

From the Editor

This issue of Florya Chronicles includes four very interesting and somehow inter-related research based articles. The first article by Baloch and Huseynov focuses on relatively new phenomenon of mobile commerce in Turkey. This article draws on a recent literature stemming from the research based on Mobile Commerce (M-commerce), a sub-section of e-commerce that can be performed with the help of mobile (hand-held) devices. The paper focuses on “young” business entities whose struggle with customer satisfaction, known as M-satisfaction. Baloch and Huseynov set forth to describe characteristics of M-commerce and to identify factors that affect customer satisfaction (M-satisfaction). Inevitably this paper has an original empirical emphasis. The paper identifies and investigates mobile user’s discernments and satisfaction with regards to versatile trade in Turkey. This paper has an empirical emphasis. It identifies significant factors affecting M-satisfaction by using structural equation model. The data for the study have been collected through a self-administered questionnaire whereby 204 respondents mainly from Istanbul participated. This paper concludes strongly that “mobility”, “ease of use”, “security” and “privacy” are positively correlated to customer satisfaction while both content reliability and service quality have no relationship with customer satisfaction. This empirical work is particularly important for the service designers of e-commerce since they can utilize this study’s findings to identify how they can improve their customers’ satisfaction levels. This would give competitive advantage to those participants who has a better understanding of their customers’ needs and expectations.

The second article by Oumaima and Kaplan follows on the use of technology though with a different emphasis on the power of instagram program. This new social communication tool is used by the companies as a smart way to merge technology and the firm’s brand with the aim to create positive value for both, customers and the companies. It is expected that the use of Instagram creates brand communities and help participants to develop commitment to the brand. The paper by Oumamima and Kaplan focuses on the role played by the central figures of the brand communities in becoming instrumental to create and structure these communities. The

research traces the links they have developed with their environment and aims to understand the role played by the factors including engagement, loyalty, and attachment for the consumers. It does an extensive review of the existing literature and reports on some related example cases.

The third article by Coşar and Özari is an attempt to develop a statistical technique of measurement on economic freedom. In this paper they analyse data from G-7 countries by using non-hierarchical k-means technique. This is one of the modern clustering analysis methods and suitable to implement upon economic factors. In measuring economic freedoms they use 12 factors in the economic freedom index. As it is common with this type of non-hierarchical clustering techniques the number of clusters are predetermined and separated by the researchers, using discretion. The first step of the analysis is carried out with the help of the initial central data chosen randomly. In this study, G-7 countries were divided into two clusters by applying the k-averages technique with all possible initial central data from the data set and also new data obtained from outside the data set by a method. The article is in Turkish and being as powerful as it is we accepted it to be peer reviewed.

The fourth article of this issue is by Bulut and Eren that focuses on decision making testing by referring to property market at Kucukcekmece region of Istanbul. The article's subject matter the real estate sector is probably the most important sector in the Turkish economy. Moreover, it appears as though its importance is increasing day by day. This non-tradable economic sector increasingly brings together different types of markets and sectors within a widely abundant lines of business. In Turkey, real estate sector is particularly important since 96% of the country is earthquake prone. For instance, after the Marmara earthquake of 1999, the increase in the society's awareness of secure housing led to a rapid growth of this sector. Additionally, Turkey is a growing economy as it stands to be the 17. largest economy in the world, its geopolitical position and its unique natural beauty renders its real estate highly valuable and important. Amongst the largest cities, the importance of Istanbul undoubtedly stands out. This city serves as a bridge between continents. In this study, 18 projects are randomly selected among the important housing projects in Küçükçekmece region

of Istanbul and they are put in order according to specified criteria. The paper by Bulut and Eren contributes our understanding of the evaluation of real estate projects with different characteristics. This powerful paper is also written in Turkish with an English abstract.

Florya Chronicles continue to fulfill its duty as the journal of Faculty of Economics and Administrative Sciences at Istanbul Aydın University by making international academic community aware of ongoing researches at our university. We promote and connect our staff and researchers at the Faculty with a broader academic audience around the world. In a way, Florya Chronicles provides a bridge between our Faculty and researchers around the globe. From this issue onwards we have strengthened our team with the addition of Dr. Çiğdem Özarı. She is fully committed to full time research and teaching. We thank her for her contributions. We are also grateful to our administrators for their continued support: Prof. Dr. Celal Nazım İrem, Dean of the Faculty of Economics and Administrative Sciences, Prof. Dr. Yadigar İzmirli, the Rector of Istanbul Aydın University, Assoc. Prof. Dr. Mustafa Aydın, Head of Board of Directors of the Istanbul Aydın University.

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Editor