONTRIBUTIONS MANUSCRIPT GUIDELINES