



IJCEAS

International Journal of Contemporary Economics and Administrative Sciences

April 2012, Volume II, Issue II

ISSN:1925-4423



ARTICLES

*Stakeholder Approach
Stakeholders Mental Model
A Visualization Test with
Cognitive Mapping Technique*
Nassreddine GAROUI
Anis JARBOUI

*Web Sites as a Tool of
Creating Value and Green
Image: The Case of Istanbul
Stock Exchange*
Derya Kelgokmen ILIC
Nazli Ayse Ayyildiz UNNU

*Effects of the Customs
Union on Comparative
Advantage of Turkish
Manufacturing Industry*
Hacer Simay KARAALP

ISSN (Electronic): 1925-4423

***INTERNATIONAL JOURNAL OF
CONTEMPORARY ECONOMICS AND
ADMINISTRATIVE SCIENCES***

Volume: 2 Issue: 2 Year: 2012



www.ijceas.com



**INTERNATIONAL JOURNAL OF
CONTEMPORARY ECONOMICS AND
ADMINISTRATIVE SCIENCES**

Editors

*Prof.Dr. Cengiz Demir, Editor-in-chief,
Izmir Kâtip Celebi University,
Faculty of Tourism, Turkey*

*Prof.Dr. Paul Leonard Gallina, Managing Editor,
Bishop's University
The Williams School of Business, Canada*

*Assist.Prof.Dr. Ibrahim GURLER, Managing Editor,
Gediz University,
Engineering and Architecture Faculty, Turkey*

*Assist.Prof.Dr. Yakin EKIN, Managing Editor,
Izmir Kâtip Celebi University,
Faculty of Tourism, Turkey*

Contact Address

Paul Leonard GALLINA, Managing Editor

*International Journal of Contemporary Economics and
Administrative Sciences
Williams School of Business
Université Bishop's University
Sherbrooke, Québec J1M 1Z7, CANADA*

*E-mail: editor@ijceas.com
<http://www.ijceas.com>
ISSN:1925 - 4423*

*International Journal of Contemporary Economics and
Administrative Sciences is a quarterly refereed journal
publishing scientific/original research articles. Liability of
the articles about academic and language issues belongs to the
author(s) of the articles. The articles published in this journal
can not be used without giving reference.*

*IJCEAS indexed by [DOAJ](#) (Directory of Open Access Journals), [EBSCO
Publishing](#), [Google Scholar](#) (Google Academic Database), [Index
Copernicus](#) (A journal indexing, ranking and abstracting service
of IC Journals) and [JournalSeek](#) (Genamics JournalSeek
categorized database).*

International Editorial Advisory Board

(Alphabetic Order)

<i>Antonis Targoutzidis</i>	<i>Hellenic Institute for Occupational Health and Safety (ELINYAE), Greece</i>
<i>Birgitta Olsson</i>	<i>Stockholm University, Sweden</i>
<i>Carlos E. Frickmann Young</i>	<i>Universidade Federal do Rio de Janeiro de Economia Industrial, Brazil</i>
<i>Chris Ryan</i>	<i>The University of Waikato, New Zealand C. Michael Hall, University of Canterbury, New Zealand</i>
<i>David Lamond</i>	<i>David Lamond & Associates, Australia Francis Lobo, Edith Cowan University, Australia</i>
<i>Haiyan Song</i>	<i>The Hong Kong Polytechnic University, Hong Kong</i>
<i>James Kirkbride</i>	<i>Liverpool John Moores University, UK John Fletcher, Bournemouth University, UK</i>
<i>Juergen Gnoth</i>	<i>University of Otago, New Zealand</i>
<i>Joyce Liddle</i>	<i>University of Nottingham, UK</i>
<i>Luiz Moutinho</i>	<i>University of Glasgow, UK</i>
<i>Lydia Makrides</i>	<i>Creative Wellness Solutions, Canada</i>
<i>Michael R Powers</i>	<i>Temple University, USA</i>
<i>Mohsen Bahmani-Oskooee</i>	<i>The University of Wisconsin, USA</i>
<i>Pan Jiahua</i>	<i>Chinese Academy of Social Sciences (CASS), China</i>
<i>Preslav DIMITROV</i>	<i>South-West University "Neofit Rilski", Bulgaria</i>
<i>Slawomir Magala</i>	<i>Erasmus University Rotterdam, The Netherlands</i>
<i>Thomas N. Garavan</i>	<i>University of Limerick, Ireland</i>
<i>Wesley J. Johnston</i>	<i>Georgia State University, USA</i>
<i>William Gartner</i>	<i>University of Minnesota, USA</i>
<i>Zahir Irani</i>	<i>Brunel University, UK</i>



*INTERNATIONAL JOURNAL OF
CONTEMPORARY ECONOMICS AND
ADMINISTRATIVE SCIENCES*

ISSN:1925 - 4423

Volume: 2 Issue: 2 Year: 2012

Articles

- Stakeholder Approach Stakeholders Mental Model A Visualization Test with Cognitive Mapping
Technique
Nassreddine GAROUI, Anis JARBOUI **60**
- Web Sites as a Tool of Creating Value and Green Image: The Case of Istanbul Stock Exchange
Derya Kelgokmen ILIC, Nazli Ayse Ayyildiz UNNU **94**
- Effects of the Customs Union on Comparative Advantage of Turkish Manufacturing Industry
Hacer Simay KARAALP **117**