

The Effect Of Operational Expenses On Sales Revenues: An Application On The BIST Informatics and Technology Firms

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ABSTRACT

Operational expenses (such as marketing, sales and distribution, general administrative and research and development) play an important role in providing sustainable profitability, competitive advantage at national and international level. Especially in recent years, companies are making intensive efforts to adapt to the age of information, compete with other companies and produce quality products and services, emphasizing R&D and innovation activities and adopting new marketing techniques in this direction. In this study, the effect of operating expenses on sales revenues within the scope of BIST informatics and technology firms is tested by panel unit root, cointegration and ARDL methods as of 2009Q1-2017Q2 period.

Keyword: BIST, Operational Expenses, Sales Revenues, Panel ARDL

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