

Journal of Global Strategic Management (JGSM)

DECEMBER 2018 • WOLUME. 12 • 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 Secretary

Tugba Karaboga

Email: tugba.hidirlar@hotmail.com

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: info@isma.info Webpage: <http://www.isma.info>

Correspondence Address: Sogut lucemes Cad., Rasime Uzlar İş Hanı, No. 86, Daire. 3, Kadıköy, 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)
- 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 Kjn 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 Günsel
(Kocaeli University, Turkey)
- Bige Askun
(Marmara University, Turkey)
- Bulent Sezen
(Gebze Technical University, Kocaeli, Turkey)
- Celso Claudihildebrand 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)
- 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 Ince
(Gebze Technical University, Kocaeli, Turkey)
- Irem Eren Erdogmus
(Marmara University, Turkey)
- 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 Alpkın
(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)
- Selim Aren
(Yildiz Teknik University, Turkey)
- Selim Zaim
(Istanbul Teknik University, Turkey)
- Senem Besler
(Anadolu University, Turkey)
- Shamsul Nahar Abdullah
(Northern University Of Malaysia, Aman, Malasia)
- Shaukat Ali
(University Of Wolverhampton, Shropshire, 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)
- Yasin Sehitoglu
(Yildiz Teknik University, Turkey)
- Zoltan Veres
(Budapest Business School, Budapest, Hungary)

Dear Colleagues and Valuable Readers,

As 2018 comes to a close it is time to celebrate a great year for Global Strategic Management (JGSM). We are living the happiness of filling the 12 th year in the field of Global Strategic Management. We have published 24 numbers so far. We contributed to the field of strategic management by publishing original articles from many countries of the world for the first time. We are looking forward to new academic studies with great enthusiasm.

As the interest from academicians and researchers from all around the world has been increasing about our journal, it is my great pleasure to introduce you the 12.2.th edition of Journal of Global Strategic Management. Strategic management is a concept that holds the aim of achieving the goals and objectives of organizations in the long term. As one of the most researched disciplines, Global Strategic Management includes a wide range of subjects about business management area. For this reason our journal is devoted to develop the core understanding of global strategic management and management theory ; we try to welcome a diverse range of papers concerned with all aspects of strategic management which rely on statistical inference, qualitative/quantitative studies, conceptual and computational models.

We are very pleased and thankful to all of the members of Editorial Board, Advisory Board and Peer Review Committee for their remarkable help issuing this journal successfully.

We also would like to thank you all for your strong support and contribution to JGSM. We hope you will keep contributing to JGSM to make it an even better outlet for publishing the very latest high quality empirical and theoretical studies in general management with important tactical implications.

We are looking forward to your valued contributions to the Journal of Global Strategic Management and thank you for your continued support.

Sincerely yours,

Editor-in-Chief

Prof. Dr. Cemal ZEHIR

Table of Contents

- 005 IMPROVING THE TRANSACTION COSTS ECONOMICS: A FIELD RESEARCH ON ATTRIBUTIONAL INFLUENCES OF SMALL-SCALE ANIMAL PRODUCER'S NEED FOR AN INTEGRATED MEAT-PROCESSING PLANT
Ayhan YASAN
- 025 THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE, MANAGEMENT INNOVATION, PRODUCT INNOVATION, AND NEW PRODUCT MARKET PERFORMANCE
Cemal ZEHİR, Dilek KARACA, Dogan BASAR
- 037 THE ROLE OF THE PHARMACEUTICAL SALES REPRESENTATIVE IN THE PHYSICIAN-CUSTOMER'S FIRM LOYALTY: IMPLICATIONS FOR MANAGING A STRATEGIC BUSINESS RELATIONSHIP IN AN EMERGING-MARKET CONTEXT
Tanses GULSOY, Olkan BUDAK
- 053 ANALYZING THE INTERPLAY BETWEEN ECONOMIC GROWTH AND HEALTH EXPENDITURES: THE CASE OF EMERGING ECONOMIES
Mehmet Sahin GOK, Volkan ONGEL, Erkut ALTINDAG
- 063 'MUSIC EFFECTS', 'EMOTIONAL RESPONSE TO WAIT', 'ATTITUDE TOWARD STORE'
Esra OVALI
- 075 THE INFLUENCE OF CUSTOMER VALUE AND SELF CONGRUITY ON EMOTIONAL BRAND ATTACHMENT
Aysel ERCİS, Tugba YILDIZ, Bahar TURK
- 087 THE EFFECT OF ORGANIZATIONAL IDENTITY AND ENTREPRENEURIAL ORIENTATION ON THE CORPORATE REPUTATION: A PROPOSITIONAL REVIEW
Bora YILDIZ
- 095- ROBOTICS AND ITS IMPACT ON EMPLOYMENT: A PROPOSAL TO ADDRESS MASSIVE UNEMPLOYMENT
Maria NEGREPONTI-DELIVANIS
- 107 NOTES FOR CONTRIBUTIONS MANUSCRIPT GUIDELINES