

Journal of Global Strategic Management (JGSM)

DECEMBER 2024 • WOLUME. 18 • NUMBER. 2 • ISSN: 1307-6205 • E-ISSN: 2651-4486

Editor in Chief

Cemal Zehir (*Yıldız 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 (*Bilgi 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 (*Gebze Technical University, Turkey*)
Meral Elci (*Gebze Technical University, Turkey*)
Selim Zaim (*Istanbul Sabahattin Zaim University, Turkey*)
Shaukat Ali (*University Of Wolverhampton, UK*)
Stephen E. Cross (*Georgia Institute Of Technology, USA*)
Tugba Karaboga (*Amasya University, Turkey*)

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 concepts 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:

*Cabell's Directory

*Asosindex

*EBSCO Discovery Service (EDS), Central & Eastern European Academic Source

*Crossref

*Global Impact Factor,

*International Scientific Indexing (ISI)

Manuscripts may be sent via e-mail to the following e-mail addresses: jgsm@isma.info, Webpage: <http://www.isma.info>

Address: Sogutluceme 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, Türkiye)
- Adnan Celik
(Selcuk University, Konya, Türkiye)
- Ahu Tugba Karabulut
(Istanbul Commerce University, Türkiye)
- Alexander Egorshin
(The Nizhny Novgorod Institute Of Management And Business, Russia)
- Ali Ekber Akgun
(Gebze Technical University, Türkiye)
- Alistair M Brown
(Curtin University Of Technology, Australia)
- Amar Kjn Nayak
(Xavier Institute Of Management, India)
- Ana Lucia Martins
(Lizbon Iscte-Iul University, Portuguese)
- A.Zafer Acar
(Bilgi University, Türkiye)
- Aygul Turan
(Yildiz Technical University, Türkiye)
- Ayse Günsel
(Kocaeli University, Türkiye)
- Ayten Hüseyinli
Azerbaijan State University of Economics (UNEC), Azerbaijan
- Bige Askun
(Marmara University, Türkiye)
- Bora Yıldız
(Istanbul University, Türkiye)
- Bulent Sezen
(Gebze Technical University, Türkiye)
- Büşra Mücedilli
(Yildiz Technical University, Türkiye)
- Celso Claudiodildebrand Grisi
(University Of Sao Paulo, Brazil)
- Cemal Zehir
(Yildiz Technical University, Türkiye)
- Cengiz Yilmaz
(Abdullah Gul University, Türkiye)
- Chien-Chung Nieh
(Tamkang University, Taiwan)
- Dababrata N.Chowdhury
(University Campus Suffolk, Ipswich Uk)
- Dursun Bingol
(THKUniversity, Türkiye)
- Dzineta Dimante
(University Of Latvia, Latvia)
- Ekaterina Shekova
(St.Petersburg State University)
- Ekrem Tatoglu
(Ibn Haldun University, Türkiye)
- Erkut Altindag
(Beykent University, Türkiye)
- Fahri Karakaya
(University of Massachusetts Dartmouth, USA)
- Fatih Semercioz
(Istanbul University, Türkiye)
- Garry L. Adams
(Auburn University, USA)
- Gulruh Gurbuz
(Marmara University, Türkiye)
- Halim Kazan
(Istanbul University, Türkiye)
- Halit Keskin
(Yildiz Technical University, Türkiye)
- Hamid Noori
(Wilfrid Laurier University Waterloo, Kanada)
- Harun Yıldız
(Bandirma Onyedil Eylül University, Türkiye)
- Hayat Kabasakal
(Bogazici University, Turkey)
- Hisao Fujimoto
(Osaka University Of Economics, Japon)
- Howard Clayton
(Auburn University, USA)
- Huseyin Ince
(Gebze Technical University, Türkiye)
- Irem Eren Erdogmus
(Marmara University, Türkiye)
- Irge Sener
(Çankaya University, Türkiye)
- Jamaladdin H. Husain
(Purdue University, USA)
- Janis Priede
(University Of Latvia, Latvia)
- Lars Ehrengren
(Stockholm University, Sweden)
- Lonnie Strickland
(The University Of Alabama, Tuscaloosa, USA)
- Ludmila Mládková,
(University Of Economics, Prague, Czech Republic)
- Lutfihak Alpkan
(Istanbul Technical University, Türkiye)
- M. Sukru Akdogan
(Erciyes University, Türkiye)
- Mariana Dodourova
(Middlesex University London, UK)
- Mehmet Barca
(Social Sciences University Of Ankara, Türkiye)
- Mehtap Ozsahin
(Yalova University, Türkiye)
- Meral Elci
(Gebze Technical University, Türkiye)
- Mufide Sule Eren
(Canakkale Onsekiz Mart University, Türkiye)
- Musa Pinar
(Valparaiso University, USA)
- Neil Bechervause
(Swinburne University Of Technology, Australia)
- Nigar Demircan Cakar
(Duzce University, Duzce, Türkiye)
- Nihat Erdogmus
(Yildiz Teknik University, Türkiye)
- Oya Erdil
(Gebze Technical University, Türkiye)
- Pauline Magee-Egan
(St. Johns University, USA)
- Ramona Rupeika-Apoga
(University Of Latvia, Latvia)
- Refik Culpun
(Pennsylvania State University, USA)
- Refika Bakoğlu
(Marmara University, Türkiye)
- Richard Lynch
(Middlesex University, Londra-UK)
- Salih Zeki Imamoglu
(Gebze Technical University, Türkiye)
- Selim Aren
(Yildiz Teknik University, Türkiye)
- Senem Besler
(Anadolu University, Turkey)
- Shamsul Nahar Abdullah
(Northern University Of Malaysia, Malasia)
- Shaukat Ali
(University Of Wolverhampton, Shropshire, Great Britain)
- Sonja Petrovich Lazarevic
(Monash University, Australia)
- Stanislav Poloucek
(Silesian University, Czech Republic)
- Suleyman Barutçu
(Pamukkale University, Turkey)
- Ugur Yozgat
(Kultur University, Türkiye)
- Umit Alniacik
(Kocaeli University, Türkiye)
- Tanses Gulsoy
(Beykent University, Türkiye)
- Vic Lane
(University Of London, UK)
- Yasin Sehitoglu
(Yildiz Teknik University, Türkiye)
- Zahid Farrukh Mamedov
Azerbaijan State University of Economics (UNEC), Azerbaijan
- Zoltan Veres
(Budapest Business School, Hungary)

Valuable Readers,

We are honored to present to you a new edition of “Journal of Global Strategic Management(JGSM).”. With this edition- the first for the year 2020. We are living the happiness of filling the 18 th year in the field of Global Strategic Management. We have published 36 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.

Every year we are glad to report that we are able to expand our readership and network of contributors world wide. That means your journal meets increasing interest from researchers and academicians around the world.

Journal of Global Strategic Management is indexed and abstracted in some of the major international databases, among them “Cabell’s Directory of the USA”, “Asos index”, Google Scholars, Crossref, Global Impact Factor and Central & Eastern European Academic Source, EBSCO Discovery Service (EDS).

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 18.2.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.

Hoping to meet in healthy and peaceful days ...

Editor-in-Chief

Prof. Dr. Cemal ZEHIR

Table of Contents

- 005 THE IMPACT OF CORPORATE GOVERNANCE ON RISK AND PERFORMANCE IN TURKISH BANKS
Yusuf ELKOCA, Nurullah CIFTCI, Enes Cengiz OGUZ
- 023 RELATIONSHIPS BETWEEN DIGITALIZATION AND COMPETITIVE ADVANTAGE: AN APPLICATION IN MEDIUM AND LARGE-SIZED ENTERPRISES
Gözde MERT, Halit Faruk ZEHİR
- 033 THE IMPACT OF MARKETING AGILITY, FUNCTIONS OF DIGITAL PLATFORMS AND BRAND DIGITALIZATION ON BRAND PERFORMANCE: THE MEDIATING ROLE OF STRATEGIC BRAND MANAGEMENT
Zeliha ILGAZ, Cemal ZEHİR
- 049 THE RELATIONSHIP BETWEEN ORGANIZATIONAL AMBIDEXTERITY, PROCESS INNOVATIVENESS, PRODUCT INNOVATIVENESS AND FIRM PERFORMANCE
Hulya TURKCAN
- 061 THE MEDIATING ROLE OF STRATEGY IMPLEMENTATION IN THE RELATIONSHIP BETWEEN CUSTOMER ORIENTATION AND PERFORMANCE
Cemal ZEHİR, Ahmet UZMEZ
- 071 A SWOT ANALYSIS OF WOMEN’S EMPLOYMENT IN TURKEY AND GLOBAL COMPARATIVE INSIGHTS
Yusuf ELKOCA, Sibel AYBAR, Selda OGUZ, Selcuk OGUZ
- 051 NOTES FOR CONTRIBUTIONS MANUSCRIPT GUIDELINES