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TURKEY AND TURKISH
STUDIES
SPECIAL EDITION

Edited by

Mert Uydaci
Professor
Head of Marketing and Advertising Department
Marmara University
Turkey

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List of Contributors

Oylum Korkut Altuna, Associate Professor, Istanbul University, Political Sciences Faculty, Business Administration Department Production Management and Marketing Section, Turkey

F. Müge Arslan, Professor, Marmara University, Business Administration Faculty, Business Administration Department Marketing Section, Turkey

Nazlı Aytuna, Associate Professor of Communication Studies, Galatasaray University, Turkey

Ebru Beyza Bayarçelik, Assistant Professor, İstanbul Gelişim University, Turkey

Yeşim C. Çapraz, PhD Candidate, Galatasaray University, Turkey

Seda Cengiz, Lecturer, PhD Candidate, Izmir University of Economics, Turkey

Aslı Emine Çomu, Assistant Professor, Cukurova University, Turkey

Yelkin Diker Coşkun, Associate Professor, Yeditepe University, Turkey

Zeynep Dünder, Research Assistant/PhD Student, Dokuz Eylül University, Turkey

Değer Eryar, Assistant Professor, Izmir University of Economics, Turkey

Tolga Levent, Academic Staff, Mersin University, Turkey

Fatma Sezgi Mamaklı, Research Assistant, PhD Candidate, Izmir University of Technology, Turkey

Nazlı Taraz, Research Assistant, İzmir Institute of Technology, Turkey

Fulya Taşel, Assistant Professor, Maltepe University, Turkey

Zeynep Tuna Ultav, Associate Professor, Yaşar University, Turkey

Mert Uydaci, Professor, Head of Marketing and Advertising Department, Vocational School of Social Sciences, Marmara University, Turkey

Ece Vitrinel, Assistant Professor, Galatasaray University, Faculty of Communication, Turkey

Nevin Karabiyik Yerden, Assistant Professor, Marmara University, Vocational School of Social Sciences, Turkey

Ebru Yılmaz, Associate Professor, Izmir Institute of Technology, Turkey

Turkey and Turkish Studies. Special Edition: An Introduction

Mert Uydaci

Athens Institute for Education and Research was established in 1995 as an independent academic organization with the mission to become a forum where academics and researchers from all over the world could meet in Athens and exchange ideas on their research and consider the future developments of their fields of study. Its mission is to make ATHENS a place where academics and researchers from all over the world meet to discuss the developments of their discipline and present their work. To serve this purpose, conferences are organized along the lines of well-established and well defined scientific disciplines. In addition, interdisciplinary conferences are also organized because they serve the mission statement of the Institute. Since 1995, ATINER has organized more than 150 international conferences and has published over 100 books.

This book is a special edition on Turkey and Turkish Studies. It consists of selected papers presented at various conferences which have been organized by ATINER in 2018. The papers represent researches from different scientific areas. However, they all related to Turkey as the main theme. Papers come from different disciplines and as a result this special edition book has a variety of topics concerning Turkey. In total the book consists of thirteen papers from different disciplines such as marketing, architecture, politics, sociology, economics and history. In total nineteen authors participate in this effort.

The first paper entitled “*Icon Brand in Destination Marketing and the Istanbul Case Study*” by Assistant Professor N.K Yerden and Professor M. Uydaci examines the concept of icon brand in marketing of Istanbul as a destination. The aim of this study is to define icon brand and the icon brands of Istanbul. The next paper entitled “*Dominance or Effectiveness? Which Is More Important In Brand Personality Decisions?*”, by Professor Oylum Korkut Altuna and Professor F. Müge Arslan, focuses on the effects of each dimension of brand personality on brand image, brand loyalty and willingness to recommend the brand to others, in order to be able to determine which trait should be communicated in integrated marketing communications. In the third paper entitled “*The Grand National Assembly Of Turkey And Its Architectural Representation As A Memory Space*”, Dr Nazlı Taraz and Professor Ebru Yılmaz aim to consider the Grand National Assembly of Turkey as the official and architectural representation of the Turkish national identity, by focusing on its construction process beginning from the competition phase, its completion in 1961 and the symbolic details representing the long-lived existence of the nation from the history onwards. The fourth paper, “*Digital Generation And Political Persuasion In Turkey: What About Social Media Use?*”, written by Professor Nazlı Ulbay Aytuna and the Graduate Student Yeşim Çapraz, aims to figure out the use of social media as a mean of political

persuasion, based on a qualitative survey on the young generation social media uses in Turkey.

The paper entitled “*An Overview Of The Curricular Reform Issues In Turkey In Terms Of European Qualifications Framework*”, by Professor Yelkin Diker Coşkun, focuses on examining the applicability of the new programs that have been piloted this year in terms of the European Qualifications Framework in Turkey. The sixth paper, “*Balcony Railings as a Representative Element of Collective Memory: Balcony Railings of Ankara Apartment Blocks*”, by Professor Zeynep Tuna Ultav, has the intention of revealing archival materials which give evidence of these railings as a representative element that would remind the Ankara dwellers of their shared memory. Through her paper “*The Exchange of Populations and the Transformation of Two Mediterranean Cities, Adana and Mersin*”, Professor Aslı Emine Çomu presents a comprehensive analysis of the exchange of populations and its impact on the socio-economic reconstruction of the two Mediterranean cities.

In the paper “*Socio-economic Determinants of NEET in Turkey: The Impact of Parental Education and Employment*”, Professor Değer Eryar tries to investigate the socio-economic determinants of NEET in Turkey, with a special emphasis on the role of both parental education and employment, based on data collected in İzmir, the third largest city of Turkey. Professor Fulya Taşel and Professor Ebru Beyza Bayarçelik, in their paper “*The Mysterious Relation Between Innovation and Export Behavior*”, aim to examine the relationship between innovation and export behavior on the firm level. The next paper, “*Regeneration or Degeneration? An Untold Story of Urban Change in Turkish Metropolitan Cities*”, by Professor Tolga Levent, concentrates on the problems of urban regeneration practices, attempting to understand whether urban regeneration projects create a kind of urban degeneration.

The eleventh paper of this book is written by Professor Ece Vitrinel, and it is entitled “*The Introduction of Netflix in Turkey: How to fit (or is it possible to fit) in an audio-visual landscape marked by piracy and local taste?*”. The author explores there how Netflix (which was introduced in Turkey in January 2016) builds its promotional discourse in relation to the positioning of the existing cultural, industrial and political players in the given field. Last but not least, the Research Assistant Zeynep Dünder in her paper “*Effects of Konak Tunnel in Izmir on Lived Space*” talks about the effects of the construction of Konak Tunnel in Izmir. The construction of the Konak Tunnel began in September 2011 and was completed in May 2015. The last paper of this book is written by Fatma Sezgi Mamakli and Seda Cengiz, PhD Candidates. Their article “*A luxury and unhappy district: Sulukule, who would be blamed?*” is about the Sulukule Urban Regeneration Project’s life span and evaluates the lost culture in terms of third generation human rights.

In conclusion, this book through its diversity of content manages to enlighten the different aspects of research objectives connected to Turkey. All the topics investigated are of great interest and may provide the academic society with further knowledge.

