

From the Editor

In today's quickly shifting commercial environment, businesses are up against a plethora of issues that require them to be adaptable and creative in their response. This editorial introduction provides a selection of interesting essays that explore many facets of management and strategy from a variety of perspectives. The publications under consideration shed light on important subjects like leadership competency, strategic digital management in family businesses, organizational agility in the face of environmental change, and mindfulness in marketing.

In the first paper, "Bibliographic Analysis of Mindfulness Concept in Marketing Literature" by İlkay Karaduman, the author delves into the expanding relationship between mindfulness and marketing. The findings of the study show that there is a growing acknowledgment of the mindfulness theory and practices within the field of marketing. This was discovered through an in-depth bibliographic analysis of publications found within the Web of Science Core Collection Database. The findings not only highlight the need of incorporating mindfulness into marketing strategy, but they also give insightful information that can be useful to both marketing professionals and marketing researchers.

Next, "Leadership Competency and Employee Performance in Organizations" by Sezer Ayaz and Ahmad Noman Haidari investigates the significant function that leadership competency plays in the fast-paced and ever-changing modern workplace. The study analyzes how managerial leadership qualities influence ethical conduct, human capital growth, and communication competency. In order to do this, quantitative research methods were utilized in the research. The findings highlight the favorable influence that management competence, ethical behavior, and increased communication skills can have on employee performance, and they offer practical consequences for supervisors and businesses.

The topic of the third piece, titled "Strategic Digital Management in Family Businesses" and written by Ebru Karpuzoğlu, is the shifting environment that family businesses face in today's world as a result of advances in technology. Because digitization is affecting both the culture of the

workplace and the operations of businesses, strategic digital management is becoming an increasingly important management philosophy. This article discusses the issues that are associated with sustainability, ego conflicts, individual interests, and nepotism. It also stresses the significance of strategic digital management in preparing family businesses for unmanned management. The article is useful to practitioners and makes a contribution to the body of research already done in this field since it offers novel insights and fills a strategic void.

Last but not least, “Adapting to Environmental Change: The Importance of Organizational Agility in the Business Landscape” by Zafer akmak focuses on the important role that organizational agility plays in successfully navigating an environment that is both uncertain and constantly changing. The research highlights the significance of organizational agility as a means by which businesses may adjust to the unpredictability of their environments and acquire a competitive advantage. The essay provides a framework for future research while also bringing together previously acquired knowledge through its examination of the relationship between organizational agility and environmental turbulence.

These papers, when taken as a whole, make a contribution to the field of management and strategy by addressing important problems that are now being addressed by businesses. Whether it be the incorporation of mindfulness into marketing practices, the enhancement of leadership competencies, the adoption of strategic digital management in family businesses, or the cultivation of organizational agility, the studies provide valuable insights and practical implications not only for professionals but also for researchers. Mindfulness, marketing, leadership competency, employee performance, strategic digital management, family businesses, organizational agility, and environmental change are some of the keywords that come to mind while thinking of these concepts.

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