

# Journal of Global Strategic Management (JGSM)

DECEMBER 2014, VOLUME. 8 NUMBER. 2, ISSN 1307-6205

## **Editorial Information**

Editor in Chief:

Cemal ZEHIR (Yildiz Technical University, Istanbul-Turkey)

Email: [czehir@yildiz.edu.tr](mailto:czehir@yildiz.edu.tr), [cemalzehir@gmail.com](mailto:cemalzehir@gmail.com)

Co-Editors

Lutfihak ALPKAN (Gebze Institute of Technology, Kocaeli-Turkey)

Email: [alphan@gyte.edu.tr](mailto:alphan@gyte.edu.tr)

Oya ERDIL (Gebze Institute of Technology, Kocaeli-Turkey)

Email: [erdil@gyte.edu.tr](mailto: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 following e-mail addresses: [zehir@gyte.edu.tr](mailto:zehir@gyte.edu.tr) Webpage: <http://www.isma.info>

Correspondence Adress: Sogutlucesme 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

## 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)
- Asim 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 Yilmaz (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, Dartmouth, USA)
- Fuat Oktay (Beykent University, Istanbul, Turkey)
- Garry L. Adams (Auburn University, USA)
- Gönül Budak (Dokuz Eylül University, İzmir, Turkey)
- Gulruh Gurbuz (Marmara University, Istanbul, Turkey)
- Gunes Zeytinoglu (Anadolu University, Eskişehir, Turkey)
- Guven Alpaz (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)
- Lutfihak 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 Pinar (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 Iltter (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, Malaysia)
- Sharan L. Oswald (Auburn University, USA)
- Shaukat Ali (University of Wolverhampton, Shropshire, 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	THE IMPORTANCE OF STRATEGIC LEADERSHIP FOR PORT MANAGEMENT: A DELPHI RESEARCH ON TOP MANAGERS OF TURKISH PRIVATE PORTS <i>Çagdas EMIROGLU, Didem Ozer CAYLAN</i>
017	TURKISH USERS' ATTITUDES TOWARDS FACEBOOK ADVERTISEMENTS <i>Kader OSKAYBAŞ, Tolga DURSUN, Dursun YENER</i>
027	A SUSTAINABLE GROWTH RATE METRIC BASED ON R&D EXPERIENCE FOR GOVERNMENT R&D ORGANIZATIONS <i>Kadir Alpaslan DEMİR, İhsan Burak TOLGA</i>
39	BRAND EXPERIENCE EFFECTS ON CONSUMER SOCIAL MEDIA MARKETING PERCEPTIONS AND BRAND VALUE <i>Tugba Orten TUGRUL</i>
49	ENTERPRISE FACTORS AS AMBIDEXTERITY ANTECEDENTS: CONTINGENCY MODEL FOR AMBIDEXTROUS ORGANIZATIONS <i>Farshin SALEHI, Ali YAGHTIN</i>
63	THE ROLE OF COMPETITION AND TECHNOLOGY IN THE INNOVATIVENESS OF COMPANIES <i>Arzu Karaman AKGÜL, Sıtkı GÖZLÜ</i>
71	THE MODERATING EFFECTS OF PERCEIVED USE AND PERCEIVED RISK IN ONLINE SHOPPING <i>Ebru GOZUKARA, Yagmur OZYER, Ipek KOCOGLU</i>
87	UNRAVELLING THE INTEGRATION MECHANISMS IN OPEN INNOVATION PROJECTS: THE CASE OF INTER-ORGANIZATIONAL NETWORKS <i>Andres Ramirez-Portilla, Terrence Brown, Enrico Cagno</i>
101	THE EFFECTS OF EMOTIONAL LABOR ON SOFTWARE QUALITY: THE MODERATING ROLE OF PROJECT COMPLEXITY <i>Ayşe GÜNSEL</i>
117	THE MODERATING ROLE OF SERVICE ENVIRONMENT ON THE EFFECTS OF FIRM REPUTATION AND PERCEIVED SERVICE QUALITY ON CONSUMER TRUST: A STUDY IN THE HEALTHCARE INDUSTRY <i>Fatih KOÇ, Volkan ÖZBEK, Esra ALNIAÇIK</i>
127	EFFECTS OF NEW PRODUCT DEVELOPMENT ON PROFITABILITY LEVEL OF THE FIRM: THE CASE OF İGDAŞ <i>Muzaffer ERTURK</i>
135	NOTES FOR CONTRIBUTIONS MANUSCRIPT GUIDELINES

## *Dear Readers and Colleagues,*

I am honored to present you the December 2014 edition of *the Journal of Global Strategic Management*. Our journal has become a convenient place, a popular meeting point for the professionals in the field of strategic management. We try to publish papers containing original research work of good standard and of contemporary relevance from all over the world.

I want to announce that the 4<sup>th</sup> International Conference on Leadership, Technology, Innovation and Business Management 2014 (ICLTIM-2014) was held between the dates of 20-22 November 2014 at Yıldız Technical University, Istanbul, Turkey. The conference was organized jointly by Yıldız Technical University, Istanbul, Turkey, Gebze Institute of Technology, Kocaeli, Turkey, and Yalova University, Yalova, Turkey. This conference aimed to be the general forum for the presentation of new advances and research result in the fields of theoretical, experimental and applied leadership, technology, innovation and business management.

Today innovation is not a fantasy; it is a must. Innovation means problem recognition, problem solving through invention. As Thomas Edison said, "Anything that won't sell, I do not want to invent. Its sale is proof of utility, and utility is success".

With just a few words, one of the greatest innovators of all time clearly tells us that innovation requires a balance between creativity and commercialization. It should bring imagination and concept into reality by re-aligning creativity processes with value creation processes. In order to accomplish this; choosing, building and preparing the right organization and the right people for executing and scaling the innovation are critical factors.

Innovation drives corporate value. If skillfully implemented and tightly integrated into an organization's culture, innovation not only powers growth, but reduces costs as well. Today, with ever-increasing competition, the importance of continuous innovation and creating new value propositions for customers are the keys for sustainable business success. One of the essential foundations for creating a successful company over the long term is to identify technological trends from an early stage and to exploit the opportunities that new technologies offer for product innovations. However, extremely dynamic nature of technological progress makes it increasingly challenging for companies to comprehensively identify technology-related opportunities and to harness them in a goal-oriented manner.

A key pre-requisite for successful technology development therefore lies in the ability of an organization to rapidly align the requirements of the market with the potential offered by new technologies, and to integrate the results efficiently in its own products and processes.

Given this aim, the 4<sup>th</sup> International Conference on Leadership, Technology, Innovation and Business Management 2014 brought together leading researchers, economists, business people, managers, engineers and scientists in this field of study from around the world. Our distinguished participants had the opportunity to present their valuable scientific contributions and to establish an international network among those who volunteer to communicate and study together in the field of business management.

Some of these papers were selected in order to be published in *the Journal of Global Strategic Management*. As you know this is an internationally refereed journal published twice a year by the International Strategic Management and Managers Association and indexed by Cabells Directories and Global Impact Factor, and Asos Index.

By the way, I would like to bring to your kind notice that the 11<sup>th</sup> International Strategic Management Conference will be held in Vienna, Austria, between the dates of July 23-25, 2015, Thursday through Saturday. I am the co-chairman of this conference which is organized jointly by the International Strategic Management and Managers' Association, Gebze Technical University, Istanbul Technical University, and Yıldız Technical University. Proceedings of this conference will be published online by Elsevier in "Procedia Social and Behavioural Sciences" publication, which is indexed in the Science Direct Database. And some selected papers will be published in our journal.

As the chairman of the conference and editor-in-chief of the journal, I strongly believe that the articles and the following discussions will pave the way for broader horizons in the related fields and I would like to take the opportunity to extend my sincerest thanks and appreciation to the members of the peer review committee, of the editorial board, as well as of the organizing committee of the conference.

Sincerely yours,

Editor-in-Chief

Prof. Dr. Cemal ZEHR