

Chapter 3

Corporate Governance–Based Evaluation of Alternative Distribution Channels in the Turkish Banking Sector Using Quality Function Deployment With an Integrated Fuzzy MCDM Method

Hasan Dinçer

Istanbul Medipol University, Turkey

Mustafa Tevfik Kartal

Istanbul Stock Exchange, Turkey

Serhat Yüksel

Istanbul Medipol University, Turkey

Gökhan Alpman

Istanbul Medipol University, Turkey

ABSTRACT

The aim of the chapter is to evaluate the effect of corporate governance in alternative distribution channels for the Turkish banking sector. For this purpose, an integrated fuzzy MCDM model is structured to analyze the multi-dimensional effects of corporate governance for ranking the performance of alternative distribution channels by using the phases of quality function deployment. The method is constructed with the hybrid model by considering the fuzzy DEMATEL and fuzzy TOPSIS. Initially, the consumer needs and other internal and external factors that present the dimensions of the corporate governance are defined to analyze the results using the quality function

DOI: 10.4018/978-1-5225-8003-4.ch003

deployment approach, and then the fuzzy DEMATEL method is used for the weights of dimensions for each perspective of house of quality. The fuzzy TOPSIS is used for ranking the alternative distribution channels in the Turkish banking sector. It is concluded that in the Turkish banking sector, branch is the most preferred alternative distribution channel whereas the importance of ATM and social media is very low in comparison with others. Hence, it is believed that using other channels, such as social media and ATM, has an increasing effect in order to increase the effectiveness of the banking sector. Therefore, it can be said that necessary infrastructure should be provided to attract the attention of the parties to make banking transactions through social media and ATMs.

INTRODUCTION

Corporate governance refers to the system in which the set of rules and controls is transparent in the company (Harford et. al., 2012). Owing to this aspect, it can be said that it has a contribution to manage the company in a fairer way. Hence, the interests of all stakeholders, such as customers, employees and suppliers are taken into the consideration. It is believed that this situation has an increasing effect on the financial performance of the companies. Because of this issue, companies started to give much more importance to the concept of corporate governance in order to increase their power in the market. Otherwise, it may not be possible for these companies to survive in the competitive business environment (La Porta et. al., 2000; Griffin et. al., 2017).

The issue of corporate governance has lots of advantages for many different parties. Firstly, in a business environment in which there is effective corporate governance, employees trust more to their companies (Aguilera et. al., 2018; Shi et. al., 2017). This situation leads to increase in the motivation of these employees. In addition to them, investors have a right to learn about the financial condition of the companies. By implementing transparent policies, such as detailed and accurate financial reports, the needs of these investors can be satisfied (Tunay and Yüksel, 2017; Schmidt and Fahlenbrach, 2017). Moreover, this issue gives also beneficial information to the customers. Consequently, it can be said that effective corporate governance creates a balance between top management and stakeholders.. Therefore, it has a significant influence to improve the quality in the companies (Laowrapong et. al., 2018).

Quality function deployment is an important concept in which customer requests are taken into the consideration in product or service process (Chen et. al., 2017). In other words, this methodology focuses on satisfying customers' needs and expectations effectively. Within this framework, it has four different steps to reach

37 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the product's webpage:

www.igi-global.com/chapter/corporate-governance-based-evaluation-of-alternative-distribution-channels-in-the-turkish-banking-sector-using-quality-function-deployment-with-an-integrated-fuzzy-mcdm-method/229121?camid=4v1

This title is available in Advances in Educational Marketing, Administration, and Leadership, InfoSci-Books, InfoSci-Business and Management, Business, Administration, and Management, Communications, Social Science, and Healthcare, InfoSci-Social Sciences and Humanities.

Recommend this product to your librarian:

www.igi-global.com/e-resources/library-recommendation/?id=83

Related Content

The Language of Video Intimacy: Marital Satisfaction Associated with the Use of Web Camera Communication in Long Distance Relationships

Heather Lee Strafaccia (2016). *Leadership and Personnel Management: Concepts, Methodologies, Tools, and Applications* (pp. 759-776).

www.igi-global.com/chapter/the-language-of-video-intimacy/146417?camid=4v1a

Black Parents as Achievement Socialization Agents for Black Girls: Building Bridges to Mathematics

Jemimah L. Young and Jamaal R. Young (2018). *Social Justice and Parent Partnerships in Multicultural Education Contexts* (pp. 243-254).

www.igi-global.com/chapter/black-parents-as-achievement-socialization-agents-for-black-girls/197862?camid=4v1a

Performance Funding of United States' Public Higher Education: Impact on Graduation and Retention Rates

Mark M. Polatajko and Catherine H. Monaghan (2017). *Handbook of Research on Administration, Policy, and Leadership in Higher Education* (pp. 496-517).

www.igi-global.com/chapter/performance-funding-of-united-states-public-higher-education/167385?camid=4v1a

Challenges to Implementing IT Support for Evidence Based Practice Among Nurses and Assistant Nurses: A Qualitative Study

Hanife Rexhepi and Anne Persson (2018). *Nursing Education, Administration, and Informatics: Breakthroughs in Research and Practice* (pp. 440-456).

www.igi-global.com/chapter/challenges-to-implementing-it-support-for-evidence-based-practice-among-nurses-and-assistant-nurses/202179?camid=4v1a