From the Editor

The research paper submitted by Dr. Tolga Tuzcuoğlu outlines a methodology for discovering and executing machine learning applications in the fields of finance and accounting within an agile framework. The study seeks to fill the void in the existing literature, which primarily focuses on the individual benefits of employing machine learning in accounting and finance. However, it lacks a complete perspective on the creation of practical applications in this domain. Moreover, the study offers valuable information for firms to develop machine learning-based solutions, enhance efficiency, achieve operational superiority, generate cost reductions, and promote profitable expansion. The proposed methodology consists of a thorough and systematic approach consisting of 18 specific process phases that are grouped into five main clusters.

The second article by Nevra Baker employs a qualitative approach to examine the research conducted on leader-member interchange over the past four decades. The analysis is conducted through bibliometric methods. An analysis has been conducted on publications about leader-member exchange that were published in the Web of Science using R and R Studio. The bibliometric analysis reveals that a total of 4316 papers have been published on leader-member exchange, with the first article on the subject being published in 1982. Subsequent examination revealed that the year 2022 has seen the greatest quantity of articles written on leader-member exchange. The majority of the literature on leader-member interchange may be found in the Journal of Applied Psychology, Frontiers in Psychology, and Journal of Organizational Behavior. The researchers who have made the most significant contributions to the field of leader-member exchange are Y. Brunetto, R. C. Liden, and Y. Liu. The top three institutions associated with these researchers are the University of Illinois, Renmin University of China, and Michigan State University.

Third article by Salma Choufani offers a thorough analysis of Krispy Kreme's digital marketing strategies, encompassing an exploration of both micro and macro environmental factors. In the current and constantly changing business landscape, digital marketing has become a vital tool for companies to interact with their target audience and encourage active engagement with their brand. This study examines the correlation between Krispy Kreme, a renowned global doughnut and coffeehouse enterprise, and its digital marketing campaigns, along with the external influences that

affect its strategic decisions. The article offers a comprehensive analysis of Krispy Kreme's digital marketing strategy, using insights from both micro and macro investigations, and offers valuable insights on the brand's ability to handle the complexities of the digital ecosystem and take advantage of future opportunities. Furthermore, this specific case study provides a vital contribution to the broader understanding of effective digital marketing tactics in the context of contemporary corporate activities. The findings from this study offer valuable insights for marketers, researchers, and company executives who are looking to improve their digital strategy in a constantly changing environment.

Fourth article by Hajar Karrit explores the complex dynamics that characterize the relationship between the awareness of online fashion brands, the experience of the brand, and the affection for the brand within the specific context of Turkey. Using a quantitative research methodology, this study collects data via online questionnaires from a wide range of participants across all regions of Türkiye. The study specifically focuses on English-speaking, fashion-conscious customers in Türkiye who have had prior interactions with fashion businesses. 400 respondents were selected using non-probability sampling and an online survey due to limited resources. The research examines participants' views of brand recognition, brand experience, and brand love for different online fashion brands using established measurement scales and questionnaires. The study seeks to elucidate the factors that impact the emotional attachment of Turkish customers to online fashion firms, as well as how brand experience and brand recognition contribute to the cultivation of brand love. The study aims to reveal potential relationships and interconnections among these factors by utilizing modern statistical analysis. Throughout the study period, the results are expected to provide valuable insights for brand management and marketing strategies in the online fashion industry. This will enable companies to gain a deeper understanding of customer behavior and strengthen brand loyalty in the fast-changing online fashion market in Türkiye. This study contributes to the existing knowledge on consumer behavior and branding within the Turkish fashion industry, while also recognizing any potential limitations.

Last but not least, Özgür Mutlu Ulus examines how the university boycotts and occupations in June 1968 were reflected and evaluated in the Turkish press. In the study, the focus will be on examining how the youth is per-

ceived as a political and social actor through the four daily newspapers with the highest circulation (and therefore assumed to have the highest level of interaction with society) in 1968: Cumhuriyet, Hürriyet, Milliyet, and Tercüman, as well as the newspaper of the nationalist movement, Hergün. The study investigates which values are emphasized within the context of occupations.

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