

İÇİNDEKİLER / CONTENTS

Ebru GÜZEL, Arzu KARAKURT

Dil Yozlaşması ve Söyleyiş Bozukluğu: "Televizyon Reklamlarının Göstergebilimsel Açıdan
Çözümlenmesi"

Corruption of Language and Articulation Disorders: "Semiotic Analysis of Television Commercials" 1-15

Kadir SANCAK

Yumuşak Güç Kaynağı Olarak Kültür ve Türkiye'nin Yumuşak Gücünde Kültür Faktörü

Culture as a Soft Power Source and Culture Factor in Turkey's Soft Power..... 16-26

Savaş S. Ateş

The Affecting Factors Of Career Start in Institutions of Higher Education: Application with Turkish

Aviation Students 27-34

Hasan Tarık ALTUNTAŞ

Girişimcilik Destek Programlarının Aktif İstihdam Politikası Üzerindeki Etkinliği: KOSGEB Yeni
Girişimcilik Programı Örneği ve TR21 Analizi

Efficiency of Entrepreneurship Support Programs on Active Employment Policy: The Case of KOSGEB's
New Entrepreneurship Support Program and its TR21 Analysis 35-42

Mehmet BÖLÜKBAŞ

The Relationship Between Trade Openness and External Debt in Turkey: A Cointegration Analysis 43-48

Savaş S. ATEŞ, A. Kenan SAYIN, Harun YILMAZ, Yener KARDEŞ

Interrelation Between Organizational and Professional Commitment: Application on Airport
Security Officer in Turkey 49-58

Ülker Erdoğan Aracı

Müşterilerin Sosyo-Demografik Özellikleri ile Tekrar Satın Alma ve Daha Fazla Ödeme Niyetleri
Arasındaki İlişkinin İncelenmesi: Restoran Müşterileri Örneği

Analyzing the Relationship Between Socio-Demographic Factors of Customers on Repurchase
Intention and Willingness to Pay More: Case of Customers in Restaurant..... 59-66

Mehmet YÜCE, Muhammed ÇELİK

Solution Recommendations To The Problems That Can Be Faced During The Implementation Of
Electronic Notification At Turkish Tax System 67-79

O. Alberto Pombo, Ricardo V. Santes-Alvarez

A social and institutional framework analysis of desalination as a technical solution for agriculture
in the San Quintin Valley, Baja California, Mexico

80-89

Olgun Irmak ÇETİN, İlknur KUMKALE

Sosyal Medya Kullanım Düzeyi ve Satın Alma Niyeti Arasındaki İlişkide Faydacı Motivasyonun Aracı
Etkisi

The Mediating Role of Utilitarian Motivation In The Relation Between The Social Media Using Level
And The Purchase Intention 90-101

Egemen İPEK, Özlem SEKMEN

Household Savings in Turkey: Evidence From Microdata..... 102-108

Celal DEMİRKOL, Hamide SALHA, Hasan CİNNİOĞLU

Trakya Bağ Rotasına Gelen Turistlerin Profilinin Belirlenmesine Yönelik Bir Araştırma

A Research To Determine The Touristic Profiles Of Thrace Vineyard Route..... 109-120

Marija Ackovska, Neda Petroska-Angelovska, Katerina HadziNaumova-Mihajlovska

Absorbtion Efficiency Of Ipard Funds In Financing Macedonian Agritourism Development 121-127

Emilija Mateska

Activities of The Customs Administration For Protecting The Intellectual Property Rights

128-133

Dimitar Nikoloski, Miroslav Gveroski, Ljupcho Pechijareski, Slavica Rocheska

Assessing The Impact of Economic Growth and Income Inequality on Poverty Reduction: The Case
of Macedonia

134-141

Yazım Kuralları

Instructions to Authors