Preface

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Biographical notes: Bersam Bolat is a Professor in Istanbul Technical University Faculty of Management, Management Engineering Department. She has got a Bachelor's and Doctorate degree from ITU Management Engineering Department and ITU Science and Technology Institute respectively. Beside many research papers; she gives various lectures in different universities in the field of operations management such as production planning, supply chain management, productivity and project management. Her main research areas are supply chain and reverse logistic network design and advanced issues in project management.

Gül Tekin Temur graduated from Management Engineering Department of Istanbul Technical University in 2006 and she completed her Doctor of Philosophy at the same department. She has been still working in Bahcesehir University in the Industrial Engineering Department. Her main research interests are "Operations Management", "Supply Chain Management", "Reverse Logistics", "Decision Making".

In business environment, to make efficient decisions it is required to break down and run on the raw data by the help of data analytics skills. Also, this process should be automated in order to guide the organisations on the way of putting away a lot of various data simultaneously. Data analytics empowers organisations on leading purpose-driven research and innovation activities and motivate managers change the management skills through highly developed and disruptive technologies. This special issue aims to explore various applications related to the data analytics in engineering and management areas.

The study 'Estimation of success of entrepreneurship projects with data mining' by Selim Corekcioglu and Bekir Polat aims to estimate the success and failure of proposed entrepreneurship projects with data mining algorithms. As a result of the analysis of the data, it has been examined whether entrepreneurial projects were successful or not.

The study of 'A theoretical study on the ways of analysing electroencephalography in marketing research' by Karina Munari Pagan, Natália Munari Pagan, Janaina de Moura Engracia Giraldi and Jorge Henrique Caldeira de Oliveira address identifying the existing forms of electroencephalographic analysis that have been used in marketing research and

see how this can be used in future marketing research. Neuro feedback electroencephalography (EEG) tool is considered non-invasive and painless, and is widely used to record cognitive (perception, memory, attention, language, and emotion) and cortical processes. In this study, it is observed that the electroencephalographic technique is used more for advertisements and branding studies especially.

In the study of Mustafa Yildirim and Mehmet Mutlu Yenisey entitled as 'Mathematical model structures of supply chain optimisation studies and an innovative approach proposal', a new innovative approach is proposed by using the succession relationship between the components of the supply chain. In accordance with the proposed approach, a solution method is described, and its results are shown on a sample problem. It provides a new approach for solving complex problems, especially supply chain optimisation problems, and contribute to finding better solutions.

In the study of Zeynep Burcu Kizilkan, Ahmet Erdogan Asliyuce, Tugay Cengiz and Uğur Can Ersen entitled as 'A study on severity of traffic accidents using road, weather and time characteristics' a neural network machine learning model is composed that determines the severity of traffic accidents using road, weather, and time-related factors contributing to fatality and injuries rather than human impact. This study contributes to traffic accident research by exploring other aspects of traffic accident severity contributors rather than human impact and suggests an approach that facilitates integration with other technologies like sensors, digitalisation, smart cities, etc.

The study titled 'Effects of discount policies on economic order quantity and total cost for perishables: a case study' by Didem Guleryuz and Sakir Esnaf examines the effect of changes in the economic order quantities resulting from discount policies in perishable goods on total cost. In this study, the effects of economic order quantity changes caused by discount policies of easily perishable goods on total cost is figured out, and a discount model is proposed.

These papers are obtained by the call made for the special issue of the Engineering and Technology Management Summit 2018 & 2019 (ETMS 2018 and ETMS 2019). All the manuscripts have gone through an extensive double blind review process.

We believe that the papers included in this special issue will be guiding for both the practitioners and the academicians in the engineering management area with state-of-the-art models and problems. We would like to thank Prof. John Wang making this special issue possible. We would also like to thank all the reviewers for their valuable comments in the review process.