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PREFACE

Contemporary competitive economy necessitates a new approach based on the sustainability of economic development in medium and long term. Enterprises search for new scientific methods and applications for being more competitive in global market rivalry. In this regard sustainability is a key concept which is based on meeting the current needs while assuring the continuity of opportunities and capabilities of next generations. From this perspective the main theme of the 2nd Congress on International and Regional Perspectives will be "Sustainable Competition Strategies" that will be held by Suleyman Demirel University and Azarbaijan State University of Economics on 5-7 October, 2017 in Isparta. The most basic aim of the Congress is to provide a common international platform to improve scientific/academic relations and to discuss sustainable competition strategies at local, regional and international level.

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IRRESPONSIBILITY OF INTERNATIONAL ORDER FOR THE UNPROTECTED: LIBYA AND SYRIA

Adem Ali İren*

ABSTRACT

One of the most debated topics of international relations and international law, humanitarian intervention or responsibility to protect which is considerably changed version of it aims at enabling human security by protecting human rights. Even though states accept principles of responsibility to protect in theory, it is observed that they do not comply with instructions of it in practice sufficiently. The reasons of that situation will be discussed in the context of the English School theory, which is one of international relations theories, within the scope of compared analysis of case studies of Libya and Syria.

Sovereignty lays a burden for states to protect individuals and human rights and if the state shirks its duty or manifestly fails to pull its weight then responsibility to protect becomes a duty of international community. States do not support normative approach of responsibility to protect defending human and human rights as much in theory as in practice. Although no state affirm human rights abuses which responsibility to protect aims at hindering such as ethnic cleansing, crime against humanity, genocide and war crimes, international society has shown two distinct reactions in Libya and Syria crises. Protecting human rights and human security, responsibility to protect is a new concept having sound basis on academic, historic, philosophic and legal manner, which extend to just war and humanitarian intervention. It has indicated originality of the study to examine effects of responsibility to protect on states' foreign affairs in case studies of Libya and Syria events from the English School point of view.

Keywords: Humanitarian Intervention, Responsibility to Protect, The English School, State Sovereignty

INTRODUCTION AND RESEARCH QUESTION

End of the Cold War has ushered in a new era for internationalization of human rights which become widespread theme of international relations after the Second World War. Nevertheless, state sovereignty, exigencies of international politics and values human rights try to defend sometimes contradict each other. The greatest obstacle to create universal human rights different perceptions on human security and human rights of several part of the world dividing cultural, political and economical manner. As an emerging norm right after the twenty first century, responsibility to protect gradually takes the legitimate ground and it engender to come into prominence of human security by supporting changes on state sovereignty. This approach placing more importance human security over state security distributes power on individuals rather than monopolization of it in the hand of state.

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CONCEPTUAL FRAMEWORK

Endeavour to explain relationship between international law and international politics as part of human rights in a theoretical approach reflects scientific difference of the study. Main goal of the study emphasizes responsibility to protect which is a new concept having deep historical basis with the English School perspective. Thus, the study fills a gap between international law and international politics from the standpoint of the English School.

METHODOLOGY

It is based on comparative case study from the English School perspective. Emphasis of necessity for adoption normative values on final report of responsibility to protect is an overriding element which is able to evaluate within the frame of the English School. That order and justice debates one of whose the English School's topics improve in the context of humanitarian intervention is helpful for the study. In addition, being a part of international law, human rights and responsibilities of international society to protect it are the main objects of suggested study. Therefore compare to other international relations theories, the English School is an only theory which has strict bonds with international law, which shows us that the English School contribute the study substantially.

FINDINGS AND DISCUSSION

- International system consists of several regions whose political and cultural understandings are completely different to each other.
- Cultural relativity in international system differentiates to adopt a uniformity in human rights concept.
- Diversity in human rights understandings do not impede to universalize of the term.
- International society does not only creates international law but also international law makes international society.
- Libya crisis indicates that international society does exist
- International politics is an enforcing instrument for international society which is in the desperate straits for Syria crisis.

RESULTS AND RECOMMENDATIONS

States has faced a dilemma between maintaining international order and protecting human rights. States living this stalemate are affected from international balance of power and international order by virtue of considering political exigencies of international politics while forming policy. Recent illustrations of this condition have been seen reactions of international society in response to Libya and Syria crises. As moral and ethical norms such as human rights and human security spread across international politics, anarchical character of international relations has started to alter. Hence this study is targeting to explain possible changes on states' reactions through case studies of Libya and Syria events focuses on humanitarian intervention, responsibility to protect, the English School and state sovereignty

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THE ROLE OF THE GREEN ENERGY IN TURKEY'S SUSTAINABLE ECONOMIC GROWTH

Ahmet Ünlü*

Seçkin Kabak**

Mevlüt Karabıçak***

ABSTRACT

Duo to environmental pollution and global warming many developed countries are in search of alternative and sustainable energy sources with the expectation that fossil fuel stocks will be run out soon. From this aspect renewable energy are identified as green energy offers more reliable alternatives. This study aims to evaluate the role of renewable energy sources on Turkey by using time series techniques such as stationarity, causality and cointegration analysis. For this purpose, analyses are conducted using the time series data set for the period 1970-2015 using variables such as carbon dioxide (CO₂) emissions, real gross domestic product (GDP), renewable and non-renewable energy consumption and commercial openness rate. From this point of view, the relevance of CO₂ emission and growth, especially of renewable and solid fuel energy consumption, has been evaluated. According to the analysis of Granger causality after stationarity analysis, RENP does not have a causal effect from other three variables. On the other hand, CO₂ emissions of GDP cause electricity consumption. Finally, Johansen cointegration analysis was adopted and it was determined that the variables used in the model were cointegrated. According to the error correction model and the short term relationship, the correction term (ECT) has a value of -0.21 and is significant.

Keywords: Renewable Energy, Greenhouse Gas Emission, Time Series Econometrics, Sustainable Growth.

INTRODUCTION AND RESEARCH QUESTION

The environmental issue is one of the much-debated topics since 1950's. There are some significant agreements on environmental issue such as Stockholm Environment Conference (1972), Vienna Convention (1985), Montreal Convention (1987), Earth Summit (1992), Kyoto Protocol (2005), and Rio + 20 conference (2012). The common goal of these regulations is to prevent and minimize environmental problems. Green energy is the best alternative way in this case. What is meant by green energy; sun, wind, streams and thermals. Whether the green energy affects economic growth or not, if it affects, how it affects has become an ongoing debate in developed countries. The aim of this study is to analyse the role of green energy in the sustainable growth of Turkey.

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CONCEPTUAL FRAMEWORK

Yenice and Bejleri (2013) examine the relationship between renewable energy consumption, GDP, CO₂ emissions and fossil fuel prices. In this context, time series analyses were applied using the data obtained from different institutions of USA period 1949- 2011. In the study of Fotourehchi (2017), a long-term relationship between renewable energy consumption and economic growth was analysed over 42 developing countries, including Turkey period from 1990 to 2012. The panel causality approach proposed in 2008 was used and tested by Canning and Pedroni. Accordingly, was found unidirectional positive causality relation from renewable energy to real GDP.

METHODOLOGY

In this study, based on the variables used in different models in the literature, the following equation is taken as basis (Yenice and Bejleri, 2013); the Renewable Energy Consumption is dependent variable, and the others (Gross Domestic Product, Carbon Dioxide Emission and Fossil Fuel Price) are independent variables. In order to be able to adapt the specified variables to the Turkish data, differences have been made in some units and names.

And the different paper is by Menyah ve Wolde-Rufael (2010). In their paper for the USA between the term of 1960-2007, they analyzed the causality between CO₂ Emissions, renewable and nuclear energy consumption and the real GDP. The authors determines that there is a unidirectional causality from the nuclear energy to the CO₂ emissions, and isn't from the renewable energy to the CO₂ emissions by modified method of the Granger causality test.

Under cover of a lot of papers, we analyzed how the variables is in relationship to the Turkey's CO₂ emissions (Kt: Kilotonnes) which is the dependent variable. And for the years of 1970-2015, we equipped the model these independent variables; ELK_TUK_TOP (total electric consumption), ELK_URET_KMR (total electric production by coal), GSYH_CARI (current GDP) and TRADE_OPEN (trade openness). We transformed the all variables by logging and adding the pre-letter "L".

FINDINGS AND DISCUSSION

For the all variables, we analyzed stationary test by using the ADF (Augmented Dickey Fuller), PP (Phillips Perron), ADF-GLS (ADF based GLS). As to the unit root analysis, the all five variables have got the unit root in the level values, so that mean the null hypothesis (H₀: There is unit root and isn't stationary) cannot be reject and than as the first difference results, the all variables haven't unit root so that mean stationary.

For the cointegration analysis, we used the Johansen test after the VAR system which is third model with constant but no trend, using one lag. Johansen test show that there are least two cointegration (CI) relationship between the variables. This result point out existence of the long term CI and than we could estimate the short and long term parameters. In this content we estimate the VEC (Vector Error Correction) model with the system approach. According to the error correction model and the short term relationship, the correction term (ECT) has a value of -0.30 and isn't significantly.

In the last step, we estimate the long term parameters with the FM-OLS (Fully modified Ordinary Least Squares), D-OLS (Dynamic OLS) and CCR (Canonical CI Regression).

RESULTS AND RECOMMENDATIONS

The total change %1 in the electric consume increases %0.15 to CO₂ emission level as the DOLS method, but %0.25 to the other method. If the total electric production quantity increase %1, the CO₂ emission level rises %0.21 as the DOLS, but %0.18 the other two method approximately. Positive %1 change in the GDP increases %0.15 the CO₂ emission level as the DOLS method, but %0.10 up as the two methods approximately. If the trade openness rate go %1 up, the CO₂ emission level ascends %0.12 as the DOLS, but about %0.1 (approximately 1 divided by 12) as to the other methods.

It is understood from the numerical analysis made because of the enhancing effect on total revenue and industrial electrical consumption leads to release of CO₂ Turkey is at the beginning of green energy and more importance should be given to investments in green energy.

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OVERCOMING INFORMATION ASYMMETRY BY THE MEANS OF INFORMATION AND COMMUNICATION TECHNOLOGIES AS A CONDITION OF COMPETITIVE ADVANTAGES

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ABSTRACT

The authors outline the use of modern information and communication technologies (ICT) from the point of view of increasing information transparency of the government, and, consequently, state's information asymmetry and significantly reduce the costs of citizens and businesses to familiarize them with information about the state. Disclosure of information is an important component in such spheres of interaction between citizens and the government as state accounting, provision of public services, supervision and control, audit of state activities, etc. The introduction of ICT allows supporting the informational openness of processes and results of public administration. However, the provision of information openness is impossible in the absence of legally fixed requirements for procedures and means of information and communication support for the disclosure of government information.

Keywords: competitiveness, transparency of information, development, costs, sustainable economic growth.

INTRODUCTION AND RESEARCH QUESTION

In any system, in which there is power, there will always be the mechanisms that support the exclusive representative of the authorities in relation to the rest of the population. Practically we are talking about certain additional powers that are conferred by voters to the delegate for realization of any public concerns or monopoly for decision-making and consequently monopolies for information, which existed from the most ancient time.

The asymmetry of information, supported by the power and by conformism of the society that protects the idea of privacy and the monopoly on it, which has become an attribute of power, leads to the fact that the authorities are not able to make rational decisions, at least in view of the lack of complete information required for such action.

The article considers how the development of the country's information space becomes the determining factor and marker of the level of development of its society. Progress in information technologies directly affects the political, economic, social, cultural spheres of public life, shapes people's behavior, their attitude to power and each other, their readiness to work for the benefit of the state and create values in the broadest sense of the word.

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CONCEPTUAL FRAMEWORK

It is known that the concept of transaction expenses was entered by Ronald Coase in the article "Nature of Firm" in 1937 (Coase R., 1937). Later, this concept acquired a wider meaning. The emergence of such kind of costs is usually caused by asymmetric information and attempts to overcome the possible opportunistic behavior of the counterparty. When Coase developed his theory in the 1930s, hardly anyone could imagine that the development of ICT would make possible to embody still the nonexistent concept of the electronic government (Dianova E.M., 2012). Meanwhile, one of the goals of creating e-government is to reduce transaction costs and increase the speed of transactions, achieved by ICT (Kolyazina L.V., 2011). Thus, the use of e-government technologies is guided by the theory of transaction costs of Coase: the more persons (or institutions) use an electronic way of interaction, the transactions between them are quicker and more effectively carried out.

METHODOLOGY

The object of our consideration is the meaning of the concept of asymmetry of information in an electronic state. The purpose of the work is to justify the need to ensure information openness, which is impossible in the absence of legally fixed requirements for procedures and means of information and communication support for the disclosure of government information.

The novelty of this work is that proposals are submitted to increase the information openness of the activities of state and local authorities, the availability of relevant information for citizens and organizations, as well as the creation of mechanisms for public control of their activities. The relevance of work consists in need of studying of a phenomenon of informational asymmetry, international experience of its decrease, and as a result, decreases of influence of bureaucratization by the relations of subjects of business and the power that will allow to define a package of measures of state policy, providing increase in competitiveness of the Azerbaijan economy on the world scene.

FINDINGS AND DISCUSSION

The article considers why the main directions of the strategy for the further development of Azerbaijan should be achieving of sustainable economic growth and progress through the non-oil sector and diversification of the economy. In this regard, the "Development Concept Azerbaijan 2020: Looking into the Future" is examined, and the paper investigates how the achievement of this concept will reduce the information asymmetry.

RESULTS AND RECOMMENDATIONS

The electronic state allows achieving the most positive results: modernization (use of modern technologies of accumulation, processing and distribution of information in the society); motivation (stimulation of labor in accordance with the market principle orientation to the result); humanization (the extension of social responsibility to the relationships between government and business). The article considers the multilevel (macro-, meso-, micro-) complex of measures aimed at reducing information asymmetry.

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SOCIAL MEDIA AND POLITICAL COMMUNICATION

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ABSTRACT

The aim of this study is to give information about social media and political communication and the place of social media in political communication. Fundamental definitions were made as well as the relationship between the social media and political communication was tried to be explained with the examples.

Keywords: Social Media, Political Communication, Political Participation, Social Networks

INTRODUCTION AND RESEARCH QUESTION

Today, the common view of academics working on political communication is that the communication of politics in the democracies of developed industrial societies has undergone a fundamental change. Political communication studies have become professional and commercialized. Social media, one of the new communication technologies, has gained importance in political communication with the rapid and effective nature of the mutual communication brought by Web 2.0 technology.

CONCEPTUAL FRAMEWORK

Political communication arises from the convergence of the concepts of "politics" defined as reconciliation of different segments of the society and the focal points of power, and the concepts of "communication", which is explained as the process of reaching a dialectical agreement on common symbols (Oktay, 2002, s. 7).

Aziz (2011, p. 3) simply defines political communication as "using a variety of communication types and techniques to make certain ideological goals of political actors accept to certain groups, masses, states or blocks and, if necessary, to transform them into actions".

Social media emerges as a concept that is difficult to define and constantly evolving. The social media concept used as a common concept for online tools and websites on the Internet is quite new. Web 2.0 technology, which influences the development of social media in the internet environment, is a protocol that allows mutual communication and interaction. It has an interface whose contents are shaped by the users. It has become widespread with social sharing sites on the Internet (Metin, 2014, p.8).

METHODOLOGY

Blog is an internet based, news dissemination and public relations tool that highlights the interaction between the target groups, which means "web log". (Yavuz & Haseki, 2012, p.128). The blog is derived from the name Weblog, and is usually a website maintained by individuals or groups, and recently by businesses, offering comments and ideas for a large audience (Akar, 2010, p.45).

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Microblogs can be defined as a new form of blogpost format and one of the latest products of Web 2.0 technology. Key elements are online communication based on limited character usage and "follow-up" (Zhao, et al, 2011)

FINDINGS AND DISCUSSION

We define social network sites as 1) creating public or semi-public profiles within a limited system, 2) allowing other users to share links, and 3) allowing users to view and examine the list of links created by others within the system. The nature and classification of these links may vary from site to site (Boyd & Ellison, 2007, p.210).

Nowadays, it is seen that many political organizations and political characters in political life try to reach their targets through social media platforms. In the world, social media as a tool for political public relations was first used in the 2008 US presidential elections, then in 2010 in the Australian and United Kingdom general elections. In Turkey, in 2009 local elections, some mayoral candidates have been communicating with voters via Facebook.

Recently, social media such as social networking sites, blogs, microblogging, and wikis have played an increasingly important role in shaping political communication in the US and around the world. The potentials of social media are most promising in the political context because they can provide an opportunity for more participation and democracy (Stieglitz & Dang-Xuan, 2013, p.1279). In recent years, it is said that social media is an influence on discourse and communication in society. It is believed that microblogging sites like Twitter and social networking sites like Facebook have the potential to increase political participation.

The use of social media as a means of political communication is an element of interaction that allows political actors to converge on an electoral basis, even though it may seem like a downward relationship.

It is not surprising that there are some problems as social media is a new way of communication for politicians. The rapid progress of technology and character limitations causes errors.

RESULTS AND RECOMMENDATIONS

Social media users are involving the area of politics which they have not contacted in traditional ways but with social media. They are politicized by being found in political circles, by participating in a political group or by liking a page, following a political actor or trying to establish bilateral dialogue.

While social media offers tremendous opportunities in terms of democracy, citizenship and political communication, it also carries the existing obstacles. Nonetheless, social media will continue to be an important part of political campaigns.

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PURCHASING OF MEDICAL EQUIPMENT IN HOSPITALS: HEALTH TECHNOLOGY ASSESSMENT

Arzu Yiğit*

ABSTRACT

Health technology assessment (HTA) tool can play an important role in effective and efficient management of health technology in hospital. Hospitals often use the mini-method for hospital-based HTA in getting a new health technology into the institution. The purpose of this study is to demonstrate how mini-HTA can be used as a guide in medical device purchases in hospitals. In this study systematic literature review methodology was applied. As a result, A mini-HTA is a form or a check list with a number of questions concerning the consequences of using (new) health technology. There are four HTA perspectives; technology, patient, organisation and economy in Mini HTA. Hospitals must make use of the Mini HTA to make cost effective decisions while purchasing a new health technology.

Keywords: Health technology assessment, purchasing, hospital

INTRODUCTION AND RESEARCH QUESTION

Health technology assessment (HTA) is increasingly performed at the local or hospital level where the costs, impacts, and benefits of health technologies can be directly assessed. (Gagnon, 2014:1). Mini-HTAs assess key criteria for decision-making around medical device funding and have facilitated a more standardized, evidence-based and rapid uptake process of medical devices. (Grundström, 2011). In hospitals, procurement is a strategic business function within supply management. Effective purchase of medical supplies and services; The right material, the right quantity, the right time, the right source, the right conditions and the right price. Active purchase cost reduction is an important function that provides competitive advantage.

CONCEPTUAL FRAMEWORK

Effective procurement methods play an important role in delivering health care accurately and reliably and at affordable prices for medical supplies (Tengilimoğlu and Yiğit, 2017). In hospitals, the use of medical supplies accounts for approximately 30-40% of hospital expenditure budgets. This necessitates effective and efficient use of resources (Yiğit, 2014, Kathleen et al., 2005: 1). The ability of hospitals to carry out health services without interruption depends primarily on the availability of the materials at the requested time and place (Keskin, 2007: 2). This is only possible with effective purchasing management with Mini HTA. Mini-HTA is a management and decision support tool based on the reasoning involved in HTAs. HTA has a unique potential to contribute to hospital policy-making, strategic planning, management and the implementation of Technologies (Nielsen, Santamera, and Vondeling, 2008; Sampietro, 2012). Mini-HTA is a form or check list with questions concerning the prerequisites for and consequences of health technologies. (Kidholm, et al., 2009:42).

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METHODOLOGY

A literature search was undertaken to identify studies relating to Mini HTA in the hospital setting. Searches were performed in PubMed.

FINDINGS AND DISCUSSION

A mini-HTA is a form or a check list with a number of questions concerning the consequences of using (new) health technology. There are four HTA perspectives; technology, patient, organisation and economy in Mini HTA. Hospitals must make use of the Mini HTA to make cost effective decisions while purchasing a new health technology. The mini-HTA should be seen as a flexible and dynamic tool. The mini-HTAs generally include descriptions of the assessed technology and the comparator. Hospitals usually decide by purchasing a new health technology by answering the following 26 questions.

Mini-HTA	
Introduction	
	1. Who is the proposer (hospital, department, person)?
	2. What is the name/designation of the health technology?
	3. Which parties are involved in the proposal?
Technology	
	4. On which indication will the proposal be used?
	5. In which way is the proposal new compared to usual practice?
	6. Has an assessment of literature been carried out (by the department or by others)?
	7. State the most important references and assess the strength of the evidence.
	8. What is the effect of the proposal for the patients in terms of diagnosis, treatment, care, rehabilitation and prevention?
	9. Does the proposal imply any risks, adverse effects or other adverse events?
	10. Are there any other ongoing studies in other hospitals in Denmark or abroad of the effect of the proposal?
	11. Has the proposal been recommended by the National Board of Health, medical associations etc.? If YES, please state institution.
	12. Has the department previously or on any other occasions, applied for introduction of the proposal?
Patient	
	13. Does the proposal entail any special ethical or psychological considerations?
	14. Is the proposal expected to influence the patients' quality of life, social or employment situation?
Organisation	
	15. What are the effects of the proposal on the staff in terms of information, training, or working environment?
	16. Can the proposal be accommodated within the present physical setting?
	17. Will the proposal affect other departments or service functions in the hospital?
	18. How does the proposal affect the cooperation with other hospitals, regions, the primary sector, etc. (for example, in connection with changes of the requested pathway)?
	19. When can the proposal be implemented?
	20. Has the proposal been implemented in other hospitals in Denmark or internationally?
Economy	
	21. Are there any start-up costs of equipment, rebuilding, training, etc.?
	22. What are the consequences in terms of activities for the next couple of years?
	23. What is the additional or saved annual cost per patient for the hospital?
	24. What is the total additional or saved cost for the hospital for the next couple of years?
	25. Which additional or saved costs can be expected for other hospitals, in other sectors, etc.?
	26. Which uncertainties apply to these calculations? Other comments

RESULTS AND RECOMMENDATIONS

Hospitals must make use of the Mini HTA to make cost effective decisions while purchasing a new health technology. Mini-HTA is a flexible tool adaptable to local conditions. However there is a risk that mini-HTA may be influenced by self-interest.

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ECONOMIC BURDEN OF OBESITY IN TURKEY

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ABSTRACT

The aim of this study is to economic burden evaluate the obesity in Turkey. The study was undertaken from the social perspective. Economic burden of obesity for Turkey was estimated at US\$ 14.824.591.425 in 2015. It was the 2.06 % of gross domestic product of Turkey.

Keywords: Economic Burden, Cost-of-illness, Obesity, Turkey

INTRODUCTION AND RESEARCH QUESTION

Obesity is a major public health problem affecting an important proportion of the Turkish population. The prevalence of obesity has significantly increased among adult Turkish population. Almost 36 % of the adult Turkish population is overweight or obese (1). The burden of disease attributable to overweight and obesity is expected to be a significant public health concern in coming years(2). The obesity epidemic continues to spread in the world. Rising rates of obesity are a public health concern in every industrialized country (3). The obesity epidemic is spreading to low-income and middle-income countries as a result of new dietary habits and sedentary ways of life, fuelling chronic diseases and premature mortality (4). With several studies estimating the health care costs attributable to obesity-related medical conditions, the economic consequences of being overweight are beginning to come into focus (5).

CONCEPTUAL FRAMEWORK

The prevalence of adult obesity exceeds 30% in the United States, posing a significant public health concern as well as a substantial financial burden(6). The large obesity-related health burden negatively impacts many relevant health outcomes (e.g. quality of life, disability, mortality) and leads to increased healthcare utilization (7). DALY is a summary measure of public health widely used to quantify burden of disease(8). Population-level cost-of-obesity studies have the advantage of estimating costs attributable to obesity using epidemiologically derived relative risk ratios(9). Obesity imposes an increasing burden on the health care system, and that burden grows disproportionately large for the most obese segment of the population (10). Allocation decisions concerning the prioritization of healthcare resources across competing interventions involve evaluating the impact on both costs and health outcomes. Healthcare studies use many different measures of health outcome to demonstrate the effect of a treatment (11).

METHODOLOGY

The aim of this study is to economic burden evaluate and the obesity in Turkey. The study was undertaken from the social perspective. Cost of obesity for Turkey was

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calculated depending on the published literature. Reimbursement cost of obesity operation were calculated based on the price tariff declared by the Social Security Institution(SSI) in Turkey. Population influence based total economic burden of obesity

FINDINGS AND DISCUSSION

Turkey has undergone rapid demographic, epidemiological, economic and social development in the last years. One of these developments is the increasing burden of obese people, which brings a great burden on the Turkey budget. Economic burden of obesity for Turkey was estimated at US\$ 14.824.591.425 in 2015. It was the 2.06 % of gross domestic product of Turkey.

RESULTS AND RECOMMENDATIONS

According to "Turkey Burden of Disease Study" which was implemented between the years 2002- 2004 in Turkey. Turkey, it was informed that 31.519 deaths from ischemic cardiac disease and 10.269 deaths due to stroke might be prevented by sufficient physical activity. 300.850 DALY (Disability Adjusted Life Year) due to ischemic cardiac disease and 101.578 DALY due to stroke and 37.456 DALY due to diabetes, totally 464.627 DALY can be prevented and this comprises about 4.3% of disease load. According to Turkey Burden of Disease Study's results, disease burden and death numbers which can be attributed to high BMI are given with their causes in Table 1 and Table 2.

Table 1. Obesity Total Economic Burden (\$)

Cause	Attributable Deaths	Attributable YLD	Attributable YLL	Attributable DALY	DALYs rate in total DALY	Obesity Total Economic Burden (\$)	
						2004	2015
Ischemic Heart Disease	29.581	317.790	28.504	346.294	3,2	1.999.861.211	6.521.559.207
Hypertensive Heart Disease	7.174	57.723	4.073	61.796	0,6	356.874.284	1.163.769.146
Ischemic Stroke	11.109	93.794	53.136	146.930	1,4	848.526.419	2.767.049.658
Diabetes Mellitus	7.674	73.921	78.319	152.240	1,4	879.191.874	2.867.049.887
Osteoarthritis	0	0	61.035	61.035	0,6	352.479.480	1.149.437.663
Breast Cancer	724	7.141	1.718	8.859	0,1	51.161.067	166.836.541
Colon and rectum cancers	646	6.583	717	7.300	0,1	42.157.782	137.476.775
Corpus uteri cancer	235	2.079	651	2.730	0,0	15.765.855	51.412.547
Total	57.143	559.031	228.153	787.184	7,4	4.546.017.971	14.824.591.425
Obesity economic burden between 2004 and 2015 (%)						69,33	

YLL: Years of life lost; YLD: Years lost with Disability; DALY: Disability Adjusted Life Year

Table 2. Economic Burden of Obesity

Year	Gross Domestic Product (\$)	Obesity Total Economic Burden (\$)	Obesity Shares from Gross Domestic Product (%)
2004	390.387.000.000	4.546.017.971	1,16
2015	719.620.000.000	14.824.591.425	2,06

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THE IMPORTANCE OF ALTERNATIVE ENERGY SOURCES FOR SUSTAINABLE DEVELOPMENT: A CASE STUDY FROM TURKEY

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Selim Adem Hatırlı**

ABSTRACT

The main aim of this study is to expose the relationship between energy consumption and sustainable development. Thus, this study explains that the relationship between sustainable development and consumption situation of energy sources. Besides, this study evaluates an alternate of the most crucial factor which provides a sustainable development and international competition for the region when the energy shortage has become a possibility to the region. In this study, SWOT Analysis has been used to achieve these targets and also secondary data related to the subject have been utilized.

Keywords: Energy, Alternative Energy Sources, Sustainable Development

INTRODUCTION AND RESEARCH QUESTION

Energy as one of the most important parts of the ecosystem has continued the being the most valuable input to the country's economy. It is such that it has the power to drive economic and political decisions of a country as well as has a substantial effect on the development of a state. As a consequence of unconscious consumption and insufficient adaption to the limited resources with technology and increasing population; research on the energy by two distinct categories such as renewable and non-renewable energy has been placed in literature.

The term of sustainability has been emerged as raw materials of renewable resources at first, yet had been institutionalized in substantial time in the literature. During this institutionalization process, the research in the field has transformed the term of sustainability of resources into "sustainable development" in the necessity of the deadlock in the relationship between the economy of energy and sustainable environment.

Considering the geopolitical importance of Turkey, the various dimensions of international relations with its partners should be investigated. Therefore, in this context, the energy import of Turkey from its regional energy partners and the other countries can be evaluated as an exhibits dictionary feature about its energy dependency. However, an enormous amount of projects and research in recent years have led to the idea that Turkey has been looking an alternative way of energy resources.

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CONCEPTUAL FRAMEWORK

Some studies as Demircioglu (2003), Ucak (2010), Basaran (2010), Ayhan (2010), Onal and Yarbay (2010), Kaya (2013), Esen (2013), Cepik (2015), Durmusoglu (2015) are important sources for the related literature. In these studies which are important for achieving sustainable development in Turkey and for improving the political and economic competition with the other countries, the efficiency of usage of existing energy sources in Turkey and effects of alternative energy sources on market mechanism are investigated and policies in the context of sustainable development are presented. Besides, in these studies production of energy sources which Turkey possess, the coverage rate of current production to consumption, and in order to meet the energy deficit, some projections about the usage of owned potential sources have been addressed. When all these data are considered can be said that already known resources have been emphasized in these studies, and it seems that there has not been given enough attention to applicability of many sources in Turkey which are subject to investment around the world and which are being developed (like as rock gas, oil shale etc.).

METHODOLOGY

Considering this shortcoming in the literature, it is important to reveal the usability possibilities of many alternative energy sources in Turkey which have new application fields.

FINDINGS AND DISCUSSION

The main finding of the study is that there are insufficient research and development activities in the process of producing energy by using these reserves, despite Turkey's important advantage of having potential reserves of new alternative energy sources which can have a major place in Turkey's sustainable development process. Another finding of the study is that there are high costs of energy due to the low level of technology which is used in the energy production process, and these high costs affect Turkey's competition power negatively in international markets.

RESULTS AND RECOMMENDATIONS

In this context, in the sustainable development process, Turkey should encourage research and development related sectors to benefit from the important potential of alternative energies.

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RESPONSIBILITIES PERCEPTION OF HEALTH ADMINISTRATIVE STUDENTS RELATED TO HEALTH BEHAVIOR: ISPARTA PROVISION

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ABSTRACT

It is a field where studies on health concept, which is one of the most basic components of individual's social existence, has been done many times, is constantly being developed and its data has been tried to be raised to a higher level in social and contemporary sense.. The well-being of individuals is only possible through the taking of their responsibilities, the adoption of the right way of life, and the continuation of it. In this context, it is aimed to investigate whether there is a significant difference between first and fourth year students in health administration department students who have internal responsibility for health behaviors.

Keywords: Health Behavior, Personal Responsibility, Perception.

INTRODUCTION AND RESEARCH QUESTION

Responsibility is “*take upon oneself of one's own conduct and the consequences of an event falling within its authority*” (www.tdk.gov.tr). If we will assess the responsibility for health there are many researches on this subject. When looking at the definitions made, self-evaluation reveals the process of knowing the state of health and knowing its own state of health by setting a specific goal (Tabak, 2000: 35; Schmidt, 2009: 22; Thompson 2005:112). The society has an important place in its own consciousness and effort in gaining health behavior and sustaining its health. Knowing how the individual perceives their health behaviors is important for the individual to continue his / her right behaviors and gain new behaviors. (Tanış, 1995: 25; Sertçelik, 1999: 12; Glanz vd., 2002: 103; Rosen vd., 2012:518). The health responsibilities of young people who are the assurance of the future of society will have a direct impact on the future. In this respect, the positive habits of the health educated young people about their health behaviors are important in terms of educating healthy individuals who will come to perceptions of health responsibility. The purpose of this study is to find out the behavioral change rates of perceived personal responsibility by educating healthcare students on health behavior acquisition and practice in health education and communication. The perception of responsibility for health affects the health behaviors of individuals significantly. Education, culture, family structure, smoking status, physical exercises also give direction to the perception of responsibility. According to messages and information about health, it is aimed to measure students' personal responsibility perceptions.

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CONCEPTUAL FRAMEWORK

According to the definition of World Health Organization health; Not only the absence of illness or disability, but also physical, mental and social well-being (<http://www.who.int/en/>). Health behaviors are defined as activities that the individual believes to be healthy and that he or she has done and when they are healthy (Özer, 2002: 5; Oran Tuna and Turgay, 2004). As can be understood from these definitions, the most decisive feature of health is the individual's own behavior. It is important how individuals perceive health and how health behavior varies according to this perception.

Individuals need to undertake the consequences of their behavior. People are trying to make sense in themselves by bringing together the information they get from their environment with the help of various senses (Eren, 2012: 69). The perception process occurs depending on the reactions given to events and behaviors that occur around the environment. Arslaner (2001) distinguishes two factors, internal and external. External factors are characteristic features such as measurable aspects, density, repetition frequency, motion or status of perceived person or events. Internal factors are the personality of the perceiver, their needs, past experiences. When the sense of responsibility of the individual comes together with the factors that affect the perception, the behavior of the individuals changes (Arendt, 2009: 27, Paul, 1999: 1). With changes in health behaviors, individuals must know the values of their own health and become self-responsible and conscious individuals. While the health information and messages that come around the individual are in fact oriented towards the perception of individual and social responsibility in terms of health, they affect the buyer directly in general changes in one's own health (Crowther and Aras, 2008: 10, Wolitski et al., 2003: 363).

METHODOLOGY

The universe of the research is composed of first and fourth grade students who study health management at Süleyman Demirel University. Trying to reach the entire universe while studying. As a result of the research, 217 people have been reached. 4-point Likert-type scale developed on the basis of the dimensions in the Health Behavior Development Stages developed by the Johns Hopkins University Public Health School was used in the study. The scale used is aimed at evaluating the reactions of individuals according to their health information and determining the levels of personal responsibility perception. Each dimension measures the perception of individual responsibility for health behavior. According to scale dimensions, 1-4. questions Information, 5-8. questions Confirmation, 9-11. questions Intention, 12-14. questions Application and 15-17. questions constitute the defense step. The data will be analyzed by subjecting it to normality test. Analyzes of the data will be completed by comparing frequency and percentage distributions and demographic variables.

FINDINGS AND DISCUSSION

The analysis phase of collected data continues.

RESULTS AND RECOMMENDATIONS

After the study, the students who study in the department of health management tried to measure their perceptions about health behaviors. At the end of the study, demographic data such as smoking and smoking, sex and age of the students lead to meaningful differences in the health behavior sub - dimensions such as information, approval,

intention, defense and application. It is anticipated that the health-related courses taken among the students who are in the classroom can change the behaviors of the students. It is deduced that in the future phase of the study, students who are studying in the field of health sciences on the basis of all universities and other students are compared and possible significant differences can be eliminated with the trainings given.

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THE EFFECT OF ORGANIZATIONAL TRUST ON ORGANIZATIONAL IDENTIFICATION: A SAMPLE OF SULEYMAN DEMİREL UNIVERSITY

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Ramazan Erdem**

ABSTRACT

It is very important for the individual to work, to trust his friends, and to the manager as a specialist. Individuals will be able to express themselves better in an environment where they feel safe and will be able to use communication channels more easily when solving their problems. Only the individuals who will be able to find themselves in the organization in this state will have an emotional connection to identify with this organization of trust. The high level of organizational trust and organizational identification will also significantly affect the performance and productivity of individuals. In this context, it was tried to investigate whether there is a meaningful difference between the administrative and academic personnel in the questionnaire study of selected faculties of Süleyman Demirel University regarding the trust of their organizations and their identification with their organizations.

Keywords: Organizational Trust, Organizational Identification, Academical Personnel, Administrative Personnel

INTRODUCTION AND RESEARCH QUESTION

The concept of organizational identification, which is expressed as the beginning of an individual's identification with the organization, and as the fulfillment of the need for completeness, is seen as an individual part of the individual (Karabey ve İşcan, 2007:232). Especially in today's conditions where globalization and competition are increasing, employees will adopt working environments and happiness will increase the performance of the business and will ensure that the goals of the organization are individual ones. Thus, long-term plans can be predicted within the organizations and it will be easier to express the aims clearly. It is anticipated that the identities of the employees' organizations, managers and colleagues will be high in the environments where the level of confidence is high. In this study, it is desired to examine the trust and identity status of the administrative staff in universities, and then the difference between trust and identification of academic staff and administrative staff.

CONCEPTUAL FRAMEWORK

The concept of identification, which is related to the unity of organizations, groups and individuals within the common goals and internalization of these aims, is also the basis of many organizational behaviors (Sirke, 2016: 32). The concept of identification, defined as Freud's "emotional bond with other people" in 1922, was expanded by

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Lasswell in 1965 and adapted to organizations by Patchan in 1970 (Freud, 1922; Lasswel, 1965; Patchen, 1970; Akt. Sezici, 2010). This concept, which, when viewed in Turkish literature, is defined as "*the integration or integration of an object or an individual with all the features of a congregation*" In Turkish literature, this concept, which is defined as "an object or an individual's assimilation or integration with all features of a connotation" as a word (<http://www.tdk.gov.tr>), is expressed as the fact that an individual has adopted the values, characteristics and goals of the group (Tüzün Kalemci ve Çağlar, 2012: 1011; Humphrey, 2012: 12). In general, the concept of identification consists of four basic components: the individual likes in organization, individual is loyal to knitting, the emergence of coherence between the goals of the individual and the organization, and individual's organizational membership makes reference to his own self. The concept of identification is crucial to addressing the security and belonging needs of employees and for raising the levels of social inclusion of individual by preventing their alienation (Humphrey, 2012: 13; Mael and Ashforth, 1992; Sirke, 2016: 32-34).

The topic of "trust", which is a subject of research in different fields such as psychology, economics, political science, expresses a general psychological concept and has been attempted to be explained many times in the literature with different definitions (Kılıç, 2015: 48). In general, individual's are defined as having an emotional commitment by entering an expectation in positive direction against each other in a natural process (Asunakutlu, 2002: 2), while in the organizational meaning they are defined as an employee's trust sentiment (Hollander Vineburg, 2010: 4). In terms of concept, organizational trust; "*The perception of the support that an employee provides to the organization is defined as the belief that the manager will speak correctly and will remain behind his word*" (Demircan ve Ceylan, 2003:140). The trust relationship that an individual feels an organization, the trust of his/her supervisor, his colleagues an all of organization is examined to be three dimensional (Gün, 2016: 49). The fact that the manager has a clear and vocabulary structure for the employees of the organization and that the employees rely on the competences of the friends they work with can bring the working environment to a situation where is stronger and collaboration. Organizations with higher levels of trust will be able to communicate more effectively and organizations will be able to provide competitive advantage by providing continuity in their work and personnel situations (Halis vd., 2007: 192-193).

METHODOLOGY

The study is conducted on the administrative and academic staff of Süleyman Demirel University Faculty of Dentistry, Faculty of Health Sciences, Faculty of Economics and Administrative Sciences, Faculty of Science and Literature, Faculty of Engineering. The sample of the research was selected easily from the individuals. In this study, the Organizational Trust Scale, which is adapted to Turkish culture by Loğa (2003) and which is composed of 6 expressions, was developed by Omarov in 2009 and used in Demirdağ (2015)'s graduate thesis to measure organizational trust levels. Organizational trust scale consists of 22 items and 3 dimensions. Dimensions are termed trust in colleagues, manager and organizational. The questionnaire was composed of 3 parts in total and in the first part, besides the scales, the statements that measure the demographic characteristics of the individuals were included.

FINDINGS AND DISCUSSION

The data are in the analysis phase.

RESULTS AND RECOMMENDATIONS

Many aspects of organizational trust have been worked on with different concepts and their importance in organizations has been addressed. Unlike other studies, this study, together with the concept of identification in educational institutions such as universities, will reveal whether there is organizational loyalty differences between individuals. As a result of the study, a positive and meaningful difference is expected between the levels of trust and identification in organizations. Progressing studies may be based on an examination of the whole university as to whether the level of confidence of employees and living business interruptions are related to this.

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THE EFFECT OF INNOVATION ON DEVELOPMENT: A RESEARCH ON TURKEY AND SIX SELECTED COUNTRIES (GERMANY, ENGLAND, CHINA, SOUTH KOREA, JAPAN, SINGAPORE)

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ABSTRACT

The concept of innovation that has become significant for economic activities together with the effect of globalisation has extended the perspective of the phenomenon of development. The innovation concept having chain effect has consolidated the power of development pyramid that spreads from individuals to the society. Being promotive and inclusionary of all the sectors of society of the regulations related to the innovation exerted by policymakers accelerate the development of country. R&D activities that is seen as a facilitative step for the functioning of innovation are of critical significance for the development of country. The aim of the study to explain the effect of innovation on development and the current situation of Turkey and selected six countries (Germany, England, South Korea, Japan, China and Singapore). As a result of the study, it is determined that innovation affects development positively and the development of the countries under consideration are revealed in the context of innovation indicators.

Keywords: Development, Innovation, R&D.

INTRODUCTION AND RESEARCH QUESTION

The aim of the study by and large is to analyse the relationship between development and innovation by explaining the phenomena of development and innovation; privately by benefiting the innovation indicators of Turkey and selected six countries (Germany, England, China, South Korea, Japan and Singapore) to reveal the current situation of these countries.

CONCEPTUAL FRAMEWORK

Development economics comprises of all the theories and models that are formed in order to determine the basic problems such as the underdevelopment that arose after the war, to comprehend them and to find solutions with a holistic manner (İşgüden, Turkey and Ercan, 1995, p. 112 – 115). Development is defined as an increase in welfare by transforming the factors of production of a country into high value-added products and distribute them among all the sectors of society equitably (Kaynak, 2011, p. 77). In the 146th article of the Oslo Manuel, innovation is defined as the implementation of a new or significantly improved product or process, a new marketing method, or a new organisational method in business practices, workplace organisation or external relations (OECD/AB Oslo Manuel, 2005, s. 46). In Oslo Manuel innovation (newness)

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is separated into four types: product, process, marketing and organisational innovations. In a broad sense, innovation means the transformation process of knowledge into economic and social benefit. It is also defined as the alteration, distinctness and newness in products, in the business practice methods and in services for attaining economic and social benefit. It is a product culture that complies with the demand for alteration, the openness to innovation and the idea of the entrepreneur (Ertürk, 2010, p. 270). If a firm decides to create a product, the product goes through a process before it come onto the market. In the context of this process the most crucial characteristic is the creation, realisation and commercialisation of the idea. The endeavour made by firms and countries on the way to innovation causes living standards to enhance in the context of economic development. The development phenomenon in which innovation is a key factor, R&D is the catalyser of the innovation. The factor of R&D has crucial roles for producing knowledge intensive technological products, enhancing the competitiveness and sustainability of the firms, strengthening the employer-employee relationship and ensuring production cost minimisation in the context of the profit maximisation principle of firms. In the studies on development and innovation literature, it is determined that innovation stimulates development, contribute to the development of economic and social conditions directly and indirectly. In these studies, it is emphasized that science and technology contribute to labour, capital and total factor productivities. R&D expenses, the number of patent and research have positive effects on economic growth, and for the sustainability of development the investments in human capital, infrastructure improvement and R&D should be increased.

METHODOLOGY

The Global Competitiveness Report that encompasses 2012 – 2016 for Turkey and selected six countries is examined in the context of essential requirements, productivity enhancers and innovation indicators. Moreover, the R&D performances of the countries for the aforementioned period are assessed via Global Innovation Index Report.

FINDINGS AND DISCUSSION

In terms of global competitiveness index the performances of countries in terms of competitive superiority have displayed significant alterations in the last six years. In the context of global competitiveness index among Turkey and selected six countries those having the highest indices are Singapore, Germany, Japan and England, while those countries that are relatively behind are South Korea, China and Turkey. Turkey ranked the last among these seven countries in terms of global competitiveness index but has still showed positive development in the last five years. Turkey has a negative ration in terms of the indicators of one of the subcomponents of the index, namely essential requirements. In this indicator Singapore and Japan lead. In terms of another component, namely the indicators of productivity enhancer, Turkey once again far behind other countries. In terms of the last component of global competitiveness index, namely innovation and development indicators Turkey has a very unfavourable position. However, it may be claimed that between 2012 and 2016 the component has gained momentum to a large extent and the idea of innovation has hopped up. Although the success of Turkey in R&D activities has persisted for years, the situation of the country is far behind other countries. The country that makes the highest investment in R&D compared to other countries is South Korea. The start of South Korea to use high tech production methods in the product she exports particularly after the 1980s and

prioritization of technological innovation in her industrial policies have played crucial roles in sticking out the class of middle income countries. The competitiveness process that initiate in the firm level would reflect on the national economy in the middle and long terms and cause increases in foreign exchange inflows and welfare.

RESULTS AND RECOMMENDATIONS

As a result of the indicators mentioned in the study, it is seen that innovation has positive effects on development and this affect has great importance on national economy and sociology. In the light of indicators, it can be claimed that the countries that are directed to innovation achieve development, and the countries that are directed to investment achieve proceeding in the development path. Those countries proceeding in the development path, such as Turkey, need significant steps to be taken for the development of innovation policies and for the enhancement of competitiveness in global market. The countries that are analysed and that have leading positions in innovative movements should be examined in detail in terms of achieving the formation of innovation consciousness, and the troubles and mistakes experienced in these countries in the innovation process should not be repeated in Turkey.

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G20 COUNTRIES IN THE CONTEXT OF CONTROLLED ECONOMIES

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ABSTRACT

The aim of this descriptive study is to explain the relationship between the indicators of innovation and the level of development with the aid of controlled economies and WEF¹ data.

Keywords: Development, Innovation, Controlled economies, G20.

INTRODUCTION AND RESEARCH QUESTION

Schumpeter claims that if firms desire to establish a superiority in terms of competition the main element of this is the innovation (Su, 2003: 37). Innovation can be described as a commercial result of a new idea or invention (Özbek and Atik, 2013: 195). In today's competition environment, innovation is identified as the development of new products, services and methods based on knowledge and the logrolling of it in order to attain commercial earning (Dulupçu et al., 2007: 8).

Innovation has strong effects on various fields of countries such as their development levels, social life, industrialisation and even agriculture. In sum, the concept of innovation means the transformation of an idea into an invention and the commercialization of it. This definition involves various features such as scientific thought, process and knowledge. In brief, the primary source of economic development in the long run is viewed as innovation. In this context, those countries who comprehended the importance of innovation early and took precautions respectively have gained the status of developed countries.

CONCEPTUAL FRAMEWORK

In the study firstly the conceptual framework of innovation and its types are given place. Secondly, the definition of development is made, the three stages of development are examined in detail and the relationship between innovation and development is mentioned. Lastly, G20 countries and the indicators of innovation are discussed and in the context of Global Competitiveness Report their levels of development are assessed and sub-indicators are given place according to the stages of development. At the same time, in the context of Human Development Report, it is examined that if there is a connection between innovation controlled countries and very high human development with an economic point of view. Concordantly a conclusion and recommendations part is constituted for non-innovation controlled countries.

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¹ World Economic Forum - Global Competitiveness Report

METHODOLOGY

Accordingly, firstly the theoretical basis of innovation and development is examined. Secondly, in the context of Global Competitiveness Report, G20 countries are grouped in accordance with the levels of development. Finally, those countries enumerated according to the indicators of innovation are also enumerated in line with the Human Development Report and examined and compared with an economic point of view.

FINDINGS AND DISCUSSION

The study is descriptive. The findings are attained with the examination of related literature and available data. Existing findings are tabulated and analysed and interpreted with an economic line of vision.

RESULTS AND RECOMMENDATIONS

G20 countries are examined with HDR² and WEF data and it is determined that those innovation controlled countries mostly have very high human development indices. In this context, innovation controlled countries are, at the same time, at the top of the list of human development indices and therefore there is a positive relationship between these two variables.

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² Human Development Report

PERCEPTIONS OF ACADEMIC STAFF ABOUT SOCIAL MEDIA USE IN PUBLIC ADMINISTRATION EDUCATION IN TURKEY

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ABSTRACT

Due to the continuous increase of using new technologies in everyday life, the implementation of these technologies in learning activities becomes a necessity. Although the e-learning platforms are implemented at universities all around the world, the educational methods, techniques and educational software tools do not always keep pace with new information technologies. An example is the social networking sites which are very popular, being accessed regularly by most students and teachers, but not yet considered an instrument for learning and teaching (Stanciu, 2012: 56). However, in recent times, social media has impacted many aspects of human communication, thereby impacting education system (Edosomwan and others, 2011)

Keywords: Political Science, Public Administration, Social Media, Social Media Usage, Public Administration Education.

INTRODUCTION AND RESEARCH QUESTION

The use of social media for educational purpose is a rather new idea, and a huge opportunity for higher education and lifelong learning. The role of web 2.0 applications and more specific social media in e-learning is growing. The use of Wikipedia, YouTube, Flickr, Slideshare and Delicious is becoming accepted as shared information sources in current education. Facebook, Naymz, Twitter and blogs give access to detailed personal information and thematic insights of relevant researchers and professionals and offer opportunities for immediate online conversations. However, there is still limited research into this use, the effects on education and the factors and characteristics that steer the use and effects of these applied social media (Onyebuchi, 2009: 1).

CONCEPTUAL FRAMEWORK

Social media is becoming more prevalent in educational environments and have been many studies on this subject. Some of these studies have been conducted regarding the use of social media in higher education. In Dunn's study (2012), "Teaching In Higher Education: Can Social Media Enhance The Learning Experience?", it was focused on the benefits of using social media. Pearson (2011), in his work "Can social media be used in higher education to enhance learning through student and faculty collaboration?", sought to answer the question. The research showed that almost two-thirds of faculty are using some form of social media for the courses that they teach. Almost a third have

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posted content for class and a fifth have required students to comment on content. The most often used form of social media in class was viewing of on-line videos followed by reading or viewing content (Wolf and others, 2012: 2).

In Barczyk and Duncan's study (2011) "Social Networking Media As A Tool For Teaching Business Administration Courses", it was analysed to what extent the applications such as myspace and facebook are used by academic staff and students, curricular and extracurricular usage rate and social media applications used.

METHODOLOGY

As a result of the study, it was observed that social media is use by almost all university students for different purposes. Kilis and others (2014: 27) aims to investigate the attitudes of educators toward social media at higher education institutions in Turkey and Germany and also compare and explore the potential cultural differences between two countries.

FINDINGS AND DISCUSSION

The findings indicated that all instructors were aware of existed potential benefits of social media in learning environments.³

It is an significant issue whether social media can be used for educational purposes in higher education, the positive and negative sides of social media tools within the scope of education, academic staff's point of view to social media, whether social media can be used in classes actively and efficiently. It has been ensued that such a study is needed because there are not enough studies on this issue, the content of social media has expanded and number of users has increased. Therefore, it is planned in this article firstly to form a conceptual framework by including the concept and types of social media, then to mention about using social media in education and its benefits and qualitative and quantitative researches done in this subject. In the last chapter of the article, it is aimed to evaluate the perception of the academic staff who work in Public Administration or Political Science and Public Administration branches concerning to social media usage.

As of the date of 2016, there are 91 Public Administration or Political Science and Public Administration branches in 86 state universities and 17 Public Administration or Political Science and Public Administration branches in 17 private universities. Totally, there are 108 Public Administration or Political Science and Public Administration branches in 103 universities (Workshop on Public Administration Education, 2015: 2). Interviews are planned to be made with at least 30 voluntary academic staff face-to-face or via video talk or skype. While choosing the people to make an interview, it will be paid attention to be voluntary and to be at least one person in each university. Interview questions will be prepared in order to evaluate the perception of academic staff concerning to social media usage. Within this scope, 6 main themes have been formed and it is planned to ask open-ended questions to the academic staff. These themes are:

- Internet and social media usage of academic staff in their daily life
- Social media tools used in education and reasons of using

³ Other qualitative and quantitative studies done in this issue are planned to be included in detail in the full text of our study.

- Social media tools used for research and reasons of using
- The social media perception of students from the viewpoint of the academic staff
- The effect of using social media to education and learning processes
- Presence of promotive applications for academic staff concerning the social media usage in education.

RESULTS AND RECOMMENDATIONS

In this context, descriptive analysis method has been preferred in order to evaluate the perception of academic staff. It is aimed with descriptive analysis method to submit the findings that were obtained within the frame of abovementioned main themes in summarized and interpreted form. As a result, it is aimed in this study to analyse the perception of social media usage of academic staff who work in Public Administration or Political Science and Public Administration branches in Turkey within the scope of both 6 main themes and demographic information. Besides the perception of social media usage of academic staff, the effects of social media usage to education and learning processes will also be specified.

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GLOBAL COMPETITION IN HIGHER EDUCATION AND INTERNATIONAL STUDENT RECRUITMENT IN TURKEY

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ABSTRACT

The political economy of globalization has brought about sweeping transformations in higher education and international education has dramatically expanded in volume, scope and complexity. Universities have made various efforts to recruit more international students both as a means of generating income and adding diversity to the student body. Turkey is one of these countries attempting to increase international student recruitment and to become a regional center for higher education. Yet, despite the expansion of Turkish higher education and the country's steady path toward its enrolment targets, there are some challenges that need to be addressed. For Turkey to better use its potential in the region, research on international students should be increased and regulations should be adjusted accordingly. The aim of this paper is to evaluate the existing policies and implementations regarding international students in Turkey and to develop policy recommendations for both policy makers and universities.

Keywords: global higher education market, international students, internationalization in higher education, Turkish higher education.

INTRODUCTION AND RESEARCH QUESTION

Internationalization has become a major theme in higher education and international education sector has remarkably widened in recent years. During the past two decades, international activities of universities dramatically expanded in volume, scope and complexity (de Wit 2011). Beside traditional receiving countries, universities in other countries have made various efforts to recruit more international students both as a means of generating income and as a means of adding diversity to the student body (Knight, 2007). Turkey is one of these countries attempting to increase international recruitment and to become a regional centre for higher education. The "Grand Student Project" which started in 1992 and provided scholarships to the students from Turkish Republics and Related Communities became a starting point in this manner and led to important developments in terms of international students. Turkish universities have hosted many international students since then (YÖK, 2014). Turkey has taken important steps in terms of international students and this led to a trend of increase in international recruitment, in return. Yet, despite the expansion of Turkish higher education and the country's steady path toward its enrolment targets, there are some challenges that need to be addressed. For Turkey to better use its potential in the region, research on international students should be increased and regulations should be adjusted accordingly. To date, a few studies were carried out with the international students for understanding study abroad experiences of students in Turkey. Yet, there is a need for further research to grasp the opinions of international students regarding the recent

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policy developments. In this regard, this paper aims at exploring the recent developments regarding the policies and strategies for international student recruitment and presenting policy recommendations.

CONCEPTUAL FRAMEWORK

During the past two decades, international activities of universities dramatically expanded in volume, scope and complexity. Beside traditional receiving countries, universities in other countries have made various efforts to recruit more international students both as a means of generating income and as a means of adding diversity to the student body (Knight, 2007). As the result, there has been a significant increase in the world total number of foreign students since the early stages of international mobility. In the year 2012, the number of students enrolled outside their country of citizenship rose to 4.5 million, which was 2.1 million in 2000 and 0.8 million in 1975 (OECD, 2014, p. 344). Additionally, it was predicted that by the end of 2020, the total foreign student population would raise to 7 million (Altbach et al., 2009). Thus, it seems that studying abroad will be an exciting experience for more and more students in the future. Higher education can provide opportunities for crosscultural interaction and thus develop international and intercultural skills of all students. Yet, researchers agree that this is not an easy task and the realization of the pluralism imperative is the most significant challenge ever faced by higher education (Kuh, 2008, p. 93). Studying abroad involves various processes from application to graduation, even after graduation. Application procedures, visa requirements, accommodation, language, study programmes, staff and students in host institution, campus environment and city are among the factors that all shape study abroad experience. Thus, there is a growing need for the development of innovative and well-conceptualized programs for promotion, management, and guidance of international students and for creating a multicultural campus environment (Chapman, 1999).

METHODOLOGY

In this context, in the next section, major difficulties of international students in Turkey were examined and related policy recommendations were presented.

FINDINGS AND DISCUSSION

Turkey, one of the countries aiming at being a centre for international education, has been pursuing an active internationalization policy since 2010s and international student recruitment has been increasing accordingly. The “Grand Student Project” which started in 1992 and provided scholarships to the students from Turkish Republics and Related Communities became a starting point. Turkish universities have hosted many international students since then. As for the academic year 2016, international students are more than 70.000 in Turkey, an increased but insufficient number when potential of the country is taken into account (YÖK YBS, 2017). Both government and universities work for improving conditions of international students and for supporting them in their academic and social life in Turkey. Yet, there are difficulties that international students face in the process from application to graduation.

RESULTS AND RECOMMENDATIONS

International students consider various factors while selecting country to continue their education such as cultural affinity, religious affinity, quality of education, scholarship opportunities. The most important factor for students in Turkey is low level of living

costs. Yet, at the same time students reported that the most challenging issue for them is financial difficulties. Yet, universities should develop cooperation with the NGO's and private sector to increase scholarships and job opportunities for international students in their region.

Accommodation is also another important problem, as rents are very high and dormitories are insufficient. In this regard, scholarships from both state and private institutions should be increased for local and international students.

Another important problem is academic failure due to language barriers and insufficient interaction between the lecturers and international students. Incoming students, Turkish language training has to be improved and designed in line with the academic needs of international students.

Although international students feel closer to Turkish culture, they also report that their involvement in daily life of the city is limited. Universities could play an active role and lead the society for creating a multicultural environment in those small towns, which will benefit both residents and international students.

Involvement of international students in campus life is also a problematic issue. University administrations, academicians and international officers should work on creating such facilities for bringing students together. Meeting in a more relaxed environment out of classroom could have positive impact on interaction among students.

Above mentioned recommendations are not exhaustive and should be developed with other research. There should be different channels for finding out opinions, needs and suggestions of international students. In order to pursue a pro-active international education policy experience such studies should be increased and taken into consideration by policy makers.

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THE INVESTIGATION ON THE EFFECT OF ORGANIZATIONAL RELATIONSHIPS ON THE ORGANIZATIONAL COMMITMENT: A RESEARCH ON ACADEMICIANS

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ABSTRACT

There may be some spontaneous informal relationships except for formal structuring in the organization where the human works as a result of being a social entity. Such out-of-work relationships between employees can manifest themselves intra-organization and external-organization and can affect formal structures. This is why determining the informal relationships among employees and setting out the effects on organizational variables is an important issue. In this context, it is aimed in this study to determine the informal relationships of the academicians who are working at Süleyman Demirel University and to show the effect of these on the commitment of the academicians to the university. As a result of the study, it was determined that the affective and normative commitment of the academicians is higher and their continuance commitment is lower. Besides, informal relationships revealed that intra-organizational relationships are seen more frequently than external-organizational relationships. As a result of the regression analysis; it was seen that the intra-organizational relationships had a positive and significant effect on affective and normative organizational commitment.

Keywords: Informality, Informal relationships, Organizational commitment.

INTRODUCTION AND RESEARCH QUESTION

Universities are academic organizations in which both individuals are educated and education is given by individuals. The commitment of academicians to their organizations, which have undertaken some tasks in the educating of individuals, will also influence the education given in the university and will be able to meaningful in the social perspective. For this reason, having a higher motivation and organizational commitment to the academicians who work at a university is an important issue. In this context, the level of informal relationships of the academicians in the university and which way their effect on organizational commitment sub-dimensions is the subject of this study.

The lack of the study on how the informal relationships affect the level of organizational commitment of the employees makes this research even more important. In addition, if this study will be carried out in different occupational groups and organizations, it will

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be helpful to obtain important information in terms of both employees and managers and to make a comparison between different organizations by getting different results.

CONCEPTUAL FRAMEWORK

Organizations are social structures composed of people (Durukan, 2003: 284). Informality is a concept that fills empty spaces left by the spontaneous, formal structure as a result of participating in friendships and support networks in the social structure in which they are in order to meet the personal, social needs of individuals in social structures and the need to belong to a group (Paul, 2013: 375). In organizations, informal relationships arise spontaneously as a result of interpersonal relationships among employees except for formal structures. The diversity of employees in the organization also has an impact on informal relationships (Barnard, 1968: 120; Farris, 1979: 41, Waldstrom, 2001: 36, Paul, 2013: 371).

Informal relationships can play an important role in the adoption of organizational goals and objectives and can affect employees' attitudes towards the organization by influencing their knowledge, emotions, and behavior (Barnard, 1968: 114). This situation might result in positive or negative consequences for the organization. Informal relationships get employees to adopt organizational commitment or to move away from the organization. In this context, being aware of the informal relationships in the organizations by the managers may cause some positive results in the organization by recognizing some negative situations earlier and taking necessary precautions.

METHODOLOGY

The universe of this research is composed of academicians working in the Faculty and Vocational High Schools of Süleyman Demirel University in Isparta province center. The Organizational Commitment Scale (Baysal and Paksoy, 1999: 8) developed by Meyer and Allen (1997) and The Informal Relationships Scale developed by Memduhoğlu and Saylık (2012: 22) were used as data collection tools. The organizational commitment scale consists of the dimensions of "Affective Commitment, Normative Commitment and Continuance Commitment". The Informal Relationships Scale also consists of the informal relationships sub-dimensions as "intra-organizational and external-organizational". Analysis and interpretations are done through these dimensions. A total of 232 academicians from social sciences, physical sciences, and health sciences participated in this research.

FINDINGS AND DISCUSSION

When the findings related to the level of organizational commitment of academicians are examined; mean affective commitment value of 3.532 and the confidence level (Cronbach Alpha) of 0.945 was found out to be significant. Mean continuance commitment value of 2.837 and confidence level of 0.871 was found out to be significant. Mean normative commitment of 3.271 and confidence level of 0.983 was found out to be significant. It is observed that the affective and normative commitment of academicians is higher, and their continuance commitment is lower.

When the psychometric properties of academicians' informal relationships sub-dimensions are examined; mean intra-organizational relationships value of 3.032 and confidence level of 0.952 was found out to be significant. That mean intra-organizational relationships value is over 3 points may mean that the academicians' informal relationships in the work environment are higher. Mean external-

organizational relationships value of 2.765 and confidence level of 0.925 was found out significant. That mean external organization relationship value is below 3 points can be predicted that the external-organizational informal relationships of academicians are lower.

In analyzing the effect of informal relationship dimensions on organizational commitment sub-dimensions, affective commitment variable; as a result of the regression analysis, it is found out that the dimensions of the intra-organizational relationships variables ($\beta = 0.465$, $t = 5.184$, $p = 0.000$) and external-organizational relationships variables ($\beta = 0.142$, $t = 1.584$, $p = 0.115$) have a positive effect on the affective commitment dimension, and intra-organizational relationships dimension is statistically significant. From this point of view, it is seen that intra-organizational informal relationships of academicians have a positive influence on their affective commitment.

In the context of analysis of dimensions of informal relationships affects on continuance commitment; regression analysis revealed that 2.2% ($R^2 = 0.022$) of the variance in the continuance commitment variable was explained by the independent variables (intra-organizational and external-organization). Also, in the terms of the explanatory power, the model was not found out to be significant ($F = 2.302$, $p = 0.103$). It was seen that the independent variables such as the dimension of intra-organizational relationships ($\beta = 0.186$, $t = 1.680$, $p = 0.094$) and the dimension of external-organizational relationships ($\beta = 0.055$, $t = 0.496$, $p = 0.621$) had a positive effect on the dimension of continuance commitment but it was not statistically significant.

In the context of analysis of dimensions of informal relationships effects on normative commitment; regression analysis revealed that 31.3% ($R^2 = 0.313$) of the variance in the normative commitment variable was explained by independent variables (intra-organizational and external-organization). Also, in the terms of the explanatory power, the model was found out to be significant ($F = 48.366$, $p = 0.000$). It was found that the dimension of intra-organizational relationships had a positive effect on the dimension of normative commitment and this effect was statistically significant ($\beta = -0.494$, $t = -5.391$, $P = 0.000$). From this point of view, it is seen that intra-organizational informal relationships of academicians positively affect their normative commitment. Moreover, it was found that the external-organizational relationship dimension had a positive effect on the dimension of normative commitment and this effect was not statistically significant ($\beta = 0.082$, $t = 0.891$, $p = 0.374$).

RESULTS AND RECOMMENDATIONS

Universities are academic organizations that can be accommodated in a variety of informal structures. Such kind of relationships can result with positive or negative consequences for organizations. Informal relationships can have an effect on the employees' commitment. In this study, it was observed that the affective and normative commitment of the academicians working at Süleyman Demirel University was higher and their continuance commitment was lower. It was found that internal-organizational relationships of academicians were higher and their external-organizational relationships were lower. When the organizational commitment scale and the informal relationships scale were compared according to demographic variables, statistically significant results were found in some dimensions. In addition, it was seen that informal

relationships had an effect on affective and normative commitment and had not an effect on continuance commitment.

It is clear that organizational commitment has great impacts on important issues such as employee performance, job satisfaction, absenteeism, and intent to quit. This is the reason why it has been the subject of many studies from the past. Informal relationships in the organizations get employees to adopt organizational commitment or to move away from the organization. Although the working conditions are not very good due to the friendly relations established in the organizations, the employees can stay in that organization. If the employees have bad informal relations and they cannot meet their social needs in the organization, they can prefer to leave the organization by decreasing their organizational commitment. This is also true for academicians at the same rate. Managers should take into account these issues to manage their organizations.

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PATIENT SATISFACTION RESEARCH IN THE CITY HOSPITAL: ISPARTA EXAMPLE

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ABSTRACT

The production output of the health sector has a significant impact on human life. For this reason, it is necessary that the diagnosis and treatment processes of the individuals applying to the health institutions are performed correctly and on time. Patient satisfaction is among the important quality and performance indicators of health institutions. This concept of patient satisfaction has been the subject of many studies in terms of health institutions. One of the reforms that took place in the health sector within the Health Transformation Program was the City Hospitals project, which was financed, established and operated by the Public-Private Partnership model. The aim of the study in this context is to determine the satisfaction levels of the patients receiving services in Isparta City Hospital. At the same time, it is necessary to determine the opinions of the patients included in the sampling about the transformation of the State Hospital and the Obstetric Hospital into Isparta City Hospital.

Keywords: Patient satisfaction, City hospital, Isparta city hospital.

INTRODUCTION AND RESEARCH QUESTION

In recent years, the state hospitals in some cities in Turkey have been merging a single complex under the name of "Integrated Health Campuses", "Health Cities", "Regional Hospitals" or more common "City Hospitals" and financing with the "Public-Private Partnership" and its operation came into effect on the agenda. After this, state hospitals which are public institutions will be made semi-autonomous and will continue to provide joint services with private companies. This shows that health services will be more market-centric. As a result, the hospital managed by the public-private partnership will work more profit-centered than the old one, so the number of patients will be increased and the patient satisfaction will be given importance. In this case, competition will increase and hospitals will try to make their services more patient-focused.

Within the scope of the Health Transformation Program, the City Hospitals, which were the last reforms in the health care systems, were put into practice and hospitals were opened in some cities. These hospitals, made with great goals, have created various expectations in the citizens. In this context, the purpose of this study is to measure the level of satisfaction of patients receiving services in Isparta City Hospital. At the same time, views on the transformation of State Hospitals into City Hospitals will be examined in this context.

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CONCEPTUAL FRAMEWORK

One of the important concepts used in determining the quality, efficiency, effectiveness and hence performance of health services is patient satisfaction. Today, health care institutions act according to the expectations and needs of patients and the satisfaction results of health services. Patient-centered understanding of health care has become a priority and patient satisfaction as well as evaluation of patient satisfaction have gained importance (Kırılmaz, 2013: 13). On the other hand, knowing "patient satisfaction" for healthcare providers is also a very important concept. Patient satisfaction (Zineldin, 2006: 61; Peyrot et al. 1993: 24-25)'according to, retention of a high proportion of patients with positive marketing from ear to ear, high competitiveness and profitability, as well continuous improvement of the physician-patient relationship and health services creates inducing effects of positive results.

Parallel to the developments in the world in the Turkish health sector, there is a process of change. The method of public-private partnership is one of the applications in the health sector that is being used in conjunction with this change process. With this method, the establishment of "Integrated Health Campuses" (City Hospitals) in the health sector has been initiated (Kerman et al., 2012:5).

Within the scope of restructuring in the Turkish health system, the Ministry of Health preferred to use the public private partnership method in terms of both organizational and financial aspects of health services. Within the scope of this method, a total of 30 health campuses were planned in different physical dimensions and different bed capacities in total 22 in accordance with the principle that all health problems of the patients should be solved in their Health Service Zones (Ministry of Health, 2011: 43). The Public Private Partnership Department was added to the Ministry of Health in 2007 and a total of 18 projects were launched in 2012 to be implemented in different ways in line with public private partnership method (Kerman et al., 2012: 15). Nowadays, in this direction among determined cities "Mersin, Yozgat and Isparta" City Hospitals began to services provide patients. The construction of the city hospitals in the other city provinces is ongoing.

Patient satisfaction surveys are an indispensable quality assessment for the management and design of the health care system. Such surveys help to improve or re-plan factors that affect patient satisfaction (Emhan and Bez, 2010: 242). Therefore, evaluation of patient satisfaction in health services is an evaluation of service quality. (Hayran et al., 2008: 6).

METHODOLOGY

The sample of the study was easily selected through sampling from patients who were served by Isparta City Hospital, which constitutes the universe. Patient satisfaction questionnaires were developed by the researchers using the patient satisfaction questionnaires they have used or developed in Akbaş (2014), Tengilimoğlu (2001), Ministry of Health (2015) and Taşlıyan and Akyüz (2010). A 5-point Likert-type scale was used in the data collection tool. The score of "1" if the respondents did not participate in the statement at all, and "5" if they participated fully. In the last part of the questionnaire there are demographic questions. Patient satisfaction survey consists of "Physical Environment, General Satisfaction, Personnel Satisfaction and Time

Satisfaction" dimensions. Analyzes and interpretations were made on these dimensions. 303 patients participated in the study.

FINDINGS AND DISCUSSION

The demographic findings of the patients participating in the study are as follows. Of the patients participating in the study, 33.7% were 25 years and under, 26.9% were in the age range 26-35, 15.3% were in the range of 36-45, and 24.1% were over 46 years of age. 36.3% of the patients participating in the study were male, and 63.7% were female. According to their marital status, more than half of the patients (63.3) were married.

When the findings about the satisfaction level of the patients participating in the research are examined; The arithmetic mean of the physical media dimension was found to be 3.935 and the reliability grade (Cronbach Alpha) was found to be 0.791. The arithmetic mean of the overall satisfaction dimension was found to be reliable at 4.165 and 0.902 at the reliability level. The arithmetic mean of the staff satisfaction dimension was found to be reliable at 4.130 and the reliability scale at 0.848. For the time satisfaction dimension, the arithmetic mean was 3.844 and the reliability scale was 0.805. The fact that all dimensions are above 3 points indicates that the patients are quite satisfied with the city hospital.

When the dimensions of the patient satisfaction questionnaire were compared according to the demographic variables, no statistically significant results were found as a result of the analysis of the statistics made outside the time satisfaction dimension. Time satisfaction also had statistically significant results in terms of age (F: 3.642, $p < 0.013$) and marital status (t: 3.186, $p < 0.002$) demographic variables.

RESULTS AND RECOMMENDATIONS

With the introduction of City Hospitals in the health sector, competition among health service providers is inevitable. City Hospitals which will provide services with modern structure and technology can be expected to open a wide area within themselves. In this context, patient preference between Private, University and City Hospitals will be important. It is now inevitable for these institutions to engage in activities to increase satisfaction for patients to choose their own hospitals.

In this study, a patient satisfaction survey was conducted in Isparta City Hospital which was opened to service on 24 March 2017 and it was seen that the patients were very satisfied from the hospital. Patients were found to have a high level of satisfaction with their physical environment, personnel and speed of operation. Especially the quality of the equipment used in the hospital, the comfort of the examination rooms, the hygienic conditions and the physical appearance and the refreshment of the hospital were seen to be pleased with the patients. The lowest satisfaction was with regard to in-hospital transportation and vehicle parking qualification. In addition, patients' opinions regarding the transformation of state hospitals into city hospitals were seen to be positive and satisfactory.

Today, patient satisfaction is the most vital issue for health care institutions. In an increasingly competitive environment, healthcare institutions are constantly required to keep patient satisfaction high and alive to attract more patients. In this context, health

care providers should routinely check their level of satisfaction by constantly considering patient satisfaction.

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PUBLIC OPINION MEASUREMENT ABOUT PROTECTION OF URBAN IDENTITY IN URBAN TRANSFORMATION PROCESS: TWITTER EXAMPLE

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ABSTRACT

With the reorganization of European cities the urban transformation that took place on the historical stage brought along the practice of urban regeneration and the questioning of these practices.

Keywords: Urban transformation policies, urban identity protection, twitter.

INTRODUCTION AND RESEARCH QUESTION

As a result of this questioning, the protection of urban identity and the adaptation to urban fabric have gained importance in the process of urban transformation. In the process of transformation of the city, the issue of protecting the identity of the city by taking a holistic view of the geographical, physical, social, economic and cultural structure and creating the sensitivity of the public with the effect of social media.

CONCEPTUAL FRAMEWORK

To determine the public consciousness about whether the practices that have been misled by the process of urban transformation match the identity of the city and to measure the public's reaction to the incompatible practices.

METHODOLOGY

In the study; tweets under the hashtags related to the urban transformation in twitter that i one of the social media circles were taken as the universe and the tweets were selected as the sample until the satisfaction of the analysis of the discourse. So; the sampling of the study has been determined by sampling. The tweets included in the sample were subjected to discourse analysis.

FINDINGS AND DISCUSSION

It was determined that the negative transformation practices, which are quite evident in the urban touch, attracted the attention of the vast majority of the population and had a serious reaction against these practices. It has been observed that in the face of negative tarnsformation practices which are met with great sensitivity by the public, the reaction of the people usually takes place in the form of organizing and a small part of the organizations are achieved positively. It has been determined that even the smallest urban transformation practice in in cities that have an omnibus historical identity such

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as Istanbul and Bursa has been reacted by the people and mostly angry shares have been made about it.

RESULTS AND RECOMMENDATIONS

In the process of urban transformation, public consciousness is very high for the protection of urban identity and it appeared that it gave very rigid reactions to the negative practices. It is not just large-scale transformation projects; It was also found that the transformation practices of the building scale were followed with great interest and serious reactions were revealed in any application that did not match the urban identity.

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INTERNAL AUDIT CONTRIBUTION TO CORPORATE GOVERNANCE IN PUBLIC ORGANIZATIONS: AN ASSESSMENT FOR TURKEY

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ABSTRACT

In this study success factors of IA contribution to corporate governance evaluated in terms of the applications implemented in the framework of the PFMC numbered 5018 in our country. The results show that it has to be improved in terms of Success factors of IA contribution to corporate governance in public organizations: i) Relationship between internal and external audit in the public sector, ii) Quality of service delivery, iii) Audit committee oversight, iv) Attraction and retention of component staff for efficient public governance.

Keywords: Public Governance, Corporate Governance, Internal Audit, Turkey, Public Financial Management

INTRODUCTION AND RESEARCH QUESTION

CG (CG) concept; in short, an organization's management environment is designed to create sustainable value, taking into account the expectations of its stakeholders (Kılıç, 2014: 4). Accordingly, CG encompasses auditing, directing and managing of senior management and relationship between stakeholders (such as employees, customers, buyers, funders, etc.) and the top management (Türedi et al, 2015: 57).

CG has begun to be seen as a remedy against corporate scandals and corruption, especially since 1980s, and has become one of the most debated topics since the early 1990s (Kılıç, 2014: 4). Along with the spread of the new management approach that emphasizes CG in the private sector along with globalization, The need for change, which is evidenced by the increase in the numbers of those who think that they are going to the wrongs and the injustices that reach the politics in the ruling, the new quests and the reforms in the public sector are on the agenda (Köse and Kumcu Yıldız, 2009: 1).

Within the framework of these reforms, public administrators entrusted with public resources are often asked to identify long-term institutional objectives and targets on the basis of participation, to eliminate activities that do not match the institution's reason for existence and to report their implementation results to stakeholders in annual reports. In this respect, taxpayers, politicians and bureaucrats, employees, suppliers, service beneficiaries and other social actors who consider themselves entitled to certain rights on the institution will be effective in providing services while fulfilling the duties and responsibilities of the top management responsible for the first generation of public services in public institutions.

However, the plans, programs and reports that are expected to be prepared in this process do not resolve the doubts that the bureaucracy moves with special interest

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motivation like other individuals in the society. In this regard, it is expected that a third eye will ensure compliance with CG principles and elements. In this regard, internal audit (IA) is an important mechanism for confrontation.

This study focuses on CG and IA in public organizations. Studies in this area are very limited in the literature. It is expected that contribution to the literature will be made to work in this sense.

CONCEPTUAL FRAMEWORK

CG in public organizations, is defined as ensuring the interrelated relationship between management, control and supervision by public organizations that have targeted policy objectives in an effective and efficient way and that they are clearly announced and accounted for the benefit of stakeholders (Özeren ve Temizel, 2004: 9). According to this elements of CG in public organizations are management, internal control and risk management, and accountability.

When corporate governance principles, definitions and relationships are evaluated together, An approach that protects the rights and interests of all stakeholders is emerging. Internal audit is the insurance of the security (Uzun, 2017: 1). As defined by the the IIA, IA is an independent, objective, assurance and consulting activity designed to add value and improve an organization accomplish its objectives by bringing a systematic, disciplined approach to evaluate and improve the effectiveness of risk management, control and governance processes.

Table: Element of CG in Public Organizations and the Role of IA

Elements	Explanation	Role of IA
MANAGEMENT	It involves all the goals of an organization, along with other elements, to guide the passing of the life, the organization of the organization and the development of the processes.	i) Promoting appropriate ethics and values within the organization, ii) Ensuring effective organizational performance management and accountability system, iii) Effectively coordinating the activities of and communicating information among the board, external and IAors and management (Mahzan ve Yan, 2014: 160).
INTERNAL CONTROL ve RISK MANAGEMENT	When an organization is being designed, a system of measures and procedures that will keep the organization on the right path and provide assurance to administrators must be put into effect and maintained.	i) A review of the organization's control culture, especially the tone at the top, ii) An objective evaluation of the existing risk and internal control framework, iii) Systematic analysis of business processes and associated

		<p>controls, iv) Reviews of the existence and value of assets, v) A source of information on major frauds and irregularities, vi) Ad hoc reviews of other areas of concern, including unacceptable levels of risk, vii) Reviews of the compliance framework and specific compliance issues, viii) Reviews of operational and financial performance, ix) Recommendations for more effective and efficient use of resources, x) Assignment of the accomplishment of corporate goals and objectives, xi) Feedback on adherence to the organization's values and code of conduct/code of ethics (Florea and Florea, 2013: 80).</p>
ACCOUNTABILITY	<p>CG refers to promoting correctness, transparency and responsibility within any company. All the pertinent data on the company must be presented correctly and in time, including the financial situations, performance and propriety, both within the company and its external links.</p>	<p>To evaluate how relevant the financial and non-financial are the data provided to the leading members of the economic entity, in order to be conscious of the realities of that company and to respect the transparency principle (Onica, 2013: 211).</p>

Success factors of IA contribution to corporate governance in public organizations: i) Relationship between internal and external audit in the public sector, ii) Quality of service delivery, iii) Audit committee oversight, iv) Attraction and retention of component staff (Asare, 2009: 25, 26).

METHODOLOGY

The success factors set forth by the study (Asare, 2009: 25, 26) were evaluated in terms of the applications implemented in the framework of the PFMC numbered 5018 in our country.

FINDINGS AND DISCUSSION

i) In our country, IA are performed in public institutions by internal auditors and external audits are carried out through the Court of Accounts. The types of auditing performed by both auditors in the framework of PFMC No. 5018 are similar. On the other hand, while ideally holding the relevant administration expected from IA on the right course to reach the pre-determined goals and establishing the safety of the information produced by the administration and it is expected from the Court of Accounts audit is to inform the parliament that the targets achieved by the relevant administration/sectoral contribution is positive to the policy authorized by the parliament. However, the debate about the Court of Accounts' performance audit authority in the practice of our country keeps the external audit far from this ideal.

ii) In our country, there is a Quality Assurance Development Program application for monitoring and improving the quality of internal audit activity. However, this reporting mechanism does not include information on the value added created by IA.

iii) Ideally, in accordance with international standards, the IA manager is functionally connected to the audit committee or board of directors, and administratively to the president of the institution and responsible. In order to provide functional independence in our country, internal auditors directly report to the top manager instead of the functional and administrative hierarchy which is not distinguished. This situation affects the independence of IA in different ways, due to differences in organizational structure and insider audit culture. For this reason, it is proposed to establish an audit committee in the administrations.

iv) Because of the fact that our country is in a transitional period during the implementation of IA, appointment of internal auditors has been effected by provisional provision. After 2006, the General Authority of Public IA of 2013 and the authority of audit determined according to the certificate level and certificate level have been rearranged. Deregulation and doubt about professional competence arise when the current occupancy rate in our country is taken into account. It is also known that internal auditors who gained experience in the public evaluated the private sector alternative.

RESULTS AND RECOMMENDATIONS

In this study success factors of IA contribution to corporate governance evaluated in terms of the applications implemented in the framework of the PFMC numbered 5018 in our country. The results show that it has to be improved in terms of Success factors of IA contribution to corporate governance in public organizations: i) Relationship between internal and external audit in the public sector, ii) Quality of service delivery, iii) Audit committee oversight, iv) Attraction and retention of component staff for efficient public governance.

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THE EXAMINATION OF THE SLOW CITY FORMATIONS IN THE CONTEXT OF TURKEY AS AN ALTERNATIVE MODAL FOR SUSTAINABLE AND INHABITABLE LIFE AREAS

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ABSTRACT

“Slow movement” which opposes to the process of dedifferentiation created by globalization and the logic of consumer society, protests against local identity being smoothed and melted in an upper pot, therefore objects to the concept homogenization, draws considerable interest on the international level. Slow movement which emerged as a reaction to fast-food diet forms the basis of a movement which is defined as “slow urbanization” in the urbanization literature today.

Keywords: Slow Movement, Slow City, Sustainable Living Spaces, Turkey.

INTRODUCTION AND RESEARCH QUESTION

Cittaslow Association is an international association which is attended by cities that do not wish to become one of the homogenous places created by globalization, but wish to take place on the world scene by protecting their local identities and features. Philosophy of slow urbanization supports calm-peaceful daily life emphasizing to the ‘moment’ being lived; aims at sustaining traditional food culture which is composed of healthy, clean and local products and accepts improving the relationship between local people in principle. The principles which slow movement dwell on influences improvement and protection of life quality of people living on that settlement. Therefore there is a strong relationship between slow urbanization movement and urban life quality.

CONCEPTUAL FRAMEWORK

In this way, it will be examined whether the slow life and slow cities can be accepted as an alternative way of life in the 21st century when the population living in the cities rapidly increases and the big cities determine the spatial geography. Firstly, the concept of life quality and the components that make up this concept will be discussed in order to reveal how and in which processes the slow urbanization movement affects the life quality of the city. In the second part of the study, the slow urbanization movement, the process of the emergence of this movement and the criteria of slow urbanization movement will be analyzed. Finally, in the study, the formation of the slow movement in Turkey, the conditions for a city to be able to enter the slow movement, the slow cities in the country and their economic - ecological - cultural characteristics will be examined separately.

METHODOLOGY

The main purpose of this study is to analyze the cities defined as slow cities as an extension of the slow movement in Turkey with the interaction between the slow urbanization movement and the phenomenon of life quality

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FINDINGS AND DISCUSSION

In order to achieve the targets set out in the study, the economic-ecological-cultural characteristics of the slow cities in Turkey and the quality of life in these cities will be analyzed comparatively within context of the problematic of life quality in these cities by using the quantitative analysis methods after revealing the objectives of the slow movement and the characteristics of the global slow cities by way of description.

RESULTS AND RECOMMENDATIONS

Consequently, in case of adoption of the the slow urbanization movement by espaeially the city administration and the individual in our country and in the world, the problamatic of whether the 21st century individual will be able to achieve the possibility of taking advantage of the alternative of quality, healthy and calm life apart from the daily life which is shaped under the pressure of overpopulation-chaos-traffic-urban crimes experienced in the big cities will be elaborated.

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ISLAMIC MARKETING: FINAL DESTINATION OF CONVENTIONAL MARKETING

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Being in its infancy, a new field Islamic marketing is gaining proliferate interest and consideration from academics and managers from not only Muslim majority countries but also from Muslim minority countries. The growing number of Islamic consumers, as a result Islamic markets forces marketers to realize future potential of serving this market. Development and formation of the concepts, models, theories and empirical foundation of the Islamic Marketing captures minds of most prominent scholars of this field. The close investigation of Islam, its doctrines, principles, as well as ethical canons concerning the ways of conducting business, explicitly reveals that marketing activities conducted according to the principles of Islam can propose unprecedented solution for numerous problems faced by not only entrepreneurs and consumers, but also by society and environment as a whole. Moreover, the principles embedded at the core of the new directions in the field of marketing such as sustainable marketing, relationship marketing as well as societal marketing, in essence, constitute the fundamentals of the way of conducting business from Islamic perspective which was ordered much before the emergence of the different concepts such as “utilitarianism” or “theory of the utility”, “economic rationalism” and “theory of utility maximization”, which stands at the core of modern economics, business as a result of conventional marketing. The primary targets of this research paper, are to look into the current achievements in the formation of theoretical framework for Islamic marketing and argue that Islamic Marketing in essence is the final destination of the conventional marketing and solution to numerous problems of the humanity.

In light of deteriorating social and environmental problems, scholars and policy makers tried to find and propose a valid solutions and concepts for tackling with problems threatening to the current and future well being of the humanity. Currently popular concepts such as corporate social responsibility, business ethics and sustainable development were proposed as a response to mounting social-economical and environmental problems (Collier and Wanderley 2005; Rainey 2006). In turn, as an integral part of business activities and driving force of resource usage and customer consumption patterns marketing regarded as an important contributor for solving faced problems (Maignan and Ferrell 2004, Desmond and Crane, 2004; Peattie and Peattie, 2009). ‘Extensive environmental damage has been caused by continuous consumption, marketing, manufacturing, processing, discarding and polluting’ (Saha and Darnton, 2005: 117). Along with being criticized for evoking unsustainable consumption patterns (De Graaf et al., 2005; James, 2007, Saha and Darnton, 2005), marketing activities contributes to the economic development as well (Fisk, 2001). Since, traces of marketing can be explicitly observed in our everyday life, from Marketing perspective, along with CSR, concepts such as sustainable marketing, societal marketing, green marketing as well as environmental marketing has evolved as a solution to the social and environmental problems.

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However, according to researches there are there still serious gap on precise identification of exact principles of abovementioned theories and most importantly application of these principles to business practices (Crane and Matten 2004, Greenfield 2004). Along with that, in most cases practicing CSR or adapting and applying sustainable marketing strategies is completely issue of free will. However, from Islamic perspective being ethical and conscious about the wellbeing of stakeholders is an obligation and began from the individual. Awareness that “God knows the manifest and the hidden, and will hold all accountable for their deeds” (Beekun, R.I. and Badawi, J.A., 2005, p- 143) and believe in Life Hereafter shape the behavior of each individual. Close investigation of two main sources of normative ethics in Islam (Quran and Hadith) explicitly shows that, in essence, ethics stands at the core and guides Muslims everyday life and decision. Conducting ethical in all aspects of life, including in business is an unquestionable obligation. Since businesses are managed and decisions are made by individuals, in Islamic approach business ethics captures central position.

Relevant literature review dedicated to the sustainable development, sustainable marketing, societal and environmental marketing also emphasize the the centrality of ethics in the efficient application and success of this concepts. From this perspective, in this paper we urge that, the principles that were ordered in 7th Century AD and stands at the core of Islamic marketing coincide with the principles of modern concepts in conventional marketing. Thus we argue that, in essence Islamic marketing can be new and superior alternative to the conventional marketing.

Keywords: Islam, Islamic Marketing, Shariah, Shariah Compliance, Hadith, Ethics, Business Ethics

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THE ROLE OF THE DEMOGRAPHIC CHARACTERISTICS OF PUBLIC OFFICIALS ON THE ORGANIZATIONAL JUSTICE PERCEPTION: ISPARTA SAMPLE

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ABSTRACT

The aim of the study in this context is to determine how the demographic characteristics of personnel working in public institutions affect the perceptions of organizational justice. The concept of organizational justice is expressed as "perceived organizational justice" in the literature, but how much justice it perceives to the individual rather than justice to the individual.

Keywords: Organizational Justice ,Distributive Justice, Procedural Justice, Interpersonal Justice, Informational Justice Public Institutions, Demographic Characteristics, Public Officials

INTRODUCTION AND RESEARCH QUESTION

Public institutions, like privately owned businesses, want to use the resources in their hands in the most economical way to obtain the highest yields. The most efficient use of human resources, one of the most important of these resources, is a necessity to achieve success. For this reason, public institutions that recognize that their critical role in ensuring organizational success is in workplaces should also take into consideration the factors that are bound to occupational institutions.

CONCEPTUAL FRAMEWORK

The sense of organizational justice, which is one of the connecting factors to the institution, is regarded as important for the occupations, and the justice management and administrators and the worker who is committed to the organization are more productive employees. On the contrary, the worker is not committed to the organization in an unfair organization environment and can not produce a good performance.

METHODOLOGY

The demographic characteristics of the officers working in public institutions, excluding their career professions, including gender, marital status, educational status, age, working time and professional titles were examined in terms of organizational justice, procedural justice, distribution justice, interpersonal justice and informational justice. As a universe, the questionnaire was applied to 571 public officials selected by chance from 24.000 public officials working in 52 public institutions in Isparta province. A questionnaire study using a 5-point likert scale investigated how the demographic characteristics of public officials affected organizational justice perceptions. One-way ANOVA test and T-test were used with the scale prepared by a 20-item study using Colquitt's (2001) "On the Dimensionality of Organizational

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Justice: A Construct Validation of a Measure" as an organizational justice scale. And 95% reliability, and the Tukey test was applied to variables that differed from the groups.

FINDINGS AND DISCUSSION

After the research findings, it was found that women perceptions of organizational justice were higher than men, and that perceptions of organizational justice were higher than that of single women.

RESULTS AND RECOMMENDATIONS

As the level of education increases, it has been found out that the sense of organizational justice decreases as the age progresses, the organizational justice differs depending on the working period, and the organizational justice differs between the civil servants and the technical personnel according to the titles.

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INCOTERMS INDEXED PRICING STRATEGIES IN FOREIGN TRADE

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Mehmet Koç**

ABSTRACT

It is obvious that institutions, who carry on activities for maximum profit with minimum cost, need to act strategically in sale prices along with input costs in order to make sustainable their profitability on one hand and their existence on the other.

Especially, pricing which finds a place as the Competitive Power function created by global economy, is accepted to be the most strategic weapon for institutions in this field.

INTRODUCTION AND RESEARCH QUESTION

Moreover, price has also a particular importance among marketing components in terms of determining total return. Because, while price determines income; product, distribution and promotion components rather effect costs. Therefore, decisions regarding all components should be handled and implemented in harmony for profit maximization (URAZ, Çevik; İhracatta Pazarlama ve Fiyatlandırma, Dış Ticaret Eğitim Programı – İTKİB, 1998).

Here at this stage, exporter's consideration of modes of delivery while determining price may bring an ability of strategical manoeuvre in pricing to forefront. This is because mode of delivery is one of the most important subjects of cross-border movement of the good.

CONCEPTUAL FRAMEWORK

As for delivery, it means determination of where, when and how the costs and risks will be shared between seller and buyer during transportation of goods from the place or port of loading to point or port of destination. Naturally, INCOTERMS which is the abbreviation for "International Commercial Terms" in English, has an international language and is expressed as "Uluslararası Ticari Teslim Şekilleri" in Turkish. INCOTERMS is a program introduced by International Chamber of Commerce to set standards for terms used in international trade. Its purposes are providing international movement of goods, preventing treatments which may vary from country to country, ensuring trust in international trade and preventing possible losses which may arise due to potential language differences (Adım Adım İhracat, Dış Ticaret Destek Serisi-3, TİM AKADEMİ 2023, İstanbul 2014. P. 80).

From this point of view, in our study we have discussed resolution of disputes, particularly those related to INCOTERMS, in foreign trade operations which seem to be complicated and even have discussed that INCOTERMS can be used as also strategic pricing ability.

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Indeed, the most important purpose of our study is to get current exporters to take into account modes of delivery in pricing strategies in order to reach the level of 500 billions of exportation targeted within the scope of The Exports Strategy of Turkey for 2023 and even to integrate a considerable segment of exporters who have reservations on modes of delivery and have defined risks wrongly in this respect and given up exportation, to the community as new exporters. For this reason, a field research has been done within our study as it provides advantages of on site one-to-one contact and face to face interviews.

However, our findings depending on field research are as follows: Foreign trade is accepted to be complicated and difficult in our country and it is no more considered to be a profitable business because of wrong preferences regarding Modes of Delivery; on the contrary it is considered to be a potential risky business which may result in loss declaration and even in bankruptcy, besides, experts are not employed and we have not managed to take our place in international markets with a sustainable understanding with either high added value or brand value.

Indeed, face to face and profound interviews we made with family businesses, particularly those in Anatolia, who wish and have potential to get into international markets, have shown that question marks about Foreign Trade Practices, particularly relating to modes of delivery and payment forms, and in this respect defining foreign trade as risky, stand as another pretext in front of heading for international markets for these kind of businesses; despite the fact that they realize their noticeable and tangible superiority when they compare their products to products of corresponding sectors in fairs, even if they attend those fairs abroad only for visiting and sightseeing.

Family businesses, especially those who have acquired enough and/or a bit more wealth to meet own needs; those who, in their own words, “have made enough to live off”, define joining international markets as an unnecessary risk.

In fact, possible confusions and risks have been fairly minimized, as INCOTERMS rules are included in sales contracts, provision which determines whole process with regard to delivery of good has the nature of password and understanding of common language and also place names are indicated in detail.

In addition to this, explicit declaration on the side which will bear insurance costs which are compulsory depending on mode of delivery and freight costs which may constitute incremental cost, provides an advantage on visibility of risks and costs; therefore explicitly gained owing to INCOTERMS will conduce to rise of new exporters.

In literature review, it has been understood that studies regarding INCOTERMS started in 1921 but INCOTERMS have undergone various implementations and revisions so far. Therefore, in our study we have preferred including last version, INCOTERMS 2010, which entered into force on 01 January 2011, with practical examples in order for benefit of old and new exporters. Thus, INCOTERMS 2010, 13 delivery types of which have been reduced to 11 in new version, have also provided conveniences to exporters. (<http://www.orgtr.org/tr/uluslararasi-teslim-sekilleri-wwworgtrorg>).

For this reason, as the subject of this study is foreign trade and as this causes incremental costs especially in export pricing, pricing method based on modes of delivery has been handled.

FINDINGS AND DISCUSSION

In fact, in general terms, while pricing methods are Cost Pricing, Demand Oriented Pricing and Competitive Oriented Pricing; if the exporter is manufacturer, export price will be determined before manufacturing, starting from raw material procurement; if the exporter is reseller, export price will be determined according to VAT included price paid by exporter in internal market (GÜVEN Özcan; İhracat ve İthalat İşlemleri, Konya Sanayi Odası; 11-12 MARCH 2011).

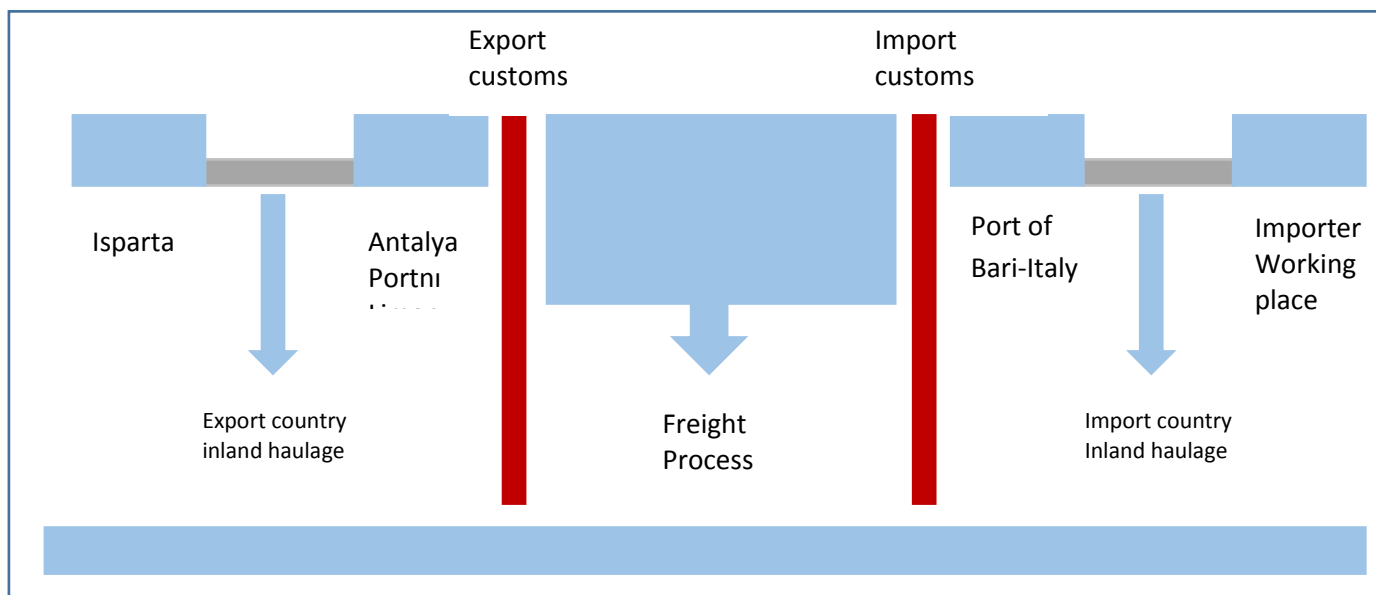
On the other hand, if the firm is an importer, ORDER FORM sent to seller abroad will be accepted and under these acceptance circumstances, the firm will wish to determine the price of the product to be imported as of today. In this case, knowing content of delivery types, in a sense INCOTERMS, which may contain incremental costs, will prove to be more important for both sides.

Moreover, INCOTERMS, in the process of Foreign Trade, is a body of rules which indicates transportation mode by which the exporter will deliver the good to the importer, by whom the risks and costs within the process will be beared, thereby mutual rights and obligations of the sides. (YILMAZER Mine and ONAY Meltem, İhracat ve İthalat Yönetimi; Yeni Stratejiler ve Güncel Uygulamalar, Nobel Yay. 2015, p. 129).

RESULTS AND RECOMMENDATIONS

In conclusion, as it is understood from Figure 1 where delivery stage of Foreign Trade Process has been summarized, without considering production and procurement process before sale and delivery; exporter in Isparta/Turkey has the advantage of pricing taking account of incremental costs and risks related to 11 different delivery types included in INCOTERMS 2010 version given in the Table below, before carrying out sale transaction to importer in Bari/Italy.

Figure 1: Foreign Trade Delivery Process



Source: Yilmazer and Onay; Nobel 2015, p.126

As understood from the Table, it is clear that from EXW to DDP, 11 different modes of delivery, exporter's obligations and costs change against exporter. This is strategically both advantage and disadvantage. Because, the price determined by exporter at these stages is the pocket price given based on mode of delivery. Therefore, it may be a transfer pricing but also may be preferred as per Strategies of Penetration, Market Skimming and even excluding rivals from the market.

That is to say, for an export product delivered from Isparta (EXW), additional 12 dollars between 10 Dollars of unit delivery price and 22 Dollars of FOB (on board delivery in exporting country, costs paid by exporter; 15 dollars) or Bari/workplace (DDP) price, may mean incremental cost in one sense but sustainable export in another.

Therefore, 11 differences in modes of delivery are also accepted as strategical weapons in terms of providing different options in pricing.

Table – Incoterms 2010

Incoterms 2010											
	EXW Ex Works	FCA Free Carrier	FAS Free Alongside Ship	FOB Free Onboard	CFR Cost & Freight	CIF Cost Insurance & Freight	CPT Carriage Paid To	CIP Carriage Insurance Paid To	DAT Delivered At Terminal	DAP Delivered At Place	DDP Delivered Duty Paid
Services	Mode: All	Mode: All	Mode: Water	Mode: Water	Mode: Water	Mode: Water	Mode: All	Mode: All	Mode: All	Mode: All	Mode: All
Packing	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Loading Charges	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Inland Freight	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Terminal Charges	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Insurance	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Buyer	Seller	Seller	Seller	Seller
Loading on Vessel	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Freight	Buyer	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller	Seller	Seller
Arrival Charges	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Seller	Seller	Seller	Seller
Duty & Taxes	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller
Delivery to Destination	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Buyer	Seller	Seller

Source: www.INCOTERMS 2010.ICC

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THE INVESTIGATION OF SATISFACTION LEVELS OF HEALTH CARE WORKERS; THE CASE OF ISPARTA ULUBORLU AND SENIRKENT DISTRICT STATE HOSPITALS

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ABSTRACT

To provide efficient and high quality health services is possible by having highly satisfied health care workers. In our research, the factors affecting employee satisfaction were grouped into three main groups as corporate structure-manager approach, job satisfaction and working environment-wage. With the questionnaire form prepared, it was aimed to measure the satisfaction levels of health care workers working in Senirkent and Uluborlu State Hospitals in Isparta province and to determine the factors affecting their satisfaction levels positively and negatively. A total of 149 health care workers in different occupational groups including 81 workers in Uluborlu State Hospital and 68 workers in Senirkent State Hospital in Isparta province constituted the main population of the research. Regarding the satisfaction levels of the participants, it was determined that the average of the level of "Corporate Structure-Manager Approach" was at the medium-level (mean.=3.239 ± SS.=1.172), the average of the level of "Job Satisfaction" was at the high level (mean.=3.600 ± SS.=0.833), the average of the level of "Working Environment-Wage" was at the medium-level (mean.=3.209 ± SS.=0.965), and the average of the level of "Overall employee satisfaction" was at the medium-level (mean.=3.303 ± SS.=0.958). The overall satisfaction level of employees in Senirkent State Hospital was found to be higher.

Keywords; Health Care Worker, Employee Satisfaction, Job satisfaction, Uluborlu State Hospital, Senirkent State Hospital.

INTRODUCTION AND RESEARCH QUESTION

In this period during which the importance of patient satisfaction in the health sector has increased day by day, the fact that patient satisfaction cannot be ensured without ensuring the satisfaction of employees is supported by the researches carried out. Employee satisfaction is defined as the emotional state resulting from the job evaluation of the person. "One of the most important conditions of providing effective services in the health sector is to employ a sufficient number of people with the necessary qualifications at the right time and in the right place (Kılıç, Tunç, 2004:40)." To provide efficient and high quality health services is possible by having highly satisfied health care workers (Kavuncubaşı, Yıldırım, 2010). It is thought that health management within the private field of the management is responsible for trying to improve the quality and quantity of health care services needed by the community as well as being

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responsible for trying to increase the satisfaction and job satisfaction of employees (Aksu, Acuner, Tabak, 2002:273).

The factors affecting employee satisfaction can be classified under three headings as internal, external and individual factors. Internal factors are the features that are related to the nature of work and are present in the basic structure of work (Davis, 1988). External factors can be grouped as financial, administrative and organizational components. Individual factors include person-specific characteristics (Telman, Ünsal, 2004). In the general sense, as a result of the researches carried out up to today, the results of employee satisfaction have been positively and negatively determined as work continuity and commitment, performance, conflict, behaviors that damage the organization, high speed of employee turnover, cynicism and alienation.

CONCEPTUAL FRAMEWORK

The working conditions of health care workers are quite heavy in many regions, especially in underdeveloped regions, of Turkey (Dönmez, Sarışahin, Türkistanlı, 1999). In a research carried out on the subject, (Demir, Teke, Tatar, 2000:66) determined that the employees want that they should be provided with an opportunity to take a rest after watch, that the physical conditions of the working environment such as heat, light and ventilation and their commuting (service) facilities should be adequate, that average number of watch per month should be 2-3 days, that the tools and materials needed in the work environment should be sufficient, that the rules set up by the institution should make the working life easier, and that health and safety measures in working environment should be adequate, within the scope of the expectations of the physician healthcare personnel to increase their satisfaction.

In our research, the factors affecting employee satisfaction were grouped into three main groups as corporate structure-manager approach, job satisfaction and working environment-wage. With the questionnaire form prepared (Erken, 2013), it was aimed to measure the satisfaction levels of health care workers working in Senirkent and Uluborlu State Hospitals in Isparta province and to determine the factors affecting their satisfaction levels positively and negatively.

METHODOLOGY

A total of 149 health care workers in different occupational groups including 81 workers in Uluborlu State Hospital and 68 workers in Senirkent State Hospital in Isparta province constituted the main population of the research. The sample of the research consisted of 80 (54%) health care workers including 50 workers from Uluborlu State Hospital and 30 workers from Senirkent State Hospital who agreed to participate in our survey. The questionnaire form was composed of three parts including corporate structure-manager approach, job satisfaction and working environment-wage, and a total of 23 questions including demographic expressions prepared to determine the personal characteristics of the employees.

FINDINGS AND DISCUSSION

In the evaluation of the results of the research, Mann Whitney U test was used for the difference between the two groups since the distribution of the data was not normal in the comparison of quantitative data, Kruskal Wallis H test was used for the comparison of parameters between groups in case of more than two groups, and MW-U test was used to identify the group that caused the difference. The relationship between the

dependent and independent variables of the research was tested by Spearman Correlation Analysis.

Regarding the satisfaction levels of the participants, it was determined that the average of the level of "Corporate Structure-Manager Approach" was at the medium-level (mean.=3.239 ± SS.=1.172), the average of the level of "Job Satisfaction" was at the high level (mean.=3.600 ± SS.=0.833), the average of the level of "Working Environment-Wage" was at the medium-level (mean.=3.209 ± SS.=0.965), and the average of the level of "Overall employee satisfaction" was at the medium-level (mean.=3.303 ± SS.=0.958). Job satisfactions of employees were found to be higher than the other two groups. Employees are satisfied with their jobs. The overall satisfaction level of employees in Senirkent State Hospital was found to be higher.

At the end of the research; as a result of MW-U Test and KW Test, the relationship between employees' corporate structure-manager approach satisfaction, job satisfaction, working environment-wage satisfaction and overall satisfaction levels according to the variables of the hospital where they work, gender, age group, educational status, marital status, term of employment in the institution, title and the way of work was not found statistically significant.

It was determined that the job satisfaction levels of the participants whose hospital department was the other (laboratory and medical support services) were higher compared to those working in the Emergency and CHC department (KW=9.005; p=0.029<0.05), (MWU= 79.000; p=0.019<0.05). It can be concluded that this result was due to the fact that the job satisfaction levels of employees in Emergency and Community Health Centers were lower compared to those working in other departments because they are in communication with more patients in a good or bad way and leave their job more wearily at the end of the day.

RESULTS AND RECOMMENDATIONS

According to the variable of knowing whether the institution where they work has a certificate of quality, the corporate structure-manager approach scores (MWU=377.50; p=0.022<0.05), job satisfaction scores (MWU=390.50; p=0.030<0.05), working environment-wage scores (MWU=370.00; p=0.017<0.05) and overall employee satisfaction scores (MWU=352.00; p=0.010<0.05) of those with knowledge were found higher than the scores of those who did not know the certificate of quality. It was observed that the fact that they knew the presence of certificate of quality positively affected the satisfaction of employees.

As a result of the Spearman Correlation Analysis performed for the analysis of the relationships between the satisfaction levels of the hospital employees who participated in the research in terms of the variables, statistically positive and significant relationships were found between job satisfaction and corporate structure-manager approach (r=0.707; p=0.000), between working environment-wage and corporate structure-manager approach (r=0.747; p=0.000), between overall employee satisfaction and corporate structure-manager approach (r=0.956; p=0.000), between working environment-wage and job satisfaction (r=0.703; p=0.000), between overall employee satisfaction and job satisfaction (r=0.811; p=0.000), and between overall employee satisfaction and working environment-wage (r=0.874; p=0.000).

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A RESEARCH ON THE EVALUATION OF THE APPROACH OF MEDICAL SECRETARIES TOWARDS DOCTOR-PATIENT COMMUNICATION SKILLS: THE CASE STUDY OF SDU RESEARCH AND APPLICATION HOSPITAL

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ABSTRACT

Doctor-patient communication is a subject that has gained more importance every day and has been searched by many researchers from different angles. The purpose of the research is to evaluate the communication skills of doctors working in a research and application hospital from the point of view of the medical secretaries they work with. Within the scope of the research, the problem statement and hypothesis have been constructed as "there is no difference between the demographic characteristics of the medical secretaries and their approach towards doctor-patient communication skills" and tested.

Keywords; Communication, Doctor-patient communication, Medical Secretary, Research and Application Hospital.

INTRODUCTION AND RESEARCH QUESTION

The improvement and effectiveness of doctors' communication skills provides relief for patients and leads to a reduction of their emotional distress (Roter, et al., 1995). Healthy and good communication between doctors and patients has a positive effect on increasing the quality of services offered in health facilities (Wong, Lee, 2006). Stewart (1995) found that the increase in the quality of doctor patient communication contributed to the increase in patient satisfaction; Flocke, et al. (2003) reported that the communication style of the doctor affected patient satisfaction, and that patients' trust in physicians decreased or increased with respect to the quality of communication.

CONCEPTUAL FRAMEWORK

The purpose of the research is to evaluate the communication skills of the doctors working in Süleyman Demirel University Research and Application Hospital from the viewpoints of the medical secretaries they work with. In the context of the research, since the dimensions of the communication that physicians establish with their patients will be examined from the viewpoint of the medical secretaries, monitoring of both sides from an external perspective will enable us to understand and evaluate the quality of communication in a more objective way.

METHODOLOGY

In the research, the behaviors of the doctors in the communication process with the patients were gathered in four main groups as respect, democratic attitude, barriers, and appreciation. The questionnaire form (Erdem, Bektaş, Erkal, 2013) consists of 22

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questions in total including the questions added to determine also the demographic characteristics of the medical secretaries.

The main bulk of the research is the medical secretaries working at the Süleyman Demirel University Research and Application Hospital. However, since the purpose of the research was to evaluate the quality of communication of doctors with their patients primarily during diagnosis and treatment stages, the sample of the research was formed from 110 medical secretaries working in these processes. Of this total, 76 (69%) medical secretaries agreed to participate in the survey. Medical secretaries were asked first to evaluate the behaviors of the doctors they work with in terms of doctor-patient communication and then it was tested whether the approach of the medical secretaries to the process differ in terms of their demographic characteristics.

The problem statement of the study is formed as "is there a difference between the demographic characteristics of medical secretaries and their approach to doctor-patient communication skills?" and the main hypothesis as "There is no difference between the demographic characteristics of medical secretaries and their approach towards doctor-patient communication skills." To test the hypothesis, four sub-hypotheses were constructed.

FINDINGS AND DISCUSSION

Of the medical secretaries participating in the survey, 76.3% were female and 17.1% were male. 6.6% of the participants did not comment on this variable. 10.5% of those participating in the study are between the ages of 19-25, 38.2% are between the ages of 26-32, 46.1% are above the age of 33 while 5.3% of those participating in the study did not comment on this variable. As for the work experience of the participants, 30.3% of them has between 1-5 years of work experience, 28.9% has between 6-10 years, and 36.8% has more than 11 years of work experience. 3.9% of them did not answer this variable. As for the level of education of the participants; 23.7% has secondary education, 47.4% has associate degree, 23.7% bachelor's degree, 1.3% master's degree and 3.9% do not answer for this variable.

As a result of the analysis; as the KMO value is greater than 0.50 (0.864) and Barlett Sig. value is less than 0.050 (0.00), this question group is suitable for factor analysis. For Cronbach's alpha values, the factors are measured as 0.950 for respect, 0.889 for democratic attitude, 0.836 for barriers and 0.635 for appreciation.

The One-Way ANOVA test was used to determine whether there is a relationship between the demographic characteristics of the medical secretaries and the factors obtained. According to the One-Way ANOVA Test results:

The relationship between the gender of the medical secretaries and factor coefficients was measured as Sig. = 0.921 for Respect, Sig. = 0.474 for Democratic Attitude, Sig. = 0.786 for Barriers, Sig. = 0.828 for Appreciation and the hypothesis (H1a) that "There is no difference between the gender of the medical secretaries and their approach towards doctor-patient communication skills" was accepted. ($p > 0.05$)

The relationship between the age of the medical secretaries and factor coefficients was measured as Sig. = 0.547 for Respect, Sig. = 0.661 for Democratic Attitude, Sig. = 0.495 for Barriers, Sig. = 0.228 for Appreciation and the hypothesis (H1b) that "There is no difference between the age of the medical secretaries and their approach towards doctor-patient communication skills" was accepted. ($p > 0.05$)

The relationship between the work experience of the medical secretaries and factor coefficients was measured as Sig. = 0.964 for Respect, Sig. = 0.781 for Democratic Attitude, Sig. = 0.362 for Barriers, Sig. = 0.443 for Appreciation and the hypothesis (H1c) that “There is no difference between the work experience of the medical secretaries and their approach towards doctor-patient communication skills” was accepted. ($p > 0.05$)

The relationship between the level of education of the medical secretaries and factor coefficients was measured as Sig. = 0,964 for Respect, Sig. = 0,781 for Democratic Attitude, Sig. = 0,362 for Barriers, Sig. = 0,443 for Appreciation and the hypothesis (H1d) that “There is no difference between the level of education of the medical secretaries and their approach towards doctor-patient communication skills” was accepted. ($p > 0.05$).

As a result of the research, the following conclusions were reached by examining the factor coefficients and other statistics;

RESULTS AND RECOMMENDATIONS

Medical secretaries stated that the most positive behaviors of doctors in terms of doctor-patient communication are in the respect factor group, while the type of communication behavior that can be described as negative is in the appreciation factor group. They also expressed that the behavior types that create democratic environment and eliminate the barriers in the communication process are positive.

Making eye contact with patients during conversation, and being kind and warm while they are warning their patients are the most positive modes of communication for doctors. The most negative behavior type was determined as the lack of consideration of the patients' feedbacks.

There is no difference between the gender of the medical secretaries and their approach towards doctor-patient communication skills.

There is no difference between the age of the medical secretaries and their approach towards doctor-patient communication skills.

There is no difference between the work experience of the medical secretaries and their approach towards doctor-patient communication skills.

There is no difference between the demographic characteristics of the medical secretaries and their approach towards doctor-patient communication skills.

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FROM SOCIALISM TO CAPITALISM CHANGING ORGANIZATIONAL CULTURE AND ORGANIZATIONAL STRUCTURES, AZERBAIJAN EXAMPLE

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ABSTRACT

If there are changes in the political and economic systems, then it will be many transformations in companies and organizations. One of the important factors affecting the internal functioning of organizations is organizational culture and therefore the effect of the change in organizations on its cultures is inevitable. Main purpose of this research is to identify the influence extent and affected parts of the socialist organization culture on the organization of capitalist establishment. Survey study as a quantitative research method was planned to do in Azerbaijan, because Azerbaijan`s have experience about to change from socialism to capitalism. In the research was used Denison organizational culture scale for to do survey, which 600 participants will answer them. The result of the analysis will delimitate the information obtained and the analytical generalities shall be reached.

Keywords: Organizational culture, organizational structure, cultural change, socialism, capitalism

INTRODUCTION AND RESEARCH QUESTION

The purpose of the work is to be able to detect changes in organizational culture of organizations according to the capitalist system after declaring the independence of Azerbaijan, which is part of a socialist order for 70 years. In the research it is desired to be able to identify changes in organizational structures, which a reflection of the organizational culture. Aim of study to reveal differences by way comparing socialist and capitalist organizational cultures. It is also important to determine how changes in organizational structures, which are elements of organizational culture, influence the culture of organizations.

CONCEPTUAL FRAMEWORK

In the research, the answers such as the changes in the level, the dimensions, the type and the structure of the organizational culture in the transition from socialism to capitalism are sought. Moreover, in the research it is aimed to examine the factors affecting the changes in the culture of the organizations established in the communist system and continuing in the capitalist system. On the other hand, it is desired to show a difference in the norms and values of organizations in socialism and capitalism.

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METHODOLOGY

As sampling in the study, workers who worked in organizations in the socialist system and those who work in organizations in the capitalist system were selected. It was planned to conduct a survey study as a quantitative research method. The universe of the research constitutes organizations in the Azerbaijan Republic. In these organizations, it is planned to carry out 300 questionnaires working in the capitalist system and 300 in the socialist system. The Denison organizational culture scale to be used in the research was developed by Denison and Mishra (1995) and Jae Cho (2000), translated and adapted in Turkish by Yahyaligil in 2004. Questions to participants are closed, to make it easier to answer the questionnaire and to allow the researcher to evaluate the data more quickly. In the research was preferred the Likert Scale used because more easy.

FINDINGS AND DISCUSSION

At the result of study, from the findings obtained, from socialism to capitalism how change organizational culture and organizational structures as a reflection of this, and application-oriented some results will be derived and proposals will be made. The fact that such a study is not done in Azerbaijan in the literature increases the importance of this research. It is highly probable that differences in organizational culture are observed at high levels due to systemic changes. This is because of the differentiation of the structures of organizations, the way of operation, social culture, the rules and normatives that must be followed.

RESULTS AND RECOMMENDATIONS

The correct analysis of the results of this research is importance is that, because it can found with a better follow-up of the transition process a more smooth pathway or organizational system for the future.

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BURNOUT SYNDROME IN ACCOUNTING PROFESSIONALS: A RESEARCH IN TRA1 AND TRA2 REGION

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ABSTRACT

Burnout, which reveals itself as a physical and emotional collapse resulting from working conditions in individuals working in today's job environments, is more likely to show its effect in job environments where human relations are heavily exposed. Burnout syndrome is a fact that has devastating effects in terms of individual and organizational and especially affects the productivity of those working in the service sector negatively. More to be seen in the service sector is the fact that employees are exposed to more stress during their work. Accounting professionals working in the service sector are also exposed to burnout syndrome because they constantly communicate face to face with people.

In this study, we used the Maslach Burnout Scale and a form with socio-demographic characteristics as data collection tools and aimed to determine the levels of burnout experienced by accountants in TRA1 (Erzurum, Erzincan, Bayburt) and TRA2 (Kars, Ardahan, Iğdır, Ağrı) regions, to determine the relation between variables and burnout and to determine the source of the burnout problem and to suggest a solution for the burnout problem. SPSS 21 package program was used for statistical analysis of the data.

Key Words: Accountants, Burnout Syndrome, TRA1, TRA2, Statistical Analysis.

JEL Codes: M40, M41, M49, C10, C12.

INTRODUCTION

People need to work to keep their lives maintained. If the job environment becomes an area that can prevent people from working comfortably, it causes them to be unhappy at work. One of the factors that affect working life negatively is burnout syndrome. This syndrome is the absence of energy for people to continue their business life, which can lead them to feel a sense of failure (Deran and Beller, 2015: 70).

Burnout Syndrome is seen in many areas today. It is more significant in people working in sectors that are interested in and serving people. Burnout causes physical and mental problems in people, which is reflected in the behavior of people and prevents them from fully fulfilling their duties and services. As a result, people who expose to burnout syndrome can also harm others (Barutçu and Serinkan, 2008: 541).

The accounting profession has a working style and environment that is prone to the formation of burnout syndrome in terms of occupation type. Accounting profession is

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among the most difficult occupations to be carried out due to long and exhausting working hours, lack of holiday opportunities, wage problems, frequently changing legislation, unfair competition, society's occupational point of view (Nazlıoğlu, 2009: 70).

The aim of this study is to determine whether the accounting professionals in the TRA1 and TRA2 regions of our country are experiencing burnout syndrome and if so, to determine the level of burnout, to determine whether there is a significant relationship between the socio-demographic characteristics and burnout of professional accountants and thus contribute to the literature. In this study, burnout syndrome in active accountants in the TRA1 and TRA2 regions was analyzed using statistical methods in terms of various socio-demographic characteristics. This study has been conducted in TRA1 and TRA2 regions, which have low socio-economic development level in our country, due to the small number of studies on burnout syndrome in accounting staff or accounting profession members and very few regional studies studying on a wider audience and thus, in the sense that it is a study to measure the burnout levels of professional accountants working in these regions, it differs from other studies, has a regional study feature and acquires originality.

BURNOUT SYNDROME: CONCEPTUAL FRAMEWORK AND LITERATURE REVIEW

The concept of burnout was first introduced in the literature in 1974 with an article by Freudenberger. Burnout is described here as a "occupational hazard". Freudenberger (1974: 159) described burnout as "failure, psychological fatigue, loss of power and energy after overloading, or unfulfilled claims have resulted in exhaustion in the internal resources of the individual", and noted that whatever the reason is, it makes the person ineffective. In other words, this condition in the literature as Wasting syndrome is defined as a situation where people cannot fulfill their job as a result of overworking (Budak and Sürgevil, 2005: 96; Basım and Şeşen, 2006: 16; Çan and Diğ., 2006: 18). The most commonly accepted definition of burnout is the definition made by Maslach. Maslach's burnout "is a syndrome consists of negative reflection of physical exhaustion, long-term fatigue, desperation and despair feelings in people who are exposed to intense emotional demands for work and constantly have to work face to face with other people, to work, life and other people". (Maslach and Jackson, 1981: 99). According to Maslach, burnout is a whole with subdivisions of emotional exhaustion, desensitization and personal success. Burnout is defined as "emotional exhaustion, desensitization, and low personal success feeling, seen in intimate relationships with people in need of work" (Ergin: 1992: 143).

According to Yalçın (2012), factors such as increasing number of professional accountants, adoption of new technologies, change and increase of customers' wishes and needs, and the necessity to operate in an unstable, dynamic and competitive market have made accounting profession a deteriorating occupation.

Some of the studies aimed at measuring burnout in accounting professionals in Turkey are as follows:

In the study conducted by Ay and Avşaroğlu (2010) it is found that while accounting staff had a significant difference in emotional exhaustion according to their gender and age, desensitization and personal success sub-dimensions differs according to their service duration. Again, significant differences were found in the emotional exhaustion,

desensitization and average of personal achievement scores according to the variables of the regions of employees, the working styles and the workplace type.

Taysı (2012) pointed to the existence of exhaustion in professional accountants according to various demographic situations in his study. The level of burnout was found to be higher according to the gender, income level, professional experience and not having a child variables of accounting professionals. Apart from that, in the measurement of subscales of burnout syndrome, especially in the Personal Achievement sub-dimension, burnout has been observed to occur at high levels for all demographic factors.

Dalğar and Tekşen (2014) found a significant relationship between role conflict and occupational burnout in their study to determine the relationship between accountant burnout levels and role conflict. Besides, as the role conflict of accountants increases, the level of occupational burnout increases and personal achievements decrease.

Deran and Beller (2015) measured the burnout levels of accounting professionals in their work. It is found that the level of burnout in the accounting professionals who perform their occupation in Giresun city center corresponds to high level in terms of emotional exhaustion, desensitization and personal success sub-dimensions.

Demir and Sezgin (2017) have studied the burnout and organizational commitment levels of the employees working in the accounting departments of TRB1 (Elazığ, Malatya, Bingöl, Tunceli) and TRC2 (Diyarbakır, Şanlıurfa) regions in their work and examined the relationship between organizational commitment and sub-divisions of occupational burnout.

RESEARCH METHOD

In the study, the data used for the analysis were obtained by applying the questionnaire method to accounting professionals working in TRA1 and TRA2 regions. In the questionnaire prepared on the basis of the literature on burnout syndrome, there are 22 items on the calculation of Maslach Burnout scale and 9 questions on the participants' socio-demographic characteristics. The "Maslach Burnout Inventory (MBI)", widely used in the literature, was used to measure the extent of burnout in accounting professionals (Maslach and Jackson: 1981).

FINDINGS AND DISCUSSION

It is possible to say that accounting professionals working in TRA1 and TRA2 regions are generally suffering from burnout syndrome because of the stress caused by the workload of their jobs, the length of working hours, and the fact that they have to constantly communicate face to face with people. In accounting professionals, this burnout corresponds to a high level in the emotional exhaustion sub-dimension, moderate in the sub-dimensions of desensitization and personal success.

CONCLUSION

As a result, personal and organizational measures should be taken and treatment methods should be applied in order to reduce the worst case of burnout syndrome existing in TRA1 and TRA2 Region Accounting Professionals. In addition, the findings obtained in this study and the recommendations made according to these studies are limited to the questionnaire data obtained from the TRA1 and TRA2 regions. For this reason, the generalization of the results obtained is not correct. Therefore, in order to

generalize the findings, the questionnaire needs to be done in different provinces, regions or countrywide.

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THE EFFECTS OF POLITICAL AND ECONOMIC FACTORS IN TURKEY ON TOURISM SECTOR: THE CASE OF SPAIN -TURKEY

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ABSTRACT

The tourism sector has become a significant sector in terms of the economies of the countries day by day. This has also led to an increase in the importance given to tourism in the world.

Keywords: Turkey, Spain, Tourism, Economic Factors, Political Factors.

INTRODUCTION AND RESEARCH QUESTION

The tourism sector, being on a rapidly changing ground, is a sector that is highly influenced by the economic and political factors that exist all around the world. Tourism development is shaped by economic and political factors.

CONTEPTUAL FRAMEWORK

The development of tourism, together with its contributions to the economy, has a significant contribution to the economy of all countries. The right direction of the tourism sector and the studies carried out in this sense are important for the economies of countries. The political and economic situation of the countries has vital importance in reaching a successful level in the tourism sector.

METHODOLOGY

In this study, content analysis method has been applied. In the direction of the analyzes made, the information about the political and economic factors of Turkey and Spain has been presented in the context of tourism sector. The reasons for the comparison of Spain and Turkey within the scope of the research are that Spain is second most visited country among the top five countries of the world and has a geographical position similar to Turkey showing similarity in terms of tourism types provided according to the data of the Turkish Statistical Institute, 2006.

FINDINGS AND DISCUSSION

In addition the importance of the geographical positions of Turkey and Spain in terms of tourism has been mentioned and tourism history and touristic mobility of both countries have been examined in the study as well.

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Spain, one of the Europe's leading countries on tourism, is valuable in terms of setting an example in this study. The economic structures of Spain and Turkey and the policies they have followed have been examined in this study. As the result of the research, the economic and political conditions of Turkey and Spain have been examined and their current economic situations have been compared. In the study, it was aimed to make a rational evaluation with the number of visitors hosted by Turkey and Spain during certain periods.

The data obtained after 2000s has been taken into consideration within the scope of the study. When the data obtained after 2000s has been examined; it has been identified that the number of tourists visiting Turkey and Spain provides information about the economic and political conditions of both countries. According to the findings; it has been determined that Turkey and Spain are economically similar. The point that the economic findings of both countries are similar is important as it presents that they mostly face unemployment problem.

RESULTS AND RECOMMENDATIONS

As the result of the research, it has been determined that the tourism sector greatly contributes to the economic structures of Turkey and Spain. This shows that the countries significantly benefit from the tourism sector in the point of overcoming the economic and political crises they have experienced.

As a result, the fact that Spain is a member of European Union (EU) establishes a ground for more positive relations in foreign politics compared to Turkey. In this context, Spain is one of the major countries preferred to be visited by the citizens of the EU member countries, and by all the countries around the world as well. The fact that Turkey has not been an EU member state yet and the crises experienced in foreign politics have set the stage for significant changes in the number of tourists coming to the country after 2000s. When the political and economic situations of both countries have been examined, it is understood that Spain stays ahead of Turkey in both areas and that the number of the tourists coming and preferring to come to Spain are higher than that of Turkey. According to the data of Turkish Statistical Institute, 2016 Spain ranks second and third in terms of world tourism revenues and the number of tourists respectively whereas Turkey ranks eleventh in terms of world tourism revenues and sixth in terms of the number of tourists. This data reveals that Turkey is not far behind Spain, but Turkey should make a significant effort to compete with Spain. In this sense, Turkey should try to create an image of a more favorable tourism destination in the world by providing economic stability within the country in addition to the policies it follows., the image of Turkey as a country where safe, worth-seeing and high-quality tourism services are provided should be strengthened with the advertising and promotional activities to be carried out. In this way, Turkey will be able to reach the level of competing with Spain in the world tourism revenues.

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EFFECTS OF TERRORIST ACTS ON TOURISM

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ABSTRACT

Tourism sector, alongside with its contributions to national income, is among the socially and economically balancing sectors or maybe even the most important one due to its ability to bring in foreign currencies, close balance-of-payments deficit and the job opportunities its providing. This sector, acknowledged as an active marketing and publicity tool in Turkey as well as in every country with tourism potential, has an important role in conducting the social, economic and politic balances in the world.

Keywords: Terror, Turkey, Tourism Sector.

INTRODUCTION AND RESEARCH QUESTION

Tourism sector is among the fastest growing and developing sectors. Due to the worldwide increase trend in welfare level, tourism sector is quite effective on countries' national income. This situation makes it fragile and sensitive. Therefore, it's inevitable for tourists to not to be affected by this fragility. There're many factors affecting tourists' choice in deciding their travel destination. Security concern is the most important factor affecting this choice. Even though history, natural beauties, modern facilities and cultural attraction are among the effective factors, tourists prefer not to travel to countries with security issues (Kuveloğlu, 2004:142)

On the other hand, tourists' perception of security is also affected by many factors. These factors are positive or negative experiences of tourists, friends' advices and news transmitted in the media. These factors are decisive in destination decision. When tourists are making decisions about their holiday, first they decide where they can spend it safely and in the best way. Issue of safety occurs either because of the experiences or image created by the second-hand sources. That way, tourists got under the influence of factors which play a decisive role in this comparative decision. In other words, image of creating and preserving public order affect tourists' choice as a touristic attraction during this decision process (Seçilmiş, 2009: 153-155).

CONTEPTUAL FRAMEWORK

Terror is defined as "using force, intimidating and terrorizing systematically with the purpose of enforcing a power, a rulership"; terrorism is defined as "violent actions of individuals and minorities and political action directed at people, properties or institutions, all of these violent actions" (Taştan, 2009:9).

According to the findings of the conducted study, there's a recent increase in the terrorist attacks carried out in touristic areas and terrorist attacks aimed at tourists. When the reason behind these increases in terrorist attacks in tourism are investigated,

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especially in countries where tourism sector has a big share in country's economy, these acts have a negative effect on tourism sector in the short run and on country's general economy in the long run. In addition to this, because attacks aimed at tourists get a lot of press attention from all over the world, they damage country's image and rapidly increase the damage suffered by the country. The effect of such events in the media makes it easy for such groups to reach their goal. Also since tourists don't know the country they're visiting very well, terrorist can conduct their actions much easily. (Güvenek&Alptekin, 2015:24). Since terrorist actions carried out in touristic countries and regions create a tremendous impact on international media and affect other countries as well, touristic regions started to become the target point of terrorists.

Turkey had to fight with destructive terror actions during 1970's, separatist terror actions during 1980's and radical terror actions which manipulated the sacred religious beliefs during 1990's (Öztürk&Çelik, 2009: 93).

Karaçuka and Çelik (2014) point out that some criteria which affect tourism services against terror actions. These criteria demonstrate the scope of the terrorist attacks directed to tourists and touristic regions, the frequency level of terrorist attacks and the degree of hardness of the terrorist attacks. The study determined that these criteria vary from country to country and from region to region. Findings of the study indicate that regions and destinations which are heavily destructed by terrorist actions may have an effect on tourists' travel preferences and that they might perceive those places as a risk of threat.

In another source found during literature review, Yıldız and friends (2015) point out that due to the negative effects of Kurdistan Workers' Party (Turkish abbreviation PKK) especially in Eastern and Southeastern Anatolian regions, tourism potentials of these lands which are filled with rich cultural and historical heritage are wasted.

METHODOLOGY

This study aimed to investigate the notions of terror and terrorism, relationship of terror with tourism and terror's effects on tourism in Turkey. Since this is a qualitative research, subsidiary sources are used and data are gathered from scientific publications, newspapers, journals and web sites. In the light of the information gathered during the research, thing to be done in order to minimize the effects of terrorist acts are presented as suggestions. This study might be used as a source in the future to present a pre-understanding in the subject of terror and to expand the scope of it.

FINDINGS AND DISCUSSION

In the context of the findings of this study, it's concluded that terrorist acts have an important effect on tourism which contributes the economy of the country and it also affects the touristic holidays to the regions and destinations with rich touristic potential by damaging the image of the country. Also another important finding of the study is that security is the most important factor among tourists' traveling motivations and that the destructive terrorist actions have a negative effect on country's tourism sector. It's also concluded that in general, political decisions about terrorist actions, collaboration and communication between countries have an effect on tourism sector.

RESULTS AND RECOMMENDATIONS

To conclude, countries who wish to get a good share of the world tourism must first take the necessary precautions in order to be politically stable and announce this safe environment of the country by using the fastest communication channel that is media. Tourism sector in Turkey is qualified as one of the important sectors and it serves to the economic growth objectives. In countries where the share of tourism is important in national income, regulations which will contribute to the development of this sector should be minded and every obstacle along the way should be removed.

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THEORY OF BUSINESS IN SUSTAINABLE COMPETITIVE ADVANTAGE: RESEARCH ON EFFICIENCY CONDITIONS

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ABSTRACT

This study aims to make a theoretical analysis of business theory with a different perspective on business theory, in order to maintain sustainable competitive advantage. Thus, the theoretical, analytical and critical approach to business theory is developed and developed

Keywords: Business Theory, Sustainable Competitive Advantage, Strategic Management.

Jel Code: M10, M19, M54.

INTRODUCTION AND RESEARCH QUESTION

In today's competition, the assumptions that shape business practices and behaviors, decisions about what to do and/or what should not be done, and outcomes that are meaningful to the business are changing rapidly. These assumptions are; (a) the market or market actors, their values and behavior; (b) multidimensional and layered, with regard to technology and its dynamics, and (c) the strengths/weaknesses of the business.

CONCEPTUAL FRAMEWORK

In this framework, if the operator does not have a realistic and powerful theory of work, or if it is far from satisfying the need, sustainable sustainability is not possible. Because these assumptions are the most fundamental determinants of the business' why and why it is preferred.

METHODOLOGY

In theory, business theory activated by Drucker (1994) is actively seeking answers to "how to do it?" The answer to this question is of great importance not only for new and successful businesses but also for successful businesses operating at the same time. Because, even though the right things are done, it is possible to get good or unexpected results. One reason for this is considered to be a radical differentiation between the existing reality and the external reality of work theory. Or against the changing reality, the business has to reconsider business theory.

A business theory consists of three parts: (a) the periphery of the organization, (b) the mission specific to the organization, and (c) the basic skills of the organization. In

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particular, here is a survey of assumptions about organizational performance, competitiveness and the future. For this, in business theory, the assumed assumptions about the environment, mission and basic capabilities must be in accordance with reality, there must be a harmony between assumptions in all areas, business theory must be known and understood by the whole organization and continuously tested. In addition, systematic supervision/testing should be performed to ensure that the theory of work is durable for a long time, is valid, and meets its requirements.

In this context, the study examines the context of the creation and development of the context in which the business theory is explained and reconsidered, incomplete or expected to be developed; So the field business theory aims to make a small but significant contribution to the literature.

FINDINGS AND DISCUSSION

Within the scope of business theory, the lack of knowledge in field knowledge and the linking/completion of broken information have been researched, but it has been seen that the information frame of work theory in field knowledge is not given very clearly. Moreover, the need for businesses to reconsider the current business theory, based on the competition's new justifications/conditions, has been strongly emphasized. This led to the establishment of a "preventive essay", ie, systematic supervision and testing of work theory, placing it in the organization. For this reason, the study work theory has been organized as a road map/guide on the creation and writing of sustainable competitive advantage, and it has been taken as a conceptual proposal.

First, in order to understand the approach proposed for the theory of work, Drucker's paper is resolved and framed for the conditions of writing/writing the theory of work; And the theory of business theory must be clarified theoretically; However, it has been expressed how it should be used in business applications. In this context, it has been emphasized to analyze the assumptions of effective management, organization performance, competitiveness and future in the enterprises in terms of the dynamics of business and environment relations in Turkey and to analyze the conditions of writing and writing successful/realistic business theory.

RESULTS AND RECOMMENDATIONS

The proposal work was considered in the context of business theory, which was intertwined with Drucker in the context of strategic management literature, to re-crawl the literature and reevaluate existing work and fill in the deficiencies. For the Turkish literature, a business model framework was emphasized for the first time, and a new and thought-provoking approach was maintained.

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RURAL DEVELOPMENT RESEARCH CENTERS AND THEIR RELATIONSHIP WITH EXTENSION ORGANIZATIONS – CASE OF GAP INTERNATIONAL AGRICULTURAL RESEARCH AND TRAINING CENTER⁴

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Kübra Yaşar**

ABSTRACT

Agriculture is very important social and economic sector. Development of the agricultural sector contributes significantly to a country's economy and development. This study explores relationships between GAP International Agricultural Research and Training Center (UTAEM) and the extension organizations and producers. Diyarbakir Directorate of Provincial Food, Agriculture and Livestock is the extension organization in the study. Full inventory method was used to determine the sample size and a subsequent survey was conducted with 49 researchers. In the analysis of the data obtained, proportional distributions and Multiple Correspondence Analysis (MCA) were used. It was revealed that the extension-research linkage was weak and that there was a problem in production and receipt of information. It has also been determined that the research-producer linkage is weak and that most of researchers do not conduct their research in producer environments.

Keywords: Rural development; Agricultural Extension; Research Center

INTRODUCTION AND RESEARCH QUESTION

Development or improvement can only be achieved through the acceptance and use of the newly generated information and technologies by the producers in the field. Development will not be achieved if this new information and technology is not applied. Extension agencies (e.g., Ministry of Agriculture Provincial / District directorates, agricultural consultancy firms, farmers' organizations) are tasked with adopting and spreading the information and technology produced by various research institutions. Thus, the function of the extension organizations is to provide a bidirectional communication link between research and production. They assist in generation of problem solving knowledge and technology stemming from actual needs of farmers as determined by communicating the farmer's problems to the research institutions. On the other hand, extension organizations contribute to this development

⁴ Bu çalışma, TUBITAK 2209A Üniversite Öğrencileri Yurtiçi Araştırma Projeleri Destek Programınca desteklenmiştir.

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by transmitting and adopting the research results to producers in field. In a well-organized and streamlined information flow system, the extension organization can constantly acquire new techniques and information from the research institution to solve the problems of the farmer. The relationship between the research and extension organization becomes vital in this regard (Celik 2000, Talug 1982, Tatlıdil and Talug 1993, Koksals and Ceylan 2003).

The purpose of this study is to investigate relationship between the GAP International Agricultural Research and Training Center (UTAEM) and extension organizations. Diyarbakır Directorate of Provincial Food, Agriculture and Livestock (GTHIM) is the extension organization the study.

CONCEPTUAL FRAMEWORK

The importance of agricultural extension consultancy and its contributions to rural development and agricultural production has been investigated in many studies in the context of delivery of information from source it has been produced to the needing producers (Espancia 2014; Moschitz et.al.2015 ; Labarthe and Laurent, 2013; Celik, 2000; Oktay et al.1995; Karaturhan and Boyacı,1999; Koçak, 2012; Gülçubuk et al. 2015; Köksal and Ceylan, 2003; Sezgin 2010;Bostan Budak, 2004;Demiryürek 2010; Seker 2005). Other investigators also studied adoption and implementation of new technology and practices by producers (Bostan Budak ,2012; Kızılaslan and Almus 2000; Aktas ,2005; Jones et al. 2017,Boz 2014). However, studies investigating the extension and producer relationship in relation to GAP-UTAEM have not been found in the literature. This study is expected to shed light on this issue by providing data for future studies.

METHODOLOGY

The data collected by surveying researchers at GAP UTAEM constitutes the main material for the research. Full inventory method was used in the determination of the sample size. The surveys were conducted using prepared questionnaires with all staff available during January 2016 (excluding those absent at the time due to various reasons; such as being on leave, away because of health reasons). A total of 49 researchers were surveyed. The surveyed staff are 33 agricultural engineers, 7 agricultural technologists, 5 veterinarians, 2 veterinary technicians and 2 food engineers. The data is analysed using the proportional distributions and multiple correspondence analysis (MCA) were used.

FINDINGS AND DISCUSSION

The average age of the surveyed staff researchers is 38. Most of these researchers are male (75.5%) and agriculture engineers (67.3%). Those with less than 10 years of professional experience constitute the largest group in the experience category (40.8%). 89.8% of the researchers reported that they knew at least one foreign language, but the majority (51%) emphasized that their proficiency levels were rather moderate. 61.2% of

participants have no experience abroad. 51% have not used foreign language skills sufficiently in their professional activities. 79.6% of the respondents indicated they had Internet at home; with 44.9% using to follow daily news; only 26% using internet for professional purposes; such as gathering data and research material for their professional use.

According to the MCA analysis; agricultural engineers and agricultural technologists have internet access at their home and they use it mostly to follow daily news. Veterinarians, on the other hand, use internet mostly for professional activities, and food engineers use it mostly for banking purposes. Those participants who do not have internet access at home, gain access from other sources and use it for entertainment purposes (music, shopping etc.).

Most of the researchers (53.1%) chose their research topic to be relevant to the producers and regional problems. These researchers presented their findings as summary reports (51%) and as presentations at professional gatherings such as: congress / symposium / workshop / agriculture fairs (30.6%). Most of the researchers (67,3%) stated that they did not receive a research request from extension organizations, but some did receive requests (32,7%) from extension organizations. Researchers who indicate receiving requests indicated that those requests were generally (20.4%) were about research on aquaculture / fertility / breeding issues. On the other hand, there were information requests by extension organizations (65.3%), and type of information requested was found to be relevant to the species registered in the region (24.5%). On the average frequency of interaction, some researchers (26.5%) indicated that they did not interact at all with the extension organizations for about a year.

RESULTS AND RECOMMENDATIONS

Information is an important power in our time. Improving the professional qualities of the researchers producing the information will increase their productivity. Opportunities for international contacts should be increased to broaden horizons for researchers and improve their understanding of real case issues at location. This will improve both their foreign language and research skills and enables them to use the technology adequately in their professions.

In the study conducted, it was found that the extension research institutes had a low research demand. This situation reveals that the extension-research affiliation is also weak and is a problem in the stages of producing and receiving information. Strengthening of the publishing-research affiliation and the relations need to function in a bidirectional manner. Meetings may be organized to provide information exchange within a schedule at specific times for this. Through these meetings, producers' problems will be investigated and contributed to the determination of research topics. On the other hand, thanks to these meetings, new techniques and information produced by the researcher and useful for farmers will be provided to the manufacturer.

The study revealed that the producers visited the research center occasionally to seek information mostly about fighting diseases and pests. The research center should target these two issues and focus on gaining new knowledge and techniques to help solve the problems of the farmers.

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LONG-RUN IMPACT OF ECONOMIC DEVELOPMENT ON ENVIRONMENTAL POLLUTION IN TURKEY: FROM 1980 TO 2015

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ABSTRACT

Turkey is considered as an automotive industry growing country. The number of industries and cars are increasing and thus multiplying quantity of emissions. This paper examines short-run as well as long-run effects of economic development on environmental pollution in Turkey from 1980 to 2015. The core of its empirical analysis is especially based on an Error Correction Model (ECM). Findings show that quantities of emissions (in metric tons per capita) ejected into the air by economic activities have impulsive responses on air quality in the short-run as well as in the long-run. A difference of sixty four percent (64%) between long-run and short-run of emissions is corrected within a year. Subsequently, everyone from every level of the society should be a part of a good environmental air quality promotion.

Keywords: Emissions, Economic Development, ECM.

INTRODUCTION AND RESEARCH QUESTION

Many scholars have warned that uncontrolled economic growth will sooner or later induce a negative impact on life. Already in 1972, the “*The Club of Rome*” in its book “*The Limits to Growth*” has stated that if the exponential growth is not controlled to serve for sustainable development, there will be feedback loops in the long-run.

CONCEPTUAL FRAMEWORK

Turkish cities experience changes in air quality, face traffic jam, use coal as an alternative source of energy; this paper aims to analyze the effects of economic development on carbon dioxide (CO₂) emissions in Turkey from 1980 to 2015. It tends to answer the following questions:

- Does economic development (in the form of GDP per capita) have a positive impact on environmental pollution (in the form of emissions per capita) in Turkey from 1980 to 2015?
- Is there any long-run relationship between environmental pollution (in the form of emissions per capita) and economic development (in the form of per capita GDP) in Turkey from 1980 to 2015?

The hypotheses related to the questions above are as follows.

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- Economic development (in the form of GDP per capita) has a positive impact on environmental pollution (in the form of emissions per capita) in Turkey from 1980 to 2015.
- There is a long-run relationship between the environmental pollution (in the form of emissions per capita) and economic development (in the form of GDP per capita) in Turkey from 1980 to 2015.

METHODOLOGY

Emissions per capita is taken as a proxy of the environmental degradation. The development is the GDP per capita (constant price 2010 in US Dollars) and GDP per capita squared. This paper includes the degree of commercial openness as a control variable. All of its components are in US Dollars at current prices.

Data for emissions and GDP are from the World Bank Indicators, while those of exports and imports are from the United Nations Conference on Trade and Development (UNCTAD). This study uses time series from 1980 to 2015. And the period is chosen due to the availability of data.

FINDINGS AND DISCUSSION

The basic functional form can be represented as follows:

(1)

The regressions results of this basic model are presented in the small table below.

Table 1: Regressions results

Independent Variables	Coefficient	Probability
GDPPC	0.001*	0.000
GDPPCSQ	-2.3E-08*	0.000
OPEN	-0.223	0.420
Constant	-1.549*	0.000
R-squared	0.987	
Adjusted R-squared	0.986	
F-statistic	802.160*	
Probability (F-statistic)	0.000	
Durbin-Watson Statistic	1.304	

Source: Authors' analysis. * Denoting statistical significance at 1% level

Table 1 summarizes the results of the regressions of the basic model. The form of model (1) estimated can be written as follows:

(2)

Instead of OPEN, all variables are statistically significant. The whole model is good fitted because the R-squared and Adjusted R- squared are of 0.99 values. Fisher statistic is of 802.16 and it is statistically significant. After stationarity tests, this paper found that all variables non stationary at level but at first difference. As all variables are stationary at first difference, they have to be integrated of first order . The model used in this paper is a long-run model. It has a form of Error Correction Model (ECM) as written below.

+ (3)

Its estimations results are given in the table below.

Table 2: Error Correction Model (ECM)

Independent Variables	Coefficient	Probability
DGDPPC	0.00071*	0.005
DGDPPCSQ	-2.28E-08***	0.097
DOPEN	0.028	0.901
U(-1)	-0.64*	0.000
Constant	0.01	0.600
R-squared	0.686	
Adjusted R-squared	0.644	
F-statistic	16.385*	
Probability (F-statistic)	0.000	
Durbin-Watson Statistic	1.942	

Source: Authors' analysis. * and *** denoting statistically significant at 1% and 10% level, respectively.

The estimated model from Table 4 can be written as follows.

(4)

The results from Table 2 show that the short-run coefficients of GDPPC and GDPPCSQ are statistically significant at 1% and 10% level, respectively. They also have the expected signs. Annually, the ECM term corrects the disequilibrium of the system at a speed of 64%.

RESULTS AND RECOMMENDATIONS

The main objective of this paper was to test whether economic development has a positive impact on the environmental pollution in Turkey from 1980 to 2015. Findings reveal that quantities of emissions (in metric tons per capita) thrown in the air by economic activities have impulsive responses on air quality deterioration in the short-run as well as in the long-run. A 64% of difference between long-run and short-run of emissions is corrected within a year.

As this work does not include as many possible variables in the models as it could, future researchers should try to analyze the three different effects by taking into consideration other air pollutants. Furthermore, everyone should be a part of the environmental quality of where he/she lives.

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WOMEN'S STRIKES IN THE HISTORY

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ABSTRACT

As the women officially start to take part in working life together with the Industrial Revolution, they have started to take part in the strikes, sometimes with men and sometimes without men. The first women's strike in history was in the Pawtucket textile factory in May 1824, and subsequently inspired the strike waves between 1834 and 1836. In this study, domestic and foreign literature and newspaper news about women's strikes in Turkey and in the world were analyzed by using content method. The dates of occurrences, causes, consequences and effects of the strikes were covered in the study.

Keywords: Strike, Woman, Woman Strikes, Work

INTRODUCTION AND RESEARCH QUESTION

In many parts of the world, women have joined the business life as late-joiners/followers after the industrial revolution. Women were slowly taking part in the business world by doing low-wage jobs that men do not do or do not want to do. Although their participation in the workers' movements and their role of unionization were supported by laws, they are always tried to be prevented as they are seen throughout the history as the first group to be dismissed from the work. Women have been considered as low-wage workers, victims of social rights, and to be the first to be dismissed in times of crisis. The rights of working women have not been taken seriously for a long time because the management of the unions is in the hands of men. Despite all obstacles, family and social pressures, they have not given up their own struggles and sought their rights.

In many parts of the world, women have joined the business life after the industrial revolution as successors. Women are slowly taking part in the business world by doing low-wage jobs that men do not want to do. Participation in the worker's movements and the role of unionization were supported by laws, but the first group to be removed from the work throughout history was always tried to be prevented. Women were treated as low-wage, victims of social rights, and first-timers in times of crisis. The rights of working women have not been taken seriously for a long time because the management of the unions is in the hands of men. All obstacles, despite family and social oppression, seek their rights not to give up their own struggles.

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CONCEPTUAL FRAMEWORK

Throughout history, women who have been trying to maintain their presence in business life, either to meet their own needs or to meet their family needs, have come out to streets to fight against inequality, to protect economic benefits and interests, to retain the rights supported by law, or to reclaim their rights back that are revoked through illegal practices. There are important strikes led by women and imbedded in history with regards to their contributions to the recognition and increasing the awareness of the rights of women workers, and to the social solidarity. These strikes; Pawtucket Textile Strike (1824) Rhode Island, Massachusetts Lowell Strikes (From 1830 to 1845) Massachusetts, The Match Girls' Strike (1888) London, Chicago Garment Workers' Strike (1910) Chicago, Ford Sewing Machinists Strike (1968) Dagenham, Pierburg Women's Strike (1973) Germany (Defrancesco & Segal, 2014; <http://www.deleonism.org/text/97030002.htm>; Halsall, 1997; <http://www.lowell.com/lowell-mill-girls/>; Akbulut, 2009; Simkin, 1997; <http://www.chicagohistoryfair.org>; Weiss, 1996; Crocker, 2008; Mcgregor & Sagall, 2010; Akgokce, 2015; Braeg, 2012).

The history of women's strikes in Turkey began with women workers who broke the machinery in a factory in 1839 in Slevne. Even if these strikes were not successful, they have set the stage for the women's strike in the future (Van Os, 1997, s.7). Women's strikes in Turkey; Bursa Female Workers' Strike (1910) Bursa, Novamed Strike (2006) Antalya, Desa Strike (2008) Istanbul, Turkish Airlines Strike (2012) Istanbul(Boykoy, 2013, s.31; Van Os, 1997, s.7; Petrol-is, 2007; Akgokce, 2012, s.95; http://uidder.org/desa_iscisiyle_kadin_dayanismasi.htm; Gurbuz, 2009; <http://www.ulastirma.com.tr/havacilikta-grev-yasagi-kalkti-43926h.htm>, <http://www.milliyet.com.tr/thy-de-grev-sona-erdi-305-kisi/ekonomi/detay/1810053>).

In the literature review that has been done, no study was found whose title or content is associated with "women's strikes". This study is aimed to investigate the women's strikes in the world and in Turkey throughout the history, and its reasons, results and effects.

METHODOLOGY

National and international literature review and print media tools search were conducted for the study. Based on the literature obtained, women's strikes in the world and in Turkey throughout the history have been subjected to content analysis.

FINDINGS AND DISCUSSION

As a result of the information obtained through the screening of domestic and foreign literature, it has been concluded that the strikes, which constitute a vested right for the labor force, were effective in obtaining the rights that the present workforce has and in protecting these rights. The rights women now have as late-joiners to the business world are the result of the rightful search and struggle of strong women on the strikes who are struggling for existence in history.

RESULTS AND RECOMMENDATIONS

In different parts of the world, there are hundreds of forms of women's organization shaped in accordance with their particular economic and social structures. Women workers have come to the position of second class employees with their entry into

business life and have faced many obstacles. Women have always had to struggle to solve problems such as equal pay, equal treatment and relief from psychological pressures, as seen on the strikes. Due to the fact that the managers of the unions are men, the problems of women have been ignored for years and they have not been allowed to be organized. The women's strikes that began in the USA in the 1800's have created a snowball effect in the organization of women and in their struggle against the freedoms that are not given to them. Today, women have taken the courage to fight for their personal rights in the workplace from the women's resistance so far, regardless of being successful or not, which made heard the voice of women.

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HISTORICAL DEVELOPMENT OF HEALTH SERVICES IN TURKEY AND THE EFFECTS OF FINANCING METHODS ON THE BUDGET

İskender Çetintürk*

Mehmet Gençtürk**

ABSTRACT

Health care financing and health spending are a constant debate about the health agenda. The main objective of any funding and presentation method should be to provide fair and efficient health services at an acceptable quality and access level.

Keywords: Hospitals, Financial management, Health financing methods, Health expenditures

INTRODUCTION AND RESEARCH QUESTION

"Health", which has a guaranteed right under the law of every individual, is a direct influence on the productivity and production level of the countries. Investments are made in the health field in order to improve the development of the economies of developed and developing countries and to ensure that individuals who can make consistent decisions can be trained and health related issues are constantly on the top of the day. However, due to the rapid development of technology, the aging population, growing expectations, the expansion of health care coverage, and changes in the service and physician payment models, there has been a dramatic increase in health care spending and change has become imperative to improve health care services (Yıldırım, Yıldırım, & Erdem, 2011).

CONCEPTUAL FRAMEWORK

In the first years of the Republic of Turkey, basic legislation related to the health sector was established, protective public health services were given importance, programs for combating infectious diseases were established, and a "one-sided service / vertical organization in a wide area" model was adopted. The First Health Plan, carried out by the Minister of Health Behçet Uz in 1946, is based on the consideration of protective and therapeutic services as a whole with a modern understanding (Emiroğlu & Öztürk, 2017: 9). With the new constitution adopted in 1961, the state is defined as a "welfare state" with responsibilities to its citizens and it is aimed to benefit every individual from the health services defined as a human right in an appropriate manner (Yılmaztürk, 2013: 178). After 1980, the Ministry of Health was established and became the primary institution responsible for the delivery of primary and secondary health services. The Ministry of Health is the primary establishment responsible for providing primary and secondary health care services. The incentives that accelerated in the 90s and alternative policies of coercion and the prescriptions of the IMF and international financial

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institutions have been claimed to incite incentives for privatization and to help reduce costs and increase productivity. (Kasapoğlu, 2016: 143). The Health Transformation Program in 2003 with the Ministry of Health, a number of changes in the institutional structure of financing has affected the structure. Health service providers become autonomous, aiming to provide services with a close understanding of profit oriented business administration and to prepare a business association with the private sector. (Doğan, 2017: 13)

Many organizations, including public services, private sector and philanthropists, are involved in the delivery of health services in Turkey. Tax revenues, social premiums and direct payments to private physicians and organizations, payments made for voluntary health insurance, premiums and user contributions can be summarized as the main sources of health care provision. Therefore, if the models like Beveridge model, Bismarck model, Private health insurance are taken into consideration, it is impossible to say that the effects of only one financing system are seen in Turkey and the characteristics of a mixed system can be seen (Yıldırım & Yıldırım, 2011: 545).

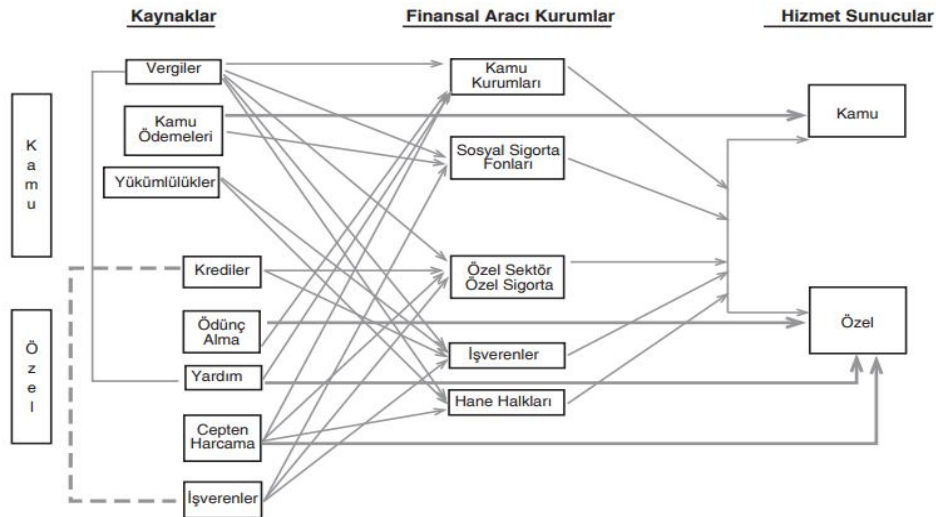


Figure 1: Financial Flow in the Turkish Financial System

Source: Erişti, H.E. (2004)., s.1

METHODOLOGY

In this study, the methods of financing health care services in Turkey are examined, various comparisons are made and the effect is on the budget.

FINDINGS AND DISCUSSION

What types of health care services are directed to the financing of health expenditures is important in terms of analyzes made in this respect. In many countries, hospital spending is the largest share of health spending. Although this does not pose a problem in the countries where the referral chain is strong, it causes unnecessary increases in health expenditures in the countries that the referral chain does not process.

As shown in Table 1, health expenditures have been announced as 104 billion 568 million TL in 2015 with an increase of 10.4%. When current expenditures and

investment expenditures are compared, current expenditure investment expenditures are relatively high. High current expenditures indicate that a significant portion of the resources allocated to health devote to service delivery.

Table 1: Distribution of Current and Investment Expenditures in Health Expenditures in Turkey

	(Milyon TL)					
	Toplam		Genel devlet		Özel sektör	
	2014	2015	2014	2015	2014	2015
Toplam sağlık harcaması	94 750	104 568	73 382	82 121	21 368	22 446
Cari sağlık harcaması	88 878	96 786	68 974	75 622	19 904	21 163
Hastaneler	46 429	51 083	37 606	41 521	8 823	9 562
Evde hemşirelik bakımı	1	1	-	-	1	1
Ayakta bakım sunanlar	11 624	12 341	8 334	8 857	3 290	3 484
Perakende satış ve diğer tıbbi malzeme sunanlar	24 136	25 888	17 627	19 122	6 509	6 766
Halk sağlığı programlarının sunumu ve yönetimi	3 836	4 374	3 836	4 374	-	-
Genel sağlık yönetimi ve sigorta	374	416	225	241	149	174
Sınıflandırmamayan diğer kategori	2 479	2 683	1 346	1 507	1 133	1 176
Yatırım	5 871	7 782	4 407	6 499	1 464	1 283

Tablodaki rakamlar, yuvarlamadan dolayı toplamı vermeyebilir.

- Bilgi yoktur.

Source: TÜİK, 2016, Sağlık Harcamaları İstatistikleri 2015 (15.11.2016)

RESULTS AND RECOMMENDATIONS

It is seen that the cost of health services continues to rise as it is in developed and developed countries within the mixed financing system in which Turkey is located. In this study, the relationship between health expenditures of Turkey and the financial system has been studied and the problems underlying the cost increases have been discussed. The sources of health are among the most important indicators of the level of development of the countries and Turkey has to ensure that the resources are used in the most efficient way while at the same time trying to reach the OECD average by increasing the share of health.

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SUSTAINABLE DIETS AND COMPETITIVE PLANT-BASED MARKETS

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ABSTRACT

In many societies of the modern age, on average people are becoming less healthy as revealed through growing prevalence of non-communicable diseases like cancer, heart disease, obesity, etc. Over these years also, contamination to water bodies has been increasing along with deterioration of soil and air quality and concerns with greenhouse gas emissions. This paper reviews literature in nutrition and the environment, food science, and marketing to examine success stories in alternative, healthy food products and approaches to increasing market share. Fortunately, shifting trends can be identified. Customer awareness is increasing of the need to choose products with higher health benefits but with lower environmental impacts. Plant-based, green drinks and seaweed products have been and are expected to continue to grow significantly. The food industry will see new product launches with attractive and innovative plant-based foods in the years ahead. Key questions to further examine are how might the food industry feed more people sustainably and deliciously? And how might policy makers, health practitioners, social scientists and marketing specialists inspire more consumption of innovative, tasty and sustainable foods?

Keywords: Sustainable diets; well-being; disruptive innovation; plant-food; seaweed; non-meat

INTRODUCTION AND RESEARCH QUESTION

How might the food industry feed more people sustainably and deliciously? How might policy makers, health practitioners, social scientists and marketing specialists inspire more consumption of innovative, tasty and sustainable foods?

CONCEPTUAL FRAMEWORK

“To feed the growing population we need to raise less meat (which takes ten pounds of feed to make one pound of food) and we’ll have to spread that food around” (Wright, 2004). There is a

growing sense of urgency with accelerating climate change and GHG emissions, increasing ill health including cancers and issues like obesity. Timely strategies are needed to address the compounding and complex issues arising from unsustainable food systems. Instead of preventing these problems nations are facing conditions of culminating environmental crises and epidemic levels of illness. Additionally, the concentration of economic powers is serving to exacerbate rather than improve these critical conditions. Food systems as they have been constructed are contributing to adverse health, environmental and equity outcomes.

A growing body of literature reveals that plant-based diets may help mitigate food-related greenhouse gas emissions and climate change. Plant-based diets low in

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processed foods are associated with lower premature death and chronic diseases. Well informed health practitioners, environmentalists, and social change agents and government planners, should be recommending economic, health, social and agricultural policies that effectively support preventative health and viable business development in whole-food, plant-based products.

Transitions in agriculture, from pre-industrial to highly mechanized models, and from local and regional to more globalized trade have been widely researched and documented (Roppel et al., 2006; Scrinis 2007; Stiles and Cameron, 2009). Economic arguments for producing the maximum yield per hectare at the lowest cost per unit have been well mounted. Agriculture has been transformed—from agri-culture to agri-business (Southgate, 2009; Turner, 2011). Farm size has been increasing while farm numbers have been significantly decreasing. For example, in 2007, Canada had 11,000 hog farming operations but by 2011 this number had contracted to approximately 7,000 but larger productions (Turner 2011). In the U.S. the numbers of hog farms dropped by 70 percent over 1991-2009 although the inventory of hogs remained stable, contributing to an industry with fewer and larger hog enterprises which include immense challenges with manure management and smell mitigation (McBride & Key, 2013). While not the only models, such approaches to farming can be viewed as satisfactory from a business perspective. Big farms have become big business. By design, the primary focus of business has not been on human, animal, and environmental health and well-being. Instead they concentrate on delivering the most attractive, shelf-stable, and cost-effective products to market. “In jurisdictions like Canada, government departments take up the role, directly or indirectly, to ensuring that businesses operate ‘freely’ within the overall government bureaucracy”.² Such “free market” orthodoxy can be found to operate with subsidies to industrial agriculture along with the “privatisation of public resources, the minimisation of labour costs...the dismantling of public programmes and the elimination of regulations seen as unfriendly to business” (Levkoe, 2011).

Such pressures to enlarge farms have forced many off the farm and a decline in rural populations. Within a generation or two, many have few opportunities to observe agriculture and increasingly their appreciation of and connection to food production are in decline. Such disassociations are likely to continue with urbanization as a global phenomenon (Southgate, 2009).

What farmers grow, what food is available, who will profit, the long-term availability of food, and environmental consequences are all influenced by the US Farm Bill, International Monetary Fund and the World Bank (Jackson et al., 2009; Story et al., 2009). Governmental support to mainly four grains: barley, corn, rice and wheat, which occupy 40% of global cropland, are translating in the global marketplace into mostly modified, pre-packaged foods. These policies are influenced by federal legislation passed by Congress every 5 to 7 years in the Farm Bill. The Farm Bill was initially created to help increase and secure farm revenues, to ensure a steady food supply, and support the American farm economy (Jackson et al., 2009). Thus governments, retailers, food manufacturers increasingly determine what farmers grow by placing strict requirements in contractual agreements. Under these circumstances farmers operate within a ‘largely undeclared continental food regime sometimes called “the cheap food policy” that enables North Americans to pay disproportionately little for their food’ (Turner, 2011, 37). The subsidy and regulatory regimes that support agri-food businesses have contributed to increased yields and varieties of food products. Over

time profits have increased for food producers able to purchase in great volume and to process and distribute widely (Southgate, 2009). Other results are less favourable: 1) A reversal of household expenditures with less paid on food and more paid to illness care; 2) Adverse impacts from concentration of food businesses; 3) Increased consumption of the agri-food story with higher fat, sugar, meat and cheese consumption.

METHODOLOGY

This approach includes a systematic review of relevant literature and in-depth analyses of sample case studies. We will be examining food systems, policies and practices along with applying a systems analysis of outcomes. Sustainable agriculture and diets and opportunities for food innovation and placement may necessitate consideration of key elements 1) diet impact on well-being, health and the burden of disease; 2) environmental consequences; 3) economic impact of government subsidies and trade policies, and impact on equity and accessibility to healthy foods; 4) the role for local and seasonal foods; 5) appreciation also of social, cultural and physical influences on diet patterns and practices; 6) marketing nutritious and delicious foods.⁵ Confirming suitable methods and indicators for assessing sustainable diets is considerably complex. We must more effectively come to collect data and measure what matters. “An element of pragmatism is inevitable. There is pressure for good methods and indicators because there are already strong reasons for dietary change” (Mason & Lang, p. 37).

FINDINGS AND DISCUSSION

Links between diet and disease and obesity and local food environments are well established. Yet what science knows is not how policies are formed and communities operate around food. Sustainable diets aimed at reducing harm to humans, animals and the environment have been challenging to achieve. Individual inability to change dietary habits often are blamed, yet research has not sufficiently investigated how the ways the food industry can be more engaged in offering healthier and enticing options. Trends on consumer behavior indicate increasing interest in plant-based foods, and health and tasty food innovations. Early indications in these findings reveal the importance of making a strong business case to support innovation in agricultural businesses. With the trends indicating increases in a more ‘health conscious’ and ‘environmentally friendly’ consumer, food industry leaders will want to ensure products meet these diverse objectives.

Researchers found that halving the consumption of meat, dairy products and eggs in the European Union would achieve a 40% reduction in nitrogen emissions, 25–40% reduction in greenhouse gas emissions and 23% per capita less use of cropland for food production. In addition, the dietary changes would also lower health risks. The European Union would become a net exporter of cereals, while the use of soymeal would be reduced by 75% (Mason & Lang, p. 105).

RESULTS AND RECOMMENDATIONS

Evidence reveals that the roles of marketing and advertising in print, on radio and TV and on the internet are very impactful on food choice, nutrition and health (Hawkes & WHO, 2007). Food that is value-added can net income for producers but more often the bulk of funds are secured by post-harvest processors, and food caterers. “Sixty years ago farmers in Europe and the USA received 45–60% of the money consumers spent on food, but retailers, processors and manufacturers are increasingly capturing the

⁵ For greater details of these dimensions see a helpful FAO report and the contribution by Lairon, 2012.

economic value of food” (Mason and Lang, 2017, p. 58).

Recommendations include supporting policy and practices that enable food producers and partners to add value to foods within the sustainable diet to obtain a greater return on their investments. Strategies need creative input from all parts of the food system. Agriculture policy is of broad importance and influence and “requires that those concerned about health and well-being become involved in this issue...” (Jackson et al., 2009, 394).

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NUTRITION HABITS FOR UNIVERSITY STUDENTS: AN EXAMPLE FROM SARKIKARAAĞAÇ VOCATIONAL HIGH SCHOOL SAMPLE

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Seyhan Çelik**

Aygen Oksay***

ABSTRACT

This study was carried out in order to determine the nutritional habits of the students in different departments of Süleyman Demirel University Şarkikaraağaç Vocational High School. The study has reached 399 students from different departments. In line with these aims a questionnaire was formulated to determine socio-demographic characteristics as well as nutritional habits and meal times. In the analysis of the data cross-comparisons, frequency and percentage analyzes were made. As a result we found that even though both genders skip meals women were found to have more healthier nutritional habits.

Keywords: Nutrition habits, University students.

INTRODUCTION AND RESEARCH QUESTION

Nutrition is defined as the use of nutritional ingredients in the body for growth, survival as well as for the protection of health (Baysal, 2007). Nutritional needs are one of the basic needs of people. The nutritional status of young people is very important. Some of their basic features, such as their participation in a different social circle, the exchange of their daily activities, etc., can be quite effective on their nutritional habits. The purpose of this study is to determine the knowledge and the nutritional habits of the participants in accordance with the requirements of healthy life and nutrition knowledge.

CONCEPTUAL FRAMEWORK

As Baysal (2011) remarks in order to grow, develop and protect health the quantity and quality of the food and energy required differs according to age, sex and physiological environment of the individual. Both primary factors (personal eating choices, eating style of the family, the role model of parents, media and social norms) and personal factors (behaviors, beliefs, information, self-esteem, meal, weight control, social factors, family, friends and other close) help shape the eating habits of young people (Şanlıer, et al., 2009). In Turkey, where insufficient and unbalanced feeding is an important social problem, university students are among the most risky groups concerning this problem. The lack of nutrition habits of university students in Turkey is mainly due to two

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factors: ignorance and economic inability. Particularly the acceleration of physical growth and development, changes in the life-style, smoking, diet and sports can change the eating habits of university students (Saygın, et al., 2011). Studies show that unbalanced nutrition is more common at low socioeconomic levels in developed countries and at higher socioeconomic levels in developing countries (Baysal ve Baş, 2008). Turkey has the problems of both developing and developed countries in terms of nutritional status together. The nutritional status of the people in Turkey shows significant differences according to regions, seasons, socioeconomic level and urban rural settlements. The imbalance in income distribution is the main reason for this. This has an impact on the nature and frequency of nutritional problems (Ermiş et al., 2014).

METHODOLOGY

Survey method was used as data collection method. The questionnaire, applied to the students of Şarkikaraağaç Vocational High School on 24.04.2017-29.05.2017, was prepared by taking expert opinion and literature review. The questionnaire consisted of 20 questions: 8 for measuring demographical findings, 2 about nutrition education, 7 on the the nutrition and meals and 3 about the places where the main meals were consumed. The data was analyzed with SPSS 17.0 program. Frequency analysis, crosstabs and one-way Anova difference tests were used for the analysis.

FINDINGS AND DISCUSSION

According to the demographical variables 234 of the participants are women. %65,4 of the participants stay in a dormitory and %12,3 with their family. The %41,1 of the participants have a monthly income less than 500 TL. %44,3 of the participants are from Laborant and Veterinary Health Associate Program and %34 from Food Technology Associate Program.

Female participants were found to believe that they were more likely to eat healthy than men. It was also found that the participants were educated about healthy nutrition. %48,6 of the participants were found to skip meals. Male participants said that they skipped meals due to lack of appetite; on the other hand women said that they couldn't find time. Furthermore, in the bilateral comparisons made a statistically significant difference was found between gender, reading part, regular sports, alcohol use, belief in healthy eating and healthy eating. ($p < 0.05$). The results also showed that the students didn't exercise regularly (%35,3) and the majority of them smoked (%34,3).

RESULTS AND RECOMMENDATIONS

Monthly income is an important factor that determines one's social position. The quantity of the monthly income is an important factor that affects many habits (Boylu, 2007). The change in monthly income of the students is also thought to affect many factors such as eating habits and choice of places to eat. It is known that the participants take classes on basic food and biology. But according to the results the participants' behaviors seem to be uninformed and the participants don't have regular eating habits. Another important result of this study is that even though women are more healthy than men, they both (%48.6) skip meals in the absence of opportunity. There is a close relationship between regular sports, cardio exercises and nutrition (Asfuroğlu, 2013; Akyol et al., 2012). However, such a result could not be obtained in this study.

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ANALYSIS OF TURKEY'S FOREIGN TRADE: A GRAVITY MODEL APPROACH

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ABSTRACT

In this paper the gravity model is analysed by using data of some countries which have a major rate in Turkey's trade. According to the gravity model -based on Newton's Law of Universal Gravitation-, the value of trade between any two countries is proportional to their GDPs and diminishes with the distance between the two countries. In this study, the gravity model is applied to Turkey's foreign trade. Our model includes panel data covering time series data from 2000 to 2016 for 13 countries. The independent variables are Turkey's and its partner countries' GDP, their populations, partner countries, capitals distance to Ankara and two dummies, namely Custom Union and common border. The dependent variable is Turkey's foreign trade volume. The findings show that the geographical distance covered by the prior expectations of the gravity model has an opposite effect on trade.

Keywords: Gravity model, Foreign trade, Turkey, Panel data analysis.

INTRODUCTION AND RESEARCH QUESTION

Tinbergen (1962) and Pöyhönen (1963) applied econometric applications to the gravity model for the first time in international trade literature (Karagöz, 2008: 152). Gravity model is a popular model over the last half-century used in international trade flows (Kapka, 2015: 30).

The aim of this study is to analyse the trade volume of Turkey with the gravity model by using the national incomes of some selected countries, which have a significant share in Turkey's foreign trade and the distances of these countries' capitals to Ankara.

CONCEPTUAL FRAMEWORK

According to gravity model, the attraction force between two objects is proportional to their masses and inversely proportional to squared distance between them (Karagöz, Karagöz, 2009: 129). Economists have found that an equation of the following form predicts the volume of trade between any two countries fairly accurately;

$$T_{ij} = A \times Y_i \times Y_j / D_{ij}$$

(1)

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where A is a constant term, T_{ij} is the value of trade between country i and country j , Y_i is country i 's GDP, Y_j is country j 's GDP, and D_{ij} is the distance between the two countries. Other things being equal, the value of trade between any two countries is proportional to the *product* of the two countries' GDPs, and diminishes with the distance between the two countries (Krugman, Obstfeld, Melitz, 2012: 12).

In the paper by Tatlıcı ve Kızıltan (2011), it was analyzed the Turkey's export with the gravity panel data model by using 46 countries and time span of 1994-2007. The authors set up a model with a dependent variable used Turkey's export, and with some of independent variable formed of the some countries's GDPs, populations, the distance of the capital to the Turkey, and Customs Union and common border. The authors found that results after the estimation of the model; The GDP constants of Turkey and the other countries have got the positive sign and significantly, and the distance variable's constant has negative sign and significantly. The population variable is not significant for the all countries. And for the dummy variables, the Custom Union and common border haven't got the important effects on the Turkey's export.

There are many examples in the literature of gravity models used to analyse the flow of international trade. The studies generally examine the gravity model and they are mostly based only on the export of Turkey. However, unlike the other studies in the literature, the model we set up in our work is based on the sum of exports and imports which constitute the trade volume of Turkey.

METHODOLOGY

We have run the panel data analyses based on the theoretical gravity models and estimated the fixed, random, between, maximum likelihood and pooled EKK models. The main model is that;

TradeVol = f (Distance, population_o (origin), population_d (destination), gdp_o, gdp_d, gdp_percap_o and d (GDP per capita), area_o and d (Area as km²), tdiff (time differences between the origin and destination countries), contig (existence of the common border), entry_cost (first cost of procedures the entry to trade), comrelig (existence of the common religion), gatt (the membership of the GATT) for the target countries, eu (the membership of the EU) for the destination countries.

Our model covers 13 countries which have a major rate in Turkey's total trade and 17-year panel data from 2000 to 2016. These countries are; Germany, China, Italy, USA, England, Russian Federation, France, Spain, Iran, UAE, Iraq, Netherlands and Syria. The independent variables are Turkey's and its partner countries' GDP, their populations, partner countries, capitals distance to Ankara and two dummies, namely Custom Union and common border. The dependent variable is Turkey's foreign trade volume.

FINDINGS AND DISCUSSION

According to our results, the increase in the distance, the increase of the population for both trading partners, the border of the country, the increase of the time difference and whether the country is a donor country or not affect the trade volume of Turkey negatively. On the other hand, GDP growth affects the trade volume for the origin and target countries positively. We found no significant effect of income per capita on trade

volume in all models except for the SEM model. Our results also indicate that Turkey's trade volume with the EU member states is more than the other countries we examined.

RESULTS AND RECOMMENDATIONS

According to the results; because of negative effect of distance on trade, it is expected that trade volume of Turkey may increase in the future providing that trade volume with its neighbours grow steadily. It can be also made to strengthen exports of high added value products trade with the countries that are far from Turkey.

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WHY DO EMPLOYEES REMAIN SILENT IN HOSPITALITY BUSINESSES? INTENTIONALLY OR UNINTENTIONALLY?

Mahmut Demir*

Şirvan Şen Demir**

ABSTRACT

This study has focused on the organizational silence behaviour. The purpose of this study is to determine the relationship between despair, insensitive, impartiality, and distrust dimensions of “silence behaviour of employee” as independent variables and “intention to remain at work” as dependent variable.

Keywords: Organizational silence behaviour, Intention to remain at work, Hospitality Businesses, Employee

INTRODUCTION AND RESEARCH QUESTION

Hospitality is one of the world's largest and fastest-growing industries in the World. The hospitality industry, in Turkey, is one of the fastest growing businesses in all industries that generates billions of moneys, new investments, and offers different new career and employment opportunities to unskilled people such as students, women, young men etc. But, with the growth of the hospitality sector, it has increased problems within the organization of business. One of these problems is organizational silence behavior in hospitality business.

CONCEPTUAL FRAMEWORK

Organizational silence is explained by different researchers that refer to a collective-level phenomenon of behavior very little in response to significant problems that face an organization. Employees in hospitality businesses often have ideas, styles, opinions, and techniques for constructive ways to improve work outputs in organizations. Because, in contemporary organizations, quality, high organizational performance and competitive advantage can provide from ideas and innovative approaches of employees communicate to supervisors and colleagues for improving work output (Demir, 2014). According to Pinder and Harlos (2001) silence is absence of voice. The employees in hospitality businesses remain quiet in a certain aspect of the department or organization. Some of the major causes of silence behavior of employees are lack of organizational political skills, personal expectations, fear and embarrassment, career planning, implicated friends (Nielsen, 2003). Morrison and Milliken explained that organizational silence is the collective-level occurrence in which little voice raise is included in response to the presence of an issue because of the negative reaction (Fatima, Salah-Ud-Din, Khan, Hassan, & Hoti, 2015). Milliken, Morrison & Hewlin (2003) revealed that

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the most frequently mentioned reason for remaining silent was the fear of being viewed or labelled negatively, and as a consequence, damaging valued relationships.

METHODOLOGY

First a literature that related to organizational silence behaviour was reviewed in different sources such as internet, book, thesis and articles. According to literature, a questionnaires of silence behavior and intention to remain at work were developed in five dimensions. Four of five dimensions were related to silence behaviour. Dependent and independent variables were measured using a twenty 26-item measure asking the participant to respond on a five-point response scale. Likert type scale (ranging from 1- strongly disagree to 5 - strongly agree) to measure the items of the questionnaire constructs. Organizational silence was measured by 23 items from the scale developed by Demir (2014) and intention to remain at work was measured by 3 items from the scale developed by Demir (2015). Data for the current study were collected from the full time-employees of five-star hotels in Antalya Region, Turkey, which were classified by the Turkish Ministry of Culture and Tourism in 2016 *via* an online survey. The survey was pilot-tested with 40 employees to confirm that each question was stated properly, clearly and understandable. The pilot-test of this study indicated that the survey could be properly and understandable for respondents. Sample for the present research consisted of 391 employees working in hospitality businesses. SPSS was used for statistical analysis. Firstly, the validity and reliability analysis was conducted on data. Secondly, structural and convergent validity of the data have revealed with the factor analysis. Thirdly, correlation analysis was used to investigate the relationship between despair, insensitive, impartiality, and distrust dimensions of silence behaviour of employees and intention to remain at work. Finally, it was tested using a regression analysis to determine the effects of “silence behaviour of employees” on the “intention to remain at work”.

FINDINGS AND DISCUSSION

The findings of the current study showed that organizational silence behaviour was important issue and had a crucial role on the strong organizational structure in hospitality businesses as in all other sectors. Correlation analysis indicated the relationship between independent and dependent variables. The despair, impartiality, and distrust dimensions of “silence behaviour of employees” were significantly related to “intention to remain at work” whereas insensitive dimension of silence behavior was not found to be related significantly with employees’ intention to remain in hospitality businesses. *Regression* estimates were used to describe data and to explain the relationship between variables. *Regression analysis also* allowed us to compare the effects of independent variables measured on the dependent variable. The findings indicated that three dimensions of independent variables such as despair, impartiality, and distrust had a strong and significant impact on employees’ intention to remain at work in hospitality business while the fourth dimension as “insensitive” did not have significant impact on dependent variable.

RESULTS AND RECOMMENDATIONS

The findings revealed that employees’ silence behavior could be affected their future expectations, career planning, intention remain at work etc. As a result, two of four hypotheses, (“impartiality” and "insensitive") were supported in this study. There was a strong correlation between “impartiality” and "insensitive" factors and intention to

remain at work ($t > 1.80$ and $p < 0.01$) while the despair and distrust dimensions of organizational silence had no significant correlation with employees' intention to remain at work ($t < 1.80$ and $p > 0.05$). And "impartiality" and "insensitive" factors had positive and significant effect on employees' intention to remain at work.

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THE ROLE OF TOURISM SECTOR IN ECONOMY AFTER THE 2015 CRISIS

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ABSTRACT

The tourism sector, which provides significant economic benefits for countries, has a fragile structure. The high demand elasticity of the sector also increases the degree of being affected from the emerging crisis environment. A political crisis related to the Russian market, which is regarded as the most important market in the sector, was experienced in 2015. In this study, it was aimed to reveal how and to what extent the economic balances of the sector were affected after the 2015 crisis. For this purpose, the annual rates of change of statistical data such as tourism income, number of tourists, the share of tourism income in GNP and the ratio of tourism incomes to finance the foreign trade deficit obtained from the Ministry of Culture and Tourism and the Association of Turkish Travel Agencies (TURSAB) were examined.

Keywords: 2015 crisis, tourism statistics, economic effects of the crisis

INTRODUCTION AND RESEARCH QUESTION

Tourism sector is among the top three sectors that are steadily continuing their progress in the world. According to the World Tourism Organization (UNWTO), the number of tourists who participated in tourism mobility in the world reached 1 billion 137 million in 2014 and 1 billion 189 million in 2015, and this number increased by 3.9 percent compared to the previous year and reached 1 billion 235 million people in 2016. This mobility is increasing the effect of international tourism day by day.

CONCEPTUAL FRAMEWORK

The cost of foreign exchange income from tourism revenues is lower because it is a more lucrative sector in terms of consumption and incentives (Kar, Zorkirişçi ve Yıldırım, 2004). The tourism sector has direct and indirect effects on the economic structure of the country, and countries are aware of these effects (Usta, 2009) The determining factor in the economic structure in the sector is tourism demand. The fact that the tourism demand has a flexible structure and that countries are rapidly affected by their socio-economic, cultural or political structure make countries sensitive while acting on this issue (Bahar ve Kozak, 2008). It is inevitable that this flexibility is high especially in undeveloped or developing countries. One of the fastest and most deeply affected sectors during the crisis periods that arise due to political, economic or social reasons especially at the national or international level is the tourism sector. When it is considered that the area of economic benefit is wide, it is crucial to overcome the crisis periods with minimal damage. In this study, it was aimed to discuss the effects of Russian crisis, which was experienced in 2015, on the sector. The answers of the

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questions of to what extent the crisis affected the tourism sector and what the numerical indicators of it are will be received.

METHODOLOGY

When tourism economic effects are assessed, the effect on balance of external payments, employment-creating effect, income-generating effect is examined. One of the qualitative study methods used in the study is the document review method. Regarding Turkey's tourism data, the data of the Ministry of Culture and Tourism and the Association of Turkish Travel Agencies (TURSAB), which are the most competent bodies, were used.

FINDINGS AND DISCUSSION

The most important data we need to consider when examining the economic impact of tourism is the number of visitors to the country and the tourism revenues. When the data of the Ministry of Tourism are examined, the number of visitors reached 24 million in 2005, 33 million in 2010 and 41 million in 2015. Russia constitutes 12% of the total number of tourists visiting Turkey with 4.5 million tourists (Aydın ve Gencer,2015) However, it is seen that this number was decreased to 31 million in 2016. In parallel to this, tourism revenue reached 20 billion dollars in 2005, 24 billion dollars in 2010 and 31 billion dollars in 2015. However, it is seen that this number was decreased to 22 billion dollars, that is to say, the data of almost ten years ago, in 2016.

The clearest indicator of the economic situation of the country is the balance of international payments. Tourism activities also affect this data, which reveals the economic relations of a country with the other foreign countries in a certain period. The international tourism mobility plays a role of increasing the foreign exchange demand for the tourist originating country and a role of increasing the foreign exchange supply for the tourist accepting country (Öztaş ve Karabulut, 2006; Kızılgöl ve Erbaykal, 2008) According to the data of the Association of Turkish Travel Agencies, foreign trade deficit was increased to about 26 billion dollars in 2000 and 71 billion dollars in 2010, and it was decreased to 55 billion dollars in 2016 compared to previous periods. Besides, while the ratio of tourism incomes to finance the foreign trade deficits was 37.38% in 2000, 46.09% in 2010 and 49.73% in 2015, this ratio was decreased to 39.48% in 2016.(http://www.tursab.org.tr/tr/turizm-verileri/istatistikler/turizmin-ekonomideki-yeri/dis-ticaret-aciklarini-kapatmada-payi_916.html)

In addition to incomes, the share of tourism revenues in GNP is an important indicator. While the share of tourism income in GNP was 2.9% in 2000, this ratio was 4.2% in 2005 and 6.2% in 2015. However, when the data of the year 2016 are examined, it is seen that this ratio was behind the data of the last 15 years and realized as 2.6%. When the ratio of tourism incomes to exports was examined, it was determined that this ratio was 15.5% in 2016 while it was 27.5% in 2000 (http://www.tursab.org.tr/tr/turizm-verileri/istatistikler/turizmin-ekonomideki-yeri/gsmh-icin-deki-payi-1963-_79.html).

RESULTS AND RECOMMENDATIONS

We are observing the consequences of the crisis, which was experienced in 2015, in 2016. Therefore, evaluations were made by taking into account the 2016 data. When the number of arriving tourists and tourism income are examined it is seen that tourism has been deeply affected and values declined 15 years ago. Especially in the 2000s, the rise rates that the country has caught up to are declining. Turkey's tourism sector has a

demand structure dependent on a few countries and Turkey is increasing the impact of tourism on the negativity of the countries. In order to reduce the effects of crises that may be experienced, alternative markets should be established in the sector, alternative tourism types should be emphasized, and domestic tourism should be revitalized.

The data were evaluated by taking into account the tourism's effect on balance of payments, employment effect and its ratio to import expenses, which are the economic positive effects of tourism. When the tourism data are examined, it is seen that the effects of the crisis experienced are most effective for the crises experienced in the last 15 years. The difficult period Turkey is in has also affected these consequences. Apart from this, Turkey has a demand structure dependent on several countries in the tourism sector. The negativities experienced with these countries are also deeply affecting the country's tourism. Alternative markets should be created, and tourism should be able to protect itself in the event of possible negativities.

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COMPARATIVE ANALYSIS OF OCCUPATIONAL ACCIDENTS DATA IN TURKEY & EU

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ABSTRACT

Occupational accidents, as one of the most important socio-economic problem of the contemporary world and particularly coupled with the Tuzla, Soma and Ermenek occupational accidents, have increasingly been voiced in the public. Related with this process, although a number of publicly funded efforts are executed to prevent new disasters both through legal regulations and through measures, these efforts are quite inadequate when compared with the EU states. Law numbered 6331, a.k.a. Occupational Health and Safety Law, which assumed as the most significant step on behalf of the Occupational Health and Safety in Turkey, enacted appropriately with the *EU acquis*, however these rules chain that reflected on the legal procedure, could not be completely penetrated into the work-life. In terms of occupational accidents, this situation has led to the witnessing of the most distinctive and fatal occupational accidents in Turkey among EU states. This paper includes, assessment of occupational health and safety implementation in Turkey by occupational accident concept, comparison of occupational accident data with EU states. In the light of these assessments the problems causing occupational accidents in Turkey and the solutions are highlighted.

Keywords: Occupational Accident, Fatal Occupational Accident, EU, Turkey, Occupational Health and Safety.

INTRODUCTION AND RESEARCH QUESTION

Economic and social cost of occupational accidents are the individuals who are injured, got sick and experienced industrial disasters are generally expanded no matter whether they are working in the small factories, national or international large-scale workplaces since the start of the industrialization. Along with this, occupational hazards' ad risks' measurement, prevention, reduction and elimination efforts are continuously improved by technological and economic changes. Nevertheless the improvements to some extent, occupational accidents have still been experienced in our contemporary world and as a consequence of these accidents the people's victimizations and economic burdens are considerably huge (Allı O, 2008: 3).

Taking into consideration of assessments towards occupational accidents, the interest on the topic is increased by EU membership process. Adaptation to the *EU acquis* process has provided fundamental change in the topic of occupational health and safety implementations. However it is possible to state that the legal texts cannot be fully

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reflected to the working life and that a large part of the employees are deprived of the relevant services, is appearing to be the main problem of Turkey without an old background in terms of legal regulations. Institutional deficiencies, inefficiency of workplace associations, lack of inspection and the lack of participatory mechanisms accompanied by the problems such as the lack of a preventive structure to the occupational health and safety challenges in the small businesses are remarked crucial shortcomings encountered in the management of occupational health and safety of Turkey (Yılmaz, 2009: 1).

CONCEPTUAL FRAMEWORK

Occupational health and safety right is a basic right arising from the social state qualifications and occupational health and safety regulations is an important step for the realization of the right to live and health (Süzek, 1985: 18-20). First of all, various conceptual definitions of “occupational accident” are needed to be evaluated in order to clearly understand occupational health and safety. According to ILO, occupational accident is “*the unplanned, unknown and uncontrolled event that can harm the environment*”. According to WHO, occupational accident is “*the state that has not been planned in advance causing personal injuries, material damage and the production cease*”. Additionally Turkish Law numbered 6331 Occupational Health and Safety Law, enacted in 2012, defines occupational accident as “the occurrence in the workplace or due to execution of work, resulting in the death or the mentally or physically disabling body integrity” (Yılmaz, 2009: 8).

Implementation of occupational health and safety measures, reduction of occupational accidents and occupational diseases provide very important outcomes for workers, employers and ultimately social security systems. The principle of workers’ protection, which is one of the basic principle of labor law, is not only important due to not limited to the emergence of workers’ assets from employees, it is also important in terms of workers’ physical and psychological assets and protection from the possible damages by preventive policies. The aim of the occupational health and safety precautions is the prevention of occupational accidents and occupational diseases before the occurrence. Therefore various rules are set up to be complied by parties (Korkmaz et al., 2017: 120).

METHODOLOGY

In the study, the research data has been collected and analyzed, as a result of analysis Turkey and EU member states are compared in terms of occupational accidents and Turkey’s deficiencies in the implementation and legal regulations are sought to identify. Relevant data are compiled from ILOSTAT, EUROSTAT and TURKSTAT which are the official publication bodies of the research subject and area. Compiled raw data are comparatively analyzed, it is aimed to more clearly define the current financial/intangible losses due to occupational accidents.

FINDINGS AND DISCUSSION

In the analysis used within the scope of research, it is observed that Turkey possesses the highest ratio in EU in terms of the fatal accidents and accidents that resulted in the disablement of workers. Although this situation requires the consideration of different sectoral structures and production modes that occupational accidents are frequently encountered, nevertheless particularly the lack of internalization of the occupational

inspection and occupational safety culture among the employees and the employers have a significant share in the emergence of this picture.

RESULTS AND RECOMMENDATIONS

Occupational accidents, which are one of the most important socio-economic problems of present-day, resulting in the loss of life of hundreds of employees every year and causing the employees to be in need of care and become disconnected from their working life are not only the working life as well, seriously threatening the societal structure social and economic affects beyond the work life, are needed to be prevented in an active manner. In the light of the research's analysis, it is seen that Turkey is above EU averages regarding occupational accidents. Although some efforts and the improvements are inculcated to the work life actors with specifically occupational inspection and occupational health and safety culture, more radical and deterrent precautions should be taken. This study is thought to focus on the seriousness and the importance of research topic and to contribute to catch updated trends in this field.

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THE EFFECTS OF TOURISM ON ECONOMIC GROWTH

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ABSTRACT

Tourism is an activity that has existed in human life since the first ages. When you looking at the history of tourism and can be said that tourism extended to BC 4000. Tourism activities are formed by people moving from different countries or regions to different circles for some purposes. In the modern sense for tourism, the first definition was made by Walter Hunziker and Kurt Krapf as a collection of events that happened at different place than where people always lived and worked. Tourism has grown over time and has increased its diversity. It has become one of the fastest growing sectors especially after the second half of the 20th century. Tourism can be evaluated in a wide range of areas such as recreation, entertainment, health, congress, faith, sports, golf, culture. These diversities can be shaped by the number of people participating in tourism and by age groups, their economic status, season, place and length of stay.

Keywords: Tourism, Tourism Sector, Balance of Payments, Economic Growth

INTRODUCTION AND RESEARCH QUESTION

The interest to the tourism sector is increasing day by day in the globalizing world. Tourism has been developing by paid holidays, more free time and revenue, technological development, better social security conditions, having longer lifetime, improved education level, being aware of tourism and having travel freedom. The regional or national tourism have been a major resource to increasing the area economy, elimination of balance of payments problem and provision of employment opportunities. Today, for many developed and developing countries, tourism has been one of the most important channels in providing economic growth.

In this study we have been focusing on the economic effects of the tourism sector and attempting to answer why the tourism sector needs to be supported and developed. As in every sector, the tourism sector also has some positive and negative effects on the economy. Positive character effects have been examining in two categories. These categories have been consisting of monetary economic effects and real economic effects. Generally, these effects, which provide the economic money inflows, not only remain within the tourism sector but also constitute the income of other sectors. Tourism is a labor-intensive industry in general and has been providing a wide range of employment opportunities. Especially for women, tourism has a wide working area.

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CONCEPTUAL FRAMEWORK

As a result of tourism activities, not only the tourism sector develops in the country, it also has been affecting positively on agriculture, industry and services sector. Tourism will have been ensuring that economic imbalances are eliminated in countries with different levels of regional development. The problem of backwardness of an underdeveloped region will be reduced by tourism. Another and last positive effect is that thanks to tourism, infrastructure and superstructure in the country will always be under control and tourism area development and local people will benefit from these services. In addition to all these positive effects, negative effects have been also emerging. When the negative impact of tourism is mentioned, the first thing that has been coming to mind is the effect on inflation. In addition, those who have been engaging in tourism activities cause an invisible import in the tourist areas with their expenditures. Another important effect is that an investment of a country in the tourism sector ought to provide more revenue than the investment in another sector. This investment has been emerging as opportunity cost. Finally, the places that are active in sectors like the hospitality sector are full in summer and empty in winter, which has been causing seasonal fluctuations in investment and revenue. All these explanations are the impact on the economy of tourism. Tourism is not just an economic event.

FINDINGS AND DISCUSSION

In addition to tourism's economic features, it also has features such as linking social communities each other with cultural values, increasing the value of the environment and protecting the balance of nature. Social influences have been showing the direct and indirect effects of the tourism society on its existing social values, personal behavior, family relations, moral values, traditional demonstrations and social structure. People have been being affected in various ways by the people in places where tourism activities are going on and also people affect the local people. Tourism has been providing an atmosphere of peace, friendship and at the same time develops personal confidence and culture.

RESULTS AND RECOMMENDATIONS

In general, this study has been focusing on the relationship between tourism and economy. The tourism sector, which develops continuously and rapidly with every passing day, has been on the focus of countries. Tourism has been reducing the economic disparities between developed and underdeveloped countries and has been ensuring the development of national economies. As a result; the economic growth of countries should be supported by increasing tourism revenues. In order to increase tourism revenues, both new types of alternative tourism should be found and tourism activity should be distributed to 12 months of the year. In addition, the incentive policies towards the tourism sector should be increased. More importance should be placed on the promotion of tourism destinations nationally or internationally.

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THE IMPORTANCE OF INSTITUTIONALIZATION FOR MEDIUM-SIZED ENTERPRISES, THE EXAMPLE OF USAK ORGANIZED INDUSTRIAL ZONE⁶

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ABSTRACT

Establishing institutions, businesses, and in a particular order, individuals (entrepreneurs, managers, staff) in ways that are not affiliated with managed businesses where the validity of certain rules is fixed. These businesses are more long-lasting they are, operate more efficiently, it is safer to look into the future employees. Produce quality output in terms of manufactured goods and services.

Uşak categorized the aim of the study enterprises in organized industrial zones; the category of SME (enterprises with up to 250 employees), but businesses that employ at least 25 people can be placed before the detection of institutionalization, then, in these businesses according to certain criteria, determining the level of institutionalization, has not been institutionalised yet incomplete institutionalization institutionalization is the creation of awareness about the need for businesses.

Therefore, this study is the first of Uşak's economy, then it is considered to contribute to the country's economy in terms of order and discipline. Corporate sense of social responsibility of enterprises, the requests will be higher because contributions to the environment on the one hand, college students, corporate internships and experience from businesses as casualties, on the other hand, a trust created by businesses customers and prospects will be able to be happy in the corporate environment. Long lasting and functioning businesses in a certain order as positive examples of new initiatives will be able to give a substantial boost to the economy.

INTRODUCTION AND RESEARCH QUESTION

This study; It covers small and medium sized enterprises operating in Usak Organized Industrial Zone. Institutionalization, which refers to a process that will ensure that an entity secures its assets by using all its resources and capabilities; It requires a systematic organization that has an identity and culture that is compatible with the society and social values it operates and that can respond to the expectations of the societal pressure groups and adapt to change and change at the moment of change.

⁶ Uşak Üniversitesi BAP BİRİMİ tarafından 2016/SOSB019 NUMARALI PROJE OLARAK DESTEKLENMİŞTİR.

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CONCEPTUAL FRAMEWORK

If the institution is a family business, it is the job of being governed by certain established rules, independent of the daily preferences of the persons. Institutionalization; To provide support for businesses to adapt to the laws and pressures of their environment and to fulfill their obligations. Institutionalization can also be defined as "the establishment of any act, activity or practice".

The research question of problem; Medium-sized enterprises operating in Usak Organized Industrial Zone are where they are in terms of institutionalization processes and at what level they are. The problem is; Enterprises that are not institutionalized and lacking in terms of institutionalization can not be longevity, can not provide social and personal benefits and can not sustain their activities successfully; Their profitability is short-term.

When the relevant literature is searched, it will be seen that there are enough publications about "Institutionalization in Family Business".

METHODOLOGY

The scope of this study, the determination of the need for institutionalization stage. In another study, it might serve as a fulcrum point.

FINDINGS AND DISCUSSION

It is difficult to talk about the excess of publications on institutionalization and the fact that this concept is understood and put into practice. Medium-sized enterprises are governed by institutionalization, seeking solutions to everyday thoughts and problems rather than long-term planning. This situation is also expected to reduce the expected turnover of the enterprises. The shutdown, reopening, and frequent restructuring of these businesses are also costly for the Usak economy as much as the business itself.

When it is considered that the most important factor in the long-term existence of the enterprises is the institutionality, it can be considered that the lack of this consciousness is vital for the enterprises and that this deficiency must be filled. Because the biggest problem in local businesses is that they can not make the transition from family business to corporate business. The most important of its different causes is that considering institutionalization will weaken family ties or cause them to fail to achieve their goals.

RESULTS AND RECOMMENDATIONS

Surveys and interviews will be used to determine the level of institutionalization of target businesses; The information obtained with these tools will be subject to both general and specific analyzes, both qualitatively and quantitatively. If available, the website, brochures and promotional tools of the operator will also be used for institutional research.

The subjects such as the average level of institutionalities, reasons for preventing institutionalization, openness of institutionalization will be covered by the enterprises operating in the general administrative subdistricted industrial zone; The formal and

informal factors will be listed on a business-by-business basis, by determining the level of institutionalization specific to the business, the reasons for obstructing and complicating institutionalization, the existence and level of the desire for institutionalization.

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THE MUNICIPALITY OF THE SIXTH DISTRICT: BUILT THE MODERN OVER HISTORICAL GROUND

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ABSTRACT

The Municipality of the Sixth District is in charge of this work. The process of creating this structure will be examined in detail, move from here, it will be questioned how the municipal system in our country progressed from Law No. 1580 to Law No. 5393 and the influence of the first municipal apartment created by the influence of the French will be discussed.

Keywords: Local Governments, Municipalities, The Municipality of the Sixth District, Law No. 1580, Law No. 5393

INTRODUCTION AND RESEARCH QUESTION

As it is known, the municipal term derives from the Arabic word beled. It means a country, a town, a city. In our country, municipalities have an important position in the local government system. Presentation of basic urban services by municipalities in historical process, these local government units have become visible and known to the public and it has made quite important.

To act autonomously of urban or rural communities in administrative fiscal matters and a phenomenon like the creation of the local community by the governing bodies started soon in the Ottoman Empire as in many countries.

The classical local government structure of the Ottoman Empire continued its existence in the 1850s through a significant change. Although western-style local governments have a 150-year history, it can be said that the tradition of providing local services through official, semi-official and private institutions is a deep-rooted and precious past and experience.

CONCEPTUAL FRAMEWORK

In the tradition of Turkish-Islamic administration, local municipal services throughout the Middle Ages have been carried out in large scale by kadi, foundations, loncalar and other informal enterprises.

For these reasons, the first municipality in our country was established in the 1850s. The attempt to establish the first municipality in Istanbul was attempted in 1854 by taking the example of the French commune administration. "Şehremini" was introduced to the organization, which means that the city is trusted. Afterwards, the Intizam-ı City Commission prepared the municipality regulations and accepted the principle of separating Istanbul from the municipal organization point of view.

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The Commission established a regulation in 1857 in line with the task assigned to him. Although it is envisaged that Istanbul will be divided into 14 municipalities in the Nizamname, only The Municipality of the Sixth District was established that include the districts of Beyoğlu and Galata.

Then, in 1858 in the districts of Beyoğlu and Galata, a municipality was established with the name of " The Municipality of the Sixth District".

FINDINGS AND DISCUSSION

As a result, local governments, including municipalities, have not had the chance to become an autonomous and western institution until the first years of the Republic, having to maintain their assets under the shadow of the central government and its extension.

What is said about the understanding of local government in the Ottoman period after the Tanzimat is also valid for the Republican period to a great extent. In the Republican era, local administrations were also considered central support and support organizations. The devaluation of resources and powers to local governments, with concern for national unity and integrity, has often been viewed with hesitation.

RESULTS AND RECOMMENDATIONS

With the Municipal Law, the number of municipalities in our country has increased rapidly. The fact that acquiring the status of the municipality is encouraging in terms of the benefits provided by the central government can be considered as the main cause of this rapid increase.

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APPLICATION OF A NEW GREY MODEL TO FORECAST THE RELATION OF SUPPLY AND DEMAND OF NATURAL GAS IN TURKEY

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ABSTRACT

Consequently, in this study, Turkey's supply and demand's prediction and insights tackle to ensure Turkey's supply and demand equilibrium, and to encourage economy's sustainable growth by authority, and to implement reasonably energy consumption plans and policy precautions.

Keywords: Grey prediction model, parameter estimation, supply and demand conditions of natural gas in Turkey.

INTRODUCTION AND RESEARCH QUESTION

Natural gas is one of the productive, clean and cheap fossil fuels. However, at the present time, natural gas becomes more and more popular because it burns cleaner than other fossil fuel types and it has high heating power. Therefore, in recent years, lots of countries prefer natural gas instead of other fuels such as especially coal and gasoline. It is beneficial to estimate scientifically and effectively scale of production and consumption of natural gas, because natural gas's both supply and demand sides has to accord international "take or pay" rule.

CONCEPTUAL FRAMEWORK

According to previous research results, to predict natural gas consumption, lots of models were developed and these models can be classified two main branches as intelligent and statistical models. Statistical models are frequently simple like logistics-based models[1,2], the Bayesian Model Averaging [3], polynomial model [4] or even linear logarithmic function which identifies the relation between energy consumption and relevant factors. As regards intelligent models, researchers generally choose present regression models such as artificial neural networks-based models and support vector regression.

METHODOLOGY

To estimate Turkey's natural gas consumption, according to a new polynomial grey prediction model named as TDPGM (1, 1), Turkey's natural gas output and consumption is envisaged by the year 2025.

FINDINGS AND DISCUSSION

In this study, findings show that suggested TPGM (1,1) model has the best simulation and prediction performance.

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RESULTS AND RECOMMENDATIONS

According to results, in future, because of the increase of demand on the natural gas, Turkey will be contingent upon importation.

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CHANGING POLARIZATION OF INTERNATIONAL POLITICS AND EMERGING PLAYERS AS A NEW CHALLENGER

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ABSTRACT

The Unipolar world order that has emerged after the Cold War is about to experience a change. Brazil, Russia, India, China and South Africa which are the pioneer of emerging markets have economically increased by demanding more sharing of power distribution in the world. Furthermore, EU is also another significant actor which has very crucial point in international system and it reflects more unified and consolidated Europe. On the other hand, BRICS states composing of several countries from different continent displays the power of emerging markets.

Keywords: Polarization, Bipolar, Multi-Polar, BRICS

INTRODUCTION AND RESEARCH QUESTION

The structure of the unipolar world that USA is dominant under the auspices of political and economic power does not tend to include new players into its body. Nevertheless China is on the way to emerge as a very important figure in international area and endeavors very much in order that she can be more participatory of current or future world order. Moreover Russia, Brazil and India whose economies have constantly grown are far away to construct a body to balance USA or suppress her. Therefore no country can solely appear as a new polar by itself. The alteration in the unipolar world system into multipolar one may take long time than expected and the interval period can witness a power balance efforts between middle rank powers and great power. This embodies a power hierarchy that middle rank powers can not only continue mutual relations but also maintain the relations with great player in an ideologically non-rival and more transitional international system.

CONCEPTUAL FRAMEWORK

EU, BRICS and Japan play the leading role in trade along the USA in world's economic system, which enables the world be more competitive and multipolar in every angle. Moreover Russia, China, EU and India are not only very significant countries of the international system but also have the power to find allies and deter foes. This creates a situation which the strong weakens and chain-ganging loosens whereas the others emerges. The more polar is potential to emerge in international system the more buck-passing is the reality of international politics.

FINDINGS AND DISCUSSION

Liberal ideas such as free marketing, democracy promotion and protection of human rights has continued to rise in post-Soviet countries so far. Thus liberalism and

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democracy has become a new language of polarizing world. All newcomers has begun to use same instruments to be more influential power in the world politics. Liberal ideas has caused to create new emerging markets like Brazil, India, Russia, China and South Africa, which are pioneer of new balance. Furthermore EU has more integrated politically and economically never before post-Cold War era. EU has become a new challenger as a her own potential polarity for rapidly changing world order. BRICS, EU, USA and Japan reflects symbolization of power fragmentation of international politics and international law.

RESULTS AND RECOMMENDATIONS

World turned into bipolar power system shortly after the end of the World War II. Defending rival ideologies makes the world divided and be ready for new risks and security attempts. USA and SSCB saw her own sustainable welfare and perpetuity to arm against each other. Investing military infrastructure and improving deterrence were hand in hand with competing economic models. This system ended when one polar collapsed due to the fact that she barely maintain rapid competition both military, economy and policy level. As soon as one polar felt, the world became more stable in every aspect in view of relief of tensions in many areas. Liberalizing efforts of politics and economics made widespread USA idealism all over the world compare to Cold War period. Thus many agents took advantage of being in the world's political scene without facing any military menaces by virtue of new international order promoting cooperation and collaboration for the new comers.

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NEGATIVE IMPACTS OF FOREIGN MOVIES AND SERIES ON DESTINATION IMAGE

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ABSTRACT

There are a lot of factors affecting tourists' perceptions of destination. Consumer can form a negative image of the place that his/her favorite movie or series takes part. The aim of this study is to examine the background scenes in foreign movies and series that will possibly affect the image of Turkey badly. For this purpose, 25 foreign movies and series filmed at different times have been examined and the scenes forming negative images in the minds of audience have been determined and rendered.

Keywords: Cinema, Series, Destination, Image

INTRODUCTION AND RESEARCH QUESTION

In our day when competition among destinations has rapidly increased, marketing exercises done with usual promotion instruments fail to satisfy. High demand in movies and series market has given an idea to destinations of promoting themselves in this area. However a movie can influence the destination it takes place either negatively or positively (Kim & Richardson, 2003). So far the positive effects have been dwelled mainly by the studies done about the impacts of the movies on destination image. The aim of this study is to address the scenes that will possibly affect Turkey's image negatively.

CONCEPTUAL FRAMEWORK

Destination image is the composition of the individual's belief, opinion, expectation and emotions about the destination (Crompton & Fakeye, 1991; Kim & Richardson, 2003). Image has a vital importance in terms of introducing tourism. To have a positive tourism image is an important factor forming international tourism mobility. Movies and TV series can change and shape the tourists' perspectives on history, culture, people and countries (Şahbaz & Kılıçlar, 2009). Several researches have been done about how movies and series shape destination image and how they affect the tourists' expectations and attitudes. In these studies mostly positive effects of the movies and series on destination image have been discoursed (Şahbaz & Kılıçlar, 2009; Yılmaz & Yolal, 2008; Çakır, 2014). Yet there sometimes consciously or unconsciously include scenes that may probably affect negatively the image of the destinations where the movies or series take place. This study, differently from the previous ones, focuses on and analyzes the negative impacts of the movies and series on destination image.

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METHODOLOGY

In this study content analysis method has been applied. Content analysis method, a scientific approach, which enables systematic analysis of written, oral or other means (Tavşancıl & Aslan, 2001: 90), with another approach, it is known as the summary and indication of the present written information (Cohen, Manion & Morrison, 2007: 564) and the main objective is to reach the notions and relations that will be able to explain acquired data (Yıldırım & Şimşek, 2008). With this purpose the scenes in the movies and series that can be reached about Turkey from past to present have been examined one by one and the scenes that can probably create a negative image about our country have been determined, analyzed and commented.

FINDINGS AND DISCUSSION

The research has not been completed yet. Movies and series will be categorized according to some features such as; the movie maker country, either made in a foreign country or in Turkey, the way of reflection of Turkish people - raper, terrorist, barbaric or religionist. Not only the scenes consciously creating bad image but also the background of scenes creating negative images will be examined.

RESULTS AND RECOMMENDATIONS

It is an undeniable fact that the movies and series have a vital importance on the countries and cities in which they are made. The scenes that are not the main issues of the film but shown in the background can create negative image instead of positive one. It is a must that while allowing the foreign movies and series to be made in our country, the background must be paid attention and scenes forming negative images about our country must not be allowed. This case can cause exact opposite impact on the audience while foreign movies and series are expected to have positive attribution to our country's description.

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INVESTIGATION OF ONLINE CUSTOMER ASSESSMENTS FOR ACCOMMODATION ESTABLISHMENTS: THE CASE OF ISPARTA

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ABSTRACT

In this study, it was investigated whether there are statistically significant differences between the characteristics of the accommodation companies operating in Isparta province borders (Business type, legal status, location and price range) and online customer satisfaction ratings. In the study, frequency analysis, Mann-Whitney U and Kruskal Wallis tests were used in the analysis of data. Within the scope of the study, four hypotheses examining the differences between customer satisfaction and location, price range, type of business, legal status were tested. According to findings; it is seen that there is a statistically significant difference between the type of accommodation (hotels, pensions) operating in Isparta and the satisfaction ratings of the customers. On the other hand, it has been determined that there is no statistically significant differences between the overnight price, location and legal features of the enterprises and the customer satisfaction ratings.

INTRODUCTION AND RESEARCH QUESTION

Today, rapid developments in information & communication technologies and internet usage are affecting the tourism sector as well as almost every sector. Along with improvements in the use of the Internet and social media, people can share their experiences, evaluate and comment on them through social media and online platforms. Virtual comments and evaluations have begun to be effective in the selection of destination, accommodation and transportation alternatives for potential tourists (Yetkin & Üngüren, 2014, p. 664-665). These online consumer comments are especially important for hospitality and tourism, whose intangible products are difficult to evaluate prior to their consumption and whose consumers thus rely heavily on word of mouth (Yoo & Gretzel, 2009, p. 38). More recently, oral communication (Wom), known only as a close encouragement, has been transformed into electronic mouth-to-mouth communication (E-Wom) in recent years, changing its form in terms of size and impact as well as the number of topics it covers. Visitors share their experience of the country, region, place or business they travel with during travel by sharing them with other people on the internet (Aydın, 2016, p.14-15). Tripadvisor is now one of the most used online travel information platforms for accommodation, travel and tourism. It also functions as an independent evaluation web site where visitors share experiences of vacation, sightseeing and accommodation (Özgen & Kozak, 2015, p.230). Hence, Tripadvisor is the basis for this work, which is considered as one of the most used

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online travel information platforms in the tourism sector. In this study, customer evaluations of the accommodation establishments operating in the Isparta and listed on the Tripadvisor website were examined. As a result of the literature review, it is noteworthy that the studies on online customer evaluations of accommodation enterprises in Isparta province are limited. Therefore, it is thought that this work is unique in this respect and will fill the gap seen in the literature.

CONCEPTUAL FRAMEWORK

The developments in information and communication technologies, the increasing number of internet and social media users all over the world, and the fact that the internet users can access the information quickly and easily, has made internet all over the world an effective means of communication. These developments that have taken place in the Internet and information technologies have also manifested themselves in the travel and tourism sectors. According to Statista, which is an international internet statistics portal, it is estimated that in recent years, especially with the inclusion of mobile communication devices, the online travel industry will grow rapidly and online travel sales in the world will reach 817.54 billion dollars by 2020 (Statista, 2017). As a result of the literature review, it is seen that there are several studies (Litvin et al., 2008; Ye et al., 2009; Zhang et al., 2010; Ateşoğlu & Bayraktar, 2011; Akgöz & Tengilimoğlu 2015; Özgen & Kozak, 2015; Yüksel & Kılıç, 2016; Türkcan, 2017) in which online customer evaluations for various destinations are addressed. Nevertheless, there exist no study of the accommodation enterprises in Isparta province regarding customer evaluations on travel web sites.

METHODOLOGY

Within the scope of the study, a total of 30 hospitality operations, including 21 hotels and 9 pensions, operating in the Isparta province's borders and on the Tripadvisor web site, were evaluated. The basic hypotheses of the study are based on whether the characteristics of the accommodation establishments such as location, price range, legal status and type of business had a statistically significant difference on the evaluation scores of the customers. The data used in the study were obtained from the Isparta Culture and Tourism Directorate and the tripadvisor web site. The data used in the study were obtained between 01 and 15 April 2017. In the analysis of the data, frequency distributions, Mann-Whitney U and Kruskal Wallis tests were used.

FINDINGS AND DISCUSSION

The results of the analysis are briefly given in this section. According to research findings; it is seen that there is a statistically significant difference in the results of Mann-Whitney U test to investigate whether there is a statistically significant difference between the type of accommodation enterprises (hotels, pensions) operating in Isparta and the evaluation scores of the customers ($p=0,015<0,05$). In other words, there is a statistically significant difference between the customer's rating scores and the type of accommodation establishments. As a result of the Kruskal Wallis test, it was seen that there was no statistically significant difference between the evaluation scores of the customers in the Isparta province and the price levels of the accommodation establishments ($p=0,394>0,05$). As a result of the Kruskal Wallis test, it was found that there was no statistically significant difference between the evaluation scores of the customers and the location of the accommodation establishments ($p=0,300>0,05$). The Mann-Whitney U test was conducted to investigate whether there was a statistically

significant difference between the assessment scores of the customers and the legal status of the accommodation enterprises. The findings show that there is no significant difference between the customer's assessment scores and the legal status of the enterprises ($p=0,914>0,05$).

RESULTS AND RECOMMENDATIONS

Today, most visitors use the internet extensively in search of information about places and businesses they are interested in. As a fast, dynamic and reliable means of communication, the Internet has become an effective tool in meeting the increasing demand for information in the tourism industry. In this study, customers' evaluation scores were examined according to certain characteristics of the accommodation establishments (type of business, legal property, location and price range), operating in the Isparta province borders and listed on Tripadvisor web site. For future studies, it may be advisable to undertake larger-scale studies to be carried out within the scope of research of domestic and foreign online travel sites. In addition, studies may be undertaken to determine the effects of electronic word-of-mouth communication on the purchasing decisions of the customers. Researchers may be advised to conduct studies to determine the impact of E-Wom on bookings made on the Internet. Suggested studies may be helpful in planning for the future of the owners and owners of accommodation and other tourism businesses.

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EXAMINATION OF ONLINE CUSTOMER EVALUATIONS FOR FOOD AND BEVERAGE ESTABLISHMENTS: ISPARTA CASE

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ABSTRACT

The purpose of this study is to investigate whether there is a statistically significant difference between the level of satisfaction of customers and the price levels, types and locations of food and beverage establishments operating in the Isparta province. The main population of the study constitutes 471 food and beverage businesses operating within the boundaries of the province of Isparta and listed on the Foursquare social media website. As the sample of study, food and beverage properties with assessment scores by customers in the Foursquare between March 1, 2017 and May 1, 2017 were selected and 182 enterprises were included in the survey.

Keywords: Customer Evaluations, Food and Beverage Establishments, Foursquare.

INTRODUCTION AND RESEARCH QUESTION

Nowadays with the increasing user numbers of web-based technologies day by day, evaluations on social media platforms about a business or a product begin to be effective on the consumer's purchase decisions. Social media applications also while takes place on mobile connection devices, made available consumers to reach to knowledge faster and easier (Battallar and Cömert, 2015, p. 39). Beginning of widely using area of social networks with the development of social media brought social media to important place in terms of both businesses and consumers (Bekar and Ozcetin, 2015, p. 414). Questions that the study is looking for answers are, whether there is a significant difference between satisfaction levels of customers which is taking services and features like price levels, location of the business, and type of business which is located in Isparta province. Considering that similar studies are limited within the scope of Isparta province, which has rich resources in terms of historical, cultural and natural tourism values, it is thought that this study is important because it will lead studies to be made in the future.

CONCEPTUAL FRAMEWORK

As a result of the literature review, it has been observed that there are various studies about food and beverage business evaluations on social media web sites, and there is no prior study about social media and food and beverage properties operating within the borders of Isparta province. Some of the studies on the subject are as follows. Battallar and Cömert (2015) investigated the effect of social media on young consumers' preferences for food and beverage properties in their study. In the study, t-test and chi-

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square tests have been utilized as analyzing method. Authors reached the result that when negative sharing have been posted on social media, establishments rising their customer satisfaction via noticing the customers and communicating with customers and also made feel customers as privilege individuals. In the study conducted by Eryılmaz and Şengül (2016) with a survey application, authors examined the effect of images shared on social media platforms on customer preferences. As a result of analysis, positive relations identified between usage frequency of social media platforms and among many of the expressions influence of images which is shared on social media platforms on preferences. Ibiş and Engin (2016), investigated the effect of social media factor on student's preferences in food and beverage business. Authors examined the data which they obtained with survey method by using frequency, factor and variation analyses. As a result of the study, authors claimed that students use social media intensely to learn about products and services, follow campaigns and give importance the comments about products and services in social media environments for choosing food and beverage establishments. It can be said that this study is an original study aimed at examining the food and beverage properties operating in the province of Isparta in terms of the satisfaction ratings of the customers in the social media.

METHODOLOGY

The main population of the study constitutes 471 food and beverage establishments operating within the boundaries of the province of Isparta and listed on the foursquare social media website. As the sample, food and beverage businesses with evaluation scores between March 1, 2017 and May 1, 2017 were selected by foursquare users and 182 establishments were included in the study. Frequency analysis, Kruskal Wallis and Man Whitney U tests were used in the analysis of the data. The Kruskal Wallis test was used to test whether there was a statistically significant difference between the customer satisfaction degrees and the location, price level and the type of properties. Mann Whitney U test was used to determine the groups that caused the difference between the groups with significant difference. In the study, Kolmogorov-Smirnov test was applied to test the appropriateness of the normal distribution of the data. The test result showed that the data were not normally distributed, therefore, nonparametric tests were used in the analyzes. The following research hypotheses have been established to determine whether there is a statistically significant difference between the level of satisfaction of the main objective of the study and the price levels, types and locations of food and beverage establishments, operating in the Isparta province:

H₀: There is no statistically significant difference between the customer satisfaction level and the price level / type of business / location of the business.

H₁ There is a statistically significant difference between customer satisfaction level and price level.

H₂: There is a statistically significant difference between the customer satisfaction level and the type of business.

H₃: There is a statistically significant difference between the customer satisfaction level and the location of the business.

FINDINGS AND DISCUSSION

The results of the analysis are briefly presented in this section. It was determined that there is a significant difference in the results of Kruskal Wallis test to investigate whether there is a statistically significant difference between the customer satisfaction evaluations and the price levels of food and beverage businesses operating in Isparta province ($p=0.015<0.05$) and H_1 hypothesis accepted. Whether or not there was a statistically significant difference between the satisfaction ratings of the customers and the type of business was analyzed by Kruskal Wallis analysis. A statistically significant difference was not found in the test result ($p=0.502>0.05$) and H_2 hypothesis was rejected. Kruskal Wallis analysis was conducted to investigate whether there was a statistically significant difference between the customer satisfaction levels and the location of establishment. A statistically significant difference was found in the test result ($p=0.00<0.05$) and the H_3 hypothesis was accepted.

RESULTS AND RECOMMENDATIONS

There are several research findings that show that experience sharing in social media environments has an impact on the purchasing decisions of potential customers. In this study, customer satisfaction ratings of food and beverage establishments operating in the province of Isparta, which serves mostly a mass of students and young population, who are actively using social media, have been examined. It is thought that this study can help the food and beverage companies in Isparta to inform the managers and owners about the features that affect the satisfaction level of the customers and to shape their operating policies on this issue.

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THE ROLE OF MODERN LEADERSHIP STYLES ON ORGANIZATIONAL CONFLICT MANAGEMENT: COMPARATIVE STUDY BETWEEN SULEYMAN DEMIREL UNIVERSITY AND BAGHDAD UNIVERSITY

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ABSTRACT

The purpose of this study is to examine the relationship between leadership styles and conflict management. Study comprises of three main sections In the first part the concept of leadership, types of leadership, leadership theories, modern approaches about leadership and the relationship between leadership style and conflict management were discussed one: Leadership, The Origin and Development of Leadership Concept, Concept of Leadership, Concept of Leadership, Leadership Nature and Preference, Leadership Styles, Leadership Initiatives. Two: Modern Leadership Styles: Interactive Leadership and Definition, Tasks of Interactive Leadership, Definition and Definition of Transformational Leadership, The Role and Feature of Transformational Leadership, The Importance of Transformational Leadership, The Relationship Between Interactive Leadership and Transformational Leadership

In the sccond part entitled "Conflict Management"; the concept of conflict management, conflict management theories, conflict management factors, methods of coping with conflict and conflict management process were explained.and"Conflict", the definition of conflict, approaches about conflict, types of conflict, causes and consequences of conflict were discussed . In the final part of the study, findings of the empirical research carried out in order to test the hypotheses generated in scope of the study are presented.

Keywords: Leadership, modern leadership styles, organizational conflict management

INTRODUCTION AND RESEARCH QUESTION

This study is targeting to recognise the role of the recent leadership patterns in administrating the organizational conflict in Solomon dymeril university also limitations the leadership patterns which is the most dominating in the colleges which is inside the university and also to indicate the methods of administrating the organizational conflict which is used by the managers of the colleges . We choose spice of 90 managers from each college we chose the Dean and his assistants with the bosses of the sections .in order to achieve the purposes of the study we have developed a questionnaire which is forming if three parts which are: 1_the demographic information,. the articles which are connected with the modern leadership patterns and the other that is connected with the administration of the organisational conflict

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CONCEPTUAL FRAMEWORK

The main target of this current study is to limitate the the role of the recent leadership styles in administrating the organizational conflict according to the methods that are following by the managers of Solomon dymeril university and Baghdad also it is aiming to recognise sums of goals which represent the following:

1. limitate the style which is the most prevalent both colleges
2. limitate the methods of administrating the organisational conflict which is used by the managers in the both two colleges
3. determinate the leadership style which is the most effective in administrating the the organisational conflict according to the managers
4. represent some of the results and the recommendations which might help the managers to limitate the best strategy which is dealing with the organizational conflict

More specific way the importance of this current study is containing the following:

1. the importance of the study is being in what this study will present from results and recommendations for the decision makers in the both colleges
2. this study may contribute in adding some knowledge to the Turkish and Arabic library which may lacks to this sort of studies and it's importance is manifested in being as a continuous of the efforts of the researchers so the researcher may sees that most of the studies that made in this regards has made an interesting for the conflicts through thier causes and intensity
3. the results of this study may addes an importance of how to work in the general sector and for the programs of qualifications programs of the employees and training in the states centers which is specialized in administrating the organizational conflict specially when the western states has directed in opening a specialized centers for training on how to manage the organisational conflict so as to avoid it's negative inflection and how to invest it for the interest of the association
4. this study may contribute in providing the managers a feedback for the self evaluation proces of thier administrative manner to manage the organisational conflict that they might face in their own colleges

METHODOLOGY

.In order to collect data, Multifactor Leadership Questionnaire-MLQ 5X3 which was developed by Bernard Bass and Bruce Avolio, The Rahim Organizational Conflict Inventory-II which was developed by M. Afzalur Rahim and “Personal Information Form” which was developed by the researcher in order to determine personal characteristics were applied. The findings were analyzed by the program called SPSS 22.0.

FINDINGS AND DISCUSSION

Also the importance of the study stems from the leadership styles and thier relationship of administrating the organizational conflict so the enormous alterations which resulted

from the information revolution has produced many kinds of conflicts with still effecting significantly on the performance of the managers in the different organizations

RESULTS AND RECOMMENDATIONS

As a result the leadership styles would have a great role and an effective means to assist the administration leaderships upon administrating these conflicts through adopting an leadership style which is effective and moderate that achieving the targets of the organisation and the employees also leads to provide an adequate climate inside the organisation which helps to create an organizational loyalty in the employees towards the work and make them creative also the study contributes in promoting the spirit of competition among the managers to follow an leadership style which creates an optimistic vision in those managers towards the future of thier universities. Also it admits to be knowledged about the leadership style which is the most effective to administrate the organizational conflict because this study is making a comparison between Solomon dymeril university and Baghdad university in Iraq so by targeting the research society which includes the two colleges the Turkish and the Iraqi and spreading the questionnaire on the different species of the university leaders and colleges by all of this we can recognise the most effective style to administrate the organizational conflict and the to recognise the most important strategies that it's followed To administrate the conflict to make it a purposeful conflict That poured into the interest of the university and the way to manage it properly.

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ARE HEALTH ORGANIZATIONS HEALTHY?

Nezihe Tüfekci*

Merve Uysal**

ABSTRACT

“Healthy organization is one that does not survive only in the environment it exists, but also constantly develops in the long term, improves its coping and surviving skills”. Health is a concept that attracts attention to the field of organizational behavior. The researchers suggested the concept of organizational health in order to demonstrate the indicators of organizational performance. It is thought that it is important for the health institutions to find the application area for the health of the organization. The lack of studies on this subject should be filled. This study is the theoretical study about health of organization in health organizations

Keywords: Organizational Health, Health Organizations, Organizational Health Dynamics

INTRODUCTION AND RESEARCH QUESTION

According to the World Health Organization, health is not only the absence of illness or disability, but also the physical, mental and social well-being of one's well being "(WHO). This definition of the World Health Organization for humans is also adaptable for organizations, and organizations can be healthy and unhealthy according to the definition of health, which also applies to living organisms (Xenidis and Theocharous, 2014: 564). According to Miles (1965: 14), the fact that a person is deprived of illness does not mean that he or she can cope with the difficulties in life. He described healthy organizations is “one that does not survive only in the environment it exists, but also constantly develops in the long term, improves its coping and surviving skills”. Health is a concept that attracts attention to the field of organizational behavior. The researchers suggested the concept of organizational health in order to demonstrate the indicators of organizational performance. When looked at historically the definition of organizational health, it can be said that it is focus the general to the specific. In this context, organizational health is a metaphor for organizational performance and then a concept for employee health and well-being (Köseoğlu and Karayormuk, 2009: 175-177).

CONCEPTUAL FRAMEWORK

When the literature on organizational health is examined, it is seen that it is related to organizational culture, organizational climate and organizational effectiveness.

Some social theorists have used the term "culture" to include more ‘human’ in the organization. An organization’s both culture and structure, is created socially. The link between "culture" and "effectiveness" is quite evident (Meek, 1988: 453).

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Organizational culture is shared meanings, belief patterns, symbols, rituals and legends that develop in time and function as social purposes. (Smircich, 1985; Akt. Cartwright and Baron, 2002: 183). Organizational culture is a layered structure composed of many elements such as values, assumptions. These elements guide organizational behavior, enable employees to be aware of the world of the organization in which it operates, and create a mechanism for recognizing other employees (Keyton, 2011: 21).

Organizational culture is very associated with the functioning of the organization. For example, organizations that have a traditional hierarchy depend on their leaders and focus on the chain of command of the organization. An organization with low cohesion may have difficulty responding to clients, competitors and employees, who have new beliefs and often previous success may be an obstacle to future success. For all these reasons, organizational culture is a concept associated with organizational health. Organization culture plays a role in creating personality. The organization applies its goals and increases the likelihood of the organization continuing its life in the future (Noori and Sabokro: 2016: 1889-1900).

Organizational climate reflects the psychological side of the organization. Climate helps organizations to influence the individual and personality and allows them to handle various aspects of people's behavior. Understanding of climate will enable different forms of governance to see organizational health, organization and influence on individuals (Öge, 2001: 134).

The concept of climate is an expanded concept of measures used to describe the different elements that make up learning organizations. Organizational climate can define a quality of organization that creates healthy working places (Freiberg ve Stein, 1999: 2-11).

Effectiveness is a concept that represents the extent to which reach goals the deep and widespread in organization. Organizations also set out the points they want to reach, like person who has the targets have put themselves. The individual success of the persons also describes the relative organizational effectiveness. In this case, it can be said that if the organization in the target model achieves its objectives, it is effective (Hoy ve Miskel, 1996: 239).

One of the organizational effectiveness approaches is the internal organizational health, productivity, or process model paired with internal procedures that function smoothly. Argyris (1964), Bennis (1966), and Likert (1967) represent views on this way (Cameron, 1981: 26).

It is a matter mixed with effectiveness, efficiency and efficiency. For example, accepting only patients who can be cured in the hospital or accepting only those students who can be successful in educational institutions will certainly lead to errors about effectiveness. Concerns about efficacy have also triggered work on organizational health (Akbaba, 1997: 5).

A healthy organization is expected to respect its employees, offer reasonable fees and conditions, and develop. he interventions designed to improve the psychological well-being of employees and the organization as a whole, enriching and motivating work, improving and appreciating feedback, enhancing participation and accountability, and providing opportunities for personal and professional development (Henry, 2005: 383). In addition, healthy organizations are places where employees have high loyalty, open

communication channels, and high productivity. In short, it is an organization that people want to work with, and the employees will be proud to be part of it. Employees in this organization will work more efficiently and effectively (Lyden and Klingele, 2000: 3).

Processes in healthy organizations are efficient, but problems will arise in the process if it is an organization that is in a diseased situation. Although these problems are not make the organization the ill immediately, they can make them pathogenic (second figure). If it is pathogenic, it will not perform properly and may cause the failure of the process to occur in any event inside or outside the organization. From then on, the organization will be considered as ill. It will have a general impact on performance, it will be unhealthier (Xenidis and Theocharous, 2014: 565).

According to Lyden and Klingele (2000: 3) organizations with low organizational health will show some symptoms:

- Declining profit margin
- Reduced productivity
- Increased staff absenteeism
- No open communication channels
- All decisions taken by top management only
- No employee commitment
- Low level of morale and motivation
- Observation of the organization's reputation by employees
- No ethical behavior
- No target setting
- No counseling to employees
- Lack of training and development programs
- Not trusting each other among employees

It does not mean that your unhealthy organizations will surely die. Some organizations are able to survive for a long time even though they are sick. Patient organizations also have an impact on employees. Some patient organizations may attract patient workers and may not want to lose them, because these employees will become dependent on their wishes (Bruhn, 2001: 155).

Organizational health, plays an important role in enhancing the benefits that employees can provide. Because this concept brings together all the concepts, examines the events, blends them and brings solutions to the problems. It is evident from this that the health institutions are organizations, that they have their own problems and that they also need solutions. Increasing the quality of service, communication of employees, healthy interaction with the society and improving the existing situation are among the objectives of the organization's health (Güler, 1997: 1-2). Considering these reasons, it is considered that it is important for the health institutions to find the application area for organizational health. Identifying and maintaining the organizational health of these institutions, which serve human health every day of the year and which has a complex

structure with many technologies, will bring benefits for individuals, society and organization.

METHODOLOGY

This study mentions the conceptual study of organizational health and its importance in terms of health organizations.

FINDINGS AND DISCUSSION

The main purpose of a health organization is to exist for the health of the patients, and indirectly for the health of the professionals. There is therefore a strong relationship between effectiveness, efficiency and organizational health. Evaluating only efficiency can threaten organizational health and can prevent organizational effectiveness if only organizational health is concerned. On the other hand, organizational health may be required for a health organization to achieve efficiency because productivity will contribute to organizational health (Orvik and Axelsson, 2012: 3).

Güler (1997: 130-132) found that the organization was unhealthy in her thesis on a university hospital, a public hospital, and stated that it did not use human resources properly and did not have the necessary measures to become a healthy organization.

RESULTS AND RECOMMENDATIONS

Organizations where health services are offered uninterruptedly, it is important to know how healthy it is. Organizational health and development companies abroad raise awareness of this issue, but they are still new to the organization health management areas in our country.

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EVALUATION OF ISPARTA CITY AS A COMPETITIVE DESTINATION

Nilgün Dolmacı*

Gülay Bulgan**

ABSTRACT

The city of Isparta is the center of the region known as the "Göller Bölgesi" located in the western part of the Mediterranean region. The evaluation of the tourism potential of a place is started with the evaluation of the possibility of access to the tourist product. In the city of Isparta, road transport, rail transport and air transport are used in terms of transport facilities. With these types of transportation, the city of Isparta is easily accessible from all over Turkey.

Keywords : Compatibility, Destination, Isparta, Tourism.

INTRODUCTION AND RESEARCH QUESTION

Having an important geographical position between the Mediterranean, Aegean and Central Anatolian regions of Anatolia, which is defined as the civilization of Isparta has been a permanent settlement throughout history and has hosted many civilizations. Therefore, Isparta not only possesses the natural beauties, but also has a tourism potential that is open to development with its historical and cultural values. It is a perfect destination with its historical and cultural aspect, its natural and physical beauties, local cuisine and the favorable climate for provincial summer and winter tourism. Because it can offer a tremendous selection of tourism from culture tourism to plateau tourism, from winter tourism to water sports tourism, from eco-tourism to cave tourism (Doğan & Üngüren, 2012: 106). According to the year 2016, there are 57 hotel managements, 1719 rooms and 3672 bed capacities in the city of Isparta. The number of tourists staying in 2016 is 367,240 people in Isparta. In this context, it is obvious that the diversity of tourism that the city has advantageous in the face of its competitors. However, there are still applications to be made and measures to be taken to make this advantage sustainable. Isparta has the potential to meet alternative tourism expectations and has the potential to cope with intense competition and respond to the expectations of the new tourist profile, as tourism is an activity that only contains natural, cultural and historical values that cannot be confined to the "sea-sand-sun" triangle.

CONCEPTUAL FRAMEWORK

Destination performances are crucial in terms of competitive tourism destinations in the world tourism market. In general, since the 1990s, competitive tourism has become a topic of interest to researchers, policy makers and practitioners. While researchers emphasize the fact that tourism is becoming more and more a competitive structure throughout the world, tourism destinations in this structure are beginning to be evaluated by the strengths and weaknesses of the competition,

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opportunities and threats they have. Knowing the strengths and weaknesses of a destination they have for governments has become important to increase their competitiveness (Enright & Newton, 2005:339).

In the case of small towns that can be transformed into brand cities, income levels of urban residents, entrepreneurship rates in the city, new business opportunities, high disposable income that can be separated for travels and attracting new visitors can be decisive factors (Baker, 2007:17). In the global tourism market, the competition level is increasing in order to attract an increasing number of target audience. Cities are at the head of this competitive struggle because they attract a great majority of international visitors and are often described as the gateway to the region or country of the world. Tourism is seen as an important growth strategy for the cities that form the basis of urban economies, thanks to the power to create employment as a service industry (Ark, & Richards, 2006: 1408; Ongun& Türkoğlu, 2016: 145; Çeken, 2004: 295). For this reason, positive developments in the tourism sector in Isparta will contribute positively to the economy of the country if it is at macro level at the micro level.

METHODOLOGY

By applying the Swot Analysis method in this study, Isparta city was tried to investigate the strengths and weaknesses, opportunities and threats as a competing tourism destination. According to the findings obtained by the Swot Analysis, Isparta's strengths were revealed with its alternative tourism facilities, lack of advertising and publicity, inadequacy and weaknesses of the accommodation facilities, highlighted the location of the city in the south of the city and transportation facilities and many alternatives the opportunity to host tourism activities has been revealed. The threats posed by the Swot analysis are the lack of competitiveness for the Isparta city to be a competing tourism destination, the inadequacy of local government support at this point, and so on.

FINDINGS AND DISCUSSION

According to the findings of the study, it is determined that Isparta city has the features of competing tourism destinations in the tourism potential context that it has, but this property does not provide sufficient benefit. The main reason for this result is the inadequacy of planning activities, advertising, promotion and marketing activities at the point where the city cannot be evaluated holistically for its diversified tourism products, become a sustainable tourism and a tourism city that can compete with its peers.

RESULTS AND RECOMMENDATIONS

As a result of the literature review, it was determined that some studies have reached similar results with this study. For example; In a study conducted by Çelik and Bahar in 2014, it is stated that "quality of competitiveness" is also an effective factor on tourism demand, as well as eco-tourism, slow city, eco-label, climate and weather, cultural and natural heritage.

According to a survey by Ark and Richards, the cities in the south were found to be more attractive than those in the north. The more vibrant cultural structure of cities in the southern parts of the country, both in their climate and in their streets, is emphasized as proof of this result (Ark, & Richards, 2006: 1412). This factor is

thought to be supportive in the sense that it can be a competitive tourism destination because Isparta city is located to the south of Turkey.

In another study, it was emphasized that the main determinants for the inclusion of a tourism destination in a competitive system are the image and other attractiveness elements that the destination possesses (Chon, Weaver, & Kim 1991; Hu & Ritchie 1993). By these elements, the tourism destination is shaped by the quality of service offered along with the climate, landscape and accommodation elements it has. Isparta city has the potential to stand out as a competing tourism destination with its diversified tourist products. According to the 2023 Turkey Tourism Strategy, the city's tourism potential and image are very important in urban tourism. For this reason, all points of attraction of the city need to be used at maximum level. Strengthening the city's tourism potential, in addition to culture, urbanism, environmental quality and similar directions, is an axis of the day. Accordingly, in order to be able to obtain a competing tourism destination status, alternative tourism opportunities should be assessed well. In order to overcome the seasonality constraint of the sector, four seasons tourism concept should be adopted and natural, historical values and sustainable tourism types should be foregrounded. Considering these proposals, the natural, historical and cultural texture of Isparta is one of the factors that will enable it to be one step ahead of its peers in intense sectoral competition environment. Effective promotion and marketing of these qualities, transport, accommodation, food and beverage services, etc. It is possible that Isparta will become a center of attraction both nationally and internationally if the areas are renovated and improved. While this will give momentum to the urban economy, it will provide benefits that cannot be ignored in the development of the country and will lay the ground for Isparta to reach a position as a competitive tourism destination.

Considering the thematic tourism development corridor determined within the scope of the 2023 Turkey Tourism Strategy and taking into consideration Isparta's diversity of touristic products, it is possible to provide "Rose/Lavanta Corridor", "Winter Tourism Corridor", "Faith (Religious) Tourism Corridor", "Lake Corridor" corridor "etc., the development in the tourism city can be planned in a more detailed way and a vision of a competing tourism destination can be realized by blending it with the cultural, historical and natural values possessed.

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THINKING ON CITY COUNCILS IN LOCAL GOVERNANCE

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ABSTRACT

The concept of classical governing has been replaced by the concept of governance as one of the new approaches. Local governance is the practice of governance in local based on public participation and co-operation. The finding in the study aimed at exploring this understanding is that concepts and understandings of local governance are settled in the local government system, but there are efficiency problems in practice.

Keywords: Governance, Local Government, Local Governance, City Council, Efficiency.

INTRODUCTION AND RESEARCH QUESTION

City councils, emerging as a requirement of modern management, are places where the level of governance's applicability is highest. Because the basic function of the city councils is to collect all stakeholders in the city, i.e. partners, to form a common will. This study aims to make a general evaluation by discussing the place and importance of city councils in the local governance system.

CONCEPTUAL FRAMEWORK

In the 20th century, ruling strict hierarchies have begun to be replaced by more transparent structures that are flexible and human-focused. As a result of all this, many new concepts have begun to be introduced into the governing cognition dictionary. One of them is governance, which is regarded as a young concept that comes to the fore in the field of management in the 1990s, with its origins being based on the old ones. Governing is, in a broad sense, the activity or process of referring and managing others. On the contrary of classical, traditional, hierarchical, bureaucratic and not fruitful governing systems, governance includes an understanding that promotes and embraces non-governmental organizations, which paves the way for their development, participation, transparency, delegation of authority, decentralization, effective and feasible solutions. Governance has basic principles such as compliance with law, accountability, participation and locality, transparency, efficiency and productivity, fair share of power and equality, control (Kosecik, 2010: 152). In addition to these, predictability, consistency, strategic planning, respect for human rights and freedoms, active and free media, management based on loyalty and ethics are among the principles of governance (DPT,2007:16). The concept of local governance implies that the governance process is carried out in a mutual interaction of the people, especially with the local administrations (Palabıyık, 2003: 74). Local governance refers to the organization of equals rather than a hierarchical organization, thus stipulating a

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balanced division of labor between the central government and local government, civil society organizations and the private sector. Thus, with the sharing of responsibilities, it emphasizes the reduction of managements' burden and the provision of efficient and efficient service.

Turkey has undergone radical changes in its managerial system beginning from the 1980s. In this process of change, it can be said that the balance between central government and local government has changed in favor of local government and that the period of localization has accelerated (Güler, 2006: 254).

Since the 1980s, municipalities have become units that have taken on important functions by stopping to produce classical service in many places. Municipal Law No. 5393, Metropolitan Municipality Law No. 5216, Law on Special Provincial Administration No. 5302 are concrete steps that have led the traditional tendency which dominates the central-local government relation in the Turkish local government system towards more participative and democratic tendency.

We can list the governance tools implemented in the local administrations such as People's Assembly, People's Days, Project Democracy, Neighborhood Counseling Assemblies, Personal Application, Muhtar Meeting, Petition, Opinion Survey, Referendum, E-Municipality, Local Agenda 21 and City Councils (Yıldırım, 2014: 82 - 85). Local Agenda 21, which has been in the literature and practice since 1992, has been introduced to our country in 1996 with the HABITAT II Program. However, the acquisition of the legal status of the Local Agenda 21 program in Turkey has been achieved through the arrangement of city councils under municipal laws.

City councils have many important duties and goals, such as building a more livable city, bridging management with stakeholders, and ensuring development (Atalay, 2011:371). Despite its importance, the function of city councils should be discussed. The focus of this discussion is related to the ability of the council to process or influence the local area. The decisions of the city councils must be accepted and supported by the municipal council so that they can be put into practice locally. Because it is in the Municipality Law or the City Council Regulation that the decisions taken by the city councils are considered to be an opinion (Çukurcayır, Eroğlu, 2012:240). In other words, the decisions taken in city councils are recommendations for municipalities and do not bear any legal binding. According to the statements in the legal documents (law, regulation etc.), municipal councils are not responsible for evaluating city council decisions (Görmez, Altınşık, 2011: 45). Municipal councils have a free movement area in terms of not evaluating or evaluating the decisions taken. Also, city councils have not been given the opportunity to inspect decisions made in municipal councils or to express their views on these decisions. Although their duties are explicitly written in law and regulation, they can be regarded as constructions that can not act effectively in the direction of their emergence.

FINDINGS AND DISCUSSION

The finding in the study aimed at exploring this understanding is that concepts and understandings of local governance are settled in the local government system, but there are efficiency problems in practice.

RESULTS AND RECOMMENDATIONS

The fact that city councils have only consultation and opinion-reporting function causes it to remain passive in many cases as many decisions taken in the city councils can not be passed on due to financial reasons or political reasons. In order to overcome these drawbacks, the functions and efficiency ratings of the city councils must be re-audited and both legal and practical measures should be taken. It would not be wrong to say that the anticipation of democratization and governance for city councils is not met yet. Providing coordination of legal grounds and application channels, city councils should take a proper form and position in accordance with their mission of existence and become more participatory and integrate with the public.

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**REGIONAL COMPETITION FOR NATIONAL
COMPETITION, LOCAL COMPETITION FOR
REGIONAL COMPETITION:
NUTS-2 TR61 REGIONAL ANALYSIS FOR TURKEY**

Nurdan Kuşat*

ABSTRACT

Cities are the smallest building blocks of national economies. For this reason, there is a need to increase urban competition first and then regional competition for national competition. In this respect, the methods of increasing the local competition power in the study are being investigated and the NUTS Level 2 TR61 Region (Antalya-Isparta-Burdur) is evaluated. Findings indicate that TR61 is the third best region among the 6 regions. Although the region has a positive competitive power, it appears that this power is weak.

Keywords: Competitiveness, Regional Competition, Local Competition, NUTS-2 TR61 Region, Turkey.

INTRODUCTION AND RESEARCH QUESTION

The regions have become less able to benefit from public support nowadays, as the welfare state understanding has rapidly lost its significance. For this reason it has become a necessity to design local development policies together with local actors.

Today's regions have to face both national and international competition. In this process, competition is observed to concentrate on three fields (Kitson, Martin and Tyler, 2004: 994): (1) Investment, (2) Workforce and Entrepreneur, and (3) Technology.

In this study, the competitiveness of Turkey is analyzed within the scope of NUTS-2 Regions. According to this classification, Turkey is divided into 26 regions. The competitiveness of the TR-61 region (Antalya-Isparta-Burdur) is evaluated from these regions. As a result of the study, firstly the conditions for establishing provincial based and then regional based competitive power are determined.

CONCEPTUAL FRAMEWORK

The role of globalization is great when the concepts of competition and competitiveness gain importance in the development of the nations. With globalization, the world has first turned into a global village. It is observed that nowadays some evolve. The process has clearly shown that small units within the whole are a necessary source for the development of nation states.

In the 20th century, state-centered regional development concept was the leader. In the 21st century, the concept of local development focused on regional capital accumulation gained importance. Because investments made by the state in undeveloped regions do not make a positive contribution to the competitiveness of the region (Aydemir, 2002).

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The work of Kara (2008) is an important work showing Turkey's regional competitiveness capacity. This study can be regarded as the only research in Turkey which collectively measures regional competitive power. In the study we have carried out by using this pioneering research, the data belonging to the NUTS-2 TR-61 region are also examined in detail in the NUTS-3 framework. In this respect, TR-61 region's competitiveness; will reveal their differences in terms of 'Economic Structure', 'Innovation Capability', 'Infrastructure and Accessibility', 'Human Capital Level' and 'Social Capital Level'.

METHODOLOGY

In the study, likert scale is constructed using the index values of Turkey's NUTS-2 "Regional Competitiveness" and TR61 region analysis is done in level 2 and level 3 framework.

FINDINGS AND DISCUSSION

As a result of the study done, the results of the competition evaluation of NUTS-2 TR61 region are reflected in Table 1.

Table 1. NUTS-2 TR61 Regional Competitiveness Analysis *

FEATURES	Antalya		Isparta		Burdur	
	Rank	Rating	Rank	Rating	Rank	Rating
Economic Structure	Best	5	Medium	3	Good	4
Innovation Capacity	Medium	3	Medium	3	Medium	3
Infrastructure and Accessibility	Week	2	Good	4	Medium	3
Human Capital Level	Best	5	Best	5	Good	4
Social Capital Level	Medium	3	Good	4	Good	3
TOTAL POINTS	-	18	-	19	-	17

* Table 2 is obtained by adapting the index values of Kara (2008) to the likert scale.

According to this analysis, 25 points are needed for the best competitiveness performance. As a result of the analysis, it was found that the score of Isparta Province as 19, the score of Antalya Province as 18 and the score of Burdur Province as 17. But Antalya's competitiveness performance is higher than Isparta. The reason for this difference in results is that the weight of each criterion is determined differently.

RESULTS AND RECOMMENDATIONS

The findings of the study reveal that, in national development, rather than regional development, far-reaching local development is more important. We only did this work for the TR61 region. It is necessary to do similar exercises for other regions as we have done. In this way, the conditions that will increase the competitive power of each province will be determined and the practices will be realized more healthily. In addition, in order to increase global competitiveness, the duties of local actors can be summarized as follows:

1. An upper committee responsible for the development plans and programs of each province shall be established.
2. Sectors in which each province has comparative advantage should be identified. In addition, infrastructure to provide qualified workforce for these sectors should be established.

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A COMPARATIVE ANALYSIS OF THE EU CANDIDATE COUNTRIES IN THE FRAMEWORK OF 'HUMAN DEVELOPMENT INDEX' (2005-2016)

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ABSTRACT

This study seeks to analyze the outlooks of Macedonia, Montenegro and Serbia from the point of Human Development Index from 2005 to the present time. The study utilized data from the Human Development Index (HDI) developed by the United Nations Development Program (UNDP). The data obtained indicate that Montenegro has the best Human Development Index (ranks 49th among 188) and is followed by Serbia (66th), Turkey(72nd) and Macedonia(81st).

Keywords: Economic Development, Human Development, Human Development Index, AB Candidate Countries.

INTRODUCTION AND RESEARCH QUESTION

For sustainable economic development, it is necessary to follow the global scheme. Economic integration is the cornerstone of the global order. The EU is recognized as the most successful economic integration in the world. In addition to Turkey, Montenegro, Macedonia, Serbia, Bosnia-Herzegovina and Albania also want to become full members of the EU. These 6 countries are the status of candidate countries. In this context, the results of the 'Human Development Index' are important indicators. The aim of the index is to form a single statistical scale on which economic development is measured by taking into account not only economic factors such as income but also some social factors such as human capabilities. Human Development Index is made up of three subindexes: health, education and income. This study seeks to analyze the outlooks of Macedonia, Montenegro and Serbia from the point of Human Development Index from 2005 to the present time. All of the three countries have the status of a candidate country as Turkey does.

CONCEPTUAL FRAMEWORK

Todaro (1992: 359) argues that since the 1980s, GDP has been inadequate in revealing the dimensions of economic and social issues. For this reason, the United Nations Development Program (UNDP) has been using the Human Development Reports since 1990 (Gürses, 2009: 341). Fukuda-Parr (2003) found that some countries with the same income level have different degrees of human development. For this reason, it would be more meaningful to compare the EU candidate countries to the levels of human development.

METHODOLOGY

Aim of the Human Development Index is to form a single statistical scale on which economic development is measured by taking into account not only economic factors such as income but also some social factors such as human capabilities. This study

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seeks to analyze the outlooks of Macedonia, Montenegro and Serbia from the point of Human Development Index from 2005 to the present time. For this reason, it is benefited from the Human Development Index in this study. For this reason, the study utilized the Human Development Index prepared by UNDP.

FINDINGS AND DISCUSSION

The data obtained indicate that Montenegro has the best Human Development Index (ranks 49th among 188) and is followed by Serbia (66th), Turkey(72nd) and Macedonia (81st). Montenegro maintains her superiority in all subindexes excluding per capita income, which is one of the subindexes. In this index, Turkey has the lead. While Serbia has the worst rank in life expectancy, Turkey has the worst average schooling year, and Macedonia is at the bottom of the list among the four with regard to the expected schooling year and per capita income.

RESULTS AND RECOMMENDATIONS

The findings of the study do not reflect positive results for Turkey. Turkey is only in front of the other candidate countries in the 'income' sub-index. Unfortunately, 'education' and 'health' sub-indices are coming back. Montenegro, which has a lower income level than Turkey, shows a very stable development in terms of education and health. The situation in Macedonia and Serbia is similar.

Turkey needs to re-examine education and health-oriented investment policies. Because everyone is a university graduate, it is more important to educate qualified individuals. Long-term policies should take the place of daily politics. The success achieved in the field of education will bring success to health. The result will be sustainable development.

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A STUDY ON GRADUATE THESIS ABOUT COMPETITION IN TURKEY

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ABSTRACT

The aim of this study was to investigate the graduate thesis conducted at universities in Turkey about the competition issue. In this context, the postgraduate theses in the field of social sciences between the years 2010-2017 were examined; and information about the types of theses, the language, the universities they have been conducting, the branches of education, the sectors related to the samples, the concepts dealt with in competition and other different subjects and concepts related to competition were presented. According to research findings, it was seen that the studies related to the competition topic were mostly done at the level of graduate (68.75%) and the most studied subjects were competition strategies (23.1%) and competitiveness (19.1%).

Keywords: Competition, Competitive Power, Competitiveness, Sustainable Competition, Graduate Theses, Systematic Analysis

INTRODUCTION AND RESEARCH QUESTION

The concept of competition, which has become one of the important building blocks of strategic management in the business world, is a concept that has been explored in scientific and academic researches parallel to developments in the global world.

It is thought that the main aim of the graduate education is to share the findings and results obtained with the scientists and scientists and to disseminate the results and to provide comprehensive information on the subject. Therefore, it is aimed to examine the postgraduate theses in universities in Turkey related to the competition topic in this study.

This study presents a general framework of competition by drawing attention to the concepts of competition intensified by scientific studies on competition and the different issues associated with competition. The end result of this study showing the general framework of competition is to establish resources and direction for the studies related to the competition to be made thereafter; It is thought to offer a new perspective and contribute to researchers interested in competition.

CONCEPTUAL FRAMEWORK

Competition is a pervasive concept involving businesses competing in the markets, countries struggling with globalization, and social organizations responding to social needs (Porter, 2008). Competition in the literature is defined in different forms. Given the most general definition of competition, it can be seen that this concept is necessary

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for businesses to survive. Competition benefits the economy as a whole, by providing the most efficient use of resources and encouraging enterprise (De Bono, 2000: 85).

How an enterprise looks dynamic is explained by the sustainability of competitive advantages. The approach we face here is sustainable development. Sustainable development strategies demonstrate how an enterprise can generate lasting value. This achievement depends on the attractiveness of the industry and on the business positioning of the business. Moreover, a successful business position depends on the continuity of supporting competitive advantages (Rodriguez et al., 2002: 135-136).

Figure 1 explains how it is possible to create a sustainable competitive advantage if the resources, capabilities and activities are difficult to imitate and substitute by existing and potential competitors (Rodriguez, et al., 2002: 137). In other words, figure 1 shows how sustainable competitive advantage is achieved.

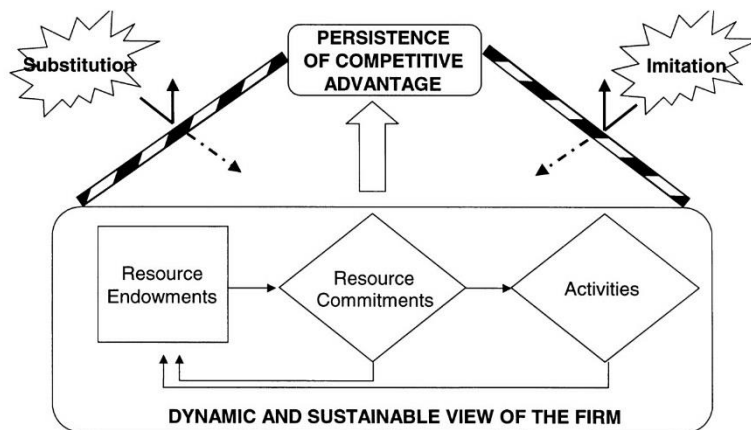


Figure 1: Operational Dynamic View and Sustainability of Competitive Advantage (Rodriguez et al., 2002, adapted from Ghemawat 1999)

When studies about competition are examined, it is explained by different concepts that the enterprises are one step ahead of their competitors in terms of competition. Although these concepts are similar to each other, they also contain different points. Some of these concepts are competition priority, competitive advantage, competitive power, competitiveness, sustainable competitive advantage.

METHODOLOGY

The research is descriptive and the type of screening model. Research data were collected through qualitative research methods through a document review. The data of the Council of Higher Education was used in obtaining the data.

The universe of the research consists of 1308 postgraduates theses enrolled in the Council of Higher Education, Turkiye, on June 06, 2017 and archived as subject of competition between 2010-2017. The sample was selected in the field of social sciences by writing “competition” in the scanning section of the data base, “2010-2017” in the year section, “business” in the subject section and “permitted” in the permission status section in line with the criteria determined by the authors. Since there is no open accession theses in 2017, the sample is limited to studies carried out between 2010 and 2016. According to these criteria, the sample of the research is composed of 160 post-

graduate theses related to the competition carried out in the universities in Turkey between 2010-2016.

FINDINGS AND DISCUSSION

'Dissertation year', 'thesis type', 'dissertation language', 'universities', 'education branches', 'data analysis methods and statistical techniques', 'data collection tools and data sources', 'dissertation theses' Information on 'competition concepts', 'other concepts related to competition', and 'sectors' are presented in frequency and percentage distributions.

In terms of the distribution of the theses according to the years, 37 (23.1%) in 2010, 30 (18.8%) in 2011, 16 (10%) in 2012, 32 (20%), 12 (7.5%), 17 (10.6%) in 2015 and 16 theses (10%) in 2016 are available. After 2013, theses authors have restricted access to their theses that's why a reduction observed in the theses rates. The theses studied within the scope of the research, 110 (68,75%) are graduate level; 50 (31.25%) are doctoral theses and 93,1% (149 theses) are in Turkish.

The university with the most theses about the competition topic is Marmara University (11,3%). Then, Dokuz Eylül (5.6%), Düzce (3.8%), Kahraman Maraş Sütçü Imam, Selçuk and Süleyman Demirel Universities were the most theses writers about competition.

In terms of departments have worked more than half of theses (68.1%) were completed by the Department of Business Administration. Besides, 8.1% of theses were conducted in tourism management; and 6,1% in the Department of Economics.

When surveying the data collection tools and data sources (n=178), the most commonly used data collection tool was "survey (52.8%)" and then "secondary data (19.7%)" and "interview / focus group interview (14.6%)" were also frequently used. Generally, the thesis which is theoretically designed as a compilation of the literature is also found.

Data analysis methods and statistics techniques were grouped under "quantitative descriptive", "quantitative predictive", "other quantitative methods", "qualitative" and "other" categories. When analysis methods and techniques (n=422) were examined under these headings, the most frequently used methods were frequency analysis (19,2%), correlation analysis (9,5%), Analytical Hierarchy Process method (0,7%), Cluster Analysis (0,7%) and Diamond Models (4,3%). Noticed by researchers that, some of the theses were analyzed only by frequency, and some of the theses were who reported their opinions only by reviewing the literature without using statistical methods.

At the main theme of competition (n = 173); competition strategies (23.1%), competitive power (19,1%) and advantage (9,8%), sustainable competition (8.7%) and international competition (6,4%) were examined more frequently.

Other subjects and concepts which work on thesis besides competition (n=140) was, performance (11,4%), innovation (7,1%), cluster / external networks (7,1%), logistics (4,3%) and marketing (4,3%).

Thesis were applied in 13,29% 'more than one sector', 12,03% 'Tourism, Accommodation, Food and Beverage Services' and 10,13% 'Business and Management sector'. The thesis on which the application was made on more than one sector were not mentioned by the universe, and the sectors indicated by the sectors they reached.

RESULTS AND RECOMMENDATIONS

"Competition" is often seen in the discussions of the administrators, in the statements of the politicians, in the work of the academicians. Important commentators who have a say in marketing and strategy show competition as the main rationale of businesses (Ford and Hakansson, 2013).

Competition is a multi-disciplinary concept that is studied by different disciplines and can be studied in almost every field. As it is seen in the study, the theses studies are not focused on a single department of discipline and sector; In terms of macro, countries, economic markets, international organizations were examined and micro-entrepreneurship was the subject of researchs. It is believed that the competition will continue to be popular in the scientific field, and this reserch will be the source of future work.

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THE ROLE OF DYNAMIC RESOURCE-BASED CAPABILITIES ON SUSTAINABLE FIRM PERFORMANCE: A CASE STUDY RELATED TO MANUFACTURING FIRMS IN ANKARA

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ABSTRACT

This study covers an experimental analysis to determine the effects of dynamic resource-based capabilities (organizational resources, organizational capabilities, relational capabilities) of manufacturing firms located in Ankara City on sustainable firm performance. For the study purpose, data was collected with questionnaire technic as making interviews with a total of 400 firm managers and validity of the model built by using partial least square method was tested. As a result, it was observed that dynamic resource based capabilities (organizational resources, organizational capabilities, relational capabilities) had a direct and positive effect on sustainable firm performance.

Keywords: Resource-Based Theory, Dynamic Resource-Based Theory, Organization Resources, Organizational Capabilities, Relational Capabilities, Sustainable Firm Performance

INTRODUCTION AND RESEARCH QUESTION

Changing consumer demands, uncertainty and technological development cause dynamic markets. Given volatile, unexpected uncertainties, hyper competition creates high dynamic market conditions (Eisenhard, 1989; Sherehiy et al., 2007). Market dynamism has a vital role for firm development. For example, environmental changes activates technological innovations, economic cycles and new employment opportunities within firms, and current strategies and unused capabilities. To have a competitive force in these market conditions, firm capabilities and various business related collaborations are required for firms (Danneels, 2008).

Failure or latency in adapting the changes thread firms' durability and welfare levels (Tushman et al., 2006). Firms need to have skills to give response to changes in order to continue their operations in dynamic market, therefore they can have competitive advantage against their competitors. Competitive advantage is a result of their own strategic capabilities that enable to prevent and sustain their positions in the market (Papatya, 2007). The concept of competitive advantage is built on the phenomenon that

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firms have a distinguishing superiority over their competitors. Hence the concept of competitive advantage has been dealt with a competitive view point in literature and defined as strategy of “*value creation*” (Barney, 1991; Dierickx ve Cool, 1989; Hunt and Morgan, 1995).

From this standpoint, the study subject is determined as to examine whether dynamic resource based capabilities have effects on sustainable firm performance. In the study, (a) relation between concepts are identified theoretically; (b) literature research for the related subject and obtained data are presented.

CONCEPTUAL FRAMEWORK

Teece et al., (1997) defined dynamic capabilities as firm capabilities to be used in creation and configuration of internal and external capabilities for ever changing environments. Dynamic capabilities provides firms with competitive advantage with new alternative strategic ways as different from opportunities caused by firm assets (Teece et al., 1997). Organizational resources, organizational capabilities and relational capabilities have an affecting agent role on development on dynamic resource-based capabilities. Dynamic resource-based capabilities represent the upper structure.

METODOLOGY

An empirical study was conducted depending on the list of manufacturing firms, performing their operations in Ankara city, as the list constituted the main population of this study and was obtained from the Ministry of Commerce and Industry. Making appointments from manufacturing firms in different provinces and counties in Ankara city, questionnaires were applied with face-to-face interview technic. The number of total manufacturing firms in the obtained list was 5192. Research was conducted as selecting large and medium manufacturing firms from the list. The number of large and medium firms was 486. Connection was made with firms’ contact addresses and telephone numbers, and interviews were conducted with 400 firm managers who accepted interviews and participated in this study as the study was conducted with help of interviewers.

Survey technique was applied as data collection method in the study. All of the structures in the theoretical model were measured using multiple scales. All scales that were used in the study were measured by using 5-point Likert scale with grading 1 to 5 interval scoring. SPSS 16.0 and SMARTPLS package program were used in the analysis of the data.

Variables that were stated by hypotheses in the generated research model were estimated by using the Partial Least Squares (PLS) algorithm of Lohmöller (1988). PLS is a multivariate modeling technique that has been used by researchers in recent years in order to establish cause-and-effect relationships. (Fornell, 1992: 13; Fornell et al., 1996: 11).

FINDINGS AND DISCUSSION

It was seen that Dynamic resource-based capabilities had directly and positively effect on organizational resources ($\gamma_1 = 0.55$, $t = 4.59$ $p = 0.001$).

RESULTS AND RECOMMENDATIONS

It is possible to evaluate the results and suggestions part in three categories as methodological contributions, suggestions to business managers, and suggestions for future research:

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STRATEGIC INNOVATION COMPETENCIES ROLE IN SUSTAINABLE COMPETITIVE ADVANTAGE: A RESOURCE-BASED MODEL SUGGESTION

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ABSTRACT

From past to present business are in an effort to both protect their current situation and to develop new markets / business models. The purpose of these efforts is to be superior to their competitors and to be strong in the markets. The most important source of this power is the identification, development and processing of strategic innovation competencies. Strategic innovation competencies indirectly represent the capacity and capability of the business. Strategic innovation is the ability of an business to do what is desired, to make the desired change, to influence or control it. This, in one word, exists through the "great transformation", the general application of the new normative logic with the power to permanently redirect and integrate the company's attitudes and policies. Undoubtedly, one of these new logic is "Resource-Based Theory".

This study aims to open up the discussion to the topic in a holistic and comprehensive manner by determining the role of strategic innovation competencies that can be developed with "resource-based theory" which is the basic model between sustainable competitive advantage and superior strategic methods.

Key Words: Sustainable Competitive Advantage, Resource-based Theory, Strategic Innovation, Strategic Innovation Competencies, Resource-based Model.

Jel Kodu: M31, O31, O34, O39, M14, M16, L22, L25, D21

INTRODUCTION AND RESEARCH QUESTION

Today, profound change in the competitive environment has produced a Cambrian explosion of new organizational forms, institutional relationships, and value-creating possibilities. Schumpeter's gale has become a hurricane. Whether we call it the "digital" economy, the "knowledge" economy, or just the "new" economy, it seems clear that we are on the cusp of an industrial revolution as profound as that which gave birth to the modern age

In this context, our argument is that "strategic innovation capabilities" are developed through companies' resource-based practices and are a sustainable competitive advantage.

This study aims to open up the discussion to the topic in a holistic and comprehensive manner by determining the role of strategic innovation capabilities that can be

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developed with "resource-based theory" which is the basic model between sustainable competitive superiority and superior strategic methods.

CONCEPTUAL FRAMEWORK

The resource-based view of innovation considers that a market-driven orientation does not provide a secure foundation for formulating innovation strategies for markets which are dynamic and volatile; rather a firm's own resources provide a much more stable context in which to develop its innovation activity and shape its markets in accordance to its own view.

The resource-based view of innovation focuses on the firm and its resources, competencies and skills. It argues that when firms have resources that are valuable, rare and not easily copied they can achieve a sustainable competitive advantage – frequently in the form of strategic innovative. Here, strategic innovation is innovation that has the power to change customer expectations, alter industry economics and redefine the basis for competitive advantage. A central goal of it's the invention of new sources of competitive advantage.

METHODOLOGY

Strategic innovation requires a new formula for successful business dynamics that is similar to Einstein's classic equation for the relationship between energy and mass (energy equals mass multiplied by the speed of light squared).

FINDINGS AND DISCUSSION

This is a highly useful metaphor in understanding the model of the new dynamics of successful enterprises to create strategic innovation

$E = MC^2$ (Einstein's classic equation)

$E_b = MI^2$ (Applied in 21st century business context – see the next line)

or Energybusiness = Resource-based Model \times (strategic innovation \times speed)

In the model, the effect of the strategies of the firms is rescued from traditional minds and represents the transition to revolutionary minds. Likewise, the basic principle of your revolution is to think from the dreams of the future, not the past. Instead of trying to capture the future, it offers a resource-based manifesto for model firms, instead of trying to capture the future - to reach a new point of view, to understand a new era, to develop ideas appropriate to it, to systematize continuous innovation and to renew continuously.

The value of the model allows firms to realize that they are very different from each other (how much distance they have to improve their strategic innovation capabilities) and that there is no single solution to fit all of them. It uses a series of 'archetypes' formed in different phases of development in organizations and examines how these obstacles, blind spots and obstacles can come from above. Each level in the model is interdependent. Each successful level reveals the dot connections between a part of the previous level and the levels

RESULTS AND RECOMMENDATIONS

Strategic innovation is always the result of resource-based applications. Firms should be prepared to predict the new economy. Innovation analysis in the new economy is not a

product or a technology, but a business concept, sector creation, radical new business model. More than anything, it is a fact that the future is not something that comes to pass, it is something created by man.

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AN ANALYSIS OF THE CURRENT SITUATION OF EU COUNTRIES IN TERMS OF HEALTH SYSTEMS

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ABSTRACT

The European Union is historically an important supranational organization whose roots trace back to the end of the Second World War and have a great number of members. Originally set up by six states, the European Union has enlarged over time, evolving into a twenty-eight state structure and earned a character that develops policies in almost every field and establishes binding rules for member states. One of these fields is the health sector. The aim of the study is to examine the health systems of the European Union member states and identify the differences as well as similarities. In the study, literature review and content analysis methods have been used and the data in the reports published by the European Union, OECD and WHO are categorized and tried to be evaluated in a scientific framework. Various results have been obtained, especially with regard to the fact that the health systems of the European Union member states don't have a standardized nature, that there exist significant differences among them in terms of such basic parameters as management, organization, financing, service delivery and human resources, that the EU makes the member states feel free to develop and implement policies within the health sector in terms of the subsidiarity principle, and finally that considerable differences regarding health indicators seem to have formed among member states.

Keywords: European Union, Health Systems, Health Management, Health Policy, Public Administration.

INTRODUCTION AND RESEARCH QUESTION

In the study, the question of whether there exist similarities and differences between the health systems of the States which are the members of an important supranational organization such as the European Union has made up the starting point. In other words, based on Milton Roamer's classification, whether the health systems of the EU member states have a standardized or non-standardized nature has been determined as the research question. From this point forth, the aim of this study is to identify and analyze the differences and similarities of the health systems of the European Union member states. In particular, the issue of how the general recommendations of the European Union, which has an economic and political organizational character, are reflected in the health systems of the member states is a crucial question point in terms of their harmonization with the general character of the European Union. Hence, the evaluation of this subject in the light of the information that has been systematically compiled adds an original value to the study.

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CONCEPTUAL FRAMEWORK

The European Union is a supranational organization having emerged with the idea of economic integration in the aftermath of the Second World War and politically institutionalized within the process. With a tendency to enlarge geographically over time, this organization, which was formed under the name of the European Coal and Steel Community by six constituent states, that is Belgium, Federal Republic of Germany, France, Italy, the Netherlands and Luxembourg, has now grown into a large organization with twenty eight member countries. This organization has taken the name of the European Union through various treaties in the process, and a number of mechanisms as well as regulations concerning almost every sector have been actualized. Member States and candidate states seeking membership organize their activities at the national level, respecting the European Union law. Considering the member states, the European Union is of a heterogeneous character in terms of political, cultural and economic indicators. Since its establishment by the constituent states, countries such as Denmark, Spain, Austria, Portugal, Greece, and Britain, which has already decided to leave but not completed the exit process yet, have entered the European Union in the process, and thus it has grown into an organization in which the differences in terms of the development level have come to the forefront in almost every aspect. Although a common system and policy have been adopted in some sectors and work areas in accordance with these differences, member states have been allowed a free rein in policy development and system preference regarding some fields such as health sector. Considering this fact, the aim of the study is to examine the implementation results of the health systems of the European Union member states in recent years and make related evaluations on the basis of the discipline of comparative health systems. As is known to all, economic indicators are among the priority issues for all developed and developing countries in almost every sector. Due to its very nature, the health sector is in a position directly related to the economic indicators in the context of the states and the adopted system characteristics as well. When Milton Roemer's typology is examined, health systems are observed to be classified in four main categories, that is free market/private enterprise, welfare oriented, universal/comprehensive and socialist /centrally planned type. Studying the health systems of European Union member states, it is observed that Germany, which has the Bismarck system and has affected some neighbouring countries, is on one hand a pioneer in this area, while example models such as England which symbolizes another movement with its Beveridge system have on the other hand an important influence on the general picture. The scope of the study covers the general characteristics of the health systems of the European Union member states and the health indicators of these countries in recent years through Roemer's typology

METHODOLOGY

In the study, literature review and content analysis methods have been used and the data in the reports published by the European Union, OECD and WHO are categorized and tried to be evaluated in a scientific framework.

FINDINGS AND DISCUSSION

As a result of the study, a variety of findings have been obtained, especially with regard to the fact that the health systems of the European Union member states don't have a standardized nature, that there exist significant differences among them in terms of such

basic parameters as management, organization, financing, service delivery and human resources, that the EU makes the member states feel free to develop and implement policies within the health sector in terms of the subsidiarity principle, and that considerable differences regarding health indicators seem to have formed among member states. In the light of the data, it is understood that the European Union member states have significant differences, especially with regard to health expenditures, human resources, financing methods, administrative and organizational mechanisms. In terms of the health systems specified by Milton Roemer, three categories except the centrally planned/socialist type appear to have been adopted by the member states. In addition, when statistics are examined, the distinction between developed and developing member states can be readily perceived.

RESULTS AND RECOMMENDATIONS

Considering its political, cultural and economic character, the European Union does not impose a standardized health system on the member states in accordance with its social model, only the general framework of which was determined by itself. Political, cultural, economic and geographical differences between the countries also make it difficult for the European Union to recommend a specific health system model to the member states. Thus, while some Member States prefer the welfare-oriented health system, others are observed to have preferred the universal/comprehensive health system. In addition, policy changes towards the free market/private enterprise type health system seem to come into question on account of the changing economic conditions of the day. These differences demonstrate that the European Union has made its member states feel free to act within the framework of the principle of locality with the exception of specific criteria and that the member states take initiative in policy making and implementation in the health sector. As the result of the study, considering the fact that health systems will change in a state-specific manner, it is suggested that the existing structure should be protected, negative statistical differences should be eliminated with the help of the EU, and it should be more guiding and encouraging regarding the central health policies.

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PRODUCTIVITY ANALYSIS OF SECONDARY HOSPITALS IN THE MEDITERRANEAN REGION USING DATA ENVELOPMENT ANALYSIS

Osman Şenol*

ABSTRACT

People living in rural areas have limited access to health care anywhere in the world, wherever you are. At the same time, health institutions in these regions have more financial problems than central regions. While health spending is constantly increasing, financial resources to meet this increase are inadequate. The most appropriate decision must be made in an environment where resources are scarce and insufficient and expenditure items are too large. For this reason, it is necessary to use certain scientific methods to purchase medical supplies and treatment methods in investment selection. In this study, the productivity of secondary care hospitals affiliated to the Ministry of Health of the Mediterranean Region was measured using the year 2014 data. As a result of the analysis, the reasons for inefficiency of inefficient hospitals were determined. Alternative solutions were suggested for more efficient use of resources.

Keyword: Data Envelopment Analysis, Productivity, Performance measurement.

INTRODUCTION AND RESEARCH QUESTION

The increase in the general education level of the society affects every area of life, at the same time it increases the knowledge and expectations about health. This directly affects the effectiveness of health services and the use of resources (Gülcü et al., 2004: 397). Because, in order to meet these growing expectations, it is necessary to assume certain financial costs. Both public health institutions and private health institutions are in an effort to increase their incomes. Savings will make a significant contribution to this revenue growth.

The aim of this study is to measure the productivity level of 49 second-tiered hospitals operating in the Mediterranean region and determine the causes of inefficiency.

CONCEPTUAL FRAMEWORK

A significant portion of health expenditures are due to inefficient use of resources (Özcan, 1995: 142, Dinçer, 1996: 26). Despite the need for new production resources to solve the productivity problem in Turkey, it is known that the current production resources are not well managed (Çakmak et al., 2009: 3).

As the human population grows, their needs increase in the direction of unlimited desires. In order to meet these needs, efficiency becomes increasingly important due to inadequacy of resources (Dinçer and Fidan, 2009: 221). According to the OECD, efficiency is the division of outputs by inputs. According to the ILO, productivity is divided into four basic components of production of land, capital, labor and organization (Daft, 1997: 25, Kavuncubasi, 2000: 48).

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Different productivity measurement methods exist for each sector (Banker et al., 1984: 1086). The health sector in the service sector has many inputs and outputs due to its unique methods. One of the best ways to analyze these variables with different units of measure is the data envelope analysis (DEA) method.

It is one of the non-parametric methods developed to measure the relative efficiency of similar economic decision-making units in terms of goods and services produced (Bakırçı, 2006: 250). VZA is a linear programming technique that measures the relative activities of decision-making units with different units of measure or which are difficult to compare (Banker, 1992: 76; Charnes et al., 1978: 431).

METHODOLOGY

49 public hospitals operating in the Mediterranean region were included in the study. The data were analyzed using the EMS (Productivity Measurement System) Version 1.3.0 package program for data envelope analysis. The analyzes are based on both fixed and variable return assumptions. Productivity measurements were made in the EMS program and the improvement tables were generated by processing the data sets according to the program-generated references.

FINDINGS AND DISCUSSION

A total of 49 secondary health care institutions operating in the Mediterranean region were selected as decision-making units (KVBs). The selected CVSs are located at the effective boundary according to the determined input output variables, and those that remain below the effective boundary or in other words inefficient. According to the CCR output-oriented analysis technique, 47% (23 of 49) of 49 CVS were found to be productive and the overall productivity average was found to be 90%. On the other hand, according to the BCC output-oriented analysis technique, 59% (29 of 49) of the 49 CVS were found to be efficient and the overall efficiency rate was found to be 95%. Some KVBs, such as Isparta Yalvaç hospital, have an average input below average, resulting in inefficiency due to incomplete output. On the other side, KVBs such as Mersin Toros Hospital, which uses twice as much input as the average input amount, are on the effective border because they reach the output level they should obtain. The productivity of the hospitals is not only dependent on the performance but also factors such as the geographical location, population structure, technical infrastructure and the presence of qualified personnel.

RESULTS AND RECOMMENDATIONS

The main reasons for the ineffectiveness of the Adana Karaisalı hospital are the lack of surgical procedures, the rate of bed turnover and the rate of bed occupancy. Due to the fact that it is a small scale health institution, it is generally inefficient to provide daily health care services due to the lack of technical infrastructure for surgical intervention. The first step in using this health care provider's resources more effectively is to reduce bed capacity. Reducing the idle bed capacity will save many direct and indirect input items, especially health personnel. Especially for healthcare facilities operating in rural areas, patients' daily attendance is very low, which results in very low bed availability, reduced bed turnover and the production of incomplete production.

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TURKEY'S GENERAL ORAL AND DENTAL HEALTH CENTERS EFFICIENCY ANALYSIS BY DATA ENVELOPMENT ANALYSIS METHOD

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ABSTRACT

It is difficult to examine the productivity of service sectors, but it can be measured by non-parametric methods. The aim of this study is to measure the productivity of all oral and dental health centers active in Turkey. The first is to identify the causes of inefficiency and determine the steps to be taken to correct it. As a result, the surgical procedure is the leading cause of inefficiency.

Keyword: Data Envelopment Analysis, Productivity, Performance measurement.

INTRODUCTION AND RESEARCH QUESTION

Dental problems are among the most common health problems in almost all countries. Both require considerable time, money, and costly applications to compensate for tooth decay or decay-related losses (Yazıcıoğlu et al., 1985: 18). According to the latest data released by Turkish Statistical Institute, the proportion of hospital services in the health expenditures is 54%. Within health expenditures, the share of dental care and care services has a considerable share.

The aim of this study is, what is the overall efficiency rate of ADSMs operating in Turkey? What are the reasons for ADSM's inefficiency? What are the input quantities to be downloaded and the output quantities to be increased? This study was conducted to find answers to these questions.

CONCEPTUAL FRAMEWORK

VZA is a linear programming technique used to measure the efficiency of units that produce similar entries and uses multiple input and output variables. VZA is a nonparametric method and is often used for performance measurements. It is considered to be a suitable method for productivity evaluations especially in health services (Li et al., 2008: 934).

According to another definition, VZA; (Ersen, 1999: 12) is to determine the best performance by dividing weighted outputs by the sum of the weighted inputs in terms of the effectiveness of the decision-making units. In other words, the VZA is a program that informs an operator about how the efficiency of the decision units will change according to the increase and decrease rates of input and output (Kula ve Özdemir, 2007: 56). At the same time, the VZA usually provides a linear surface that can grasp the observed final data, which is usually directed at boundaries rather than average values. One of the greatest advantages of this technique is that decision units have the inefficiency level and the ability to identify sources (Charnes et al., 1995: 7).

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METHODOLOGY

ADSMs of 81 provinces were included in the study. The data were analyzed using EMS (Productivity Measurement System) Version 1.3.0 packet program for data envelope analysis. First, the sample is configured by the EMS program using the Microsoft Excel 2010 program example. Xls file format. These Excel files are then transferred to the EMS package program and the program is run. Analyzes were made according to the CCR model, which is based on the fixed return assumption of the scale with the aim of not reducing the inputs most in the study, while the other was analyzed according to the BCC model with variable return assumption.

FINDINGS AND DISCUSSION

The productivity averages of oral and dental health centers are 95.9% for the CCR output-focused model and 96.8% for the BCC output-focused model. In both methods, the oral and dental health center has a minimum activity level of 70% according to the CCR method and 72% according to the BCC method. According to CCR, 39 oral and dental health centers were effective. According to BCC, 49 oral and dental health centers were effective. The main inefficiency is the lower production of surgical procedures. Another reason for inefficiency is the presence of dental and dental health centers and dental faculties. The number of overused input variables is the number of units, while the missing output variables are surgical operations.

RESULTS AND RECOMMENDATIONS

One of the most important factors affecting the productivity of ADSMs is that other public and private health institutions also provide this service. Long-term appointments affect the number of outpatient clinic examinations. When the inefficient mouth and dental health centers are considered as inefficiency reasons, it is seen that most of them produce incomplete output in surgical procedures. The main reasons for this are the lack of technical infrastructure to perform these operations in these regions, and the other important factor is that qualified personnel are not employed in these areas. There are problems in the distribution of health personnel. The inadequacy of some centers is due to staff insufficiency. Nevertheless, elsewhere, the inefficiency is due to the abundance of personnel. The faculty of dentistry also affects productivity. These faculties serve a significant portion of the existing patient potential. For example, Isparta Oral and Dental Health Center is not included in the active level according to the results of the analysis. At the same time there is a dentistry faculty in Isparta. This has a significant impact on productivity. This faculty serves a significant portion of the patients. It offers advanced surgical services because it is at a good level in terms of personnel and technical infrastructure. For this reason, the faculty of dentistry serves as an important patient profile for the current ADSM. But every faculty of dentistry does not have the same technical infrastructure and qualified staff. High level of satisfaction in health care is very important because of productivity and it is parallel to successful and sustainable services. Oral and dental health centers should have both personnel and technical infrastructure. The provision of these services as a whole has a disadvantage in terms of cost; However, patient satisfaction is important in terms of effective use of resources and sustainability.

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BIG DATA FOR COMPETITIVE ADVANTAGE IN BUSINESSES

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ABSTRACT

Few decades ago we have noticed a remarkably growing interest in the new Big Data Revolution that has transformed how many businesses operate. Big data has grabbed our attention and became a focus area for many business executives and plays a big role in leaving an impact in different fields. Nevertheless, big data is also addressed as a challenge to enterprises adopting it as some of them don't understand or have an idea about how to benefit from the data they have in hand. With the emergence of internet and social media networks it made information reachable and easy to access; therefore, with the new technologies and software programs it became possible to handle huge amounts of data that exceeds human's capacities and capabilities to capture, process, store and analyse the data available and generate useful insights.

The purpose of this paper is to provide a theoretical overview about Big Data and highlight on the values it brings to diverse sectors only if utilized efficiently and in the right way. The first section identifies the concept of Information and its growing rates as well as the transformation of raw data into useful information ready to be used for analysis and generating future insights. In the second section, the new buzzword Big Data with its characteristics, advantages, risks and values is discussed. The third section defines the three data structures (structured data, unstructured data and semi-structured data) by providing examples for each type. The fourth section discusses the areas and examples of big data application in different fields. In the last section the relation between Big Data and Marketing Trends and the uses of big data in the field of marketing is examined.

Keywords: Big data, business, marketing, competitive advantage.

INTRODUCTION AND RESEARCH QUESTION

Big data's importance can be witnessed from the value it adds to enterprises or any private and public sectors. It contributes to developing companies operations, making more profitable investments, taking innovative decisions at the right time and beforehand, which in return assists in cutting costs, developing new products or services and improving existing ones, understanding consumer's behaviour and establishing close relationships with them, customizing products or services according to customer's preferences, improving and maximizing. Big data also helps in making predictions on future events before it takes place which allow business leaders to move a step ahead and act faster in order to generate solutions for any possible related issues. Big data is

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not only exclusive to businesses; it may be applied to enhance safety by decreasing crime rates as well.

CONCEPTUAL FRAMEWORK

Big data has also proved to be effective in the healthcare sector. Data related to patients are being collected and stored in databases or software designed to analyse their data for future use. These sets of data provide doctors or researchers with a holistic view of how they can apply these datasets to find about possible diseases and discover a cure for it. Moreover, some healthcare centres use the recording from the call centers to analyze the voices of people or patients who call by using a special software which interprets their voices into useful information.

FINDINGS AND DISCUSSION

Big data analysis generates useful insights. These insights are used in various ways that add value to any enterprise. These insights act as a reference which can be examined and shaped to meet the needs of companies. It allows companies to move more quickly in an effective and efficient way which helps in avoiding possible problems that may arise.

RESULTS AND RECOMMENDATIONS

Therefore; the more efficiently these enterprises uses the sets of data they have in hand, the more potentials it has to grow and improve its operations.

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EVALUATION OF PERFORMANCES OF AUTOMOTIVE COMPANIES FORD - OTOKAR – TOFAS BY MULTI CRITERIA DECISION MAKING

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ABSTRACT

Companies can make financial analysis with the help of Multi Criteria Decision Making methods. In this study, multi-criteria decision making methods and performance measurements of Ford, Otokar and Tofaş companies using year 2010-2011-2012-2013-2014-2015 annual financial data were made. The companies used in the research are the three biggest autotemativ companies that made the biggest contribution to the stock exchange in 2016. During performance appraisal, the current ratio, liquidity ratio, fixed asset turnover rate, total asset turnover rate, debt-to-total assets ratio, net profit margin and share profitability are taken as criteria.

Criteria weights were determined by ENTROPY method. Then, TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) and GRA (Gray Relational Analysis) methods were used to evaluate and rank the performances of automotive companies.

Keywords: Evaluation of performance, ENTROPY, TOPSIS, GRA.

INTRODUCTION AND RESEARCH QUESTION

As it is in the whole world, automotive industry, which is one of the drifting sectors of Turkish economy, is also the main buyer in basic industries such as iron and steel, petrochemical and rubber and also the main sources of technological development in these sectors. Therefore, Turkey is in an important position in terms of economy. From here, the aim of this study is to evaluate the performances of automotive firms.

CONCEPTUAL FRAMEWORK

Multi-Criteria Decision Making; It is expressed as the process of assigning values to alternatives by evaluating several criteria together (Phua ve Minowa, 2005: 208).

Meaning Multi-Criteria Decision Making is a tool that allows you to choose the best choice among the criteria applied at the same time (Mendoza ve Prabhu, 2000: 107-108). The main objective of multi-criteria decision-making problems is to determine the best alternative that satisfies the highest level in terms of all relevant criteria (Chatterjee ve Chakraborty, 2012: 385).

According to the degree of Index distribution, the weight of all criteria is calculated by entropy method. (Dashore, et al., 2013: 2183)

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Grey system theory has been established by Deng (1982). Grey system is defined as a system having partial information.. Grey system theory's separate feature is that it can handle smaller data easily and can be achieved in good results. It performs this by putting the data in its regular place with right treatment (Li, 1997: 186-194).

A Multi Attribute Decision Making problem with m alternatives that are evaluated by n Attributes may be viewed as a geometric system with m points in the n-dimensional space. Yoon and Hwang developed the Technique for Order Preference by Similarity to Ideal Solution based on the concept that the chosen alternative should have the shortest distance from the positive-ideal solution and the longest distance from the negative-ideal solution (Yoon and Hwang, 1995: 38).

FINDINGS AND DISCUSSION

In this step; First of all maximum and minimum values are found in all columns. Then the values were obtained in Table 1.

Table 1. Decision Matrix

	max	max	max	max	min	max	max
	CURRE NT RATE	LIQUIDI TY RATE	FIXE D ACTI VE RATE SPEE D	TOTA L ACTI VE RATE SPEE D	DEBT- TOTAL ACTIVI TY RATE	NET PROFI T MARG IN	SHARE CAPITAL PROFITABIL ITY
FORD	1,37311	1,04816	4,8316 8	2,0494 3	0,58300	0,0591 4	0,29208
OTOK AR	1,17184	0,76311	2,6001 6	0,9556 0	0,78253	0,0602 0	0,27804
TOFAŞ	1,28571	1,14324	2,5170 3	1,1200 8	0,69274	0,0690 1	0,25238
Max	1,37311	1,14324	4,8316 8	2,0494 3		0,0690 1	0,29208
Min					0,58300		

Table 2. Calculation of Weights

	max	max	max	max	min	max	max
	CURRENT RATE	LIQUIDITY RATE	FIXED ACTIVE RATE SPEED	TOTAL ACTIVE RATE SPEED	DEBT-TOTAL ACTIVITY RATE	NET PROFIT MARGIN	SHARE CAPITAL PROFITABILITY
w _j	0,01545	0,10296	0,36511	0,43059	0,05445	0,01805	0,01338

Table 3. Decision Matrix

	max	max	max	max	min	max	max
	CURRENT RATE	LIQUIDITY RATE	FIXED ACTIVE RATE SPEED	TOTAL ACTIVE RATE SPEED	DEBT-TOTAL ACTIVITY RATE	NET PROFIT MARGIN	SHARE CAPITAL PROFITABILITY
FORD	1,37311	1,04816	4,83168	2,04943	0,58300	0,05914	0,29208
OTOKAR	1,17184	0,76311	2,60016	0,95560	0,78253	0,06020	0,27804
TOFAŞ	1,28571	1,14324	2,51703	1,12008	0,69274	0,06901	0,25238

Table 4. Ranking of Grey Relationship Ratings

1	FORD	0,95363
2	TOFAŞ	0,44090
3	OTOKAR	0,34016

In this step, the grey relation ratings are sorted from large to small.

3.3. Evaluation of Performances by TOPSIS Method

Table 5. Creating the Standard Decision Matrix

	max		max		max		max		min		max		max	
	CURRENT RATE	LIQUIDITY RATE	FIXED ACTIVE RATE SPEED	TOTAL ACTIVE RATE SPEED	DEBT-TOTAL ACTIVITY RATE	NET PROFIT MARGIN	SHARE CAPITAL PROFITABILITY	(TOTAL ASSET TURN OVER RATE) ²	DEBT TO TOTAL ASSETS RATIO	(DEBT TO TOTAL ASSETS RATIO) ²	NET PROFIT MARGIN	(NET PROFIT MARGIN) ²	SHARE PROFITABILITY	(SHARE PROFITABILITY) ²
FORD	1,37311	1,88543	1,04816	1,09863	4,83168	23,34510	2,04943	4,20017	0,58300	0,33989	0,05914	0,00350	0,29208	0,08531
OTOKAR	1,17184	1,37320	0,76311	0,58234	2,60016	6,76085	0,95560	0,91316	0,78253	0,61235	0,06020	0,00362	0,27804	0,07730
TOFAŞ	1,28571	1,65306	1,14324	1,30700	2,51703	6,33544	1,12008	1,25458	0,69274	0,47989	0,06901	0,00476	0,25238	0,06370
Toplam		4,91170		2,98797		36,44139		6,36791		1,43212		0,01188		0,22631
Karekök		2,21624		1,72857		6,03667		2,52347		1,19671		0,10902		0,47572

Table 6. Calculation of Discrimination Measures - Negative Ideal Solution S⁻

	max	max	max	max	min	Max	max
	CURRENT RATE	LIQUIDITY RATE	FIXED ACTIVE RATE SPEED	TOTAL ACTIVE RATE SPEED	DEBT-TOTAL ACTIVITY RATE	NET PROFIT MARGIN	SHARE CAPITAL PROFITABILITY
FORD	1,96955E-06	0,000288235	0,019598927	0,034836629	8,24321E-05	0	1,24707E-06
OTOKAR	0	0	2,52818E-05	0	0	3,07511E-08	5,20814E-07
TOFAŞ	6,30476E-07	0,000512608	0	0,000787725	1,66914E-05	2,66845E-06	0

Table 7. Calculation of Ideal Solving Relative Proximity

C ₁ [*]	FORD	0,97544
C ₂ [*]	TOFAŞ	0,14656
C ₃ [*]	OTOKAR	0,02147

In this step, the positive ideal dissimilarities of each alternative were calculated. All positions are ordered from large to small.

RESULTS AND RECOMMENDATIONS

In this study, the performances of the enterprises were analyzed using the financial tables of the three automotive operations of ISE, 2010-2015. In the first part of the study, the financial ratios to explain the performance of the businesses were determined and the financial ratios for each business were calculated separately using the ratio analysis method. The significance level of the rates used in the second part of the study was determined by the entropy method. The entropy method was used as the input of the TOPSIS and Gray Relational analysis methods, so that the performance ranking of the enterprises was performed.

As a result of the work done, the performances calculated according to both methods gave similar results and the results are as follows. Otakar was the second best performing company in the automotive sector, while Ford the first, third and last in performance as Tofaş.

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LEGAL EVALUATION OF MOBBING IN THE BUSINESS LIFE

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ABSTRACT

Since the 1980s, mobbing has been a term that has existed for many years in business life but is not fully defined. The desire and the ambition of human beings who are actively working with the globalizing world in everyday life in business life have made this concept more common, especially in sneakers. Mobbing has emerged as a new problem in the new era, in which almost every sector, regardless of sex, discriminates against women men. With this study, it is aimed to make a mobbing related evaluation under the scope of these laws by analyzing within the scope of Turkish Criminal Law, Constitutional Law, Law of Obligations and Labor Law in which we are legal in mobbing struggle in our country.

Keywords: Mobbing, Human Resources Management

INTRODUCTION AND RESEARCH QUESTION

An Overview of Legal Mobbing: Mobbing does not only constitute a violation of the fundamental rights and freedoms that constitute the essence of the rule of law. It is also a violation of the right to work guaranteed by the constitution. Especially in the name of the fight against mobbing, legal regulations started to be made in many countries such as France, Belgium, Holland, Sweden and Germany since 1990s. Since 1994, Sweden counts mobbing as a crime under the Occupational Safety and Health Law.

CONCEPTUAL FRAMEWORK

In Turkey, a growing number of researches, articles and books have been published in recent years. Within the Turkish legal system, there has also been a development of a special regulation on the Turkish Debt Law numbered 6098 on the issue of mobbing (psychological harassment), the publication of the circular by the Prime Ministry, and the writing of reports on the commissions established by the Grand National Assembly of Turkey.

Mobbing as a separate crime in the Turkish Penal Code has not yet taken a concrete step. In the Labor Law No. 4857, there is not a direct provision for mobbing, but the 5th and 24th articles of the law are in the forefront of mobbing struggle. In general, when we look at our legal system, we see that the only legal regulation regarding mobbing is secured by Turkish Law of Obligations No. 6098. It is necessary to be regulated by Labor Law and other related laws in particular.

The evaluation of psychological harassment in terms of the Turkish Penal Code has been examined from two perspectives.: These are;

Criminal Responsibility for Mobbing: While the behavior at the beginning of mobbingin (psychological harassment) is within the legal boundaries, the initiation of uncontrolled overthrowing creates emotional violence by the individual.

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Investigation of Mobbing Offender in Terms of Various Crime: According to the generally accepted view, the existing articles in the Turkish Criminal Code are deemed sufficient to punish the mobbing behaviors experienced in the workplace. For this reason, no specific punishment for mobbing has been devised, and the crime types mentioned in the Criminal Code are deemed sufficient to meet this requirement. If we can not examine these types of punishment briefly, these are;

- Suicide Routing Offensive (TPC-Turkish Penal Code, 84),
- Intentionally wounded offenders (TPC-86-87)
- Crime of Torture (TPC- 96)
- Sexual Assault and (TPC-102) and Sexual Harassment (TPC-105)
- Crime of Using Algebra (TPC-108)
- Crime of Peace and Suffering of Persons (TPC-123)
- Defamation (TPC-125)

Evaluation of Mobbing in Terms of Turkish Debt Law: Under Article 417 of the new Turkish Code of Obligations No. 6098, which entered into force on 1 July 2012, Mobbing has placed a new regulation directly under the title of "protection of the personality of the workers" under the heading "psychological abuse of the workers". Thus, with Article 417 Turkish Debt Law numbered 6098, it is the first time in our law that the subject of direct mobbing; A special arrangement has been made to provide direct protection against mobbing. The Turkish Code of Obligations has a different and important place than any other law because it is the only law that carries out specific regulation on mobbing. Because the regulation of mobbing has become legal regulation. It is extremely gratifying to mobbing victims that the fact that the mobbing phenomenon living in our country on the legal basis has attained such a legal arrangement is considered to be superior to statutes, regulations and circulars in the norm hierarchy of laws

Evaluation of Mobbing in Terms of Labor Law: There is no direct and explicit regulation regarding mobbing (psychological harassment) in our Labor Code No. 4857. The lack of regulation does not mean that those who suffer mobbing will be exempted from judicial protection. Just like the 1982 Constitution, the Turkish Penal Code; In the Labor Code, regulations regulating employer and employee behavior and linking such behavior to legal consequences are included.

METHODOLOGY

With this study, it is aimed to make a mobbing related evaluation under the scope of these laws by analyzing within the scope of Turkish Criminal Law, Constitutional Law, Law of Obligations and Labor Law in which we are legal in mobbing struggle in our country.

FINDINGS AND DISCUSSION

Within the scope of 1982 Constitution, we can evaluate many items that protect our citizens in the context of mobbing (psychological abuse). These items are; 12/I, 17/I, 17/III, 24/I, 24/III, 25/I, 25/II, 48/II, 49/II, 50/II.

"Prevention of Mobbing at Work" published by the Prime Ministry in the Official Gazette No. 27879 refers to the measures to be taken at workplaces by referring to the

problem of mobbing encountered in public institutions and establishments and private sector workplaces.

RESULTS AND RECOMMENDATIONS

In conclusion with there are various applications if they we are facing mobbing at work. They may apply to the Ministry of Labor and Social Security, the Grand National Assembly of Turkey, the Constitutional Court, Prime Minister Contact Center, Alo 170, the Public Service Ethics Committee, the Ombudsman Institution, the Turkish Human Rights Institution and the Provincial and District Human Rights Boards.

If they follow a legal path related to mobbing (psychological harassment) and seek their rights through lawsuits, the Law No. 6100 on Civil Procedure (HMK) they need to prove their case in the framework of 190. For this reason, they can listen to their colleagues at work as witnesses who have the closest witness to the situation that caused mobbing (psychological harassment). According to cases of mobbing, we see that witness statements are very effective and determinative.

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APPROACH OF EFQM EXCELLENCE MODEL AND PDCA(PLAN DO CHECK ACT) CYCLE IN TERMS OF HUMAN RESOURCES MANAGEMENT

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ABSTRACT

Under the influence of globalization and because of diversification of developing technology, marketing and human resources, business to be able to stay competitive, national or international business' managers pay a bigger importance to the total quality management.

Keywords: Human Resources Management, Total Quality Management, EFQM Excellence Model, PDCA(Plan Do Check Act) Circle .

INTRODUCTION AND RESEARCH QUESTION

Total quality management describes a management approach to long-term success through employees (internal customer) and external customer satisfaction. Briefly total quality management involves all employees in continual improvement. It uses strategy, data and effective communications to integrate the quality discipline into the culture and activities of the organization.

CONCEPTUAL FRAMEWORK

One of the strategic evaluation tool of total quality management is EFQM Excellence model that provides a holistic tool for assessing how effective you are in developing and delivering a stakeholder focused strategy. The 4 result areas focus on what's important to the 4 key stakeholder groups (Business, Customer, People, Society). If firms willing to improve their organisation, this model provides a framework for understanding which levers they need to pull and to play in effectively implementing their strategy. EFQM Excellence model has 9 basic criteria. These are leadership, strategy, people, partnerships and resources, processes, product and services, customer results, people results, society results and business results. This model is especially important for human resources management because of developing people.

METHODOLOGY

This study consists of a literature research about EFQM Excellence Model and PDCA(Plan Do Check Act) Circle. Also in this study Excellence Model concepts and criteria and PDCA(Plan Do Check Act) Circle's criteria has been defined. And these criteria has been approached and discussed in terms of human resources management.

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FINDINGS AND DISCUSSION

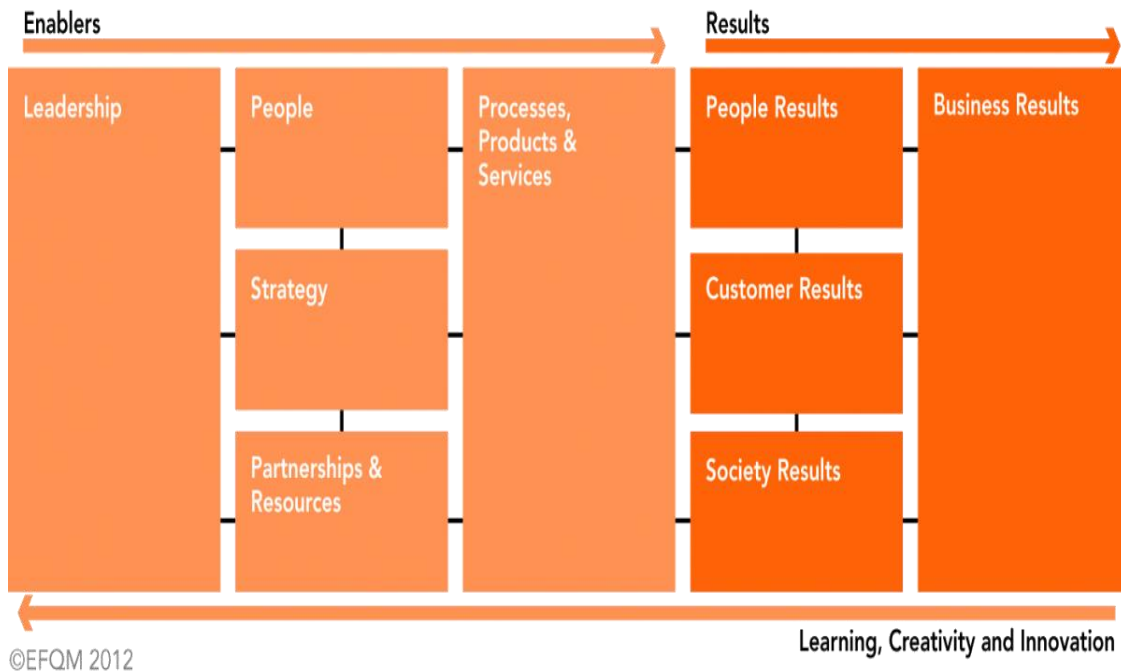


Table 1: EFQM MODEL IN ACTION

<http://www.efqm.org/efqm-model/efqm-model-in-action-0> (15.05.17).

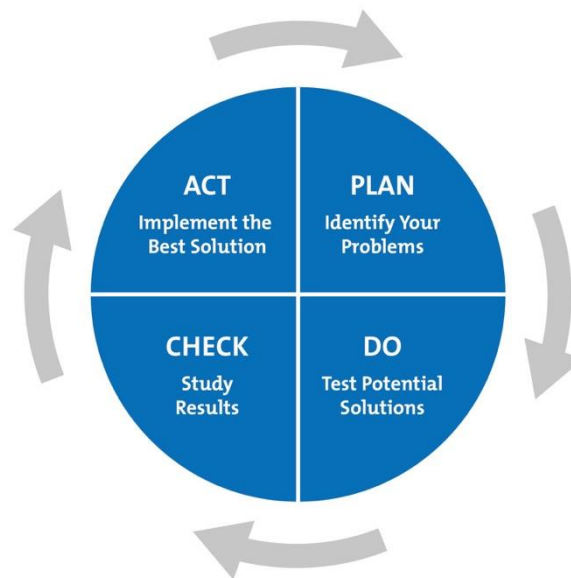
According to table:1, the EFQM Excellence Model provides a holistic tool for assessing how effective you are in developing and delivering a stakeholder focused strategy. The 4 result areas focus on what's important to the 4 key stakeholder groups. These are:

- Customer results: Excellent organisations achieve and sustain outstanding results that meet or exceed the need and expectations of their customers.
- People results: Excellent businesses achieve and sustain outstanding results that meet or exceed the need and expectations of their people.
- Society results: Excellent businesses achieve and sustain outstanding results that meet or exceed the need and expectations of relevant stakeholders within society.
- Business results: Excellent businesses achieve and sustain outstanding results that meet or exceed the need and expectations of their business stakeholders.

Another the strategic evaluation tool of total quality management is PDCA(Plan Do Check Act) Cycle that also called Deming Cycle, Shewhart Cycle. This cycle has four stage. The first stage is “Plan” to recognize an opportunity and plan a change, the second stage is “Do” to test the change and carry out a small-scale study, the third stage is “Check” to review the test, analyze the results and identify what you’ve learned. The last stage is “Act” to take action based on what you learned in the study step: If the change did not work, go through the cycle again with a different plan. If this stage were

successful, incorporate what you learned from the test into wider changes. Use what you learned to plan new improvements, beginning the cycle again. By the end of this four stages, PDCA(Plan Do Check Act) Cycle aims that continuous improvement, developing a new or improved design of a process, product or service. Accordingly PDCA(Plan Do Check Act) Cycle is important tool for human resources management.

Figure 1: The Plan-Do-Check-Act Cycle



https://www.mindtools.com/pages/article/newPPM_89.htm (15.05.17)

The PDCA cycle can improve any process by breaking it into smaller steps. It is particularly effective for:

- Helping to implement Total Quality Management or Six Sigma initiatives in the company. and so that generally helping to improve processes.
- Exploring a lot of solutions for problems, and piloting them before selecting one for implementation in the company.
- Avoiding wastage of resources by rolling out an ineffective solution on a wide scale so that PDCA is important for human resources management in the company.
- The model is available for in all sorts of business environments, from new product development, project and change management, to product lifecycle and supply chain management.

RESULTS AND RECOMMENDATIONS

According to findings of results, it can be suggested to the business that want to apply a quality management system and using creativity and innovation to drive increased value for the employees. So that in EFQM Excellence Model and PDCA(Plan Do Check Act) Circle effort, all members of an organization participate in improving processes, products, services, and the culture in which they work.

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https://www.mindtools.com/pages/article/newPPM_89.htm (15.05.17)

PROFESSIONALISM IN ACADEMICIANS

Ramazan Erdem*

Muazez Demir**

ABSTRACT

The aim of this study is to measure the perception of professionalism about the professions and personalities of academicians who are working at Süleyman Demirel University. Academicians were tried to determine the level of professionalism of the individual and the profession using the Professionalism Scale. When the averages of the dimensions are taken, the occupational dimension and the occupational dimension are 4.22 and 3.43, respectively, and it is revealed that the academician is a professional profession. Another dimension that measures the professionalism of the profession is the self-control dimension of the profession, which is 3.01.

Keywords: Professions, Professionals, Academicians, Professionalism.

INTRODUCTION AND RESEARCH QUESTION

It is a situation that almost every occupation aims to reach the profession and then the professionalization of the nonprofessional occupation. The professionalism for professions provides spiritual gains such as strength, prestige, reliability as well as financial benefits such as high salary (Çetin, 2015: 10). Factors such as having a profession in a respectable position in the society and being a high-income profession are among the valid reasons for the professionalism of the professions. Professionalization is considered a process. It is also possible to proletarianize a professional profession such as the professionalization of the profession. In our study, "Do academics describe their profession as professionals?" the answer was searched.

CONCEPTUAL FRAMEWORK

In the Dictionary of Turkish Language Institute, the concept of profession is defined as "a defined work that is based on systematic knowledge and skills gained with a certain training, to produce beneficial goods for people, to provide services and earn money for their services". The professional concept is in the English-speaking world with a good reputation and respect and is mostly based on science; Used for some professions providing esoteric services (Hughes, 1961: 336). The term "profession" derived from the root of "profess", which means being qualified and talented, means a specific type of profession. Looking at the use of Turkish, it can be said that the term "professional" comes from the concept of "profession", meaning "competent, mastered" ie "professional person". Professional translation in foreign literature; information, obtained from a specific learning outcome, use of in the affairs of others and thus means the individual who wants to enter the profession is the

master of the work and has the necessary qualifications (Hughes, 1963: 656; Freidson, 1986: 21).

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Professional occupation is defined as a profession that has some of the theoretical knowledge in science as well as, the ability to translate theory into practice, can provide solutions to the important problems of mankind with accumulated wisdom and experience (eg medicine), can provide a altruistic service behalf of its customers, which can be reliable and always attractive (Cogan, 1953: 48-49; Cogan, 1955: 107).

When we examine the academics closely, we can see that it is suitable for professional occupation definitions. Despite being in the position of public servant, they are in a different and autonomous position within the system, their supervision is difficult, their acceptance as an intervention in the difficult and autonomous structures of questioning is due to the fact that academicians are professional professions (Soyşekerci, 2007: 165). However, the study conducted by Karasu (2001: 147) shows that the quality of academic profession, especially autonomy, has been damaged due to the overwhelming administrative principles in universities.

METHODOLOGY

The universe of the research is composed of academic staff working in the faculties of Suleyman Demirel University. Faculties and vocational schools were selected from three different areas (science, social, health) by clustering sampling method. Faculty of Engineering, Faculty of Technology, Faculty of Agriculture, Faculty of Forestry, Vocational School of Technical Sciences and numerical departments of the Faculty of Arts and Sciences represent the science field; Faculty of Economics and Administrative Sciences, Faculty of Theology, verbal departments of the Faculty of Arts and Sciences and Isparta Vocational School represent the social field; The Faculty of Health Sciences, Faculty of Dentistry, Faculty of Medicine and Vocational School of Health Services represent the health field. A total of 223 academic staff questionnaires were applied to this faculty and vocational school by sampling method easily.

In the research, the Professionalism Scale was used adapted to Turkish was applied by Seçer (2007) developed by Swales (2003). The data collection tool is designed as 5 Likert type scale and consists of 5 dimensions.

FINDINGS AND DISCUSSION

Participation in the survey is as; 26 of the respondents were professors (11,7%), 22 were associate professors (9,9%), 45 were assistant professors (20,2%), 81 were research assistants (36,3%), 33 were lecturers (14,8%) and 16 were others academics staff (7,2). The majority of the respondents are research assistants. The research has been conducted in three areas: social sciences, health sciences and science. In terms of the distribution of 223 participants according to faculties, 97 participants were from social sciences; 83 participants were from science and 39 participated from health science.

According to research have worked as academicians 31.4% for 1-5 years, 35.4% for at least 16 years of the survey participants. Araştırmaya katılan akademisyenlerin% 40,4'ü en az 10 yıl kurumda bulunmuştur.

RESULTS AND RECOMMENDATIONS

In our research, academicians were evaluated their professions. It was seen that the expressions indicating professionalism score over 3,50. The academicians who have examined their profession in terms of professionalism have reached the result that they like their profession, they want to make a career, they consider their profession more

necessary than other professions. In these statements, it is understood that academicians generally see their professions as professional profession.

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DEVELOPMENT PROCESS OF UNION OPINION OF EUROPEAN UNION AND MEDITERRANEAN BASIN

Reha Bayansar*

M. Akif Özer**

ABSTRACT

In this study, in accordance with said development up to the present structure of the European Union, it will be discussed with the main lines which pass through the process. In particular in this process, including Greece, Italy and Turkey It will be discussed the influence of the Mediterranean Basin

Keywords: European Union, Union Opinion, Economic Union, Political Union, Mediterranean Basis

INTRODUCTION AND RESEARCH QUESTION

Many civilization is established in the world's five continents in historical process, upon completion of their missions left their place to new and they have reached their present level of development.

In this context, the European Union (EU) is drawing attention as a new political alliance that determines a lane and was created in order to prevent any future for this country by competing in the 21st century civilization against prominent United States (USA) and China-Japan- Russia.

Although it is perceived as the new structure it is quite old ideas in the history of European unity. Assigned to the second satellite of Jupiter discovered by Galileo is the European name (Europe) etymological origin is based on Greek mythology.

Europe refers to the ancient Greek world against our first time out as a part of the realm of myths. Therefore, the current base of the Mediterranean Basin on the basis of the European Union and Greece in particular has a lot of markers. Historical stages in terms of mergers and significant impacts on leaving the Roman Empire period and comprehensive integration in Europe has also affected quite heavily Roman law including in particular the European Union.

CONCEPTUAL FRAMEWORK

In the past of today's European states, where the northward movement of the Mediterranean, the dream that they will always get their homeland back have always kept important place and they have also made intensive efforts to achieve this.

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There is this idea of European states behind the struggle to dominate the Mediterranean. For centuries, these states have failed in this sense, with their emancipation on the Mediterranean against the states who have defended themselves with the conception of the conquest of Islam.

The distinctions they have lived within have prevented them from achieving these ideals. The idea of unity continued to preserve its existence in the 20th century, but the reasons for wanting unity have gradually changed, focusing on business development and economic power.

METHODOLOGY

In this study, in accordance with said development up to the present structure of the European Union, it will be discussed with the main lines which pass through the process. In particular in this process, including Greece, Italy and Turkey It will be discussed the influence of the Mediterranean Basin

FINDINGS AND DISCUSSION

For all these reasons, we can say that the EU is the movement to create integration and common policies in order to create a united Europe based on stability and reliability, by transferring some of the national powers of the member states in a sense to supranational organizations.

RESULTS AND RECOMMENDATIONS

Democratically elected EU Parliament, the Summit of Heads of State and Government, gathered at periodic intervals, The Commission of the founding agreements and the guardian of the current union acquis, the Court of Justice to prevent violations of union law, The Court of Accounts, which monitors the financial management of the association, Projects in the field of the union, the financing bank and the various committees in the form of consultation, the groups and boards representing social and regional interest groups, has taken a strong and respected place in the international mosque in a half-century time period that can not be counted for an enterprise of this diameter.

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THE IMPACT OF INSTITUTIONAL FACTORS ON GROWTH: THE CASE OF FRAGILE FIVE ECONOMIES

Selim Başar*

Murat Eren**

ABSTRACT

There are different hypotheses explaining differences in growth between countries and the determinants of growth. The growth theories within the conventional economic theory are based on factors such as physical and human capital, technological development, population growth and geography. Despite traditional economic theories explaining economic performance, the theory of institutional economics which especially developed in the last half century, addresses with the concept of growth and the factors that affect growth differently. The economists advocating this view argued that the rules, the institutions and the constituents of the institutions determine the income level of the countries. With this opinion institutional economists deny other hypothesis which explain inter country income inequality.

Keywords: Institutional Indicators, Economic Growth, Fragile Five Economies

INTRODUCTION AND RESEARCH QUESTION

According to the institutional school of economics, economic institutions organize the necessary incentives for factors such as education, savings, investment and technology. Besides that, political institutions that affect people's life identify economic institutions. Economic institutions that encourage growth support political institutions. Correspondingly this support, political institutions support economic institutions by distributing the political power in a pluralistic manner, by providing legislation and order, by protecting property rights and by providing political centralization to ensure market economy.

CONCEPTUAL FRAMEWORK

In spite of the institutions accelerating economic growth, there are also institutions that negatively affect growth. These institutions cause the resources to be under the control of a certain group, causing unfair distribution of resources, deterioration of income distribution and deterioration of economic performance by adversely affecting investment decisions. Institutional economists argue that the underlying causes of poor economic policies and ineffective education systems in underdeveloped countries are the institutions that these countries have.

METHODOLOGY

The study conducted for the Fragile Five Economies (Brazil, Turkey, India, Indonesia, South Africa) for the period 2002 - 2015 was performed with the panel data regression

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model. Within the findings, various policy proposals have been made for the developing countries, specific to the countries included in the analysis.

FINDINGS AND DISCUSSION

In this study, which is based on this outlook, the effect of the institutional structure on economic growth has been examined.

RESULTS AND RECOMMENDATIONS

Political Stability and Absence of Violence / Terrorism, Regulatory Quality, Rule of Law and Voice and Accountability indices which published by World Bank were used for the institutional structure. Per capita income was used to represent economic growth.

CORRUPTION PERCEPTION AND ECONOMIC GROWTH

Selim Başar*

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ABSTRACT

One of the most important elements of prevention of corruption to enhance institutional quality has become one of the densest interests of economists, governments and international organizations in recent years due to its effects on growth. For this reason, in this study, the effect of corruption on economic growth is examined.

Keywords: Corruption, Economic Growth, Fragile Five

INTRODUCTION AND RESEARCH QUESTION

In particular, the global financial crisis and the policies applied in the crisis period have shown that traditional economic policy instruments are insufficient in terms of economic revitalization. The traditional instruments of monetary and fiscal policy have not been able to produce the expected effects, especially in developing countries, to provide growth, policy searches become a current issue. One of the suggested policy proposals for the growth of the economy is the increase institutional capacity, which is emerged by the hypothesis that it will play an important role in ensuring economic stability by producing solutions to structural problems.

CONCEPTUAL FRAMEWORK

Corruption, defined as the use of public power and public resources in the direction of personal benefits, manifests itself by providing money or valuables, gaining strength and status, and providing for the future benefits and advantages to people or institutions. There is no consensus on the relationship between corruption and growth. There are two different approaches in terms of corruption - growth relationship. The Beneficial Grease Hypothesis, which is the first of these, is based on the idea that corruption will increase investments by gathering capital accumulation in a particular group. In addition, according to this hypothesis, the increase in corruption plays an increasing role by removing public procedures that avert investments and restrict economic decision-making. In the face of this positive effect, those who advocate the view that corruption affects growth negatively are particularly concerned about uncertainties. According to this claim, corruption increases transaction costs and uncertainty in the decision-making process, which negatively affects the growth process. In economies where corruption is prevalent, uncertainty will arise about the return, and this uncertain environment will cause an increase in investment costs and risks.

When studies on corruption are examined, it is seen that the level of corruption is more widespread in underdeveloped and developing countries. When the studies on the level

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of corruption and economic growth are examined, it is seen that the majority of those which advocate that corruption has effects negatively on economic growth. With this study, the effects of corruption on growth have been examined for *Fragile Five Countries*, a special country group.

METHODOLOGY

This study is concerned about the relationship between economic growth and corruption for Turkey, Brazil, India, South Africa and Indonesia, which were first described as Fragile Five Economies in Morgan Stanley's August 2013 economic report. In this study, the Corruption Perception Index (CPI) published by the Transparency International was used to represent the corruption variable and per capita income was used to represent economic growth. This study, which examines the relationship between corruption perception index and per capita income for the period 1995-2016, was conducted within the framework of the panel data regression model.

FINDINGS AND DISCUSSION

Findings from the analysis have shown that corruption has an impact on growth. Within the findings, Policy makers need to reduce the level of corruption to ensure country growth.

RESULTS AND RECOMMENDATIONS

When the effect of corruption on growth is examined, the findings are vary according to country groups. Findings from this study show that corruption is an important factor in ensuring economic growth. However, the causality relationship between corruption and growth can change policy proposals. This may be the subject of future works.

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REASONS OF DIFFERENT DEVELOPMENT LEVEL BETWEEN BALTIC COUNTRIES AND CENTRAL ASIA COUNTRIES, TAJIKISTAN, KYRGYZSTAN AND KAZAKHSTAN, AND EFFECT OF EU AND SCO

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ABSTRACT

The purpose of this study is to reveal the difference in the development level of Baltic countries (Estonia, Latvia Lithuania) and Central Asian countries (Tajikistan, Kyrgyzstan and Kazakhstan) which are all of countries of the former USSR. After collapse of USSR The Baltic states became members of the European Union (EU), while Tajikistan, Kyrgyzstan and Kazakhstan became members of Shanghai Cooperation Organization (SCO) almost meanwhile. The regional economic policies of the EU and the SCO have an effect on the development levels of these countries. Though with the effect of EU, the Baltic countries achieved attaining higher levels of development rather than these Central Asian SCO member countries whose are experiencing problems during the transition period.

Keywords: EU, SCO, Baltic Countries, Central Asia, Development.

INTRODUCTION AND PURPOSE OF WORKING

With the end of the Cold War, when the bipolar structure collapsed, a new order emerged and the United States (US) seems as a conquerer of the Cold War. But nothing simple as it looks. This new order is based on the free market economy. Liberal Economy has almost become unrivalled. Baltic States and the three Central Asia Countries have seen cooperation organizations as a tool to have success in liberal economy. Baltic and Central Asia Countries are both former USSR countries. Both of them met the market economy almost at the same time. Yes it can be said that Baltic countries are more developed in USSR federation than Central Asia Countries. But it is a fact that Baltic countries are more successful in adopting free market economy and attaching high development level than the Central Asia after collapse of USSR. The support of the SCO to these Central Asian countries seems weak when one compares with the support and integration efforts of the EU for the Baltic countries. This study is conducted to find the answers to the reasons for the differences in the development level of the Baltic and Central Asian countries. And how EU and SCO are influential on this difference.

THEORETICAL FRAMEWORK

There are lots of research which focused on post-Soviet Period, but comparison of EU and SCO has not been studied. The main reason in this situation may be EU and SCO are based on different kind of cooperation. EU is based on economic cooperation. SCO

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to establish for cooperation on security and to solve borders problems. But today both organizations are sometimes compare with each other. And sometimes regarded as foreign policy alternative for Turkey.

Today, international organizations accepted as an actor in international relations. EU full membership process of Baltic countries has started in the middle of 1990s and SCO has also been founded almost at the same time. Therefore, the effects on the developing level of the former member states of the USSR that bet should be examined. A comparison like that would be fair for time period criterion.

Above of all this study would firstly examine development levels of Baltic States and Central Asian countries (Tajikistan, Kyrgyzstan and Kazakhstan). Secondly it would examine the effect of EU and SCO effect on these development levels. And lastly it would examine to compare the effectiveness of EU and SCO if its possible.

METHOD

The research method of the paper is comparing current welfare status of Baltic Countries which are member of EU and Central Asian Countries which are member of SCO and comparison the effectiveness of EU and SCO on member states economies and GDP per capitas. With this aspect this paper want to indicate the differences between two organisations in economical effectiveness and cooperation.

FINDINGS AND ARGUMENTS

When one look the historical background of both organizations, its fairly clear that EU has more experience on economic cooperation. With the effect of this fact we can say that today EU is more impressive than SCO in economic power and welfare capacity for members. The main fact is EU is older than SCO. We can accept that EU founded in 1950s and had experience in economic cooperatin for about 60 years. Despite that SCO founded in 1996 and hav a little experience in economic cooperation.

Besides this, there is a difference in foundation aims of two organization. The main aim of EU is economic development and cooperation between member states. Creation of common market with establishing freedoms between member states. But SCO established for solving border porblems between party states, its aim look like firstly not economical but political. So its an acceptable result that SCO has lesser attention on party states economic welfare and development than EU.

Other than these EU and SCO has intititional differences. EU is an supranational structure. Because of this its instituons has more authority to create an economic cooperaions between member states. But SCO intitutions has a little authority to pass a policy to life. This makes SCO policies more ineffective.

Beyond all of this Kazakhstan, Kyrgyzstan and Tajikistan, which have experienced the transition process, have not succeeded in this process easily because they are the countries with the most united past ties with the USSR. The Baltic States believed that they were capable of competing in the modern world. They were determined about independence. But Central Asian countries had some trouble with independence (McClaule,2001:51). Because they have more intensive relations with Russia. Their religious and cultural root were isolated nearly. After collopse of SSCB, for Kazakhstan, Kyrgyzstan and Tajikistan, Russia was an option to survive. For Central

Asia there was a single economic space to succeed market economy, but not for Baltic states.

There are difference in the purposes of establishment of the EU and the SCO. EU main aim is integration and economic-political unity. Therefore, Baltic States enjoy higher economic growth than Central Asia. (Zielonka, 2006:25). The SCO was formed on the border security between Russia and China. (McCauley, 2002:120). Central Asian countries are concerned about consolidating their independence and being able to exist in the region. Central Asian countries' membership in the SCO is also aimed at balancing. The energy resources are not directly available to the market in a stable manner. Despite being a member of the SCO, China does not want to establish Energy Club (McCauley, p.120). China is energy-poor country and needs to import more and more because of its growing economy (Hong and Lugg, 2013).

Central Asia has regional and ethnic conflicts. Therefore, the priorities to be resolved in the region are more than those of the Baltic States. Baltic States have successfully engaged in the Post-Soviet activities. (Ubiria, 2016:16). When Central Asia acquired their independence, economic territories in Soviet times became state border. So this situation caused ethnic conflicts. Because national self-awareness of the local nationalities grew (Galliev, 2010).

In 1995, GDP per capita results show that EU and SCO effect on countries economy. Kazakhstan, Kyrgyzstan and Tajikistan's GDP was under 2,000 \$. Baltic States has higher results but not so different (between 2,000-4,000 \$). After being a member of EU and SCO, Baltic States has GDP per capita 16,000-20,000 \$ in 2015. On the otherhand, Central Asia GDP result did not change. (Worldbank, 2017) Kazakhstan has higher economy level just because of energy product. SCO could not affect the member in economic way.

Finally, more and more democratized decision-making processes and especially economic cohesion policies in the EU makes Baltic countries more successful. Because EU tries to strengthen democratic and fast-decision process. "Equal sovereignty" provide Baltic States equal political and economical participation and also taking equal advantage of membership. If the Baltic States were not members of the European Union, democratic development and economic progress could not be achieved. The unity purpose of the EU is already provide economic and political integration and depth.

All these data are the answers of how the former USSR-member states have different development levels after independence. Organizations are influential in this development difference.

RESULTS AND PROPOSALS

The EU's integration policies with the Central and Eastern Europe have caused the Baltic States to reform economically and politically. However, the security-based creation of the SCO and the unstable situation of Central Asia caused the development level of Kazakhstan, Kyrgyzstan and Tajikistan to be lagging behind the Baltic countries. The SCO should continue to use its economic strength against its unipolar structure. However, advancing integration rather than controlling Central Asian countries may increase the welfare of these countries.

Baltic states' GDP level has increased after membership. Kazakhstan, Kyrgyzstan and Tajikistan has the same economic level except Kazakhstan. EU's specialized economic

policy provide better incomes for Baltic States. This is because of supranational structure. Moreover, EU's European neighbourhood policy can restrict SCO's politic area.

These two group of former Soviet Union members are different because of the different politics of the European Union and the SCO. While the initial conditions are the same in all states economically, but this change of status because of the membership of different organizations clearly shows the contribution of the organizations. Competition in the SCO is one of the most important factors for Central Asia in staying behind. EU's organizational aim is a coherent Europe.

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EVALUATION WITH DATA ENVELOPMENT ANALYSIS OF TURKISH HEALTH SYSTEM AND OECD HEALTH SYSTEM

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ABSTRACT

The increase in health expenditures makes the country economies more difficult than ever. In an environment where resources are so valuable, various productivity analysis methods have emerged. When productivity techniques are examined, there is an analytical technique called financial method called traditional method and on the other hand there is a data envelopment analysis technique called modern analytical technique. In recent years, DEA, which analyzes many inputs and outputs at the same time due to the structure of healthcare services, has been carrying out various studies which have gained popularity. In this context, DEA and 32 OECD countries have been analyzed according to certain input output variables. As a result of the analysis, the overall efficiency ratio was 85% for the CCR input-oriented technique and 92% for the BCC input-oriented technique. According to the CCR output-oriented analysis technique of 32 OECD countries, 8 were found to be productive while 16 were found to be productive according to the BCC output-oriented analysis technique.

Key words: OECD Health System, Data Envelopment Analysis, Productivity, CRR, BCC

INTRODUCTION AND RESEARCH QUESTION

In the past there has been a high rate of increase in daily health spending, which has forced OECD countries to adopt policies towards health. The health policy is based on the health of the individual and the community therefore, the presentation of an accessible, effective, efficient, equitable, quality and sustainable health care service is very important. Again, it can be said that many countries have concentrated their efforts on reforms that will affect health systems for these purposes (Çalışkan, 2009: 118). Both developing countries and developed countries want healthcare institutions to work efficiently. This problem of efficient production refers to countries, especially developed countries, in an effort to increase productivity today. For this reason, researches in this field are increasing. It started to measure its productivity in hospitals and health care facilities and to use it in an administrative supervision a shorter time than other organizations (Sevimli, 2013: 23). Where there are multiple inputs and outputs, and where they have different units of measure, the Data Envelopment

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Analysis, which measures the efficiency relatively, is at the forefront (Öztürk, 2009: 97-98). In this study, the health system of the OECD countries and the Turkish Health System DEA technique were tried to be evaluated.

CONCEPTUAL FRAMEWORK

Today, the resources that businesses need are getting smaller and more and more, making effective use of resources important. Measuring how effectively these resources are used and increasing this activity is also done by comparing the enterprises producing similar products with similar production factors operating in the same sector. Where there are multiple inputs and outputs, and where they have different units of measure, the Data Envelopment Analysis, which measures the efficiency relatively, is at the forefront (Öztürk, 2009: 97-98). The Data Envelopment Analysis is a nonparametric productivity measurement approach based on Farrell and later popularized by Charnes et al. The original model proposed by Charnes and colleagues (1978) assumes that the production set is fixed to scale and not very flexible (Karlaftis, 2004: 357). When data envelopment analysis is used in the field of health, the first application is seen as H. David Sherman's doctoral thesis in 1981 (Cooper, Seiford ve Zhu, 2004, Akt. Timor ve Lorcu, 2010: 30), when the other studies are taken into account, the efficiency of hospitals was measured in 1986 and 4 data input and 3 output data envelopment analysis were used (Banker et al., 1986: 31), cost effectiveness in physician practice models has been investigated (Chilingerian and Sherman, 1996 :83), in 1999, health efficacy and productivity measured by the VZA method has been attributed to academicians as politicians and health care providers (Hollingsworth et al, 1999: 161). A lot of researchers like this work have been continuing. Different inputs and outputs are used when looking at the studies. In health care, there are inputs like a number of physicians per 1000 persons, the number of personnel, the number of beds, the number of nurses and there are outputs like infant mortality and life expectancy. Afonso and Aubyn compared the health systems of OECD countries in 2007, and the number of physicians, nurses, and high-tech diagnostic medical equipment per thousand persons, as well as the number of acute care beds per thousand persons, in particular the number of magnetic resonance imaging devices (MRI) used as inputs, life expectancy, baby survival rate used as outputs (Afonso and Aubyn, 2007: 10-12).

METHODOLOGY

The OECD countries included in the study were analyzed with Data Envelopment Techniques, CCR output-oriented and BCC output-oriented techniques. A total of 32 OECD countries have been selected as Decision-making Departments (DMD). Countries with no data on input output variables included in the analysis are not included in the study.

FINDINGS AND DISCUSSION

The DMDs are analyzed according to the specified input output variables, and the ones located at the effective boundary and those below the effective boundary are determined. According to the results of the CCR output-oriented analysis, 8 out of 32 countries are located in the effective border, while others are below the effective border. According to the CCR output-oriented analysis results, the overall efficiency rate was found to be 85.85%. On the other hand, 16 out of 32 OECD countries were found productive and the overall efficiency rate was 92%, according to the BCC output-oriented analysis technique. At the same time, certain countries that are required to

receive referrals to determine the effectiveness of their activities have been identified in unproductive countries. It was found that in the 32 OECD countries, 3.34 physicians per 1,000 people, 4.67 beds per 1000 patients, health expenditure per person 3991, share of GDP 9.15%, life expectancy at birth 80.81, infant mortality rate 3.28. In other words, with the least efficiency performance, Australia and Switzerland countries accounted for 62%, which is the farthest from the effective class. When the inefficient countries are examined, the potential improvement rates are the highest in the United States. The greatest impact on this situation is that the per capita health spending is very high in this country. Although some countries like Turkey have an output below the average, they have become more productive because of the small amount of input. It should not mean that the health systems of the countries that are efficient here are excellent. They have been at the effective boundary because they use their existing outputs with fewer inputs. When Turkey's reasons for being at the effective border are analyzed, the health expenditure per capita is low, the share of GDP is low, and the number of doctors per 1000 people is low.

RESULTS AND RECOMMENDATIONS

As a result of the analysis, the overall efficiency rate was 85% for the CCR input-oriented technique and 92% for the BCC input-oriented technique. In 32 OECD countries according to the CCR output-oriented analysis technique 8 were found to be productive, while 16 were found to be productive according to the BCC output-oriented analysis technique. When the reasons for inefficiency of inefficient countries are examined, firstly the per capita health expenditure is high. The second biggest factor is the high idle bed capacity. As can be seen in the analysis results, the efficient use of that resource as well as the allocation of resources also has a precaution. Infant mortality is also a major health indicator. It can be argued that for some countries the productivity performance is not significantly affected, while the main factor that makes some countries inefficient is the infant mortality rate. It is directly related to the basic factors such as infant mortality rate, share of health, technological infrastructure, trained manpower. However, even though the share of health in the USA is high, it is seen that infant mortality rate is high even though it is among the technologically prominent countries. Although this is related to adopted health systems and similar factors, it has had a significant impact on inefficiency.

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COST ANALYSIS OF ALZHEIMER'S DISEASE FROM REIMBURSEMENT INSTITUTIONS PERSPECTIVE⁷

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Vahit Yiğit**

ABSTRACT

Alzheimer's disease; is a chronic brain disease that progresses over three stages, early, moderate, and severe. The cost of Alzheimer's disease varies depending on the stage of the disease. The purpose of this study is to determine cost according to stages of the Alzheimer's Disease (AD) from the perspective of reimbursement institution. The study's universe constitutes patients with Alzheimer's disease's at the Süleyman Demirel University Research and Practice Hospital between January 1 and December 31, 2016. Sample not selected taken and all of the universe has included in the study. As a result, the total annual cost has determined from the perspective of reimbursement institution according to the stages of Alzheimer's disease. Accordingly, early stage cost of disease; 797,51-₺, moderate stage 1.649,34-₺ and severe stage 2.692,05-₺. The results of the study are important to give an idea of the costs of the Alzheimer disease in Turkey.

Keywords: Alzheimer's Disease, Cost of Illness, Reimbursement Institution.

INTRODUCTION AND RESEARCH QUESTION

Ongoing demographic trends around the world increase the number of elderly individuals and the number of chronic diseases due to old age. Chronic diseases are one of the most important health problems among the health systems. Alzheimer's disease (AD) is a chronic brain disease like other neurodegenerative diseases (OECD, 2013: 4) and which is the most common dementia-type disease with 50-75%.

CONCEPTUAL FRAMEWORK

There are approximately 35.6 million dementia patients in the world in 2010, and this number is estimated to increase 65.7 million in 2030 and 115.4 million in 2050 in every 10 years. (Acosta and Wortmann, 2009: 8-14). However, it is estimated that AH will become a global health problem worldwide by directly affecting 100 million people by 2050 (OECD, 2013: 4). At the same time AD is the fourth most common dead cause of after heart disease, cancer, and stroke in developed countries (Eker, 2008: 86). The economic impact of dementia-type diseases is also very high (Comas and Knapp, 2016: 85). The total cost of dementia worldwide is 422 billion dollars in 2009 (Wimo et al., 2010: 98) and reached 818 billion dollars in the year 2016 (Ress, 2016). Alzheimer's disease which is characterized by high resource consumption due to long-term maintenance requirements. The economic costs of AD are very large in the health care system (Castro et al., 2010: 262-263), given the resources used to prevent, diagnose,

⁷ This research has produced from the thesis of "Cost-Effectiveness Analysis of Alzheimer's Disease".

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treat and manage disease. In this context, Alzheimer's disease is also important both in terms of health and economics. The purpose of this study is to determine the cost of Alzheimer's disease from the perspective of institution according to the stages of Alzheimer's disease.

METHODOLOGY

The costs of the Alzheimer's disease in the study were determined from the perspective of the reimbursement institution. Costs were calculated retrospectively (with retrospective data) from clinical, administrative, and financial records of the hospital. The direct medical costs of patients, such as services, medicines and medical supplies, which are included in the Health Practice Statement (SUT) in the study, were taken as basis. The drug cost was calculated using the e-prescription and the RxMediaPharma® program. Costs include 1 year duration.

FINDINGS AND DISCUSSION

Alzheimer's disease is usually followed up outpatient. In determining the service costs provided by the health institution, the unit prices included in the SUT price list are taken as basis. The calculated costs are as follows. The treatment costs of an Alzheimer's patient consist of various health services, including outpatient costs and some tests. The annual treatment cost of an Alzheimer's patient according to Table 1. was determined to be 289.96 ₺ for each patient in each stage.

Table 1: AH Cost of Treatment

No	Services	Price (₺)	Use Number	Annual Use (%)	Cost
1	Folate Acid, Glucose (Fasting), HDL-Cholesterol, Calcium (Alkaline Phosphatase, ALT (SGPT), AST (SGOT), CRP (Nephelometric), Balance/Coordination Tests, Sense-(Blood), Blood Urea Nitrogen (Bun), Blood Urea Nitrogen (Bun), Chlorine (Blood), Creatinine, LDL-Cholesterol, Potassium (Blood), Sedimentation, Free T3, Free T4, Sodium (22 parameters), Total Cholesterol, Triglyceride, TSH, Vitamin B12	51,00 ₺	4		204,00 ₺
2	Additional Fee per Case				
	Diffusion MR	71,50 ₺	12	17,14	12,26 ₺
	Brain MR	71,50 ₺	12	17,14	12,26 ₺
	25 OH Vitamin D3 (25 Hydroxy Vitamin D)	28,05 ₺	23	32,86	9,22 ₺
	BT Brain (Anxiety + Coronal)	82,06 ₺	3	4,29	3,52 ₺

	Caratoid Artery Color Doppler	23,32 ₺	4	5,71	1,33 ₺
	Vertebral Artery Doppler Us	23,32 ₺	4	5,71	1,33 ₺
	Brain PET	1.074,48 ₺	3	4,29	46,05 ₺
	Total (₺)				85,96 ₺
3	Grand Total (₺)				289,96 ₺

Table 2. details the drugs used by Alzheimer's patients and drug costs. According to study Drug cost in early stage AD is 388,27 ₺ , in the moderate stage 666,57 ₺ and in the severe stage 770,87 ₺.

Table 2. Drug Costs According to Stages of the Disease (Annual-₺)

	Early Stage AD	Moderate Stage AD	Severe Stage AD
Average	388,27	666,57	770,87
Standard Deviation	30,21	178,08	230,49
Minimum	347,39	300,10	405,22
Maximum	463,19	822,71	1.234,07

Equipment and medical equipment costs of AD are presented in Table 3. According to this, the annual cost of device and medical equipment for early stage AD is 119,28 ₺ , in the moderate stage 629,81 ₺ and in the severe stage 1.631,22 ₺.

Table 3. Costs of Equipment and Medical Supplies According to Stages of the Disease (Annual-₺)

S. No	Cost Types (₺)	Early Stage AD	Moderate Stage AD	Severe Stage AD
1	Patient cloth (SUT Code A10049; 0,708 ₺- including VAT, Max: 120)	50,976	407,808	815,616
2	Air bearing (SUT Code Op1300; 52 ₺)	2,6	20,08	41,6
3	Bath-Toilet chair 750-₺ (SUT Code: 100073)	7,5	45	120
4	Manual Wheel Chair (Op1343- 1,200 ₺)	12	96	192
5	Enteral Nutrition (ENSURE 2 kcal- Medical Nutrition Product) 7.70 ₺ - public price / average 4 Box Usage	46,2	123,2	462
6	Total (₺)	119,28	692,81	1.631,22

RESULTS AND RECOMMENDATIONS

As a result, the total annual costs of AD from the reimbursement institution perspective are presented in Table 4 as a whole, according to the stages of the disease. According to this, the total annual cost of early stage AH is 797,51₺, the cost of moderate stage AH 1.649,34 ₺ and the cost of severe stage AH 2.692,05 ₺

Table 4. Total Cost According to Stages of the Disease (Annual)

AH Costs	Early Stage	Moderate Stage	Severe Stage
Cost of Treatment	289,96	289,96	289,96
Cost of Drug	388,27	666,57	770,87
Costs of Equipment and Medical Supplies	119,28	692,81	1.631,22
Total(₺)	797,51	1.649,34	2.692,05

The cost of Alzheimer's disease varies depending on the stage of the disease and increases with the development of the disease. In this study only the costs of AH from the perspective of the repayment agency were examined. The results of the study are important to give an idea of the costs of the disease in Turkey.

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EU-TURKEY CUSTOMS UNION UPGRADE: TURKEY'S EXPECTATIONS, POTENTIAL BENEFITS AND RISKS

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ABSTRACT

In 2015 the European Union (EU) and Turkey agreed to upgrade the 20-year-old Customs Union between the two parties. Both sides have now completed the preparations to launch the negotiations to expand and modernize the agreement.

Keywords: Turkey-EU Customs Union, Turkey-EU relations, Preferential Trade Agreements, Differentiated Integration, Brexit

INTRODUCTION AND RESEARCH QUESTION

This paper analyses the upgrade process from the Turkish perspective by exploring potential integration scenarios tabled by the European Commission. The paper compares the expectations and potential outcomes of those scenarios for both parties, and argues that the process will result in significant disappointments for Ankara rather than improving bilateral relations toward the country's full EU membership. When the scenarios are analysed, it becomes clear that there is substantial asymmetry between expectations as well as potential costs and benefits to be reaped for the two parties.

CONCEPTUAL FRAMEWORK

Firstly, by upgrading the Customs Union, Turkey hopes to join the USA-EU free trade agreement (FTA), known as the Transatlantic Trade and Investment Partnership (TTIP). This is because the EU has made the Customs Union modernization process a precondition for Ankara's association with TTIP. Besides, the Turkish decision-makers think that Turkey's exclusion from TTIP would be highly costly. Secondly, Ankara hopes to overcome the "asymmetry" challenges of the existing Customs Union such as the problem for Turkey not to be able to engage in the EU's FTAs simultaneously. On the other hand, the EU expects the upgrade process to create an enforcement mechanism (i.e. a Dispute Settlement Mechanism), which would prevent Ankara's unilateral protectionist measures and overcome potential bottlenecks in Turkey's alignment with the EU's *acquis* in the future. An upgraded Customs Union will also enable the EU to ensure a series of economic gains by expanding the agreement to new areas of agriculture, services, and public procurement.

METHODOLOGY

This paper analyses the upgrade process from the Turkish perspective by exploring potential integration scenarios tabled by the European Commission.

FINDINGS AND DISCUSSION

The paper asserts that the potential scenarios on the negotiation table will address the EU's expectations rather than the expectations and interests of Turkey. If the two parties upgrade the Customs Union upon one of those scenarios, the EU will have ensured

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almost all possible economic benefits from Turkey's further integration into the EU, with very little costs and no need to offering Turkey full membership. In this regard, an upgraded Customs Union may become a permanent but unsatisfactory instrument, rather than a temporary deal towards membership. The new deal will likely materialize the "privileged partnership" between Turkey and the EU, an option which has long been promoted in Europe by circles that are against Turkey's EU accession. In this regard, the negotiation scenarios currently on the table may cause a risk of distancing Turkey from the perspective of EU membership.

RESULTS AND RECOMMENDATIONS

It is suggested that the two sides should identify a new roadmap of further integration in light of several policy options currently discussed for "soft" and "hard" Brexit scenarios. These options include the integration models of Switzerland (the EFTA model) and of Norway (the EEA model). As discussed in the paper those models might address Turkey's expectations and interests better than the models that the EU has suggested for the future of Turkish-EU Customs Union. As illustrated by real cases the scenarios discussed in the context of Brexit may work both as a permanent means of integrating Turkey with the EU and as a temporary solution toward full membership. All in all, there are better options that would meet the Turkish demands than those currently offered by the EU.

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GREECE AND TURKEY COMPARISON IN THE FRAMEWORK OF PUBLISHER AND REGULATORY MEDIA PUBLIC INSTITUTIONS

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ABSTRACT

The aim of this study is to compare the Turkey as a candidate country of the European Union, which is criticized in the context of freedom of thought and expression in the EU progress reports, in terms of the structure and functioning of the publishing and regulatory media public institutions of Greece, which a neighboring EU member country of Turkey with similar socio-cultural and historical background.

The institutions to be covered in the study; Greek Radio Television-ERT in the field of public broadcasting from Greece, Athens News Agency-ANA in the field of public news agency, National Radio and Television Council -NCRTV as the regulatory authority, Turkish Radio and Television Corporation-TRT in the field of public broadcasting from Turkey, public news agency Anadolu Agency-AA and Radio and Television Supreme Council-RTÜK as regulatory authority

As a result of the study, it is seen that the number of private channels and state television channels in Turkey is considerably higher than in Greece, and that the same situation is observed in agency journalism in the same way that different languages are followed by a multilingual policy with respect to broadcasting. From a regulatory authority standpoint, it is understood that there is a governance mechanism for governments in both countries.

In this respect, it has been revealed that television broadcasting in Turkey is more widespread in the sense of private broadcasting, more democratic and multilingual in the sense of public broadcasting, and has an appropriate quality of governance in the sense of regulatory authority.

Keywords: Media, Publishers and Regulatory Institutions, Greece, Turkey.

INTRODUCTION AND RESEARCH QUESTION

While the development of mobile technologies has brought with it a different perspective on the media, one of the basic discoveries of the twentieth century has certainly been television broadcasting. The adaptation to the process both in the system brought by the television and in the institutional structure in Greece and Turkey has been rapid in the two countries that met relatively late with the television and also beat the coups in the 1970s and 80s. Especially in both countries, it seems that instead of public publishing, the concept of private broadcasting has gained importance in parallel

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with the development of liberal thought system in the world. This process has been faster in Turkey, which is a high-level TV viewing habit.

In this study, it is desired to determine the similarities and differences in the structure and function of the public institutions of publisher and regulatory media in neighboring countries such as Turkey and Greece, which have similar socio-cultural structures and historical partnerships as mentioned above. Thus, in terms of freedom of expression and intellectuals, the answer is sought in order to determine which one is ahead of the other.

CONCEPTUAL FRAMEWORK

Public broadcasting and the authority of the public authority to supervise and regulate broadcasting activities have a great deal of freedom of expression and the right to receive news from the public. From this point of view, it is important to compare Turkey, which is a member state of the European Union, to Turkey, which is a candidate country, in order to correctly evaluate Turkey, which has criticized freedom of expression and opinion in EU progress reports. Compared to other European Union member countries, historical and cultural ties as well as geographical proximity have been the reason for Greece to be chosen as a sample country for comparison with Turkey.

METHODOLOGY

Literature research / documentary resource collection method will be used in the study. This method is a method of obtaining data by evaluating the available resources related to the researcher's topic. Written works must come to mind when referring to sources. A lot of written sources will be used in the study, especially books, articles, documents related to institutions and reports.

FINDINGS AND DISCUSSION

Since the 1980s, there has been a considerable number of people today with the legal possibility. In terms of public broadcasting, there are 5 licensed state television channels and 8 licensed private television channels in Greece while there are 13 licensed state television channels connected to the Turkish Radio and Television Corporation (TRT) in Turkey. These channels are followed by a multi-lingual policy in different languages with an understanding of publishing. This situation is even more limited in Greece. In both countries there are agencies with similar qualifications. The agency in Turkey broadcasts 10 different languages while in Greece it broadcasts only 3 languages.

From the regulatory authority point of view, there is an audit on the complaint line in Turkey while the audit mechanism in Greece is based on NGO support. This can be assessed in terms of governance for both countries.

RESULTS AND RECOMMENDATIONS

The fact that there are many more private TVs than Greece shows that there are more broadcasting opportunities in terms of freedom of expression in Turkey. However, the publication of public television broadcasting in Turkey for citizens of different tongue living in the country can also be considered as a democratic attitude. It is also a postmodern approach to public administration in which the regulatory authority over television broadcasting in Turkey attaches importance to public opinion in the sense of governance as the counterpart in Greece.

As a result, television broadcasting in Turkey is more prevalent in the context of private broadcasting, more democratic and multilingual in the sense of public broadcasting, and governance in the sense of regulatory authority.

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NEW APPROACHES IN THE SUPREME AUDIT IN THE 21st CENTURY

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ABSTRACT

Supreme audit institutions are responsible for auditing. Financial, compliance and performance are three basic audit types. In the 21st century, new approaches in the supreme audit have emerged. The aim of this study is to provide information these new approaches.

Keywords: Supreme Audit Institutions, Sustainable Development, Sustainable Energy, Disaster Management

INTRODUCTION AND RESEARCH QUESTION

Auditing of the financial, compliance and performance remains relatively updated but many new types of auditing are included within the scope of auditing of supreme audit institutions.

Supreme audit institutions need to gradually develop their capacity to undertake new types of auditing on a gradual basis. Firstly, Supreme audit institutions should have sufficient mandate to scrutinize. The next stage is to develop a strategy. Supreme audit institutions need to adopt an audit approach that suits their overall strategy and expertise and resources available to them. Planning, fieldwork, reporting and follow-up are four phases of any audit. Next stage is to exchange experience with other supreme audit institutions. Finally, as with other forms of performance audit, supreme audit institutions should have arrangements for following up recommendations and for recording impacts.

CONCEPTUAL FRAMEWORK

The concept of sustainable development was first popularized by the 1987 report of the World Commission on Environment and Development. After the growing international attention, many governments have established national strategies for sustainable development.

Sustainable development strategies need to be followed through into the targets and objectives set for individual programs. A commitment should be reflected in;

- Tighter regulation and testing of car emissions,
- The limits set for emissions from heavy industry,
- Measures taken to discourage the use of cars,
- And a whole range of other policies.

In this field, many supreme audit institutions have conducted studies. For instance, supreme audit institution of Peru carried out an environmental management audit in

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1998 of a forest management project. In 1999, supreme audit institution of United Kingdom carried out a study on land reclamation. In the 21st century, such studies have increased (INTOSAI, 2016).

METHODOLOGY

The issue of sustainable energy is rather complex and supreme audit institutions have little or no experience in audits concerning sustainable energy. If supreme audit institutions want to audit this area they must;

- understand sustainable energy issue,
- understand its influence on society, economy and environment,
- understand governmental response to sustainable energy issues,
- how to choose audit topics,
- design the audit.

In this field, many supreme audit institutions have conducted studies. For instance, supreme audit institution of Canada carried out an examination that covered a number of programs and initiatives funded and implemented through natural resources Canada from 2000 to March 2006. In 2008, supreme audit institution of China carried out a study on raising, managing and using of funds for bio-energy (INTOSAI, 2010).

FINDINGS AND DISCUSSION

Disaster management involves managing risks of disasters with the aim to reduce these risks and to prepare for disasters if and when they happen. Geospatial information⁸ has an important place in the disaster management.

Using geospatial information can provide added value to all stage of an audit. Supreme audit institution of Indonesia carried out an audit. With this audit, it wanted to know whether illegal deforestation occurred in national parks, protected forests and wildlife reserves. Another example is that in the wake of the 2004 tsunami, supreme audit institution of Indonesia and the Netherlands cooperated with various external experts on a pilot study on auditing housing programs in aceh⁹.

RESULTS AND RECOMMENDATIONS

Constitutional role and mandates of most supreme audit institutions do not permit them to set policy; only to audit its implementation so Useful audit work in the new auditing types will be limited. Supreme audit institutions should have a specific mandate in the new auditing types and principles and practices in the new auditing types should become more and more widespread at the level of national government.

Auditing of disaster management, sustainable development and sustainable energy is important to supreme audit institutions because it is important to the bodies they audit. Hence, supreme audit institutions should not be left out of these new types of auditing.

⁸ Geospatial information is information about a specific location on earth, for instance a municipality: the name of a municipality, the number of persons living there, the presence of an industrial area, surrounding area (e.g. soil, slope, land use), etc.

⁹ Aceh is a region of Indonesia.

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A RESEARCH ON ENVY - SELF-CONFIDENCE IN ORGANIZATIONS

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ABSTRACT

The purpose of this research is to determine the relationship between employees' levels of envy and self-confidence. The research was conducted with 312 students from non-thesis graduate students studying at the Social Sciences Institute of Süleyman Demirel University and still working in a job. The "Employee Envy Scale" developed by Vecchio (2005) and the "Self-confidence Scale" developed by Akın (2007) were used as data collection tools in the research. The results of the analysis show that employees' self-confidence levels are high. As the level of internal and external self-confidence increased, the level of perception that the employees were envious was increased and the level of perception that they envied others was decreased.

Keywords: Envy, Self-confidence, Graduate Students Without Thesis

INTRODUCTION AND RESEARCH QUESTION

It is observed that the negative feelings of employees which have become an important issue in the field of organizational behavior have affected organizations in recent years. Organizations need to manage these feelings well. Envy, one of the employees' negative emotions, is one of the difficult issues to be revealed because it is one of the implied emotions. The study aims to reveal the relationship between envy and self-confidence.

CONCEPTUAL FRAMEWORK

Described in various ways in the literature, the envy shortly defines as "not to have what others have, to compare the qualities, achievements and financial possibilities of others with oneself, and finally to state situation of not being able to envy" (Parrot and Smith, 1993: 906; Pines, 1998: 24; Anderson, 2002: 50; Kim and Hupka, 2002: 231). Another envy concept is defined as "desiring a speciality of someone other which is not owned or thought to be so" (Navaro, 2015: 15). In the literature, envy is connected to various reasons and the most important ones are shown as self-confidence. The concept of self-confidence that is widely used in the literature has been expressed by Feltz (1988: 278) as "the belief that the individual will successfully perform a certain activity and the individual's confidence in his own judgment, ability, power and decisions". According to another definition, self-confidence is a belief that people are able to achieve the desired outcome when they are involved in any work-related action.

Ashforth and Humphrey (1995: 98) emphasized that emotions are intertwined with organizational life and that they are an integral part of organizational life, for this reason Ashforth and Humphrey emphasis that giving more importance to emotional states of

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occupants. From this, it was revealed that the negative feelings of the occupants affected the intra-organizational processes and that these feelings had to be managed at the workplace. There is a limited number of studies that have adopted different perspectives for revealing the sense of envy in the organizational environment.

METHODOLOGY

Does the feelings of envy affecting the level of self-confidence in work, in business life? What is the direction and strength of the relationship between envy and self-confidence? It has been tried to determine the answer of the questions. The universe of the research is composed of non-thesis graduate students studying at Süleyman Demirel University Institute of Social Sciences and still working in a job. Four different parents were chosen by clustering sampling method. In these areas 312 sample questionnaires were applied with easy sampling method.

In the study, survey method was used as data collection tool. The "Employee Envy Scale (EES)" developed by Vecchio (2005) to measure the envy levels of employees, "Self-confidence Scale (SS)" developed by Akin (2007) was used to measure self-confidence levels. The data obtained in the study were transferred to the computer environment and analyzed using the "SPSS 23.0" program.

FINDINGS AND DISCUSSION

As a result of the evaluation of the data average score Being Envied of employees $2,83 \pm 1,16$, Envyng Others average score $2,41 \pm 0,82$ as have been identified. When we look at the values obtained, the average of employees Being Envied and Envyng Others is not high. When the data were analyzed in terms of self-confidence levels, the mean Internal Confidence score was $4,05 \pm 0,62$; the average score of External Self-Confidence was realized as $4,01 \pm 0,68$. Self-confidence levels of employees are also high in both dimensions. Spearman's correlation analysis showed that there was a significant positive correlation between Being Envied with Internal Confidence and External Self-Confidence, with a weak force rating. ($r=0,253$, $p<0,05$; $r=0,266$, $p<0,05$). It was found that there is a significant relationship between Envyng Others with Internal Confidence and External Self-Confidence in the negative direction, middle force degree ($r=-0,351$, $p<0,05$; $r=-0,323$, $p<0,05$). In addition, a significant difference was found between the groups in terms of the average of Envyng Others points according to the sex variable at the end of the difference analyzes ($z=-2,54$, $p<0,05$). It was seen that the difference was that women stated that they had less envy than men. When the situation was examined in terms of age change, significant differences were found among the groups in the other three dimensions besides Envyng Others dimension. With the increase in age, the average of the employees' perception of Being Envied is also increasing. Again with the increase in age, the levels of employees Internal Confidence and External Self-Confidence are also increasing. Finally, there was a significant difference between the groups in terms of Being Envied point averages according to the working experience variable ($X^2=8,069$, $p<0,05$). There were no differences among the groups in terms of marital status, working status in one job and sector variables that were working.

RESULTS AND RECOMMENDATIONS

As a result of the study, it was seen that employees who participated in the survey had higher self-confidence levels. When the dimensions of Being Envied and Envyng

Others were examined, it was also found that the employees did not have very high average scores. Of course, there may also be the effect of social desirability in the appearance of these results. As the level of Internal and External Self-Confidence rose, the level of perception that the employees were envious was increased and the level of perception that they envied others was decreased.

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SEPARATION AND THE ECONOMIC IMPACT ON BRITAIN AND THE EUROPEAN UNION

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ABSTRACT

On June 23, 2016 a referendum was held in Great Britain asking British citizens whether or not they should remain a part of the European Union (EU). When it was voted upon that Great Britain should leave, people around the world were shocked. However, it should be noted that this is not the first time there has been a referendum concerning Britain's EU membership, and the possibility of the United Kingdom leaving the EU has been considered before.

The purpose of this paper is to outline the impact of Great Britain's separation on both the United Kingdom and the European Union by analyzing the economic impact, the impact on the business environment, the impact on trade, and the impact on foreign direct investment for both entities.

INTRODUCTION AND RESEARCH QUESTION

There are a few different reasons Great Britain wishes to leave the EU. In simple terms, currently there is a significant amount of economic discrepancy between what different members of the European Union must pay to be a part. The monetary amount is determined on a country to country basis, dependent on the economy of the country as well as other factors. Britain has expressed its frustration in paying more into the European Union to be a member than it receives back in benefits. The nation feels that much of its contributions go towards southern nations in the EU instead of themselves. Another concern Great Britain holds with the European Union would be its levels of regulations and subsequent lack of competitiveness.

CONCEPTUAL FRAMEWORK

The UK feels that if it were able to lessen the levels of regulations in its business environment, that it would be able to be more competitive as a nation, at a time when it is increasingly important to do so. This relates to the country's additional frustration of wishing to have more control over its actions. Britain feels the European Union is too involved in its governance, and wants to regain sovereign control. Finally, although a founding principle of the European Union is freedom of labor or the movement of people; Great Britain wishes to place limitations on who can live and work in their nation. The global refugee crisis plays a big role in this factor.

FINDINGS AND DISCUSSION

Although British citizens may want to leave the European Union, it is not that simple. The process will take a minimum of two years, and this will be the first time a negotiation like this has taken place.

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RESULTS AND RECOMMENDATIONS

The relationship between Great Britain and the European Union is unique; “To get a feel for the negotiating dynamic, imagine a divorce demanded unilaterally by one partner, the terms of which are fixed unilaterally by the other. It is a process that is likely to be neither harmonious nor quick...”¹

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IMPLEMENTATION OF THE SERVICE STANDARD ON PRESENTING PUBLIC SERVICES: ENGLAND-TURKEY COMPARISON

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ABSTRACT

England was the first country to take the first step in setting the standard of service in the world in 1991. In Turkey, with the regulation issued in 2009, the standard of public service has begun to be applied. This study will analyze the situation of Turkey's public service standard against England.

Keywords: Public Services, Service Standarts, Citizen's Charter, Public Services In Turkey

INTRODUCTION AND RESEARCH QUESTION

In the post-1980 period, a new understanding of public service was formed with the change of management understanding and some changes were made in the presentation methods of public services One of these changes is to determine the service standard (Altın, 2013:111).The standards set for public services ensure efficient, effective, accountable and transparent public administration, enabling public services to be realized quickly, in good quality and at low cost (Karatoprak, 2010:367). In this scope, the aim of this study is to compare public service standard practices in England and Turkey.

CONCEPTUAL FRAMEWORK

In a society, people are able to live in a safe, happy and prosperous environment by provided for their needs (Göküş, 2011:21). The public entities involved in the needs of the state apparatus provide these requirements by carrying out some activities within the framework of the conditions of the age. These activities are called public services (Altın, 2013:102). Public service can be defined as "activities carried out by the public or by a private entity that is considered by the public or legal entities to be useful to the public, either by itself or under close supervision and surveillance". There are four different types of public services: economic, administrative, social and scientific-technical-cultural (Günday, 2011:330).

METHODOLOGY

In this comparison between England and Turkey, applications such as the "Citizen's Charter" launched by the England in 1991 and the "Regulation on the Procedures and Principles to be Followed in the Presentation of Public Services", which Turkey put into force in 2009, will be evaluated through literature and legislation.

FINDINGS AND DISCUSSION

In the study, it is thought that the main objectives and applications of the legislation and practices in England and Turkey are common. However, what kinds of advantages and

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disadvantages may arise from the applications and how these differences may be presented to the service delivery will be researched and evaluated.

RESULTS AND RECOMMENDATIONS

England, which is the first country in the setting and implementation of public service standards, has been quite successful in the time period up to the present day. Turkey should continue its efforts to spread the standards of service to all country in order to achieve the same success, although it has started to implement in a new date.

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IDENTITY TRANSFER OF INDIVIDUALS' BEFORE WORK LIFE: FACEBOOK EXAMPLE

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ABSTRACT

The purpose of this study; is to determine the relationship between individuals' photoshopped profile photos and their identity. In the study, "semi-structured interview technique" was used as qualitative research methods. Rosenberg's self-esteem scale was applied to interviewed individuals. As a result of the study, it was determined that the individuals were interfered with the profile photographs by aiming to spread better impression.

Keywords: Identity, Profile Photo, Impression, Work Life

INTRODUCTION AND RESEARCH QUESTION

In this study, an answer is searched for the question "Is high self-esteem individual being intervened in profile photographs?" Purpose of the study; Is to determine whether there is a relationship between photoshopped profile photographs that individuals use on Facebook before their working life and their identity. In this context, the proportion of individuals with high self-esteem among the individuals who intervened in their photographs was revealed. Then, the impression that these people want to give with their photographs has been examined.

CONCEPTUAL FRAMEWORK

While defining the concept of identity, the differences or similarities are expressed according to one's other (Özdemir, 2010: 24). The way the quiche presents its own self and the ability to leave the impression are two forms. The first is the impression it gives, the second is the impression it radiate (Goffman, 2009: 15-16). When the literature is examined, it is observed that the studies about identity are concentrated on the formation (Erikson 1959; Derman, 2008), transmission (Metin, 2011) and society (Tajfel, 2010). There are also works adapted to identity, validity and credibility in Turkey. Validity and reliability are tailored to Turkey and there are also studies about identity (Çuhadaroğlu, 1986). On the other hand, it is stated that it reflects the identities of the individuals with high self-esteem more easily to the other side (Uyanık ve Akman, 2004:179-181). The increased working hours reduce self-esteem (Razı etc., 2009: 22), as identities can be conveyed to the audience as desired (Metin, 2011: 91).

According to current statistics, Facebook usage rate is higher (digitalnewsreport.org). This study deals with individuals who will soon enter business life and transfer their identity via Facebook. The study is expected to contribute to the literature in the ID field in this respect.

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METHODOLOGY

The sample of the study is Süleyman Demirel University Faculty of Communication senior students. In the study, "semi-structured interview technique" was used as qualitative research methods. Those who have been profiled in the first stage are identified by structured question and observation. In the second stage, these individuals, "Self-Esteem Scale" was applied. At the last stage, the impression that the individuals with high self-esteem want to convey with their photographs have been determined with the help of interviews.

FINDINGS AND DISCUSSIONS

It was determined that 77.3% of the working group intervened in the profile photographs. This intervention is accomplished by more filtering³. Those who interfere with the image as content are voicing their intention to "hide their flaws" rather than changing their own images. It was observed that the proportion of individuals with high self-esteem was found to be low in the 77.3% segment determined to use shaped profile photographs. Individuals with high self-esteem consist of 6% and individuals with low self-esteem are 94%. This shows that individuals with high self-esteem are less likely to interfere with profile photos. In both cases where the self-esteem of the person is low or high, there is a better anxiety for himself / herself.

RESULTS AND RECOMMENDATIONS

In this study, it was determined that individuals with high self-esteem did not interfere extensively in the profile photograph when they were transferring their identity. It is also stated that the self-esteem of the individuals whose working hours increased in the literature decreases (Razı etc., 2009: 22). It is not advisable for long-term working styles to be prepared for the working life. As a result of this study, individuals with high self-esteem may be able to maintain their self-esteem with regular work hours.

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EXAMINATION OF WINTER TOURISM STRATEGIES IN THE FRAMEWORK OF DEVELOPMENT PLANS

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Erge Tür**

İsmail Öztürk***

ABSTRACT

The aim of the study is to examine the objectives of the five-year development plans related to winter tourism, to determine which development plan period the winter tourism centers were declared as touristic destinations, and to determine which of the five-year development plans are targets for the development of winter tourism. In this sense, necessary information has been transferred to the table and the tourism targets in the development plans have been determined and the correct place of winter tourism within these targets and the realization it have been examined. With the help of the examination of the table it has been seen that winter tourism centers have been opened to improve winter tourism in the improvement plans aiming winter tourism.

Keywords: Winter tourism, Winter tourism centers, Development plan,

INTRODUCTION AND RESEARCH QUESTION

Turkey is a country that has goals in economic, social and cultural sense and has undertaken various initiatives to make sustainable development in line with these goals. The most important of these initiatives has undoubtedly been the preparation of development plans by the State Planning Organization (SPO) in order to ensure the continuity of the economic, social and cultural objectives of the state. Development plans having determined the necessary policies have presented the steps to be taken to improve the sectors such as agriculture, mining, manufacturing, transportation and tourism.

Winter tourism is an emerging type of alternative tourism due to the fact that each geographical region in Turkey has a separate land structure and the diversity of the elevated areas where mountainous regions are abundant. The most important feature of winter tourism is the dynamism that will create an alternative tourist movement to the sea tourism in the country. Because of the tourism income during the summer season between June and September, the presence of the winter tourism centers in the country leads Turkey to a great advantage in spreading the tourism season all the way to Turkey. For this reason in Turkey, Antalya, Bodrum, Marmaris, Kuşadası, Çeşme, Fethiye, as well as eight winter tourism centers are active like Palandöken, Uludağ, Kartalkaya, Erciyes, Kartepe, Ilgaz, Sarıkamış and Davraz. As long as Turkey will improve this tourism variety with correct polcies and step, it will be probbale that it will reach the 2023 aim of 63 milliions of tourists and 86 millions dollors tourism income.

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CONCEPTUAL FRAMEWORK

Development; It is the national economy to be structured as a whole in order that the nations can demonstrate the desired process of economic development. In a broader sense, development can be defined as any kind of change and development desired in a political, social and socio-economic context in a society. Historically, development means the reduction of large-scale human problems arising in underdeveloped countries and the mobilization of the potential to increase material and spiritual well-being.

The state, which had not shown the necessary importance to the tourism sector until 1960, gave necessary precautions for the development of tourism in the five-year development plans of the development policy that was organized and started after this year. Since 1963, Turkey has been implementing the planned mixed economic policy principles. This economic policy is the "Development and Development Policy" and details are included in the "Five-Year Development Plans" and "Annual Programs". Development plans cover the analysis, research, development goals and strategies of the current situation, and all the principles and tools necessary to achieve these goals (Usta, 2014, pp. 204-205).

Winter tourism has a great advantage in spreading touristic product-focused tourist activities in the country for twelve months in direct proportion to the concept of tourism product diversification. Because, mountainous areas where winter tourism centers are located, maintain natural beauty of every period of the year. The mountainous areas are able to attract tourists by creating a center of attraction with beautiful scenery and coolness that they have in summer. These areas, which operate as winter tourism centers in winter season, are also hosting summer activities such as nature tourism, highland tourism, congress tourism, mountain tourism, youth camps (Mursalov, 2009: 16).

Winter tourism is a tourism movement that takes place in snowy areas, including touristic activities on the basis of winter sports, as well as travel, accommodation and aids (Özdoğan, 2009: 6). According to Doğaner, winter tourism is a type of tourism in which winter sports such as snow lakes and snowboards, which are carried out in a number of elevated areas of mountains with a lot of snowy days in direct proportion to snowfall, gain weight in winter sports (Doğaner, 2001: 178).

METHODOLOGY

The theme of the research is the evaluation of the Five-Year Development Plans and 2023 Turkey Tourism Strategy in terms of winter tourism policies. In the research conducted, literature survey method was chosen as research type and data collection method and winter tourism activities were examined in terms of Five Year Development Plans and Turkey Tourism Strategy. Within the scope of the literature survey conducted, the Five-Year Development Plans have been evaluated in general and the concept of winter tourism has been mentioned and information about winter tourism applications in the world and in Turkey has been given.

FINDINGS AND DISCUSSION

Table 1 shows the five-year development plans and tourism types targeted within the scope of the 2023 Turkey Tourism Strategy. While no tourism target is seen during Plan I period, II. Mass tourism, social tourism and individual tourism targets have gained importance since the Plan period. With the V. Plan period, it is aimed to develop

alternative tourism types such as health tourism, golf, congress, plateau, cruise, yacht, eco-tourism as well as winter tourism.

Table 1. Targeted Tourism Types During Plan Period

Plan	Period	Targeted Tourism Types
I.	1963-1967	
II.	1968-1972	Mass tourism
III.	1973-1977	Mass tourism, social tourism
IV.	1979-1983	Mass tourism, individual tourism
V.	1985-1989	Mass tourism, individual tourism, social, winter, hunting and water sports, festival, health and youth tourism
VI.	1990-1994	Winter, hunting, water sports, festival, health, youth, congress, thermal, golf and third-year tourism
VII.	1996-2000	Golf, winter, mountain, plateau, thermal, health, yacht, caravan, cruise, congress and entertainment
VIII.	2001-2005	Golf, winter, mountain, thermal, health, yacht, congress and eco tourism varieties
IX.	2007-2013	Golf, winter, mountain, thermal, yacht, congress, eco tourism, health and cultural tourism varieties
X.	2014-2018	Health, congress, winter, cruise, golf and

		cultural tourism
	Turkey Tourism Strategy 2023	Third age, health and thermal, winter, golf, sea, ecotourism, plateau, congress and fair tourism varieties

Source: Demir, Ş. Ş. (2014).

RESULTS AND RECOMMENDATIONS

When the winter tourism is examined in line with the targets of the five-year development plans, it is seen that the first target for winter tourism is during the V. Development Plan period. Later, during the periods of VI., VII., VIII., IX., And X. Plan, there is a tendency that winter tourism is among targets and policies., Uludağ's being the second region and Erciyes's being winter tourism center the V. Plan period , Palandöken's in the VII Period, Ilgaz's in the VII, Kartepe's in the VIII Period indicates that the targets are achieved in terms of bringing winter tourism activities to Turkey.

According to the datas that Ministry of Culture and Tourism updated on 21.06.2016, it is seen that 12 winter tourism centers in Turkey are still in the planning process (<http://www.ktbyatirimisletmeler.gov.tr/TR,10177/kis-sporlari-turizm-merkezlerine-iliskin-genel-bilgiler.html>). Evaluating the related winter tourism centers within the scope of the 2023 Turkey Tourism Strategy shows that Turkey tourism will contribute to the further development of winter tourism activities in Turkey. In this way, it is possible to reach 63 million tourists and foreign tourism income of 86 billion dollars in Turkey in 2023.

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DETERMINATION OF BURNOUT LEVELS OF DOMESTIC AND FOREIGN STUDENTS STUDYING AT THE UNIVERSITY OF SULEYMAN DEMIREL¹⁰

Tahsin Akçakanat*

Souleyman Youssouf Adoum**

ABSTRACT

The aim of this study is to determine the burnout levels of Turkish and foreign students studying at Süleyman Demirel University. The research was carried out with a total of 649 students, 396 of whom were Turkish and 253 were foreign. In the study, Maslach Burnout Inventory-Student Form was used which was developed by Schaufeli et al. (2002) and adapted to Turkish by Çapri et al. (2011). Analysis results showed that the burnout scores of university students differed, according to variables of nationality, scholarship, smoking, place of stay, income status, working, status.

Keywords: Burnout, Emotional Exhaustion, Depersonalization, Personal Accomplishment, University students

INTRODUCTION AND RESEARCH QUESTION

Burnout is a chronic phenomenon that does not develop at one time, develops over time, and recurs suddenly after that point (Torun, 1995: 13). It can be said that university students are more likely to run out of danger when they are in a difficult period (Çapulcuoğlu and Gündüz, 2013: 13). In this context, the study aims to describe the burnout of university students.

CONCEPTUAL FRAMEWORK

As a concept, the emergence of burnout has been in America. The term "burn-out" is used to describe the depression of occupations in the service of customer service (Okutan et al., 2013: 2). The first scientific investigations on burnout, belongs to the psychologist Herbert J. Freudenberger (1974-1975) and psychologist Christina Maslach (Sayıl et al., 1997: 72).

The first definition of burnout belongs to Freudenberger. Freudenberger definition is as follows: "Failure, depreciation, energy and power loss or unmet demands on human resources is the depletion of the internal situation as a result" (Freudenberger, 1974: 157). According to Maslach and Jackson, burnout; " Physical exhaustion that occurs in the human body and a physical and mental-scale syndrome involving long-suffering tiredness, desperation and hopelessness, negative attitudes toward work, life and other people" (Maslach and Jackson, 1981: 99).

Today, the most widely accepted and most widely used burnout model is Maslach and Jackson's three-dimensional burnout model (Şimşek et al., 2012: 19). Maslach and

¹⁰ This work was produced from a master's thesis prepared by Souleyman Youssouf ADOUM.

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Jackson have described burnout, emotional exhaustion, depersonalization, and a low sense of personal accomplishment (Maslach and Jackson, 1984: 136). In the three-factor burnout model, individual conflicts that are seen as a result of too many demands and few resources corresponding to this, cause the lack of success in people, desensitization and emotional exhaustion.

METHODOLOGY

The research's universe constitutes all citizens of the Republic of Turkey and foreign nationals who study at Süleyman Demirel University. In this context, a total of 649 student questionnaires were applied, including 253 foreign and 396 Turkish students, using convenience sampling method.

In the study, survey method was used as data collection tool. In the study, designed to measure students' burnout levels, in 2002, by Schaufeli et al, Maslach Burnout Inventory was developed to be applied on the basis of general form students, and Çapri et al. used the Maslach Burnout Inventory-Student Form, which was adapted to Turkish and tested for validity and reliability in 2011.

The data obtained in the study were analyzed by using the "SPSS 23.0" program. First of all, Kurtosis and Skewness coefficients were examined and all scores were found to be in +1, -1 interval. According to Büyüköztürk (2007: 40), it is interpreted that there is no excessive deviations from the normality that the values of Kurtosis and Skewness are in +1, -1 range. For this reason, it is assumed that the data are normally distributed and parametric statistical techniques are used in the research. In terms of socio-demographic variables, whether there was a significant difference between the groups was compared with the T-test and One-Way Anova. The error level was chosen as $\alpha = 0.05$.

FINDINGS AND DISCUSSION

When the average burnout level of the students of Süleyman Demirel University is examined ($\bar{X}=2,91$), it is understood that the students have experienced a moderate level of burnout. As a result of the T-test to determine whether participants' mean scores of burnout sub-dimensions showed a meaningful difference in terms of nationality change, in terms of nationality variables, the difference between participants' Emotional Exhaustion subscale averages was not statistically significant ($t=1,110$; $p>0,05$). In contrast, the difference between the mean scores of Depersonalization subscale was statistically significant ($t=-2,558$; $p<0.05$). It is seen that the average scores of depersonalization scores of foreigners ($\bar{X}=2,76$) are higher than those of Turkish citizens ($\bar{X}=2,58$). In addition, the difference between the average scores of Personal Accomplishment sub-dimension was also statistically significant ($t=-2,760$; $p<0.05$). In addition, the difference between the average scores of the personal accomplishment sub-dimension is also statistically significant ($t=-2,760$; $p<0.05$). It is seen that the average score of competency scores of foreigners ($\bar{X}=2,97$) is higher than those of Turkish citizens ($\bar{X}=2,79$).

Moreover, according to the analysis results; It was also found that the burnout scores of university students significantly differed, according to variables such as scholarship, smoking, staying place, income status, working status.

RESULTS AND RECOMMENDATIONS

According to the findings of the study, the average scores of Turkish and foreign students showed no difference in the Emotional Exhaustion dimension, whereas in the dimension of Desensitization and Competence, the foreign students had a higher burnout tendency. This situation necessitates the evaluation of the cultural structures of foreign students. Moreover, this result can be attributed to the fact that foreign students are located in a different country, in a social and cultural environment they do not know.

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PERFORMANCE OF DOW JONES STOCKS ACCORDING TO SPRINGATE MODEL

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ABSTRACT

Company performance is very important for stock holders, managers, other partners who cooperate with the company, and those planning to invest. There are many ways to measure performance in businesses. In this study, Springate Model is applied as a performance measurement tool. Whether the companies traded in the Dow Jones Industry Index are financially successful between the years 2014 and 2016 is to be determined according to the Springate bankruptcy model. The data used in the research were obtained from the publicly disclosed annual financial statements of the thirty companies traded on the Dow Jones Industrial Index for the fiscal period 2014-2016. While evaluating, the Springate model is based on the 0,862 success / failure limit. Of the thirty companies involved in the Dow Jones Index, 16 are successful in every three years.

Keywords: Springate Model, Dow Jones Industry, Bankruptcy

INTRODUCTION AND RESEARCH QUESTION

The purpose of the study is to measure the financial success of thirty companies involved in the Dow Jones Industrial Index between the years 2014 and 2016, according to the Springate model. In this study Springate Model, which was created by Gordon L.V. Springate in 1978, is used. It is very important to apply the model over 30 large companies.

CONCEPTUAL FRAMEWORK

The Springate model was developed in 1978 by Gordon L.V. Springate. The Springate S-Score model, developed by selecting 4 of the 19 popular financial ratios in the Altman Z-Score model, was tested on 40 companies and reached a 92.5% accuracy rate. In the context of the Springate S-Score model, there are four financial ratios and the coefficients that determine the weights. As in the Altman Z-Score model, in this model, each financial ratio is multiplied by these determined weights, and the S-Score is obtained (Turaboğlu, Erkol, & Topaloğlu, 2017, s. 251).

Hutabarat, Manurung (2016) analyzed the financial instruments in Indonesian stock exchange infrastructure enterprises with S-score model in Indonesia. According to the results obtained; the calculation using the Springate method reveals that there are two companies in the categories of bankruptcy as META and JSMR in 2014 (Hutabarat & Manurung, 2016). The financial failures of firms operating in the information sector in Turkey during the period of 2008-2013 were investigated by Büyükarıkan (2014) with

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bankruptcy prediction models. Based on the data obtained from Altman Z-Score and Springate S-Score models, it was determined that they produced similar results in determining financial failure (Büyükarıkan & Büyükarıkan, 2014). Bozkurt (2014) conducted a study aimed at revealing the effects of firms' bankruptcy prospects in Turkey on the systematic risks of firms. As a result of the study, it has been determined that the possibility of high bankruptcy increases the systematic risk and that Altman-Z, Ohlson-O and Springate-S bankruptcy models are effective models for ISE (better explain the changes in systematic risks) (Bozkurt, 2014).

METHODOLOGY

In this study, the financial success of the firms included in the Dow Jones Index were calculated using the Microsoft Excel program according to the Springate model.

Table 1. Dow Jones Companies Included in The Analysis (2014-2016)

Endeks Kodu	Şirketler	Endeks Kodu	Şirketler
MCD	MC Donald's	INTC	Intel Corporation
MMM	3M Company	JNJ	Johnson&Johnson
AXP	American Express	JPM	JPMorgan Chase &Co
AAPL	Apple Inc	MRK	Merck&Company Inc
BA	Boeing co	MSFT	Microsoft Corporation
CAT	Caterpillar Inc	NKE	Nike Inc
CXV	Chevron Corporation	PFE	Pfizer Inc
CSCO	Cisco Systems Inc	PG	Procter& Gamble Company
KO	Coco- Cola Company	TRV	The Travelers Companies Inc
DD	E I du Pont de Nemours&Co	UTX	United Technologies Corporation
XOM	Exxon Mobil Corporation	UNH	United Health Group Incorporated
GE	General Electric Company	VZ	Verizon Communications Inc
GS	Goldman Sachs Group Inc	V	Visa Inc
HD	Home Depont Inc	WMT	Wal-Mart Stores Inc
IBM	International Business Machines	DIS	Walt Disney Company

Source: <https://finance.yahoo.com/>, 20.03.2017

In the study, the Springate model was used to measure the success of companies. The factors and function of the S-Score can be expressed as: (Turaboğlu, Erkol, & Topaloğlu, 2017, s. 251)

(X1) Working capital / Total assets

(X2) Earnings before interest and taxes / Total assets

(X3) Earnings before taxes / Current liabilities

(X4) Total sales / Total assets

$$S = 1,03*X1+3,07*X2+0,66*X3+0,4*X4$$

The balance sheets and income statements used in the calculation of the rates are taken from the Yahoo Finance website. If the S-Score calculated in the above equation is lower than 0.862, it is accepted that firms are more likely to bear financial hardship and bankruptcy costs and that they are unsuccessful in financial terms. On the other hand, the S-Score is above this value; firms are less likely to meet financial difficulties and bankruptcy costs and are more likely to be financially successful. (Turaboğlu, Erkol, & Topaloğlu, 2017, s. 252)

FINDINGS AND DISCUSSION

Thirty companies traded on the Dow Jones index were examined for their financial success in the three periods between the years 2014 and 2016 according to the Springate model. 16 of 30 companies were successful for the whole 3 periods. And 5 companies' scores were under 0,862 for all three years.

Table 2. Analysis of Dow Jones Companies by Springate Model (2014-2016)

	Companies	2014	2015	2016
1	MC Donald's (MCD)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
2	3M company (MMM)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
3	American Express (AXP)	FAILURE	FAILURE	FAILURE
4	Apple Inc (AAPL)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
5	Boeing Co (BA)	SUCCESSFUL	SUCCESSFUL	FAILURE
6	Caterpillar Inc (CAT)	FAILURE	FAILURE	FAILURE
7	Chevron Corporation (CVX)	SUCCESSFUL	FAILURE	FAILURE
8	Cisco Systems Inc (CSCO)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
9	Coca-Cola Company (KO)	FAILURE	SUCCESSFUL	FAILURE
10	E I du Pont de Nemours & Co (DD)	SUCCESSFUL	FAILURE	SUCCESSFUL
11	Exxon Mobil Corporation (XOM)	SUCCESSFUL	FAILURE	FAILURE
12	General Electric Company (GE)	FAILURE	FAILURE	FAILURE
13	Goldman Sachs Group Inc (GS)	FAILURE	FAILURE	FAILURE
14	Home Depot Inc (HD)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
15	International Business Machines (IBM)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
16	Intel Corporation (INTC)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
17	Johnson & Johnson (JNJ)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
18	JPMorgan Chase & Co (JPM)	FAILURE	FAILURE	FAILURE
19	Merck & Company Inc (MRK)	SUCCESSFUL	FAILURE	FAILURE
20	Microsoft Corporation (MSFT)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
21	Nike Inc (NKE)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
22	Pfizer Inc (PFE)	SUCCESSFUL	FAILURE	FAILURE
23	Procter & Gamble Company (PG)	FAILURE	FAILURE	SUCCESSFUL
24	The Travelers Companies Inc (TRV)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
25	United Technologies Corporation (UTX)	SUCCESSFUL	FAILURE	FAILURE
26	UnitedHealth Group Incorporated (UNH)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
27	Verizon Communications Inc (VZ)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
28	Visa Inc (V)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
29	Wal-Mart Stores Inc (WMT)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL
30	Walt Disney Company (DIS)	SUCCESSFUL	SUCCESSFUL	SUCCESSFUL

RESULTS AND RECOMMENDATIONS

Dow Jones Industry Index was 16469 in January 03, 2014 and it was 19762 in December 30, 2016. So there is a 20% increase in the index. This shows a considerable return for three years period. In the same period Springate Model also indicates a successful view for Dow Jones companies. Springate Model of course is not the only model to measure performance of the companies, but it is an efficient model which can be used by investors. It shows us the adequate firms and makes mind clear about bankruptcy.

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TURKIYE WEALTH FUND and WEALTH FUND PRACTISES IN THE WORLD

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Aliriza Çiçekdemir**

ABSTRACT

Wealth funds were established to use budget surpluses from sources such as oil and gas in order to invest in financial markets since 1950s. After the 1990s, numbers increased and the resources they used varied. Many countries in the world, such as Norway, China, USA, Russia, have commodity-based or non-commodity wealth funds.

The legal regulation on the establishment of Türkiye Wealth Fund was adopted on June 27, 2016. Founded with an initial capital of TL 50 million on August 19, 2016, Türkiye Wealth Fund Inc. currently has stocks of many large companies such as Turkish Airlines, Turk Telekom, Halk Bank, PTT, Turkish Petroleum (TPAO), Istanbul Stock Exchange, TCDD Izmir Port, Eti Maden General Directorate, ÇAYKUR and Ziraat Bank.

Keywords: Sovereign Wealth Fund, Wealth Fund, Türkiye Wealth Fund Management Co

INTRODUCTION AND RESEARCH QUESTION

Wealth funds are initially set up to assess the excesses of oil revenues, and then they are made up of current surplus and financial transactions to transfer their income to future generations. Fund holders invest assets in their hands as long-term strategic investment instruments in order to contribute to the country's economy either domestically or abroad.¹¹ The Wealth Fund's first application in the world is the Texas Permanent School Fund, which was founded in 1854 in Texas and is a publicly owned property with capital resources. After this practice, the national welfare fund, which was first founded in the world in the modern sense in 1953, is the Kuwait Investment Authority, which is based on capitalized hydrocarbon income.¹²

Türkiye Wealth Fund Management Joint Stock Company was established in August 2016 by Law No. 6741. This law regulates the setting of Türkiye Wealth Fund and sub-funds which aims to contribute to the diversity and institutionalism in the targeted capital markets, to acquire publicly owned assets in the country, to obtain foreign investment, to participate in strategic, large-scale investments.¹³ The resources of the Türkiye Wealth Fund are the surplus cash transferred from the privatization fund and

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¹¹ (Karagöl & Koç, Dünya'da ve Türkiye'de Varlık Fonu, 2016)

¹² (Yalçiner & Sürekli, 2015)

¹³ (Türkiye Varlık Fonu Yönetimi Anonim Şirketinin Kurulması ile Bazı Kanunlarda Değişiklik Yapılmasına Dair Kanun, 2016)

the organizations and assets that are included in the scope and program of privatization by the High Council for Privatisation.¹⁴

After the establishment of the Asset Fund in Turkey, various debates have emerged. There is a need for information in order to be able to reach the purpose of these discussions and to make rational evaluations. The purpose of the study is to find out what purpose the asset funds established in other countries and how they are developing from the day they were established. At the same time, based on the information related to the foundation law, it is aimed to understand the purpose, resources, mission and vision of Türkiye Wealth Fund. This study is a descriptive study.

CONCEPTUAL FRAMEWORK

When the studies carried out in Turkey are examined Karagöl and Koç (2016) found that the foundations of Türkiye Wealth Fund Inc. have an economic implication to Turkey and that there is an inference about the future of the fund by examining the aims, resources and financial situation of asset funds in the world. Likewise, Kayıran (2016) studies the purpose, status, activity area, and management and supervision structure of the fund by starting from the foundation law of Türkiye Wealth Fund.

This study will examine the types of wealth funds and actual positions of wealth funds in the world. In addition, detailed information about the Türkiye Wealth Fund will be given and literature contribution will be provided.

METHODOLOGY

Data on sovereign wealth funds have been obtained from the Sovereign Wealth Fund Institute and this study is a descriptive study.

FINDINGS and DISCUSSION

To be able to establish a sovereign wealth fund, it must first be an asset or a surplus of public revenue. Based on this it is possible to establish sovereign wealth funds in two ways:

- It is often made up of budget surpluses resulting from the revenues of the exported commodity. The funds that the Gulf countries set up are examples of these. Most of these funds consist of income from oil export.
- Funds that are not based on a good: Funds of this type are made up of foreign trade surplus or funds accumulated in pension funds. These include sovereign wealth funds established by countries such as China, Korea and Hong Kong.

¹⁴ (Türkiye Varlık Fonu Yönetimi Anonim Şirketinin Kurulması ile Bazı Kanunlarda Değişiklik Yapılmasına Dair Kanun, 2016)

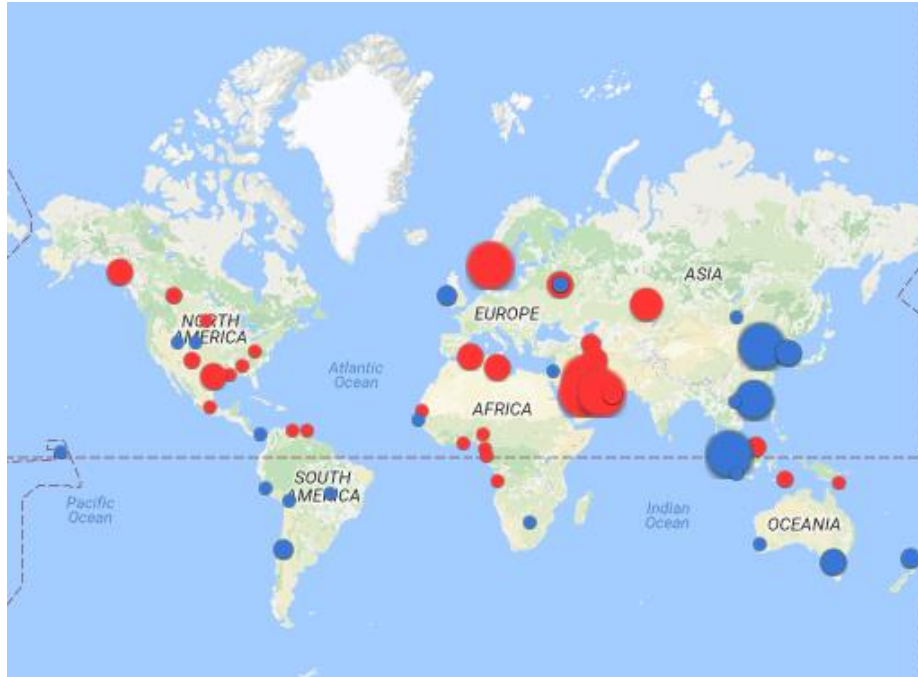


Figure 1. Sovereign Wealth Funds Map (Red: Oil and Gas Blue: Non-commodity)

Source: <http://www.swfinstitute.org>, 2017, 10 Mart 2017.

Looking at Figure 1, the sovereign wealth funds, which are established in more than 40 countries, are concentrated in the Middle East and Central Asia, which are rich in natural resources, and the Far East, which is a financial and export center.¹⁵

Table 2. Changing of Commodity and Non-commodity Wealth Funds during the Last Two Years (Billion USD)

Date	Total Value of Wealth Funds	Oil and Gas	Non-commodity	Oil and Gas %	Non-commodity %
Feb. 17	7.409	4.231	3.178	57%	43%
Jun. 16	7.372	4.197	3.176	57%	43%
Mar.16	7.360	4.201	3.159	57%	43%
Dec. 15	7.434	4.251	3.183	57%	43%
Sep. 15	7.340	4.212	3.128	57%	43%

Source: <http://www.swfinstitute.org/sovereign-wealth-fund-rankings/>, 10 March 2017.

When we look at the sovereign wealth funds in the world in Table 1, the ratio of commodity-based wealth funds to total funds is 57%. As of March 2017, the total amount of sovereign wealth funds is 7,409 billion dollars.

¹⁵ (Karagöl & Koç, 2016)

RESULTS AND RECOMMENDATIONS

The history of sovereign wealth funds in the world is based on the 1950s. These funds can be established based on commodity sales revenues or can be established on the basis of non-commodity assets. The purpose of sovereign wealth funds established based on commodity sales is to transfer income from the values that the country possesses to future generations. In other wealth funds, the aim is to get maximum benefit and reduce funding costs by effectively usage of assets.

Establishing a sovereign wealth fund is not a unique practise for Turkey. Expectations from the Turkiye Wealth Fund, which is composed of non-commodity sources;

- By providing resources for large-scale investments, it will have a positive impact on increasing the level of employment and income, which will help the country grow and develop.
- It will increase the share of the public in the economy and prevent possible fluctuations including the financial markets, thus providing economic stability and contributing positively to economic growth by enabling efficient and efficient use of idle assets in the country.

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INVESTMENT TOOLS CHOSEN BY PUBLIC BANK EMPLOYEES: AN EMPIRICAL RESEARCH ON WEST MEDITERRANEAN CITIES

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ABSTRACT

One of the most important factor contributing to individual welfare is investments. Institutional investors' funds and individual investors' funds are both composing the economic fundamentals. Individual investors' preferences are aiming profit maximization and their portfolios are directed by themselves with their own budgets. Marginal benefit is the core aim of every individual so factors such as family, social and economic conditions, age, income status and risk perception are collimating investment styles. Behaviours of investors during decision making process is an important subject for researchers. There are many researches about institutional and individual investors previously. In this study we are focusing on a different point of view; investment tools chosen by a public bank employees. A survey is applied in West Mediterranean cities; Antalya, Isparta and Burdur. According to findings; there are differences among samples depending on demographic factors.

Keywords: Individual Investment Choices, Investment Tool Selection

INTRODUCTION AND RESEARCH QUESTION

The preferences of individual investors are guided by their own preferences as they are intended to maximize profit at financial markets. When investors make investment decisions, they are affected by different environments and factors in social, cultural and economic areas. The fact that different factors affect different investment decisions and preferences of each individual has enabled the research on these subjects. Banks also act as intermediaries for investors and advise investors when creating investment portfolios. The banking sector is one of the most institutional sector in Turkey. Therefore, bankers are employees with a high level of financial literacy. Because of these reasons, the preferences of the bank employees who have influence on the decision mechanism of the investors are important. It is also a question of how they act with their own savings and which investment instruments they choose.

CONCEPTUAL FRAMEWORK

Until now, there have been various researches on examining the factors that direct investors for financial investment. Aslan (2016) aims to test behavioral finance approaches and trends in emotional, social, and cognitive psychological pathways that constitute the basic elements of behavioral finance in the Viranşehir scale. In the Viranşehir scale, it was tried to determine the income of individual investors, the saving

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ratios of their incomes, the level of following financial markets, portfolio information, preferred financial investment instruments. As a result of the study, it has been revealed that the preferences of individual investors are the traditional investment instruments and the factors affecting investor behavior are the psychological and social factors.

Böyükaslan (2012) tried to understand the investment decisions after determining the demographic characteristics of individual investors in his research in Afyonkarahisar. It is seen that as a result of the work, the professions of the people, the age, the education levels, the sex, and the incomes cause different preferences in the investment products.

Research of Ede (2007), "An Empirical Application on Behavioral Finance and Individual Investor Behaviors", aims to determine the individual investor behaviors of our country. According to the results of the study, it is seen that psychological prejudices affect the behavior of individual investors and that, unlike the assumptions of the traditional approach, many investors are making systematic mistakes or applying irrational solutions. In addition, the media, friends and other environmental factors are influencing investors' choices. These processes, which become herd mentality, cause anomalies in the markets, excessive or inadequate reactions.

The objective of Küden's (2014) study, "Evaluation of Individual Investment Preferences in Terms of Behavioral Finance", is to try to determine the investment preferences of individual investors in our country within the framework of behavioral finance in the framework of the basic findings presented in the behavioral finance literature. According to the results of the study, psychological prejudices affect the preferences and behaviors of individual investors and show irrational behaviors under the influence of psychological prejudices in individual investor decisions.

Up to this time studies of investment products have been examined in the context of behavioral finance. However, apart from the individual investor group, it has been found that this issue is rarely addressed. We conducted our research on the preferences and tendencies of public bank employees when they created their investment portfolio and this feature is the first to examine the investment preferences of bank employees.

METHODOLOGY

Questionnaire method was used for the data to be studied. Böyükaslan (2012), scale is used. This is a measure of the behavior of individual investors. A questionnaire was conducted with 100 public bank employees working in Isparta, Burdur and Antalya between 1 and 31 December 2016. The questionnaires were analyzed with SPSS statistical package program.

FINDINGS AND DISCUSSION

When the questionnaire is examined, it is seen that 78 persons who are 84.8% of investors are university graduates and 8 persons who are 8.7% are high school graduates. This means that the vast majority of the level of education of the investor profile is high. 63% of the participants are transferring between 0-250 TL to investment. In addition, 44.6% of public employees participated in the private pension system voluntarily. We see that 45.7% of the employees follow developments in the financial markets every day and 29.3% of them are weekly. It was found that 43.5% of the participants used products between 2 and 5 when they form investment portfolios. This revealed that investors had quite different preferences from each other, that they had

different tendencies in return preferences as a reflection of their work in the bank, and that they did not depend on a single product as a portfolio.

RESULTS AND RECOMMENDATIONS

Individual investors are trading on behalf of themselves. For this reason, investors will tend to invest in high return potential, safe and highly liquid investment products. While giving their investment decisions, they will act with the will to protect the capital, reduce the risk of portfolio risk, or seek to generate continuous income. Bank employees, who affect the investment preferences of individual and institutional investors, also appear to be different factors that affect investment preferences. Factors such as age, gender, health, education, religious beliefs which are personal factors of investors, as well as the social environment of the person who educates the person are seen to be influential on investment decisions. In addition, investors' risk taking levels also influence the investment instruments they choose.

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THE REFLECTIONS ON THE TURKISH PRESS OF THE TURKISH CONSTITUTIONAL REFERENDUM OF APRIL 16, 2017: HURRIYET, SABAH AND SOZCU NEWSPAPERS CASE

Ümit Arklan*

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ABSTRACT

The study seeks to reveal the reflection of Turkish Constitutional Referendum of April 16 2017 on the Turkish printed media. Accordingly, the referendum related news stories of the 3 best selling newspapers in Turkey are studied through content analysis method. At the end of the study, it was concluded that news stories related to the referendum were presented through both written and visual materials and the newspapers conduct their broadcasting activities in accordance with their publishing policies, giving wider publicity to the statements and visuals of those politicians to whom they thought they were close.

Keywords: Referendum, Constitutional Referendum, Printed Media, Hürriyet, Sabah, Sözcü.

INTRODUCTION AND RESEARCH QUESTION

In the study, an answer to the questions how much coverage the process of the Turkish Constitutional Referendum of April 16, which was the 7th referendum, had and how the process was dealt with on the printed media in Turkey. Within this context, having presented the conceptual framework concerning the subject, a content analysis is carried out on the three best selling newspapers in Turkey. Issues such as the characteristics of the referendum related news in the newspapers examined, the people whose opinions they asked for, to what extent the news were related to the legislative reforms to be submitted to the public vote are being discussed in order to find answers..

CONCEPTUAL FRAMEWORK

Democracy, which according to Abraham Lincoln is “...Government of the people, by the people, for the people” (Kaldırım, 2005:144), is classified into three types as direct, semi direct and indirect democracy (Tunç, 2008:1116; Aydın, 2007: 83). The basic point to these types of democracies is to be in conformity with the existing social structure and to be able to meet the society’s needs and expectations.

In order for a real democracy to exist, people must have a voting power and have a say on administrative decisions, which are the basic requirements for a democracy. At this point, it is worth mentioning that political participation is an important element of democracies; it constitutes the essence of a democracy for people to participate, in whatever different way it may be, in the administrative process. The referendum, which constitutes the primary subject of the study, is regarded as one of the elements of

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political participation, which covers a broad attitude and different activities (Fedayi, 2011:119).

Referendum, which is defined as “submission of an issue of public importance to the direct vote of the public” by Turkish Language Society, comes from référendum, a French word (Web_2, 2017). Referendum, as a term which involves many democracy types, (Vreese, 2007:2) is an opportunity which enables the public to be directly effective on politics, compared to the indirect impact of regular elections on politics (O’neil, 2007:147). Within this context, when we have a look at the history of the referendums in Turkey, we see seven referendums, the latest of which is the Constitutional Referendum of April 16, 2017.

METHODOLOGY

This study, in which a content analysis was used, is in general screening model. The news on the referendum published on the Turkish national newspapers from April 1 to April 15 constitute the universe of this study. Sampling from the universe is purposeful sampling.

Hürriyet, representing liberal and main stream printed media, Sabah representing center right printed media and Sözcü representing center left printed media were involved in the study. The selected newspapers, which were the first three best selling newspapers at the time of the study (Web_1, 2017), are, therefore, seen as publications suitable for the nature of the sampling. Data were collected from a total of 45 newspapers and were put into a category.

FINDINGS AND DISCUSSION

Between April 1 and 15 2017 when the study was conducted, a total of 411 news stories related to the referendum were published on the three newspapers selected. When the newspapers were studied, it was found out that Sözcü was the newspaper with the most referendum related news (221 news stories;53,8%); Sabah, with 97 news stories (23,6%) followed Sözcü and Hürriyet, with 92 news stories (22,6%) was the newspaper which published the fewest new stories about the referendum.

When we studied the news stories related to the Referendum considering on which page they are, it was seen that 93 of them (22,6%) were on the first page, 318 (77,4%) appeared on the inner pages.

When we had a close look at how the news were presented, it was observed that news stories supported with visuals on the three newspapers constituted a considerable majority. Of the 411 news stories published over the period when the study was conducted, while only 31 news stories (7,6%) were presented in plain text form, 380 (92,4%) were presented together with a visual.

While some of the April 16 Constitutional Referendum news were related to the package content to be submitted to the public vote, others were about the security of elections, voting in process abroad, polemics of the politicians on the referendum and other incidents experienced during the process leading to the referendum.

The publishing policies and attitudes of the newspapers not only have an effect on the content and presentation of the news stories but also the number of the politicians whose statements were given a place on the pages.

RESULTS AND RECOMMENDATIONS

The primary conclusion is that the three newspapers have publishing activities in accordance with their publishing policies. It is seen from how much importance they gave to a leader's statements, how they dealt with a particular news stories, on what page a news story appeared and what visuals they used with a text that Hürriyet was trying to pursue a balance policy, while Sabah was in favor of the existing government and the constitutional package and Sözcü had a stance against them.

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THE PRESENTATION OF POLITICAL HUMOR ON THE PRINTED MEDIA IN TURKEY: A STUDY ON THE CARICATURES CONCERNING THE CONSTITUTIONAL REFERENDUM OF APRIL 16, 2017

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ABSTRACT

The study seeks to find out the reflections of the Constitutional Referendum of April 16, 2017 on the caricatures published in the printed media. Within this context, the caricatures published in the printed media concerning the process of the 7th referendum in the history of Turkish Republic are studied through a semiotic analysis. The results show that the caricatures involving voters outnumber others and that Sözcü newspaper published the most caricatures, males figures were more in number and that they are about the happenings occurred during the process rather than about the contents of the package.

Keywords: Caricature, Constitutional Referendum, Semiology, Printed Media.

INTRODUCTION AND RESEARCH QUESTION

In the study, which was put down on paper with the presupposition that politics is one of the primary sources of humor, we try to find the answers to the questions how and how much the Process of The Constitutional Referendum of April 16, 2017 appeared in the caricatures in the printed media. With regard to this, the caricatures published in the three bestselling newspapers in Turkey are analyzed semilogically and how the caricatures concerning the referendum process appear is elaborated.

CONCEPTUAL FRAMEWORK

Even though there is not integrity as regards its practices in countries where it rules (Gözübüyük, 2008:24), the concept of democracy, which means “Government of the people, by the people, for the people” (Browne, 2011:338), may be divided into two forms as “one in which people affected by decisions must make the decisions” and “the other is the representative democracy, which is based on the principle that elected officials represent a group of people and decisions are made by those officials elected” (Giddens, 2013:897-898).

Undoubtedly the referendum, a democratic method that is conducted at times the government wishes to consult public opinion (TDK, 2017), the effective and subjective participant of the, decision making process (Karaman, 2011:199), on decisions concerning to whole country (Aziz, 2007:106) and pertaining to various political and social issues, where the said opinion may be positive or negative, occupies a large space

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in national agenda. The aforementioned occupation also becomes material for caricatures, a form of written press output.

Caricatures, which attempt to put across a concise message through direct means (Fiske, 2011:134), have always been in close relationship with politics and feed on mistakes made by politicians (Bayram, 2009:113). Owing to the fact that cartoons can make even serious criticism through humor in an implicit way and, they have become a tool of political criticism (Türten, 2015:143). Therefore, there is a continual and close relationship between politics and caricatures, which are a means of humor.

METHODOLOGY

The research design employed in this study is semiotic analysis which is used to reveal the meanings that objects within a text try to get across. The Turkish newspapers Hürriyet representing the liberal press, Sabah representing the center right and Sözcü the center left, which all published news concerning the Constitutional Referendum, constitute the research sample of the study. A total 45 newspaper copies were collected and the caricatures about the referendum were chosen through purposeful sampling and analyzed according to semiotic analysis research method.

FINDINGS AND DISCUSSION

During the study process, copies of Hürriyet, Sabah and Sözcü were examined, excluding their daily and weekly supplements. The copies contained 19 caricatures, 9 (8 concerned the referendum) from Hürriyet, 4 (two concerned the referendum) from Sabah and 10 (9 concerned the referendum) from Sözcü.

The caricatures were in conformity with the respective publishing policies of the newspapers. The 8 caricatures from Hürriyet, which have a neutral stance, commented on the statements made by the parties and were mostly about the witnessing of the voters of the process of the referendum. The 9 caricatures published by Sözcü had arguments supporting the “The no front” in the referendum, which are in conformity with its publishing policy and the debates on the package content and claims of frustration were the main themes of the caricatures. Sabah newspaper, which was supporting “The yes front” during the process of the constitutional referendum, had fewer cartoons than the other two newspapers. While one of the two caricatures published in Sabah appeared to support “he yes front”, the other was objective.

In analyzed caricatures, Prime Minister Binali Yıldırım has been drawn for three times, Nationalist Movement Party Chairman Devlet Bahçeli for once and although Republican People’s Party Leader Kemal Kılıçdaroğlu was referred to once, it has been seen that drawings represented the voters are made mostly. Some voters had typical facial appearances and wore clothes that brought to mind a particular political opinion whereas other voters were depicted without a distinguishing feature. On the other hand, Sözcü, which is the newspaper which published the most caricatures concerning the constitutional referendum, had caricatures depicting voters from “the yes front” as aggressive, threatening people dressed in religious garments. Otherwise, we do not see such politicized stereotypes in the cartoons published in Hürriyet and Sabah.

When the gender distribution of the characters appearing in the caricatures were analyzed, of the 30 characters in the 19 cartoons, 26 were male and only 4 were female. In the light of these, it is possible to conclude that although stereotypes are used 24 times, the male characters dominate over the females.

Thus, it is possible to point out that the caricatures were usually dealing with events from voters' viewpoint; although there are some caricatures on the content of the constitutional package, they mostly depicted the developments occurred during the process.

RESULTS AND RECOMMENDATIONS

The results show that Hürriyet and Sözcü published more caricatures and they published caricatures the contents of which were in harmony with their respective publishing policies. The semiological analysis shows that while Hürriyet used objective subtexts with the caricatures, Sözcü used biased ones and Sabah used both biased and objective subtexts with the caricatures, in addition, it is seen that mostly voters are depicted as a theme in the caricatures, where male figures outnumber females.

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INEQUALITY AND DEVELOPMENT: AN OECD EXAMINATION

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ABSTRACT

This paper aims to find the relation between inequality and development level. To measure inequality, Palma ratio will be used and to measure development level, HDI will be used.

Keywords: Inequality, Palma Index, HDI, OECD

INTRODUCTION AND RESEARCH QUESTION

The aim of this study is to designate the relation between countries' development level and inequality in these countries. With this paper, it is expected to see that there is any connection with these variables. Thus, it can be seen that as the countries improve whether the inequality in these countries increase or not.

CONCEPTUAL FRAMEWORK

As inequality is getting worse, it is important to understand its evolution. According to OECD, in the 1980s, the poorest %10's income was just one seventh of the richest %10 and if you look wealth distribution, it was even worse. At the present time, the difference between these groups is decuple (OECD, 2015).

To measure development level, human development index will be used. Human development index is widely accepted as a measure in the world. Index was developed by United Nations to evaluate countries' social and economic level. It contains three components: education which involves mean years of schooling and expected years of schooling, health which contains [life expectancy](#) at birth and gross national [income per capita](#). It is calculated with the geometric mean of these components. It can be seen that human development index is not only about income, social issues take a great spot. In the first place, according to UNPD, human development is completely about expanding freedom for everyone in the world and is defined enlarging scope of people's choice.

METHODOLOGY

In this analysis, data will be received from the World Bank's Povcal dataset and OECD dataset. OECD countries will be examined; they will be chosen according to availability of data. 2004 and 2014 values will be compared. It will be searched whether there is a

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link between inequality and development or not. To find the relation variable econometric methods will be used and suggestions will be made.

FINDINGS AND DISCUSSION

It aims to improve people's opportunities and strengthen their capabilities (UNPD, 2016 Human Development Report). The best part of HDI, it enables to array countries. By this way, countries' level change over the years and the gradation of countries between each other can be seen.

RESULTS AND RECOMMENDATIONS

Rising inequality is a risk for healthy economy but some of economists consider that some level of inequality is essential for entrepreneurs to take risk for it. But inequality is getting worse and there are evidences show that high inequality decelerates economic growth and vice versa. In this paper, income inequality will be considered. Palma ratio will be used to measure inequality level. Palma ratio is chosen over Gini Index. Palma is an alternative standard for inequality measurement, and it is based on the work of Gabriel Palma (Palma, 2011). According to this study, middle income groups (deciles 5 to 9) are stable and generally hold %50 of national income around the world. On the other hand, richest %10 and lowest %40's shares are pretty unstable across the countries. On the contrary, Gini mostly focuses on the middle class. For this reason, this second group should be examined to determine inequality level.

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AN INVESTIGATION ON THE BREASTFEEDING INFORMATION OF NURSING MOTHERS: INSTAGRAM EXAMPLE

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ABSTRACT

The aim of study is to determine what extent the nursing mothers use social media as a information source about breastfeeding. Secondary goal of the study is to exhibit what the other information sources about breastfeeding are.

Keywords: Nursing mother, breastfeeding information, social media.

INTRODUCTION AND RESEARCH QUESTION

The aim of study is to determine what extent the nursing mothers use social media as a information source about breastfeeding. Secondary goal of the study is to exhibit what the other information sources about breastfeeding are.

CONCEPTUAL FRAMEWORK

Breastfeeding that have got pozitive results such as preventing chronic diseases like diabetes, asthma, respiratory infections and cardiovascular diseases, controbuting to the healthy life of baby, reducing the health expenditures have become an encouraging health target. Considering the infant deaths due to malnutrition and the lack of natural immunity provided by maternal smoking; breastfeeding is important. In addition, according to WHO's (www.who.int) study, it is the most important food that improves breast milk intelligence, prevents obesity and increases vulnerability. It is also stated that more than 820 children will be saved from death per year if the rapord is fed with adequate breast milk.

According to 2017 data, 155 million children aged 5 years are very short compared to their peers and 52 million children are still very weak compared to their peers, due to globally undernourished mother's milk. In addition, according to 2017 figures, 45% of child deaths were found to be due to inadequate breastfeeding (www.who.int). According to Turkey Health Statistics 2016 Report (www.tuik.gov.tr) breastfeeding rate; it is observed %30.8 of 0-6 months infants and %22 of 7-12 months infants are fed with mother milk and the rate is very low. With determination of knowledge deficiency about breastfeeding and reducing the breastfeeding at the rate of % 43.5 within the next two months of birth; the level of breasfeeding information of nursing mothers and the sources of these informations have gaine importance.

METHODOLOGY

The aim of the study was measured by a questionnaire. The universe of work was selected 85000 mothers have child between 0-2 old anda re active member of Nursing Mother named instagram page. No sample was selected in the study, all members were

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reached via online questionnaire. Data obtained from the returning members were subjected to simple frequency analysis and correlation analysis via SPSS.

FINDINGS AND DISCUSSION

Another nutritional situation in the study before breastfeeding the babies of their mothers is similar to the Turkish Population and Health Investigation (2014: 158). It is found that approximately 25% of the participating mothers have given baby sugar or water before their mother's milk. It was found that mothers used social media as a breastfeeding source in the second place according to other sources. This result is different according to the result of Tanrıku (2011: 45) study. According to the result of Tanrıku, mothers use the media as the last source of breastfeeding. The reason for the change of sorting over time; It can be said that the availability of social media is getting easier day by day.

RESULTS AND RECOMMENDATIONS

According to results nursing mothers provide breastfeeding information from family and relatives, social media, physicians and delivery nurses respectively. So, social media is an important resource for nursing mothers. Social media can be an effective tool for correcting breastfeedin misinformation and informing the nursing mothers about benefits of breast milk. In this context The Ministry of Health's maintaining the breastfeeding information campaign have gained considerable importance about nursing mothers' being informed about breastfeeding. Peer using, presentation of various video or visual material supplemented with experiences from mothers in social media will also be useful about early abandonment of mothers, abandonment of wrong breastfeeding and encouraging mothers to breastfeed.

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