

Dear scholars and readers,

We are pleased to present the first issue of Volume 12 of the Journal of Academic Value Studies (JAVStudies). This issue brings together a collection of studies addressing contemporary and multifaceted topics in economics, business, and management. With a particular focus on international trade, logistics, consumer behavior, and organizational dynamics, the contributions in this issue offer both theoretical and empirical insights.

The articles included in this issue revolve around a number of interrelated themes. The study examining the dynamic relationship between foreign trade and inflation provides important macroeconomic insights. In addition, research on horizontal relationships within organizations contributes to literature by exploring their role in fostering employee innovation. From a consumer behavior perspective, studies on consumers' intentions to purchase halal food and the impact of e-commerce reviews on product preferences highlight the multidimensional nature of decision-making processes in today's markets.

In the field of regional trade and logistics, one study analyzes the İskenderun–Aleppo trade ecosystem with a focus on the export of medical products, while another proposes a conceptual typology of frugal logistics practices in exporting SMEs operating under resource constraints. Furthermore, a comprehensive study on green logistics and supply chain management in Türkiye presents a systematic literature review, identifies policy gaps, and introduces a green logistics readiness matrix.

Taken together, these contributions provide both theoretical advancements and practical implications. They contribute to ongoing academic discussions while offering valuable insights for policymakers, practitioners, and stakeholders operating in increasingly complex and interconnected environments. By integrating different perspectives and methodologies, this issue aims to enhance the understanding of contemporary economic and managerial challenges.

As in all issues of JAVStudies, all manuscripts have undergone a rigorous double-blind peer-review process to ensure academic quality, methodological rigor, and ethical integrity. The editorial process has been conducted with great care, and we remain committed to maintaining high publication standards.

We would like to express our sincere gratitude to the authors for their valuable contributions, to the reviewers for their careful and constructive evaluations, and to our readers for their continued interest and support. We hope that this issue will stimulate further research and contribute to the advancement of knowledge in the relevant fields.

Prof. Dr. İbrahim Halil Sugözü

Editor-in-Chief