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Service Service

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## **Preface**

This is the second volume of the Advances in Global Services and Retail Management Book Series. This volume has the following parts:

- Part 1: Hospitality and Tourism
- Part 2: Marketing, E-marketing, and Consumer Behavior
- Part 3: Management
- Part 4: Human Resources Management
- Part 5: Retail Management
- Part 6: Economics
- Part 7: Accounting and Finance
- Part 8: Sustainability and Environmental Issues
- Part 9: Information Technology

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## TABLE OF CONTENTS

## PART 1: HOSPITALITY AND TOURISM

- Significance of VR in the spa: A spatial analysis
  - o Irini Lai Fun Tang, Schultz Zhi Bin Xu, and Eric Chan
- Social media marketing in rural hospitality and tourism destination research
  - o Samuel Adeyinka-Ojo and Shamsul Kamariah Abdullah
- All aboard! Is space tourism still a fantasy or a reality: An investigation on Turkish market
  - o Emrah Tasarer, Vahit Oguz Kiper, Orhan Batman, and Oguz Turkay
- Strategic consciousness and business performance relationship of open innovation strategies in food and beverage businesses
  - o Muhsin Halis, Kazim Ozan Ozer, Hasan Cinnioglu, and Zafer Camlibel
- The effects of COVID-19 epidemic on guided tours and alternative tour samples from Turkey
  - o Bayram Akay
- The effect of COVID-19 phobia on holiday intention
  - o Halil Akmese and Ali Ilgaz
- The effect of the usage of virtual reality in tourism education on learning motivation
  - Sarp Tahsin Kumlu and Emrah Ozkul
- The impact of effective implementation of customer relationship management to the success of hotels in Afikpo North local government of Ebonyi State, Nigeria
  - o Ogboagha Callister and Managwu Lilian
- The influence of study travel on quality-oriented education: The case of Handan, China
  - o Wang Jingya and Alaa Nimer Abukhalifeh
- The impact of U.S. Cuba policies on Cuban tourism industry: Focus on the Obama and Trump Administration
  - o Jukka M. Laitamaki, Antonio Diaz Medina, and Lisandra Torres Hechavarria
- Determination of students' characteristics and perspectives about social entrepreneurship: A case of Anadolu University
  - o Muhammed Kavak, Ipek Itir Can, and Emre Ozan Aksoz
- The place of Kazakhstan tourism sector in the countries of the region in terms of transportation infrastructure
  - o Maiya Myrzabekova, Muhsin Halis, and Zafer Camlibel

- What are tour guides most praised for? A sharing economy perspective
  - o Derya Demirdelen-Alrawadieh and Ibrahim Cifci
- An examination of representations for USA in tourism brochures for Chinese market
  - o Yasong Wang
- An exploratory study on cognitive internship perception of tourism students
  - o Ozge Buyuk and Gulsah Akkus
- Are you afraid to travel during COVID-19?
  - o Gulsum Tabak, Sibel Canik, and Ebru Guneren
- Destination management during the health emergency: A bibliometric analysis
  - Valentina Della Corte, Giovanna Del Gaudio, Giuliana Nevola, Enrico Di Taranto, and Simone Luongo
- Determination of food neophobia levels of International Mersin Citrus Festival participants
  - o Sevda Sahilli Birdir, Nurhayat Iflazoglu, and Kemal Birdir
- Analysis of effectiveness of industrial exposure training undertaken by students of hospitality management in star hotels
  - o G. Saravana Kumar
- Conceptualization of ecotourism service experiences framework from the dimensions of motivation and quality of experiences: Four realms of experience approach
  - o Jennifer Kim Lian Chan
- Does Coronavirus (COVID-19) transform travel and tourism to automation (robots)?
  - o M. Omar Parvez, Ali Ozturen, and Cihan Cobanoglu
- Efficiency of internal control systems and the effect of organizational structure and culture on internal control systems in accommodation industry
  - o Kadriye Alev Akmese and Ali Ilgaz
- Ethical perceptions of housekeeping department employees: A study in Izmir Province
  - o Tuba Turkmendag and Bayram Sahin
- Factors that prevent participation of tourists in online co-creation activities
  - o Resat Arica, Feridun Duman, and Abdulkadir Corbaci
- Health sector after COVID-19: Salt thermal facilities example
  - o Azize Serap Tuncer and Sinan Bulut
- PRISMA statement and thematic analysis framework in hospitality and tourism research
  - Samuel Adeyinka-Ojo

- Evaluation of Turkish nights as a tourism product: The case of Cappadocia
  - o Meral Buyukkuru, Eda Ozgul Katlav, and Firdevs Yonet Eren
- Customer perceptions against COVID-19 precautionary measures of the restaurants: The case of Istanbul-Turkey
  - o Elif Kaymaz and Sevki Ulema
- Analysis of e-complaints regarding hotel restaurants during COVID-19 process: The case of Antalya
  - o Sevim Usta and Serkan Sengul

# PART 2: MARKETING, E-MARKETING, AND CONSUMER BEHAVIOR

- Materialistic social consumption amidst COVID-19 pandemic: Terror management theory in the Malaysia context
  - o Seong-Yuen Toh and Siew-Wai Yuan
- A conceptual framework for the mediating role of the flow experience between destination brand experience and destination loyalty
  - o Ipek Kazancoglu and Taskin Dirsehan
- Investigating drivers influencing choice behaviour of Islamic investment products
  - o Hanudin Amin
- Local food festivals within the scope of destination branding
  - o Hatice Akturk and Atilla Akbaba
- Marketing a destination on social media: Case of three municipalities of Izmir
  - o Huseyin Ozan Altin and Ige Pirnar
- Perceived usefulness, ease of use, online trust and online purchase intention: Mediating role of attitude towards online purchase
  - Muhammed Yazeed, Mohammed Aliyu Dantsoho, and Adamu Ado Abubakar
- Social media framework for businesses
  - o Nawel Amrouche
- Social media marketing the African door of return experience in Badagry-Nigeria
  - o Huseyin Arasli, Maryam Abdullahi, and Tugrul Gunay
- The effect of corporate social responsibility on consumer-based brand equity: A research on automobile brands
  - o Ali Koroglu and Ibrahim Avci
- The effect of superstitions on consumer luck, horoscope and evil eye-oriented purchasing behavior: A study in Turkey
  - o Ibrahim Avci and Salih Yildiz

- The evaluation of S-D orientation on service innovation and performance of airline

  o Inci Polat and Ozlem Atalik
  - Brand new leisure constraint: COVID-19
    - Guliz Coskun
- The impact of consumers price level perception on emotions towards supermarkets
  - o Abdulcelil Cakici and Sena Tekeli
- The impact of TikTok's plastic surgery content on adolescents' self-perception and purchase intention
  - o Markus Rach
- Accelerated modernity: What are the social media stories undergraduate students engage with?
  - o Pericles Asher Rospigliosi and Sebastian Raza-Mejia
- Virtual influencer as celebrity endorsers
  - o Fanny Cheung and Wing-Fai Leung
- Does millennial shopping orientation using augmented reality enabled mobile applications really impact product purchase intention?
  - o Anil Kumar
- Exposure to e-cigarette marketing and product use among highly educated adults
  - o Onur Sahin
- Extending the theory of planned behavior to explain intention to use online food delivery services in the context of COVID -19 pandemic
  - o Ahmed Chemseddine Bouarar, Smail Mouloudj, and Kamel Mouloudj
- Factors affecting investors' buying decision in real estate market in Northern Cyprus
  - Gurkan Arslan and Karen Howells
- From home to the store: Combined effect of music and traffic on consumers shopping behaviour
  - Luigi Piper, Lucrezia Maria de Cosmo, Maria Irene Prete, and Gianluigi Guido
- Market expansion and business growth from the perspective of resources and capabilities: The case of a micro-enterprise
  - o Jose G. Vargas-Hernandez and Omar C. Vargas-Gonzalez
- How learning style interacts with voice-assisted technology (VAT) in consumer task evaluation
  - o Bonnie Canziani and Sara MacSween

- Effect of brand credibility and innovation on customer based brand equity and overall brand equity in Turkey: An investigation of GSM operators
  - o Suphan Nasir and Ozge Guvendik
- Value chain for a B school in India
  - o Vimal Chandra Verma and Devashish Das Gupta

### **PART 3: MANAGEMENT**

- AI as a boost for startups companies: Evidence from Italy
  - o Irene Di Bernardo, Marco Tregua, Greco Fabio, and Ruggiero Andrea
- The role of quality management applications for corporate reputations
  - o Ibrahim Sapaloglu and Isik Cicek
- Toxicity in organizations: A sample study on the perceived toxicity in Turkish academicians
  - o Mustafa Hakan Atasoy and Muhsin Halis
- Which resources are matter to healthcare performance? A case study on Bahrain
  - o Mahmood Asad Ali and Mohamed Sayed Abou Elseoud
- Case study: HereWay Inc. European expansion: A facility location problem
  - o Mikhail M. Sher, Michael T. Paz, and Donald R. (Bob) Smith
- In search of the effective mission statement: Structural support of the firm's culture to augment financial performance
  - o Seong-Yuen Toh
- Innovation labs to support tourism organization in transforming crisis into opportunities: Insight from a case study
  - o Francesco Santarsiero, Daniela Carlucci, and Giovanni Schiuma
- Novelty and success of healthcare service innovation: A comparison between China and the Netherlands
  - o Yu Mu, Rujun Wang and Ying Huang
- Public private partnership in selected countries: A comparative analysis
  - o Bekir Parlak and Abdullahi Suleiman Hashi
- Strategic orientation of service enterprises towards customers
  - o Korhan Arun and Saniye Yildirim Ozmutlu
- The effects of organizational culture on information sharing attitude
  - o Mohammadi Lanbaran Nasrin and Cicek Isik
- The impact of industry 4.0 strategy on the work-life balance of employees
  - o Ali Sukru Cetinkaya

- The mediating effect of psychological empowerment on inclusive leadership and innovative work behaviour: A research in hotels
  - o Emete Toros, Ahmet Maslakci, and Lutfi Surucu
- Assessment of industry 4.0 on manufacturing enterprises: Demographic perspective
  - o Ali Sukru Cetinkaya and M. Kemal Unsacar

### PART 4: HUMAN RESOURCES MANAGEMENT

- Affective commitment in new hires' onboarding? The role of organizational socialization in the fashion retail industry
  - o Pui Sze Chan, Ho Ching Ching, Pui Yi Ng, and Annie Ko
- Do burnout perception levels of nurses working in the health sector differ according to demographic characteristics?
  - o Irfan Akkoc and Korhan Arun
- Examining a moderating effect of employee turnover between recruitment and selection practice and organizational performance in Maldives civil service sector
  - o Fathmath Muna, Azam S. M. Ferdous, and Ahmad Albattat
- Personnel relationships in the workplace
  - o Ali Sukru Cetinkaya, Shafiq Habibi, and Umut Yavuz
- The evolution of human resources empowerment theory: A literature review (1970–2020)
  - Theodoros Stavrinoudis and Moschos Psimoulis
- Teamwork, satisfaction and mediating effect of affective, continuance and normative commitments on employee's loyalty
  - Thalita Aparecida Costa Nicolleti, Eduardo Roque Mangini, Leonardo Aureliano-Silva, Cristiane Sales Pires, and Carolina Aparecida de Freitas Dias
- Perceptions of teachers in educational institutions regarding the principles of teaching professional ethics
  - o Gulsah Aki, Nejat Ira, and Hasan Arslan
- Influence of psychological empowerment on employee competence in Nigerian universal basic education system: The mediating role of work engagement
  - o Isah Sani, Rashidah Binti Mohammad Ibrahim, and Fazida Karim

#### PART 5: RETAIL MANAGEMENT

- Artificial intelligence in retailing
  - o Ibrahim Kircova, Munise Hayrun Saglam, and Sirin Gizem Kose
- Customer value in retailing (2000-2020): A narrative review and future research directions
  - o Rajat Gera and Ashish Pruthi
- Effect of social media marketing on online retail performance of Konga Nigeria LTD
  - o Abubakar Ado Adamu, Muhammed Yazeed, Mohammed Aliyu Dantsoho, Jamilu Abdulkadir, and Aliyu Audu Gemu
- Employment of blue-collar workers in organized retail sector: The case of Turkey
  - o Inci Kayhan-Kuzgun
- Saving grace: Digitization to stay or address crisis?
  - o Smitha Vasudevan
- Inclusion of disabled consumers in online retail landscape: Web accessibility conformance of Turkish organized food retailers' web sites
  - o Asiye Ayben Celik
- A customer segmentation model proposal for retailers: RFM-V
  - o Pinar Ozkan and Ipek Deveci Kocakoc

## **PART 6: ECONOMICS**

- Nigeria's economic management: Reflections through monthly interest rate movement from 1996 to 2020 and beyond
  - o Job Nmadu, Halima Sallawu, and Yebosoko Nmadu
- A qualitative study of perceptions of the residents of Sidon, Lebanon regarding the economic effect on Sidon with reference to repatriation of the Palestinian refugees
  - o Raja El Majzoub and Karen Howells
- Three keys of development: Knowledge, efficiency and innovative entrepreneurship
  - o Irfan Kalayci, Ali Soylu, and Baris Aytekin
- Tourism and women empowerment: Empirical findings from past experience and predictions for the post-COVID era
  - o Burcu Turkcan
- COVID-19 effect on FDI motivation and their impact on service sector: Case of Georgia
  - o Vakhtang Charaia and Mariam Lashkhi

- Economic cooperation between Central Caucasus, China, and EU, under COVID-19 challenges
  - o Vakhtang Charaia and Mariam Lashkhi
- Effect of real exchange rate and income on international tourist arrivals for Turkey
  - Erhan Aslanoglu, Oral Erdogan, and Yasin Enes Aksu
- Innovative entrepreneurship in Turkey: Micro and macro perspectives
  - o Irfan Kalayci, Baris Aytekin, and Ali Soylu
- Optimal fiscal and price stability in Germany: Autoregressive distributed lags (ARDL) cointegration relationship
  - o Ergin Akalpler and Dahiru Alhaji Birnintsabas
- Struggle with COVID-19 crisis within the scope of financial national security: The example of the Republic of Turkey
  - Silacan Karakus
- The nexus between fiscal freedom and investment freedom: The case of E7 countries
  - Mehmet Bolukbas
- To be or not to be a female entrepreneur in the Mexicali Valley
  - o Roberto Burgueno Romero and Jose David Ledezma Torrez

## PART 7: ACCOUNTING AND FINANCE

- Comparative measurement of working capital efficiency for Borsa Istanbul restaurants and hotels for the COVID-19 period and previous quarters
  - o Fatih Gunay and Gary Cokins
- Relationship between business confidence index and non-financial firms foreign exchange assets and liabilities: Evidence from ARDL bound approach
  - o Ilkut Elif Kandil-Goker
- The impact of RTGS on internal control A comparative study between some Iraqi banks
  - o Salowan H. Al Taee and Noor A. Radhi
- The impact of working capital on cash management under IAS 7 framework: An examination of tourism listed companies in Indonesia and Turkey
  - o Tri Damayanti and Tuba Derya Baskan
- A nexus between mergers & acquisitions and financial performance of firms: A study of industrial sector of Pakistan
  - o Fiza Quareshi, Mukhtiar Ali, and Salar Hussain
- Decentralized approach to deep-learning based asset allocation
  - o Sarthak Sengupta, Priyanshu Priyam, and Anurika Vaish

### PART 8: SUSTAINABILITY AND ENVIRONMENTAL ISSUES

- Blockchain technology applied to the Consortium Etna DOC to avoid counterfeiting
  - Matarazzo Agata, Edoardo Carmelo Spampinato, Sergio Arfo, Ugo Sinigaglia, Antonino Bajeli, and Salvino Benanti
- Eco-label certification, hotel performance and customer satisfaction: Analysis of a case study and future developments
  - Michele Preziosi, Alessia Acampora, Roberto Merli, and Maria Claudia Lucchetti
- The integration of circular economy in the tourism industry: A framework for the implementation of circular hotels
  - o Martina Sgambati, Alessia Acampora, Olimpia Martucci, and Maria Claudia Lucchetti
- Using the theory of planned behavior to explore green food purchase intentions
  - o Katrina Anna Auza and Kamel Mouloudj
- Survey on purchasing methods of food products in Tarragona and Catania
  - o Matarazzo Agata, Vazzano Tommaso Alberto, and Squillaci Carmelo

## **PART 9: INFORMATION TECHNOLOGY**

- Comparative analysis of tools for matching work-related skill profiles with CV data and other unstructured data
  - o Florian Beuttiker, Stefan Roth, Tobias Steinacher, and Thomas Hanne
- State-of-the-art next generation open innovation platforms
  - o Murielle De Roche, Monika Blaser, Patrick Hollinger, and Thomas Hanne
- The coverage of AIOT based functional service: Case study of Asian futuristic hotel
  - Gege Wang, Irini Lai Fun Tang, Eric Chan, and Wai Hung Wilco Chan
- The effect of the blockchain technology on service companies and food retailers: An overview of the blockchain use cases and applications
  - o Gokhan Kirbac and Erkut Ergenc
- The regulation problem of cryptocurrencies
  - o Lamiha Ozturk and Ece Sulungur
- Understanding information technology acceptance by physicians: Testing technology acceptance model
  - o Anuruddha Indika Jagoda